

## VISUAL IDENTITY GUIDELINES 2018

#### The CDCC Vision:

The CDCC is the essential resource for growth of engaged businesses in Central Delaware.



435 N. DuPont Hwy, Dover, DE 19901 302.734.7513 | (f) 302.678.0189 info@cdcc.net | www.cdcc.net





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#### 1.0 Vision

The CDCC is the essential resource for growth of engaged businesses in Central Delaware.

#### 1.1 Mission

Improve engagement of membership by 10% over the next two years.

#### 1.2 Values

- Engaging
- Resourceful
- Relevant
- Credible

#### 1.3 Chamber Identity

In year 2000, Rick Hill of Hill Design Group approached the Chamber President with an idea to develop a new logo for the organization. After a meeting with staff to determine all aspects of the Chamber's programs, events, and philosophy, Rick Hill returned with a design that was embraced by the Board of Directors. The logo represents the @ sign in everyone's website address, signifying that the Chamber of Commerce is in the middle of everything that goes on in Central Delaware and the main source for all business matters.

Having a logo designed in this fashion identifies the Chamber with its market and our goal is to use it on all printed materials in the future.



#### **CDCC Staff Email Signature**

#### **Judy Diogo**

President

**Central Delaware Chamber of Commerce** 

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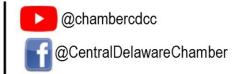
www.cdcc.net

Delaware's Only 5 Star U.S. Accredited Chamber

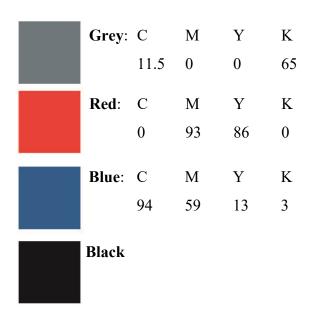
#### **CDCC Flyer Footer Signature**



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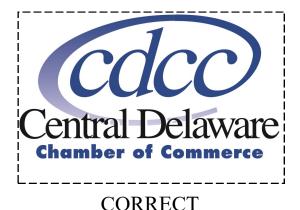
#### 2.1 Colors







#### CDCC MARKETING ONLY









**INCORRECT** 

#### 2.2 Variations

Preserving the true identity of the chamber logo is treated with the upmost respect and taken into consideration with all new marketing materials the CDCC releases.

Chamber committees seeking to develop their own identifying logos cannot incorporate the word mark or the official Chamber logo without the approval of the Chamber President. Compliance with guidelines is an important part of establishing the Chamber brand.

#### 2.3 Guidelines

The purpose of these guidelines is to specify the policies and procedures concerning the use of the Chamber name and the official symbol that identifies it. These are designed to ensure that the Chamber is promoted in a formalized, professional and uniform manner, and to protect the marks from infringement.

The Chamber reserves the right to remove, rescind or withdraw any document or publication, including electronic publication, which does not comply with these Visual Identity Guidelines.

#### DO:

Only use provided electronic artwork.

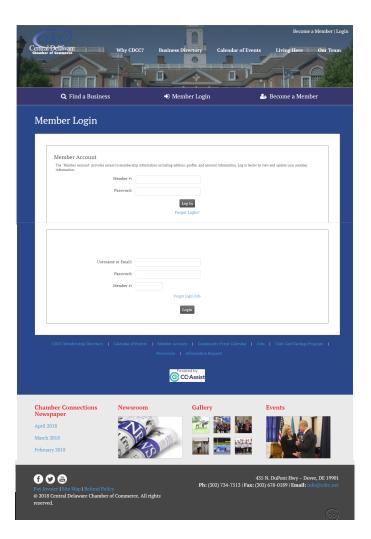
Ensure a clear space when placing the chamber logo

Contact our chamber for the correct logo

#### DON'T:

Do not alter the chamber logo, modify colors, add animation or introduce other graphic elements

Do not remove any original parts of the chamber logo or use separately. (only if approved by CDCC).



The Member Portal



Judy Diogo, IOM, CFRE President

302.734.7513



435 North DuPont Hwy Dover, DE 19901

> jdiogo@cdcc.net fax 302.678.0189 www.cdcc.net

Business Card (Front)

#### 2.4 Member and Co-sponsored use

The Central Delaware Chamber of Commerce logo and identity is encouraged to be used and utilized by its membership and partnerships. The CDCC logo is available for such by contacting the President by email at <a href="mailto:jdiogo@cdcc.net">jdiogo@cdcc.net</a>. All community partners are recommended to contact the CDCC directly.

