

A guide to branding & corporate identity:

Graphic Standards Manual



The Bristol Chamber of Commerce
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bristolchamber.org
Bristol Chamber of Commerce • Graphic Standards 1

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Introduction

This Graphics Standards Manual represents another milestone in the century-old history of the Bristol Chamber of Commerce. As we continue to grow, it becomes increasingly important to bring unity and consistency to all forms of Communication.

The standardized approach outlined in this manual will benefit every stakeholder in the Bristol Chamber of Commerce brand. Because when we all speak with one voice, our message is more easily heard and understood.

The use of a graphics standards manual is certainly not a new idea. They are routinely used by leading companies across a wide spectrum of industries and business models. Their proliferation can be attributed to one factor...they enhance the success of those who utilize them.

As more and more members receive consistent messages regarding the Bristol Chamber of Commerce, the strength of the brand will continue to grow, as will the confidence our members and local business owners place in our organization.

This manual is a guide for how the Bristol Chamber of Commerce will communicate as an organization. A single, unified image.

In order to communicate our position effectively to a number of different audiences and to build a strong, consistent image for our organization, it is important to maintain continuity throughout all of our marketing and communications materials. Simply stated, the goal of our Corporate Identity System is to achieve and maintain a distinctive Bristol Chamber of Commerce brand identity.

With your commitment to follow the standards outlined in this manual, the Bristol Chamber of Commerce will present a unified message.

A thorough understanding of the elements of the manual is critical to the successful implementation of the Bristol Chamber of Commerce identity system. Please take the time to review all the sections of this manual. Share this manual with anyone responsible for producing materials for any Bristol Chamber of Commerce program or product.

Thank you for your help and commitment to building and maintaining the Bristol Chamber of Commerce brand identity that reflects the focus and excellence we all represent.

The Bristol Chamber of Commerce Brand

The official name of the organization is the Bristol Chamber of Commerce. 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 “Bristol Chamber” may be used in copy after the first use of the full name.

