



GREATER PHOENIX CHAMBER

Brand Identity & Messaging Guide

Version 1

6/14/2018

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Chamber History

For more than 135 years, the Greater Phoenix Chamber has evolved to meet the needs of the business community. Today, the Chamber is a strong pillar of the Greater Phoenix region.

Although Arizona was not yet a state, leading business owners in the Valley of the Sun organized the Phoenix Chamber of Commerce on November 13, 1888. The Phoenix Chamber originally spearheaded efforts towards attracting more settlers to the Valley, building a railroad to tap the rich forest country to the north, building better roads and supplying accommodations for those who traveled here for the winter sunshine.

Through over 130 years and a couple of name changes (it was known as the Phoenix Metropolitan Chamber of Commerce from 1973-1987 and became the Greater Phoenix Chamber of Commerce in 1998), the Chamber has never wavered from its original mission: to help area businesses succeed and make the Valley a better place in which to live, work and do business.



Objectives



ESTABLISH

consistency in message, story and image



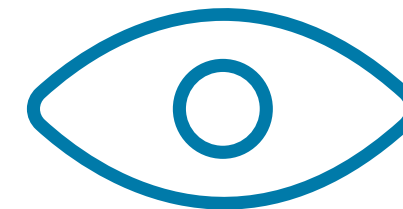
MODERNIZE

the perception and image to fully reflect
the impactful advancements achieved



ENGAGE & REACH

new members while inspiring and
retaining existing members



POSITION

the Chamber as the **premier organization of action**
and collaboration as a business catalyst



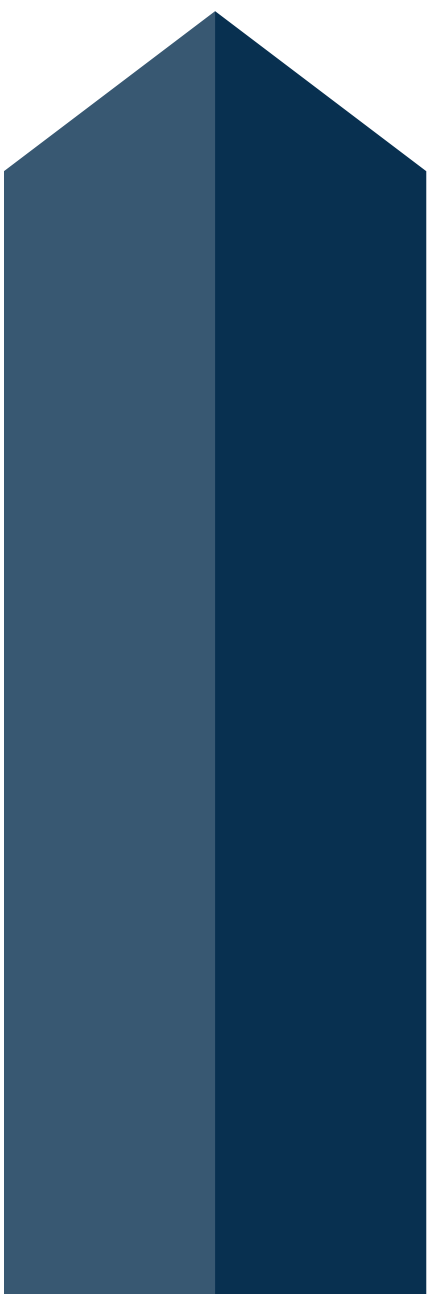
SHOWCASE

the full story of an innovating
and engaging organization.

