Vision, Mission, Values

The Vision
The Bowling Green Area Chamber of Commerce is the driving force for South Central Kentucky’s Business Community.

The Mission
We provide valuable services to our partners, advocate a positive business environment and stimulate economic development for South Central Kentucky.

Our Values
Values are the standards that influence every aspect of our lives. Values provide the direction to our organization’s decisions. In all that we do, let us demonstrate our core values:

Inclusiveness: We embrace behavior and actions that respect and honor the background, diversity and contributions of all in our community.

Integrity: We believe in demonstrating the strength, moral principles, honesty and ethics that warrant the trust of the community.

Leadership: We believe the community can only grow and prosper if we have the courage to be hold in our vision and stand by our convictions.

Service: We value a commitment to service and believe responsibility and duty are imperative to enrich the community.
Official Logo

Logo

Bowling Green Area
Chamber of Commerce

Logomark

Logotype

Bowling Green Area
Chamber of Commerce
Colors

Primary Colors

- Pantone 654 C
  - CMYK: 100, 84, 31, 17
  - RGB: 0, 58, 112
  - #1a3d6d

- Pantone 7540 C
  - CMYK: 69, 59, 52, 3
  - RGB: 74, 79, 84
  - #4b4f55

- Pantone Neutral Black C
  - CMYK: 72, 65, 64, 72
  - RGB: 34, 35, 35
  - #212222

Pattern & Secondary Colors

- White
  - CMYK: 0, 0, 0, 0
  - RGB: 255, 255, 255
  - #ffffff

- Pantone Neutral Black C
  - CMYK: 72, 65, 64, 72
  - RGB: 34, 35, 35
  - #212222

Accent Colors

- Pantone 654 C (Tints)
  - CMYK: 26, 22, 43, 0
  - RGB: 193, 185, 152
  - #7a666a

- Pantone 7540 C (Tints)
  - CMYK: 24, 82, 55, 8
  - RGB: 179, 76, 90
  - #5c8097

- #b34c5a
  - CMYK: 38, 74, 55, 22
  - RGB: 137, 76, 83
  - #894c53
Fonts

H1 - Main Header

**CLAXTON BOLD**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

H2 - Subheader

**Montserrat SemiBold**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

H3 - Alt. Subheader / Call-outs

**Montserrat Medium**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

Body - Copy & Text

**Source Serif Pro**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
Stationary

Business Cards

Joe Smith
Communications Coordinator
Bowling Green Area Chamber of Commerce

joe@bgchamber.com
Office.  270 012 3456
Mobile.  270 789 0123
Fax.  270 456 7890
710 College Street
Bowling Green, KY 42101

Envelope

Letterhead

Folder
Logo Usage

Stacked

Bowling Green Area
Chamber of Commerce

With Address

Bowling Green Area
Chamber of Commerce
710 College Street
Bowling Green, KY 42101

Icon Only

As Header

Bowling Green Area Chamber of Commerce

HEADLINE OR TITLE
Mock-Ups
Extras