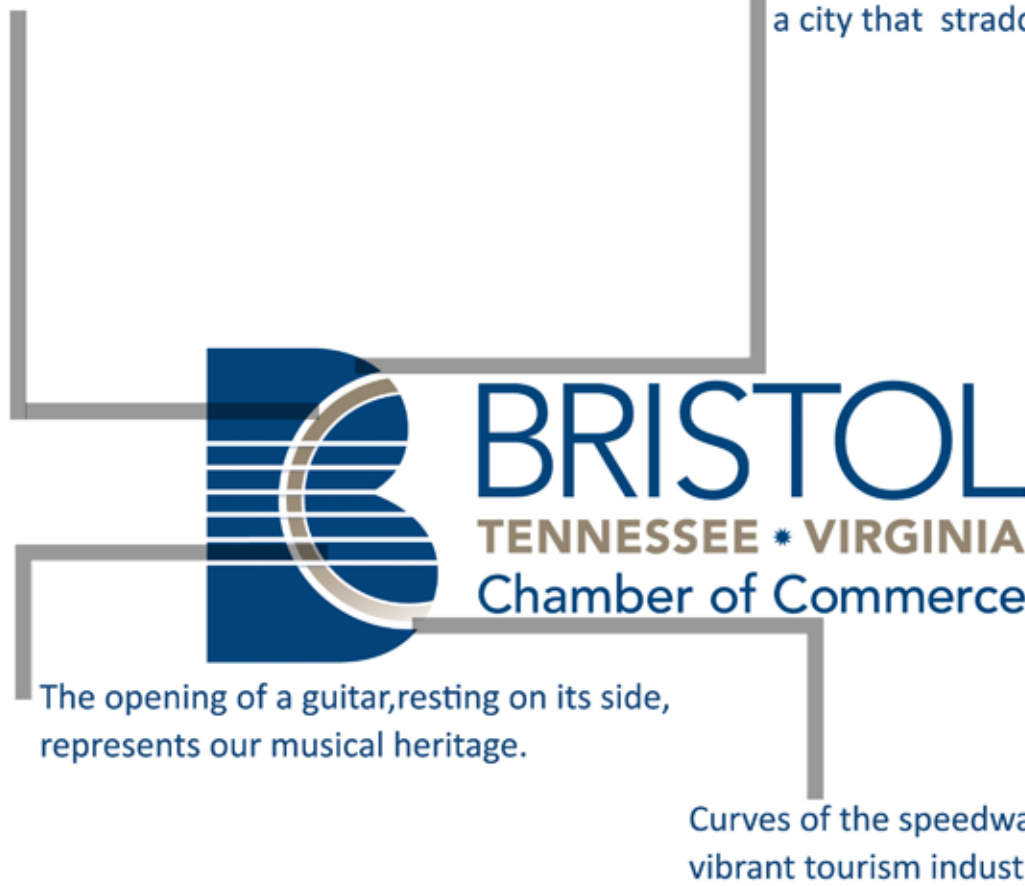
Brand Attributes

The personality of the Bristol Chamber of Commerce brand is defined by attributes that help us express our tone of voice. When our customers and partners interact with our organization, our products and our people, we want them to associate these attributes with the Bristol Chamber of Commerce. These attributes are the foundation of the communications materials that will be created to represent our brand. It is important to keep these attributes in mind as you develop all forms of communications vehicles. Whether writing a letter to a prospective member, or creating an invitation to a special event, remember that the Bristol Chamber of Commerce has been good for business for 100 years.

Brand Logo: The Symbol of Our Brand

The letter “C” denotes the Roman Numeral for 100, and represents our century milestone.

Lines separating two regions represents a city that straddles two states.



This logo stands for an organization that is the sum of all unique strengths: musical heritage, motorsports fame, the resources of two states...all wrapped in a solid “B,” which stands for BRISTOL BUSINESS.

Brand Logo: Logo Usage (Pantone Matching System, CMYK and RGB)

The following illustration demonstrates the components and color usage of the Bristol Chamber of Commerce logo. The typeface of the logo has been customized, so use camera-ready art found on the Bristol Chamber server (F:\Logo-Chamber\New Logo 2009) rather than setting the type. The logo symbol and the type should always appear as a unit, not separate from each other. However, on some occasions, the symbol can stand alone as a graphic element. You should always submit your request to the Director of Communications for approval to use the symbol in this way.

Colors from the Bristol Chamber of Commerce logo are defined by PMS (Pantone Matching Systems, a universally recognized color standard). Whenever four-color process is available, such as in color ads or brochures printed via traditional offset methods, there are two accepted applications of the logo. The four-color logo is preferred, however, it is also acceptable to reverse the logo in white out of a four-color image, or to use the logo in black only. When printing on uncoated paper use PMS 7531U for the type "Tennessee, Virginia," and PMS 2945U for the graphic shape and the type "Bristol, Chamber of Commerce." When printing on coated paper use PMS 8003 for the type "Tennessee, Virginia," and PMS 295 for the graphic shape and the type "Bristol, Chamber of Commerce." For printed materials using the CMYK four-color process to simulate the logo's colors use the values listed in the diagram. For websites and in-house printers using the RGB color process to simulate the logo's colors, use the values listed in the diagram.



Brand Logo: Logo Usage

Limited color usages include grayscale, black, one-color solid and one-color version reversed out in white on a photograph or solid background.



Four-color



One-color (Pantone 295)



Grayscale



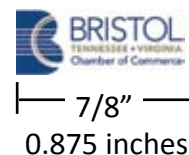
One-color (black)

Reversed out on dark background or photograph



Brand Logo: Minimum Clear Space and Minimum Size

Naturally, the amount of necessary white space surrounding the logo will vary with the logo's size. Therefore, use the following rule of thumb: no copy or graphics should intrude upon the imaginary rectangle surround the logo. The logo should float in a "clear area," separated from other text or visuals and away from the edge of the page. For readability, it is recommended that the logo appear no smaller than a width of 7/8 inches. The logo can appear as large as needed.



Brand Logo: Logo Usage (Misc.)