#### 2.5 Written Communication

All Chamber publications, videos, web pages, letterhead, envelopes and business cards must comply with the Visual Identity Guidelines with respect to the use of the word mark (Central Delaware Chamber of Commerce) and official logo unless the Chamber's President grants an exemption.

All written communication materials are consistent with the brand and include the logo, the U.S Chamber Accreditation logo, and the CDCC vision.

#### **Business Cards**

All business cards will have the Chamber logo in the prominent upper left hand corner with address, phone, fax and website at the bottom. Staff cards will include name and job title. Blank cards are given to Chamber board members.

The CDCC is the essential resource for growth of engaged businesses in Central Delaware.



@CentralDelawareChamber



@chambercdcc

Business Card (Back)

#### 2.5 Written Communication Cont...



Chair Sean M. Mace

First Vice Chair Shane E. Breakie

Vice Chair Economic Developmen

Vice Chair

Evans Armantrading, Jr.

Dr. Dina C. Vendett

Legislative Affairs C. Scott Kidner

Vice Chair Military Affairs

Treasurer Christina M. Lessard

Vice Chair Smyrna/Clayton Dana F. Wattay

Janie M. Libby

Directors
Rachel Bowden
Edward H. Ide, III
Jesse C. Keleher
Jenny R. Mabus
Dr. Wilma Mishoe
Sharon A. Sack
John D. Shevock
Brian J. Stetina
Katrina L. Sullivan
Lincoln D. Willis

Honorary Board Members Colonel Joel W. Safranek

President Judy Diogo, CFRE, IOM

Staff Cristal R. Brenneman, IC Kevin M. Edwards Katle D. Gillis Heather A. McTheny Cheryl P. Whitney



"The CDCC is the essential resource for growth of engaged businesses in Central Delaware"

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#### Official Chamber Stationery

A stationery package has been developed to maintain high readability, quick visual identity of the organization, and simplicity of address information.

All Chamber staff members, board members, and committee chairs must use the standard letterhead for official correspondence.

The official letterhead, envelope and business cards are printed in reflex blue.

#### Letterhead

When printing a letter on the official Chamber letterhead, use Times New Roman or Calibri typeface at 12 point size, single spaced, unless otherwise deemed necessary and approved by the Chamber President.

Margins for Word-generated letters should be set at 2.5 inches from the top, 2.5 inches from the left, 1 inch from the right and 1 inch from the bottom. If using a second sheet, set the top margin at 1.5 inches.

The Letterhead includes the CDCC's Vision and Accreditation logo.

#### **Envelopes**

The Chamber logo will appear in the prominent upper left hand corner of all envelopes with the Chamber address immediately following below.

The Chamber vision "The CDCC is the essential resource for growth of engaged businesses in Central Delaware" will appear at the bottom.

#### Times New Roman-Bold

Times New Roman—Non-Bold

Times New Roman—Italics

12345678

#### Calibri- Bold

Calibri- Non-Bold

Calibri- Italics

12345678



A program of the Central Delaware Chamber of Commerce











#### 3.0 Typography & Use

The Central Delaware Chamber of Commerce utilizes the "Times New Roman" Font and the "Calibri" Fonts for printed and electronic materials that are generated in our office. (Any other fonts used in promotional materials need to be approved by the CDCC President.)

Utilizing these fonts are important to the CDCC and its branding.

#### 4.0 Program and Publication Identities

The Central Delaware Chamber of Commerce brand is also included in several key annual event/program logos that are offered to the membership and community partners.

These logos, except for Leadership Central Delaware, are accompanied with the CDCC Logo on marketing materials promoting these programs/events.

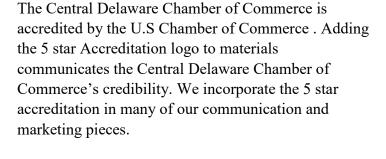






#### 5.0 Accreditation









Example of Accredited Placement with CDCC Logo on top.

This signature version for the US Chamber of Commerce accreditation is to be used at all times.

