



**Bowling Green Area**  
Chamber of Commerce

# **BRAND STANDARDS GUIDE**

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# 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

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Logo



Logomark



Logotype

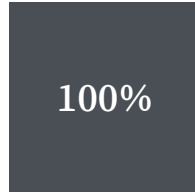
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# Colors

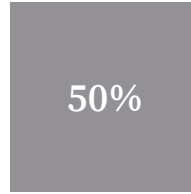
## Primary Colors



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

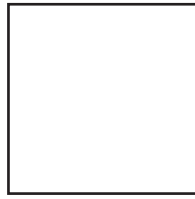


Pantone 7540 C  
CMYK: 69, 59, 52, 3  
RGB: 74, 79, 84  
#4b4f55



Pantone 7540 C (50% Tint)  
CMYK: 69, 59, 52, 3  
RGB: 74, 79, 84  
#4b4f55

## Pattern & Secondary Colors



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

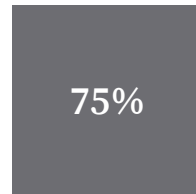
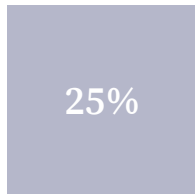


Pantone Neutral Black C  
CMYK: 72, 65, 64, 72  
RGB: 34, 35, 35  
#212222

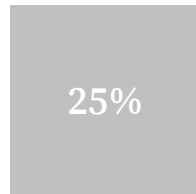
## Accent Colors



Pantone 654 C (Tints)



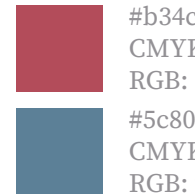
Pantone 7540 C (Tints)



#c1b998  
CMYK: 26, 22, 43, 0  
RGB: 193, 185, 152



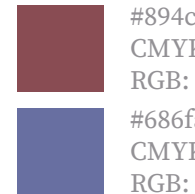
#7a666a  
CMYK: 51, 57, 47, 17  
RGB: 122, 102, 106



#b34c5a  
CMYK: 24, 82, 55, 8  
RGB: 179, 76, 90



#5c8097  
CMYK: 69, 42, 30, 3  
RGB: 92, 128, 151



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



#686fa1  
CMYK: 67, 58, 13, 1  
RGB: 104, 111, 161

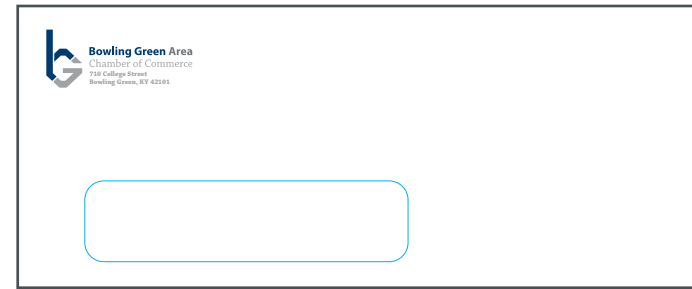


# Stationary

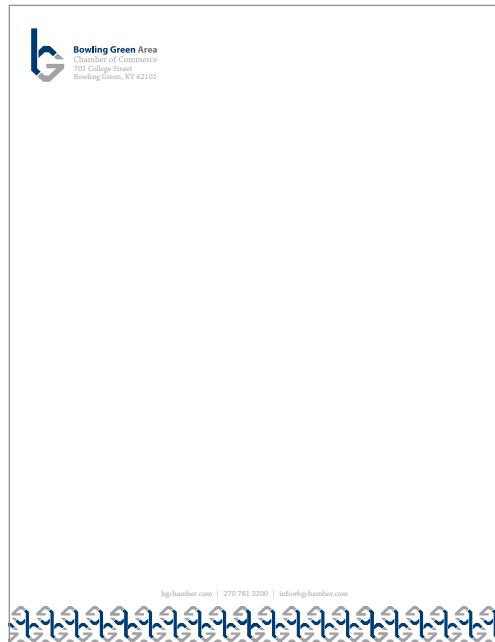
## Business Cards



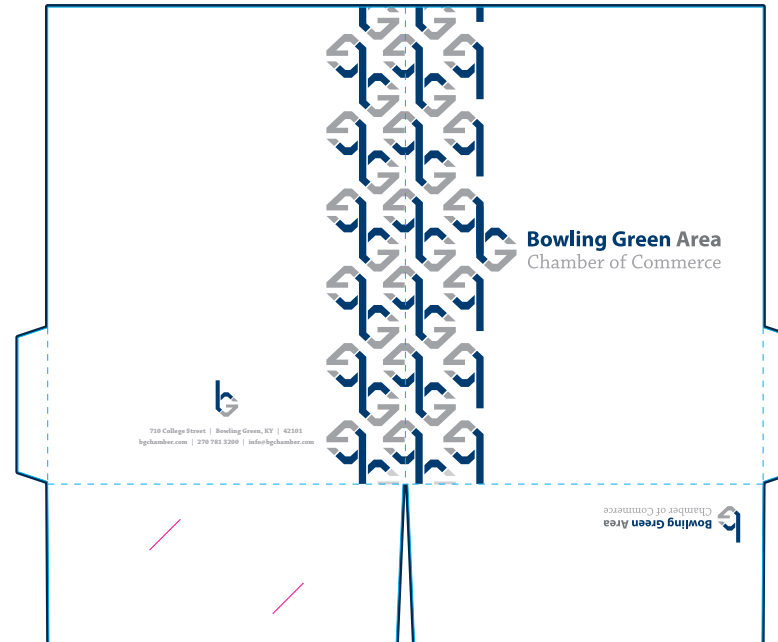
## Envelope



## Letterhead



## Folder



# Logo Usage

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Stacked



With Address



Icon Only



As Header



# Mock-Ups





# Extras





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