Messaging Foundation

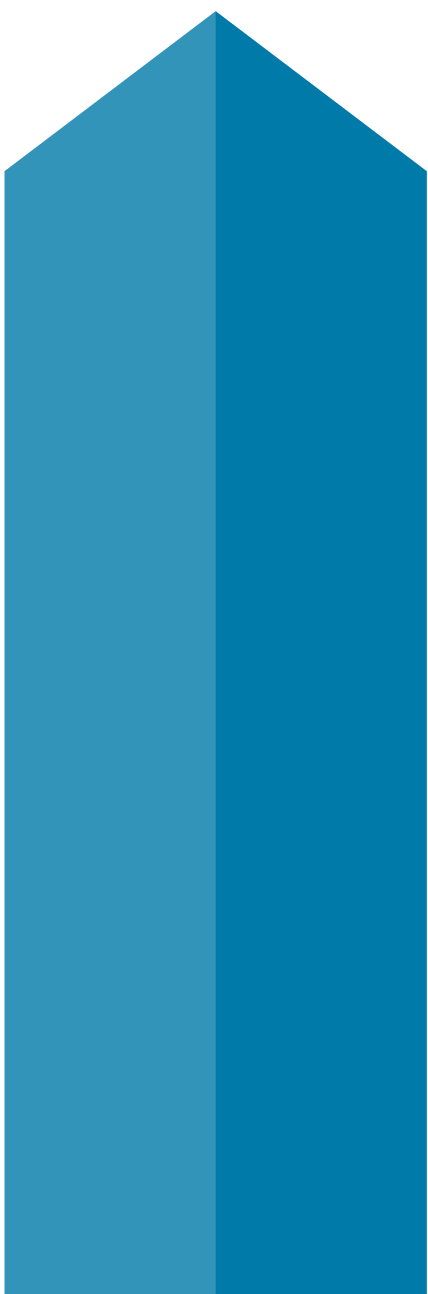
The Brand Pillars

CONNECT



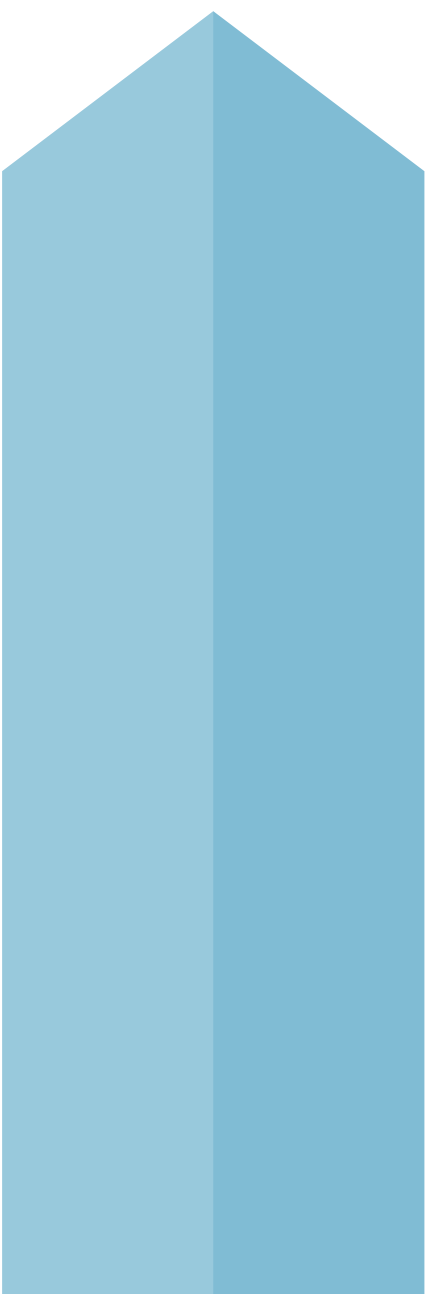
**BUSINESS CONNECTOR
& CHAMPION**

ADVOCATE



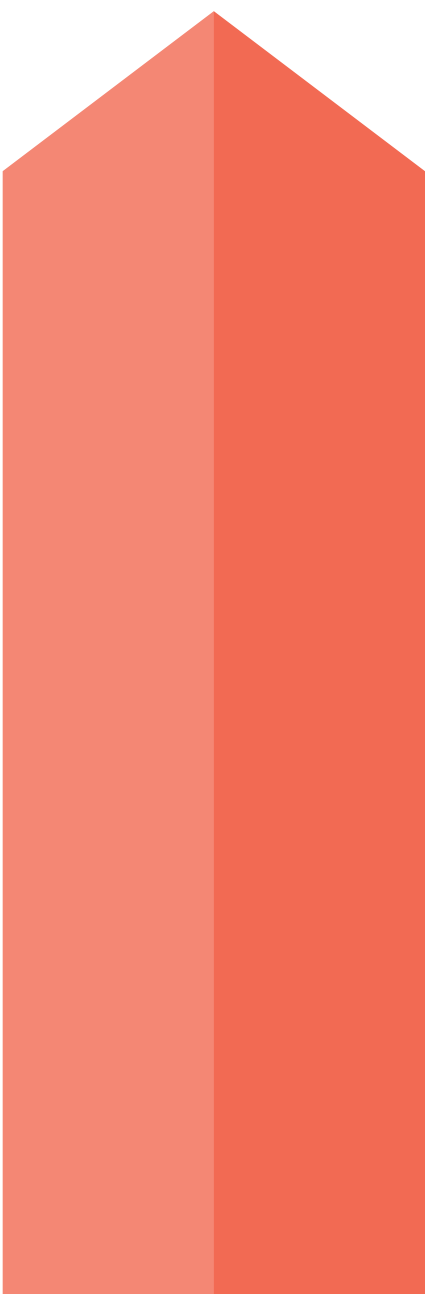
PUBLIC AFFAIRS

DEVELOP



**WORKFORCE
DEVELOPMENT**

STRENGTHEN



**ECONOMIC
DEVELOPMENT**



CATALYST FOR BUSINESS



CHAMPION FOR GROWTH



**ACCELERATING
BUSINESS TOGETHER**

Brand Positioning

MARKETING STATEMENT	Catalyst for Business. Champion for Growth.			
ACTIONS & BENEFITS	CONNECT ADVOCATE DEVELOP STRENGTHEN			
BRAND PILLARS	BUSINESS CONNECTOR & CHAMPION	PUBLIC AFFAIRS	WORKFORCE DEVELOPMENT	ECONOMIC DEVELOPMENT
ORGANIZATION DESCRIPTION	The Greater Phoenix Chamber accelerates business as a catalyst for growth and prosperity across the Phoenix Region. The Chamber functions in a multi-capacity role as a business connector and champion,an economic and workforce developer, a foundation and a public policy advocate.			