- ⇒ The accreditation signature may not be used as a trademark to identify the source of goods and/or services offered by The Central Delaware Chamber of Commerce
- ⇒ The accreditation signature may not be altered or recreated in any manner.
- ⇒ The signature must be used as-is and may not incorporate any other wording or designs.
   The Central Delaware Chamber of Commerce signature MAY appear in conjunction with the accreditation signature.
- ⇒ The accreditation signature may not be displayed in any way that disparages the US Chamber of Commerce or its products or services.
- ⇒ If the accreditation signature is posted on the Central Delaware Chamber of Commerce website, it must have an active link to the US Chamber home page, http://www.uschamber.com.
- ⇒ The accreditation signature may appear on the Central Delaware Chamber letterhead, business cards, web site and any other printed materials referencing accreditation status.





Example of Accredited Placement with CDCC Logo to the left.



#### **6.0** Branding Pieces and Examples

The Central Delaware Chamber of Commerce prides itself on its brand and ensures that it is represented in all publications that represent the Chamber.



The CDCC Flyer Template

The CDCC Chamber Connections Newspaper



The CDCC Website Homepage.

www.cdcc.net

#### **6.0** Branding Pieces and Examples Cont.





# The CDCC's Four Leading Resources... Education 5 Star Member Program - This program is designed to help you get the most out of your CDCC Membership by staying involved and engaged. Ambassador Committee - Dedicated to educating and engaging new CDCC members. CDCC's Coffee Coaching Program - Designed to educate business owners about the current platforms needed to grow your business. Chamber Connections Newspaper - One of the top Chamber news resources - a monthly newspaper delivered to all CDCC members. In includes upcoming events, member news, new member spotlipst, ribbon cuttings, plus anything and everything CDCCI. Kent County Open for Business Program - Free one-stop business development sessions with 14- organization/agency partners offering valuable resources to start or expand your business. Leadership Central Delaware - A 10-month leadership development program dedicated to connecting energing leaders with diverse networks in the Kent County Area. Military Affairs - Committed to strengthening and continuing the connection and engagement with Dover Air Force Base and the business community. Transportation Committee - Dedicated to improving all transportation infrastructures needed for business growth. Legislative International Committee - Dedicated to improving all transportation infrastructures needed for business growth. Legislative Committee - Tracks and educates business onlegislative issues affecting business. Profiles are published in the Chamber Connections Newspaper and on the CDCC website. Legislative Laison Task-force - Chamber members who meet to discuss specific issues at all levels of Government. Legislative Liaison Task-force - Chamber members who meet to discuss specific issues at all levels of Government. Legislative Liaison Task-force - Chamber members who meet to discuss specific issues at all levels of Government. Legislative Liaison Task-force - Chamber members who meet to discuss specific issues at all levels of Government. Legislative Linchen — An ammal Chamber avert

#### Testimonials

"Since joining...my
business has
doubled...networking is
outstanding...5 stars...
highly recommend...if you
want your business to
grow, the CDCC is the
place to be."
-Wendell Howell
Detailing by Wendell

single best business decision my school could have made. The Chamber's enthusiasm for helping small businesses become engaged in our community has been invaluable. provided opportunities for networking, for marketing, for advertising...have helped us to clearly identify who we are and how we are connected to other successful businesses in Central Delaware...

-Dr. Dinal Vendettl
Principal, St. John's School





"Since I am based in Seaford, attending a CDCC mixer is a great way to meet business leaders in Kent County...serving as an ambassador...was a great way to meet people...suggest attending at least one event per month..."

-Chris Redman Morning Star Publications

"exceeded my
expectations...top-notch
team will be working for
you every day of the
week to maximize your
business growth and
prosperity..."
- Ken Abraham



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### BART Bauhealti NOBLES POND Dover Post Committee **CDCC Honorary** Mayor Business Mixer Accurate Friday, March 2, 2018 2:00 PM ACCURATE RSVP to the CDCC Office by calling 302.734.7513 or visit www.cdcc.net and click the Event Calendar date March 2nd to register to attend. To view the Ribbon Cutting footage tune into

Constant Contact'

#### **6.0** Branding Pieces and Examples Cont.

CDCC Enews Monday, February 26th The CDCC Official weekly E-News Template.

#### Catchin' Up with the Community E-News Template





Delaware Department of Transportation

Public Workshop

