

# BRAND GUIDELINES

**THE  
CHAMBER**  
LEDUC • NISKU • WETASKIWIN REGIONS

# WHO WE ARE

Since 1906, the local Chamber of Commerce has been the business headquarters. Since then, we've evolved to better represent business in the region, and will continue to do so. But our main goal is unwavering—to help our members make their businesses better.

Regarded and respected as the proactive business voice and leader of our region, the Chamber represents the Leduc, Nisku and Wetaskiwin regions, including 7 municipalities, and over 1,000 member businesses.

Your chamber strengthens the economic climate of the region, and provides unparalleled networking and promotion opportunities. Because strong businesses, mean strong communities.

**(Y)OUR COMMUNITY.**

**(Y)OUR BUSINESS.**

**(Y)OUR CHAMBER.**



# LOGO USE

## PRIMARY WORDMARK

The logo is never to be altered or separated.  
Keep the logo proportionate when scaling to size from the official digital artwork.

WORDMARK

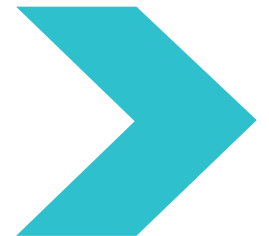


WORDMARK

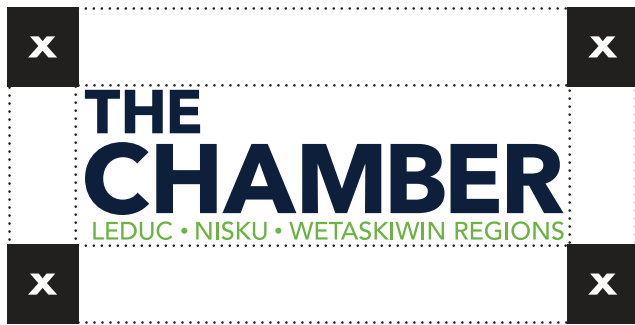


## PROUD MEMBER LOGO


The "proud partner" logo is available exclusively to Chamber members only.



# LOGO USE



## PROTECTIVE AREA

The vertical and horizontal protective area is equal to . This ensures the logo is never crowded and always visible.



NAVY + GREEN



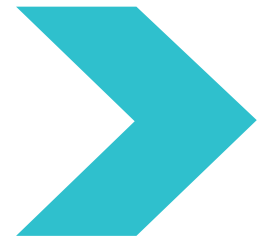
REVERSE - WHITE + GREEN



ALL NAVY



ALL WHITE



# COLORS

## PRIMARY PALETTE



Navy  
C96 M85 Y45 K54 | R15 G31 B60 | #0F1F3C

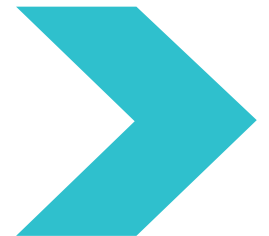


Green  
C63 M6 Y100 K0 | R107 G179 B68 | #6BB344



Teal  
C67 M0 Y20 K0 | R52 G192 B207 | #34C0CF

- CMYK is used for print applications.
- RGB is used for screen/digital applications.
- Spot colours are used for colour matching or printing.
- HTML Colours are used for web applications.



# TYPOGRAPHY

Two typefaces to be used in visual communications to maintain the visual identity. Left justify text wherever possible.

## PRIMARY - Avenir

Avenir is a sans serif face based on geometrical shapes and is suitable for headlines and body paragraphs. Avenir has four different weight types which include book, roman, medium and heavy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## SECONDARY - Lato

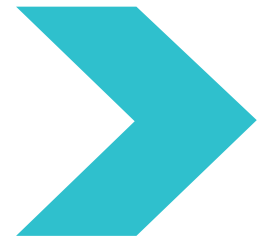
Lato Regular is a suitable secondary font to be used when Avenir can not be accessed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## SECONDARY - Arial

Arial Regular is a suitable secondary font to be used when Avenir or Lato can not be accessed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



**(Y)OUR COMMUNITY.**

**(Y)OUR BUSINESS.**

**(Y)OUR CHAMBER.**

[yourchamber.ca](http://yourchamber.ca)

