A guide to branding & corporate identity:

Graphic Standards Manual

The LZ Area Chamber of Commerce
1st Bank Plaza, Suite 308, Lake Zurich Area, IL 60047 • 847.438.5572
www.LZAreaChamber.com

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Introduction

This Graphics Standards Manual represents another milestone in the century-old history of the LZ Area 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 LZ Area Chamber of Commerce brand. Because when we all speak with one voice, our message is more easily heard and understood.

As members receive consistent messages regarding the LZ Area 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 LZ Area Chamber of Commerce will communicate as an organization.

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 LZ Area Chamber of Commerce brand identity.

A thorough understanding of the elements of the manual is necessary for the successful implementation of the LZ Area 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 LZ Area Chamber of Commerce program or product.

The LZ Area Chamber of Commerce Brand

The official name of the organization is the Lake Zurich Area Chamber of Commerce. Any documents or publications communicating programs of the Chamber should carry the official logo or signature event logo using this name. If the name needs to appear in type only, recommended usage is all caps in recommended fonts. Web pages, film, video or other digital formats should use the official name for the first usage on each page and a shortened version such as "the Chamber" or "LZ Area Chamber" should be used subsequently.

Brand Attributes

The personality of the LZ Area Chamber of Commerce brand is defined by attributes that help us express our tone of voice. When our members and partners interact with our organization, our products and our people, we want them to associate these attributes with the LZ Area Chamber of Commerce. These attributes are the foundation of the communications materials that will be created to represent our brand and consist of integrity, progressiveness, leadership, support, responsibility and credibility. 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 LZ Area Chamber of Commerce has been good for business for 100 years.

Brand Logo: The Symbol of Our Brand

Our logo is the foundation of our brand, and should always appear as a unit. The graphic and type should always appear together in the scale indicated. Do not separate the graphic from the "Chamber of Commerce" name underneath.

This logo stands for an organization of six communities that are geographically based around the village of Lake Zurich, using the memorability of the characters "LZ" . The sum of all of its member communities are represented by the strength of the "Area" on the right.

Logo Colors
(Pantone Matching System, CMYK and RGB)

The following illustration demonstrates the components and color usage of the LZ Area Chamber of Commerce logo. The official logo is available as downloadable art found on the LZ Area Chamber website or through the Chamber office. The logo symbol and the type should always appear as a unit, not separate from each other.

Colors from the LZ Area Chamber of Commerce logo are defined by PMS (Pantone Matching Systems, a universally recognized color standard). A four-color process (CMYK) option is available where necessary (such as digital printing and advertising). 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. For printed materials using the CMYK four-color process to simulate the logo's colors, use the values listed in below. For web and other applications using the RGB color mode to simulate the logo's colors, use those equivalents listed.

Maroon=
PMS: 201C
4 color: 7C /100M /68Y / 32K
RGB: 157R / 34G / 53B

Grey=
PMS: 60% black
4 color: 60K
RGB: 128R / 130G / 133B

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

4 color process

1 color PMS 201C

Greyscale

1 color black

Reversed out - white

Logo: Minimum Clear Space and Minimum Size

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.

Clear area around logo

Minimum size= 7/8". (.875")

Logo Usage (Misc.)

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

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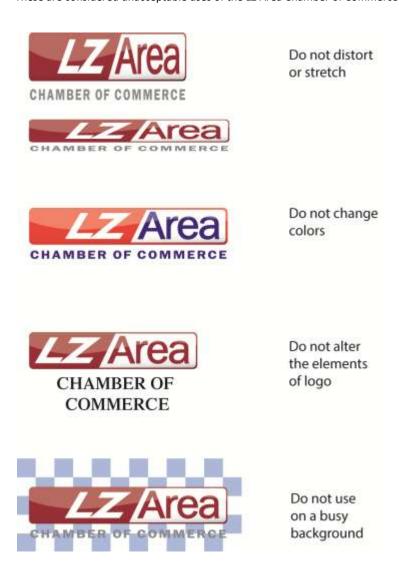Use only when a white or light-colored background is not available.

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 photograph or background.The logo may be placed on an uncluttered area of the photo or background..

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 LZ Area Chamber of Commerce logo:

Do not distort or stretch

Do not change colors

Do not alter the elements of logo

Do not use on a busy background

Branding Statement

Leading Businesses.
Leading Communities. ™

" Leading Businesses." Refllects the historic success and core equity of the Chamber, It also represents what businesses become as a result of participation in the Chamber and its programs.