MISSION	The Greater Phoenix Chamber promotes regional prosperity, serving as a catalyst for economic vitality and strong communities.			

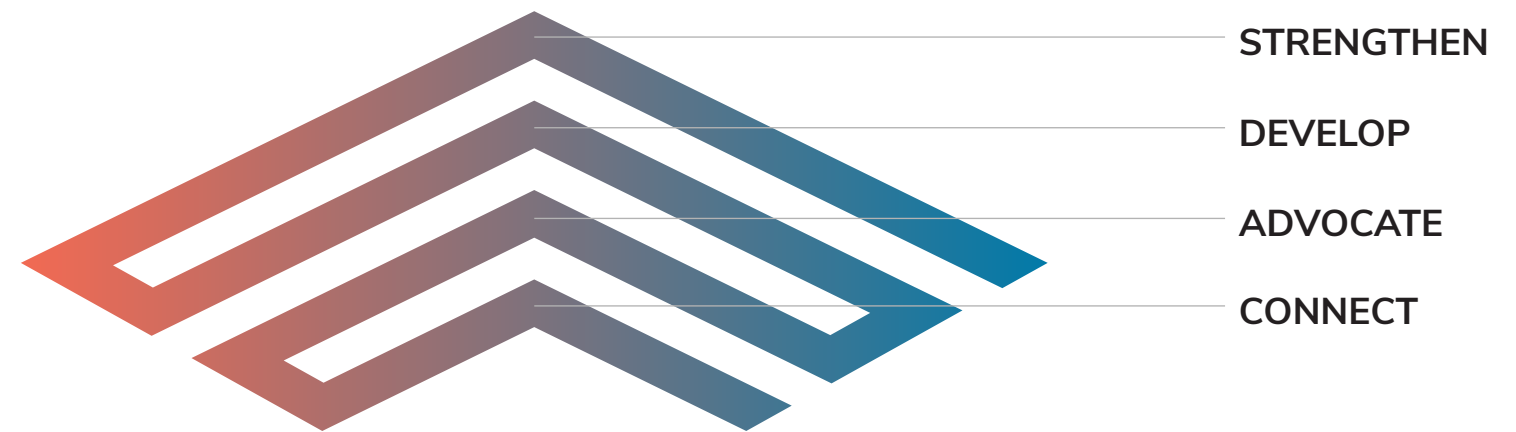
Logo

The Visual Connections of the Logo

The Chamber Logo Lock-Up

The main logo lockup consists of an upward pointing arrow that symbolizes a focus on the future and the growth of businesses in Arizona. It is constructed of four pointed lines that represent the four pillars of The Greater Phoenix Chamber to **CONNECT, ADVOCATE, DEVELOP, and STRENGTHEN.**

The brand mark is designed with clean, strong typography which shows clear direction with a bold intent and purpose. The elements of the new identity and message launches the brand forward into an innovative age for the Phoenix community and its businesses.



