GRAPHIC and COMMUNICATION STANDARDS
INTRODUCTION

The purpose of these guidelines is to specify the policies and procedures concerning the use of the Chamber name and all official symbols that identify 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.

These apply to all reproductions of Chamber marks whether in traditional print or electronic form, including the Internet.

The Chamber’s name, registered marks, logos and other indicia of the Chamber that are depicted in this document may not be altered, reconfigured or added to in any manner for use in publications.

All Chamber publications, videos, web pages, letterhead, envelopes and business cards must comply with Graphic and Communication Standards with respect to the use of the wordmark (Rogers-Lowell Area Chamber of Commerce) and official logos unless an exemption is granted by the Communication Department.

Chamber departments and organizations seeking to develop their own identifying logos cannot incorporate the wordmark or the official Chamber logo without the approval of the Communication Department. Compliance with guidelines is an important part of building the Chamber brand.

The Chamber reserves the right to remove, rescind or withdraw any document or publication, including electronic publication, which does not comply with these Graphic and Communication Standards. All outside vendors contracted to design and print Chamber publications or marketing materials should be provided with a copy of these guidelines. Logos and Graphic and Communication Standards are available from the Communication Department. Any questions in using these elements should be directed to the Communication Department at 479-636-1240.

OFFICIAL CHAMBER NAME AND IDENTIFYING MARKS

The official name of the organization is the Rogers-Lowell Area Chamber of Commerce. The official name of the organization includes a hyphen between the names of the cities, and includes the word, “Area.” Any documents or publications communicating programs of the Chamber should use this name on the cover in one of the recommended typefaces. Web pages, film, video or other digital formats should use the official name on the home page, title page or opening frames as appropriate. A shortened version such as “the Chamber” or “the Rogers-Lowell Area Chamber” may be used in copy after the first use of the full name.
Reproduction for any purpose should be from a clean logo slick (not a copy) or from a computer disk. Making copies or scanning from hard copies compromises the quality of the logo. Please refer to Pantone® color breakouts for color specifications. If you need files or sicks, call 479-636-1240.

Three colors: Pantone® 221 Red, 280 Blue and 340 Green

100% Black

Two colors: Pantone® 280 Blue and 340 Green

Reversed

A minimum amount of clear space should be around the logo in all placements. Additional space is always okay, but never use less than 1/2".
RESIZING THE LOGO
The logo must be resize proportionately. Stretching the logo in any direction is unacceptable.

USE OF THE LOGO ON VARIOUS BACKGROUNDS
The preferred three-color logo is made for use on a white background. It can be used on additional background colors provided the reversed version is used. The one, two or three color version may be used on light background colors.
USE OF THE LOGO ON PATTERNED BACKGROUNDs

The preferred three-color logo may be used on varied backgrounds provided it utilizes rasterized effects that set it from the background. This would also apply to usage on solid background colors.

Acceptable usage: reversed or rasterized effect, such as “outer glow” or “drop shadow”.

UNACCEPTABLE LOGO USAGE

The following examples show ways that you may and may not use or change the Rogers-Lowell Area Chamber of Commerce identity.

Acceptable

Do not condense, extend or electronically reshape the logo.

Do not add any other shape behind any part of the logo in any color.

Do not increase or decrease the size of any of the parts of the logo separate from the whole.

Do not attempt to recreate the logo by retyping or setting it with the correct or incorrect fonts.

Do not use any other color aside from the approved colors, black, and reverse logos.

Do not use a screen of the logo.
INTERNAL LOGO STANDARDS

The primary Chamber logo is saved in S:\Communications\Logos\Chamber Logos - RogersLowell. Both color and black & white versions of the logo are in the folder.

Keep this document nearby or in your electronic files so you can easily refer to it. The communication staff can answer questions you have. This document is stored in S:\Communications\Communication Standards.

LOGO USAGE

• Use the Chamber logo for most occasions. The “Growing...Building” logo should be used only for external projects or programs with a community aspect. Confirm with communication staff before using the “Growing...Building” logo.

• For color purposes, use the RGB .jpg version.

• For black and white purposes, use the BW .jpg version.

• Communication staff will handle requests for a high resolution logo or a logo in any version other than a .jpg.

• Never apply the logo to a bold or dark background color unless it is reversed.

• The logo must never be altered, separated or distorted in any way.

• Never change the color(s) of the logo.

• Never recreate the logo with different fonts.

• The logo should not be reproduced smaller than 1 inch horizontal.

• One quarter of an inch must be allowed around the logo in all applications. When using the logo in applications other than standard stationery and business cards, leave empty space around it on all sides. A good rule to use in determining how much space to leave around the borders is about half the space.

• The logo should not be placed over any textures or photos unless approved by the communication staff.

LOGO COLORS

To match the specific red, blue and green hues of the Chamber logo in Microsoft Word, follow these steps:

• Highlight the desired text.
• From the colors palette, select “more colors.”
• Click on the “custom” tab.
• Make sure the color model reads “RGB.”
  For red, enter 168 for red, 35 for green and 90 for blue.
  For blue, enter 33 for red, 72 for green and 139 for blue.
  For green, enter 0 for red, 149 for green and 110 for blue.