Background Colors

The logo should be printed on a white or light-colored background whenever possible.

Reversed Logo

Use only when a white or light-colored background is not available.

Avoid The Following:

- Never change the color of the logo. Follow the color guidelines set forth in this manual.
- Never place a logo on a busy photographic background. The logo may be placed on an uncluttered area of the photo.
- Never place a logo on a dominant patterned background. Such backgrounds conflict with the logo's readability.

Unauthorized Use

- Do not attempt to recreate the logo by using computer type fonts; it must be used exactly as it is.
- Do not stretch or distort the logo.

These are considered unacceptable uses of the Bristol Chamber of Commerce logo:



Division Branding

From time to time, there may be the need to brand printed material or an electronic communication with branding specific to an individual program or division of the Bristol Chamber of Commerce. With brand hierarchy the system consists of the master brand logo and sub-brands for departments and initiatives of the Chamber. The following illustrations demonstrate the correct use of the Bristol Chamber of Commerce logo when co-branding with specific divisions of the organization.

The typeface of the logo and theme line have been customized, so use the guidelines provided. The division name should be set in the font: Calibri Bold, 12 point. The height should never exceed the height of the words "Tennessee, Virginia" when used in conjunction with the logo. The division name should be separated from the logo by a one point rule in Pantone 295. The preferred color use of the division name is Pantone 8003 (refer to this manual for RGB equivalent).



Typography

To create a consistent look among our materials, the following type styles are recommended for use in brochures, ads, correspondence and other materials. Note: when space is limited, such as on invoices, the font Verdana may be utilized. For use in electronic communications, the font Verdana should be used since it is a widely recognized computer system font.

Calibri

For use in headlines, subheads and body copy. Italic can be used for photo captions and footnotes.

- Body copy: 11 point
- Subheads: 14 point (Bold)
- Headlines: 18-24 point (Bold)
- Captions: 9 point (Italic)
- Footnotes: 9 point (Italic)



Impact

For use in headlines, only. Never use smaller than 20 pt. (shown)



Verdana

(secondary font)

Verdana is a standard font generally native to most computer operating platforms. As such, it is ideal for use in electronic communications (website and email).

For use in headlines, subheads and body copy. Italic may be used for photo captions and footnotes.

- Body copy: 11 point
- Subheads: 14 point (Bold)
- Headlines: 18-24 point (Bold)
- Captions: 9 point (Italic)
- Footnotes: 9 point (Italic)



Photography & Clip Art

Imagery is as much a part of communicating the Bristol Chamber of Commerce brand, as the words used to describe it. Therefore, to establish a unique identity for the Bristol Chamber of Commerce, the use of photography that represents the brand is recommended, rather than widely used stock photography. The personality of the Bristol Chamber of Commerce brand is defined by the essence: good for business for 100 years. The photographs should express this. It is important to maintain region, age, gender and ethnic balance in the photo subjects.

The use of clip art should be restricted to only those images that are tasteful, not dated, and serve to visually enhance the communications piece. The Bristol Chamber of Commerce subscribes to an online resources for high quality clip art and photographic images, as well as maintains a significant archive of high-impact photographs from several local, regional and state photographers. Access to these files and site, as well as assistance with the photo documentation of events, meetings and services may be obtained from the Communications Department.

Appropriate File Formats, Image Resolution

The Bristol Chamber of Commerce logo is available through the Communications Department in a variety of file formats, including: Illustrator, Illustrator EPS, JPEG, TIFF and PDF. If there is a need for a different format, it should be requested from the Communications Department. ***Do not reformat the logo unless permission is granted.***

Depending upon how the collateral piece is to be produced, different processes will require different formats. JPEG and TIFF files are more commonly used in printing, while Illustrator and EPS files are generally required for signage, screen printing and promotional items.

