



## Graphic Standards Quick Guide

This Guide gives abbreviated directions for usage of the Chamber brand and logos. The complete Graphics Standards Manual with visual examples is available on the Chamber website.

**CHAMBER BRAND** The LZ Chamber logo should appear on any communications or materials regarding Chamber programs, news or information.

**CHAMBER LOGO** The official logo (as shown at the top of this page) is available for download on the Chamber site in eps, tiff, jpeg and png formats.

### Logo Colors

- Colors for the logo are listed below. No other color formulas should be used.

:	Maroon=	Grey=
	PMS: 201C	PMS: 60% black
	4 color: 7C /106M /68Y / 32K	4 color: 60K
	RGB: 157R / 34G / 53B	RGB: 128R / 130G / 133B

### Logo Usage

- The LZ Chamber logo should always appear as a unit without any modifications of the fonts, proportions or colors other than those provided in the specifications.
- A minimum clear space equal to at least 20% of the full logo width should appear on all sides of the logo, and it should appear on a white or light colored background, never on a busy photo/background.

### File Formats and Resolution

- The eps format is used when a vector file is required, and is scaleable to any size without losing quality. When using tiff, jpeg and png formats, ensure that the file you are using is of sufficient size and resolution for the project.
- General guidelines include:

Commercial printing and print advertising	300 dpi
In-house printing (office printer or copier):	200 dpi
PowerPoint, web or email:	96 or 72 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 increasing the dpi. This will result in a heavily pixelated image, and is unsuitable for reproduction.

**SIGNATURE EVENT LOGOS** The event logos for the Evening of Excellence, Business and Community Showcase, Golf Outing and Taste of the Towns are also available for download on the Chamber website. These are available in several formats and color formulas. Usage of these logos in materials should be reviewed by the event committee, Marketing Committee or Chamber office.

**QUESTIONS** For additional marketing materials or logo usage questions, or further information regarding the LZ Area Chamber of Commerce graphic standards, please contact Dale Perrin, Executive Director. (847) 438-5572, or email [dperrin@lzacc.com](mailto:dperrin@lzacc.com).