GREATER PHOENIX
CHAMBER

Clear Space

There is a minimum amount of spacing that is required around the perimeter of the logo when placing near design elements, referred to as clear space. The necessary space is determined by the height of the Greater Phoenix Chamber type of the logo lockup. Other design elements should not be placed within this area. In addition, there should be at least this amount of space between the logo and the boundaries of a page, package, color block, or an image.



Logo Responsiveness

The logo lockup includes variations in uses as size constraints allow. The main logo lockup is to be used on most applications. In smaller areas, the three abbreviated lockups and marks can be used according to their sequence seen here.

1. Main Lockup

Used whenever possible.



2. Secondary Lockup

First option if main lockup cannot be used.



3. Standalone Mark

Used as a graphic element or as an abbreviated mark on social media.



Non-Approved Logo Uses

Here are some examples to help make sure the new logo mark is being used correctly in every instance.



DO NOT use the main lockup without the CHAMBER tag



DO NOT alter the size or positioning of elements



DO NOT apply effects or shadows to the logo mark, or place on busy photography.



DO NOT rotate the logo.



DO NOT change the color of the mark.






DO NOT make any edits to the typography.

Color

Main Palette

The palette has been brightend up to bring a sense of forward thinking and innovation to the brand. GPC Orange represents the bright future of Arizona businesses, and GPC blue balances the palette by bringing a sense of calmness and professionalism. GPC Dark Blue provides a sturdy foundation for the palette.

		
GPC Dark Blue Pantone® 2768 C CMYK: 100 / 80 / 40 / 40 HEX: #083050 RGB: 8 / 48 / 80	GPC Orange Pantone® 1645 C CMYK: 0 / 70 / 70 / 0 HEX: #F26A53 RGB: 242 / 106 / 83	GPC Blue Pantone® 7461 C CMYK: 90 / 45 / 15 / 0 HEX: #007AAA RGB: 0 / 122 / 170



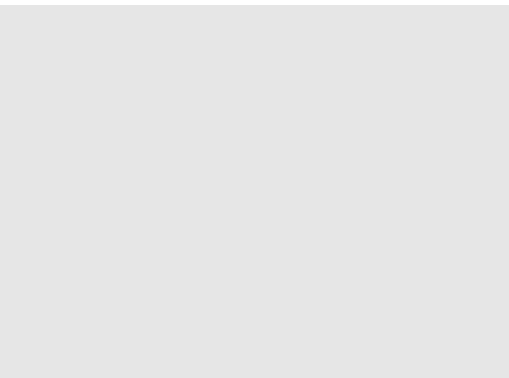
Gradient

The orange-to-blue gradient has been introduced to represent a transition to the future, and is a reference to the brilliant skies of Arizona. The gradient can be used in the main logo mark, as a duotone overlay on imagery, or as a background element.



Neutral Palette

These are the neutral colors of the palette that are used to supplement the main color palette and gradient.

		
GPC Black Pantone® Black 6 C CMYK: 70 / 67 / 63 / 73 HEX: #231F20 RGB: 35 / 31 / 32	GPC Medium Gray Pantone® Cool Gray 6 C CMYK: 37 / 28 / 28 / 0 HEX: #A4A7A9 RGB: 164 / 167 / 169	GPC Light Gray Pantone® Cool Gray 1 C CMYK: 8 / 6 / 6 / 0 HEX: #E6E6E6 RGB: 230 / 230 / 230

Logo Color Usage

These are the approved color usage examples for the logo.



Full color with white background



Full color reverse with GPC Dark Blue background. This is the only allowable background color for this instance of the logo lockup, or any abbreviated and responsive logo options.