LOGO USAGE - EXTERNAL

Chamber logo usage by outside parties must be monitored. Parties must have obtained permission to use our logo(s), and cases should remain rare. A specific logo has been designed for use by members in good standing, and is available for download from the web site. The above logo usage rules still apply in addition to specific usage guidelines described on the web site.
LETTERHEAD - LETTER CORRESPONDENCE

• The Chamber letterhead template is saved at J:\Forms\Template - Chamber Letterhead.dot
• Use Times New Roman font for all correspondence printed on Chamber letterhead.
• Use font size 12 pt.
• Set your left margin to .5 inches, your right margin to .5 inches, your top margin to 2.5 inches and your bottom margin to 1.25 inches.
• Use letterhead with a logo for your first page of correspondence, but for all additional pages, please use blank sheets of matching letterhead paper.
• Business letters should be mailed in a #10 business envelope.

PRESS RELEASES

The Chamber press release template is at J:\Forms\Communications\Template - Press Release.dot
• Be as brief as possible, but include all important information.
• When using more than one page, include a keyword on page two that describes the release (example: program opening) and page # on top left corner.
• Include quotations, when possible. Show community support by including positive remarks from a prominent community leader.
• Include photos or graphics when appropriate, but include as a separate file.
• Press releases should be sent as a direct e-mail, appearing in the body of the e-mail. In addition, a PDF attachment should be included.
• Publications may copy directly from your press release to create an article. Make sure you’re representing the Chamber in the best manner.

ELECTRONIC COMMUNICATIONS

The Chamber staff signature template is saved at J:\Forms\Communications\Template - Staff Signatures.dot
• Use Arial or Verdana fonts for all email correspondence.
• Use font size 10 pt. (or XSmall in WebLink Mass Communicator HTML Editor).
• Electronic communictions from all Chamber staff should be consistent in appearance. Basic signature lines should follow this format:

Name
Title
Rogers-Lowell Area Chamber of Commerce
317 W. Walnut St. • Rogers, AR 72756
Tel. 479-619-XXXX • Fax 479-636-5485
www.RogersLowell.com

This e-mail and any files and attachments transmitted with it are private and intended solely for the use of the individual or entity to whom they are addressed. If you are not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient, any use of this information or dissemination or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone at 1-479-636-1240 or return the e-mail by reply indicating the error.
January 1, 2009

Mr. Al B. Cool  
Arbitrary Company  
1001 Long Winding Road  
Rogers, AR 72756

Dear Mr. Cool:

Thank you for renewing your membership with the Rogers-Lowell Area Chamber of Commerce. Your membership investment is important and valued. Even if you are unable to attend Chamber events or become more active, your membership is working full-time for you on priorities affecting our business community.

We also value your comments and observations, so please feel free to forward any suggestions you may have. After all, this is your Chamber and your community.

Thank you again from the Board of Directors and the Chamber staff. We are all committed to making your Chamber membership work for you.

Yours truly,

Fabulous Staff Person’s Name  
Fabulous Staff Person’s Title
Press Release

For more information, contact Martine Downs Pollard, 619-3193 or martine@rogerslowell.com, or Dana Mather, 619-3182

FOR IMMEDIATE RELEASE

Chambers Partner to Host Legislative Forums

Local legislators will join members of the Rogers-Lowell Area Chamber of Commerce and the Bentonville/Bella Vista Chamber of Commerce every other week at a series of Legislative Forums. The 2009 Legislative Forums will be held every other Saturday, starting Jan. 24 at 7:30 a.m. at the Embassy Suites Northwest Arkansas, 3303 Pinnacle Hills Parkway, Rogers. Future forum dates are Feb. 7, Feb. 21, March 7, March 21 and April 4.

The forums will provide updates on the activity of the 87th General Assembly in Little Rock. Presented by AEP Southwestern Electric Power, along with AT&T, Thrasher and Company, Northwest Arkansas Community College and the Arkansas State Chamber/AIA, members of the Rogers-Lowell Area Chamber of Commerce and the Bentonville/Bella Vista Chamber of Commerce, along with the public, are invited to visit with state senators and representatives in a casual atmosphere. A question-and-answer session with the legislators is a part of each event.

Legislative Forums are free and open to the public, but reservations are required. Register at www.rogerslowell.com or send an email with number attending to martine@rogerslowell.com.

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About the Rogers-Lowell Area Chamber of Commerce

The Rogers-Lowell Area Chamber of Commerce is a five-star accredited chamber serving more than 1,963 member businesses across the region. The chamber serves as the voice of business, promoting and initiating responsible economic growth, while addressing community challenges in the Rogers and Lowell area and the region. The chamber offers a variety of programming designed to grow business and build community. For more information on the Rogers-Lowell Area Chamber of Commerce, visit www.RogersLowell.com, or call 479-636-1240.