Additionally, please ensure the file you are using is of sufficient size and resolution for the project. As a general guideline, standard file resolutions and their appropriate medium include:

Offset Printing (i.e. commercial print house):	300 dpi
In-house Printing (office printer or copier):	200 dpi
Newspaper:	200 dpi
Powerpoint, Web or Email:	96 dpi

PLEASE NOTE: A larger file can always be saved down to a smaller resolution, but NEVER adjust the resolution of a small file just by changing the dpi. This will result in a heavily pixelated image, and is unsuitable.

Website, Email Signature

In many cases, our website will create a first and lasting impression on potential Bristol Chamber of Commerce members, those looking for goods and services, new residents and other online visitors. Market research indicates many prospective members and service shoppers gather information online before visiting a business or community in person. Therefore, it is crucial that a consistent, quality message be conveyed throughout every page of the site.

All Bristol Chamber of Commerce communications and marketing materials should direct visitors to www.bristolchamber.org. Once at the main site, visitors will be able to find detailed information about Bristol Chamber of Commerce members, events, Bristol Chamber of Commerce staff directory and other pertinent information.

An electronic signature can, and should be added, to all outgoing email correspondence. Signatures are relatively easy to set-up in the Bristol Chamber of Commerce's email client, and should include: name, title, phone number and a web-resolution Bristol Chamber of Commerce logo hyperlinked to www.bristolchamber.org. Assistance in preparing email signatures is available from the Communications Department.

Brand Letterhead

A stationery package has been developed to maintain high readability, quick visual identity of the institution, and simplicity of address information. All Chamber departments and programs of these entities must use the standard letterhead for official correspondence. Do not attempt to recreate the Chamber stationery. It is readily available in the Bristol Chamber of Commerce workroom.

Correspondence

Letterhead

When printing a letter on the official Chamber letterhead, use the Calibri typeface at 11 point size (or Verdana if Calibri is not available), with line spacing single spaced. Margins for Word-generated letters should be set at 2 inches from the top, 1 inch from the left, 1 inch from the right and 1 inch from the bottom. If using the second sheet, set the top margin at 1 ½ inches.

Envelope

When generating envelopes from a word processing program, set the left margin in line with the right hand side of the logo printed on the envelope as indicated below.

Business Card

Business cards should be ordered from the Bristol Chamber of Commerce Administrative Department.



20 Volunteer Parkway, Bristol, Tennessee 37620 • P.O. Box 519, Bristol, Virginia 24203-0519 • 423.989.4850 • 423.999.4847 • www.bristolchamber.org

Collateral Materials and Print Advertising

Do not create your own print ads and do not allow publications to produce ads on your behalf. Should a need arise for print materials, please contact the Director of Communications, (423) 989-4850.

Phone Etiquette

Every telephone call also presents an opportunity to build the strength of the brand. When answering the telephone, please follow these examples:

- “Good morning, Bristol Chamber of Commerce, how may I help you?”
- “Hello, Bristol Chamber of Commerce, how may I direct your call?”
- “Thank you for calling the Bristol Chamber of Commerce. How may I direct your call?”

Questions?

For marketing materials or logo usage not covered in this manual, please contact Jennifer Molley Wilson, Director of Communications. If you have general questions or need additional information regarding the Bristol Chamber of Commerce graphic standards, please call (423) 989-4858, or email jwilson@bristolchamber.org.

All outside vendors contracted to design and print Chamber publications or marketing materials should be provided with a copy of these guidelines. Additional copies of the Bristol Chamber of Commerce Graphic Standards Manual are available from the Director of Communications.

All Chamber publications, videos, web pages, letterhead, envelopes and business cards must comply with these graphic standards with respect to the use of the Bristol Chamber of Commerce official logos unless the Director of Communications grants an exemption. Chamber departments and organizations seeking to develop their own identifying logos cannot incorporate the official Chamber logo without such approval.

The Bristol Chamber of Commerce reserves the right to remove, rescind or withdraw any document or publication, including electronic publication, which does not comply with these Graphic Standards.

The Graphic Standards Manual has been developed to promote consistency and protect the Chamber’s brand identity. It is not intended to create a template or be a complete set of rules for every conceivable application. Good judgment and good taste must be exercised by anyone creating communications materials.