Black on white



White on black

Typography

Sweet Sans Bold

Sweet Sans Bold is the chosen font for the GPC logo lockup. It should only be used for the logo, and always be in all capitals.

Link for purchases and licenses:

<http://www.myfonts.com/fonts/sweet/sans/bold/>

Nunito Sans

Nunito Sans is the font used for all GPC materials. It provides flexibility with seven different weights, italics, and glyphs. It is a free Google Font that can be used on the web as well as in print.

Link for downloads and licenses:

<https://fonts.google.com/specimen/Nunito+Sans>

**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
1 2 3 4 5 6 7 8 9 0**

A a B b C c D d E e F f G g H h I i
J j K k L l M m N n O o P p Q q
R r S s T t U u V v W w X x Y y Z z
1 2 3 4 5 6 7 8 9 0

Aa

Extra Light

Aa

Light

Aa

Regular

Aa

Semibold

Aa

Bold

Aa

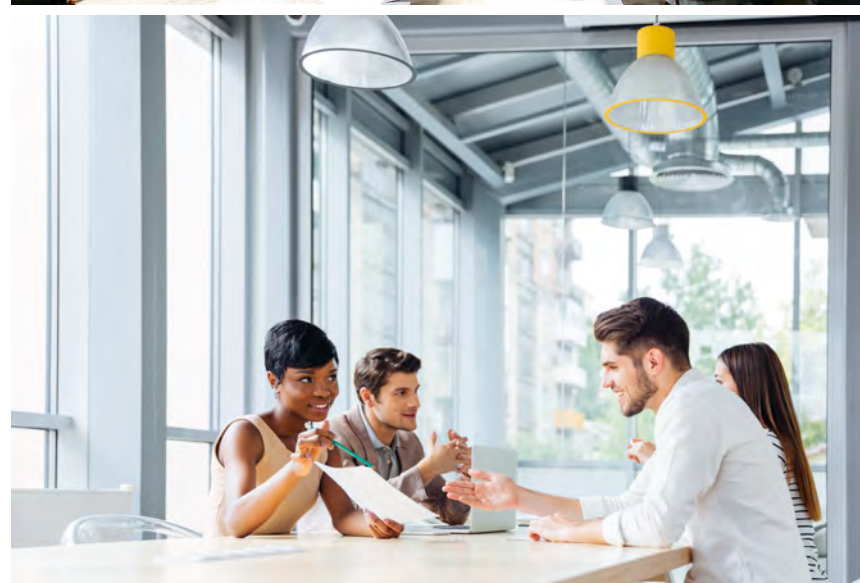
Extra Bold

Aa

Black

Photography & Video

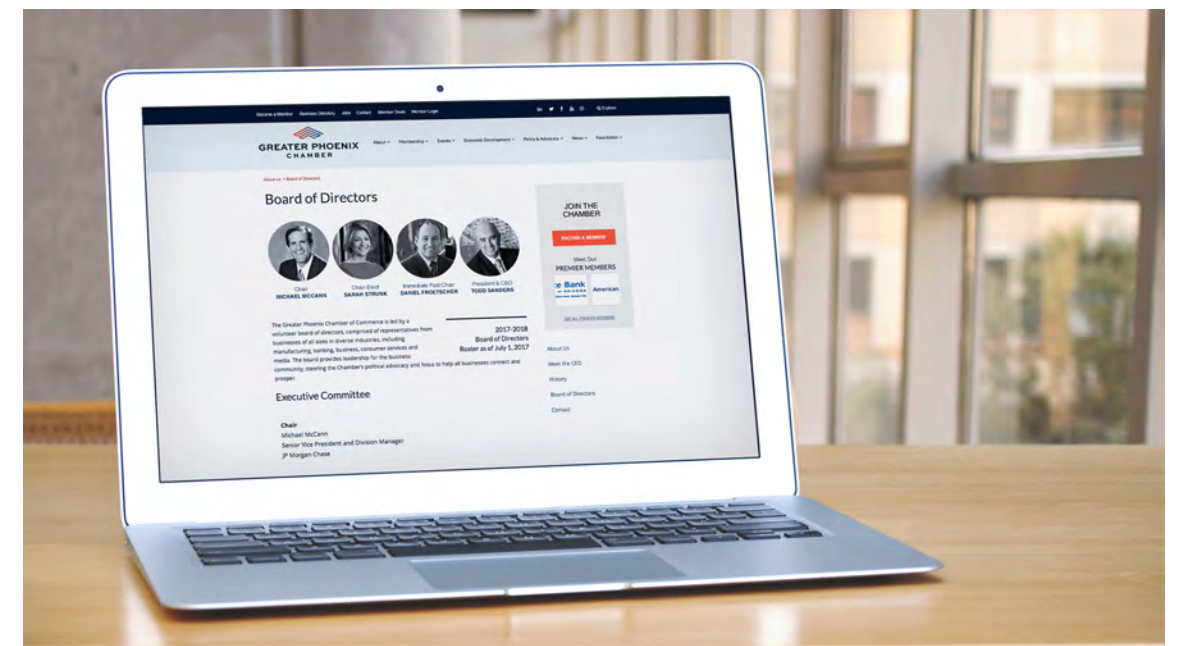
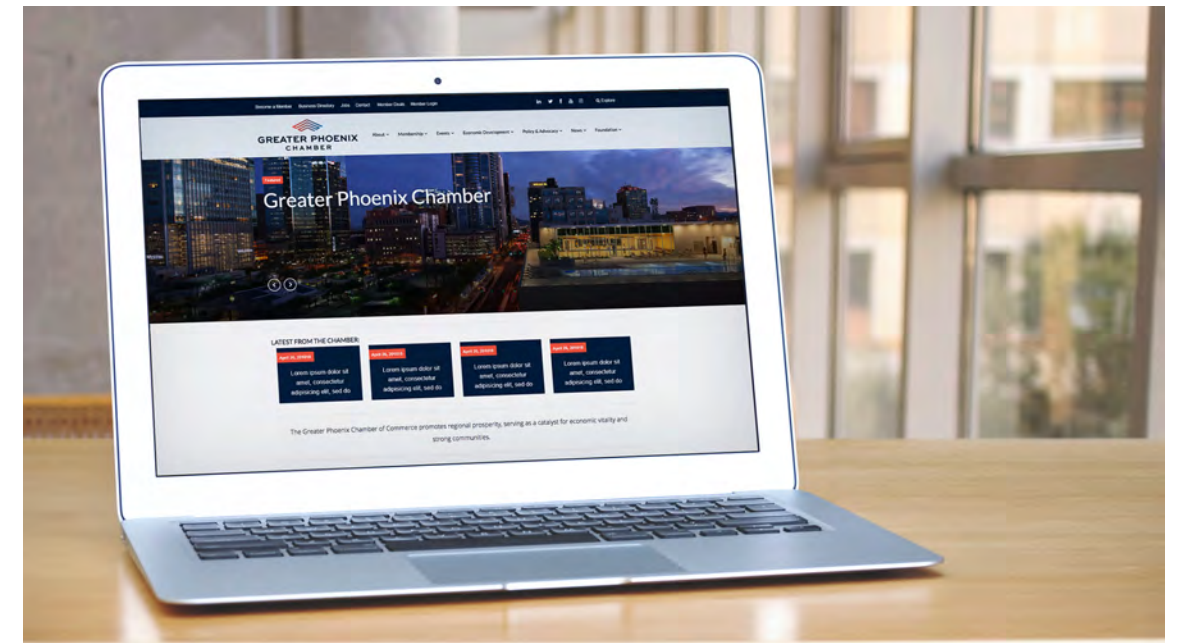
The Chamber is an organization of action and photos/videos should reflect and tell this story. Photography selection is focused on positive connections between people. Images should show diversity, energy, and people in the community actively working together to improve business and economic standing in Phoenix. Images should be well lit and convey a sense warmth in color and tone.



Social Media & Online Presence

Usage examples

These images show the approved logo, photography and color uses for social media and the web. Note the use of the standalone mark in social media.



Events & Programs

Event Signage

These signage examples can be used as templates for all Chamber-sponsored events.



Brand Programs & Extensions

Greater Phoenix Chamber Foundation

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



GREATER PHOENIX CHAMBER

FOUNDATION



GREATER PHOENIX

CHAMBER

Created in collaboration with:

IDEAS  **COLLIDE**

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