"Leading Communities." Speaks to the expanded role that chambers play in today's communities, as well as what communities become as a result of strong healthy chambers.

This branding statement will be used on materials originating from Chamber office (letterhead, business cards, press releases etc., but does not need to appear with the Chamber logo on all other materials.

Typography

To create a consistent look among our materials, the following type styles are recommended for use in brochures, ads, correspondence and other materials.

Calibri   For use in body copy, captions and footnotes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Body copy: Calibri (body)9-11pt

Captions: Calibri (body) 8 point

Footnotes: Calibri (body) 7 point

Franklin Gothic Demi   For use in headlines and subheads.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Subheads: **Franklin Gothic Demi, 12-14 point**

Headlines: **Franklin Gothic Demi 18-24 point**

Website Typography

Headers of pages or intros to new paragraphs should be coded as follows:

<h3>Paragraph Header Text Here</h3>

The red color <span style="color: #9e1b33;"> can be used whenever emphasis needs to be placed on words within a paragraph or body of text.

The rest of the text is set in the CSS to the color and size that it is throughout the page. If no HTML is added to text that is typed in, it will default to the same size and color as the rest of the site.

Appropriate File Formats, Image Resolution

The LZ Area Chamber of Commerce logo is available through the Chamber website in a selection of file formats, including: Illustrator EPS (vector file), JPEG, TIFF and PNG. If there is a need for a different format, it should be requested from the Chamber office.

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 EPS files are generally required for signage, screen printing and promotional items. The eps format is used when a vector file is required, and is scaleable to any size without losing quality.

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:

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.

Photography & Clip Art

Imagery is as much a part of communicating the LZ Area Chamber of Commerce brand, as the words used to describe it. Therefore, to establish a unique identity for the Lake Zurich Area Chamber of Commerce, the use of photography that represents the brand is recommended, rather than widely used stock photography. When considering the use of photography, review the quality and professionalism of the photo, and whether it portrays the brand attributes (page 3). Low resolution, poor quality or questionable subjects should not be used. It is important to maintain region, age, gender and ethnic balance in the photo subjects.

The use of clip art should be restricted to images and graphics that have been submitted for review to the Marketing Committee. Licensing and copywrite restrictions should also be followed for any images.

Email Signature

An standardized electronic signature can, and should be added, to all outgoing email correspondence from the LZ Area Chamber office. Signatures should include: name, title, phone number and a web resolution LZ Area Chamber of Commerce logo hyperlinked to www.LZAreachamber.org., with the Leading Buessiness. Leading Communities[TM] branding statement. A set of mono-chromatic social media icons should also be included.

Collateral Materials and Print Advertising

Print ads should reflect the branding established by the Chamber, following branding guidelines. Do not allow publications to produce ads for Chamber events without establishing a review process through the Chamber office. The Marketing Committee is also available for consultation on materials being produced by an event committee or program group. Should a need arise for print materials, please contact the Chamber office.

LZ Area Chamber Signature Event Logos

The LZ Area Chamber currently has four Signature Events that have established logos associated with them: Evening of Excellence, Business and Community Showcase, Golf Outing and Taste of the Towns. The colors for each have been standardized and each logo exists as a unit that should not be altered. These logos provide an ongoing identity for these major annual events, and the consistent use of this "family" of logos strengthens the brand attributes.

When an event has an annual theme (i.e. Golf Outing using "Wild West Shootout" or Business & Community Showcase using "Celebrate Spring"), this can be developed separately with the look/graphics in line with the theme. The Signature Event logo should not be altered, however, and should appear in conjunction with the theme graphics, carrying the LZ Area Chamber of Commerce identifier. A clear space should be maintained around each logo, similar to the guidelines for the Chamber logo.

The Signature Event Family of logo colors in PMS, 4 color process and RGB are:

Evening of Excellence — LZ AREA CHAMBER OF COMMERCE

PMS 117C
6M/27M/100Y/12K
201R/151G

80% black
80K
88R/89G/91B

Business and Community SHOWCASE — LZ AREA CHAMBER OF COMMERCE

PMS 165C
70M/100Y
255R/103G/31B

80% black
80K
88R/89G/91B

Golf Outing — LZ AREA CHAMBER OF COMMERCE

PMS 369C
68C/100Y/
100R/167G/11B

80% black
80K
88R/89G/91B

Taste of the Towns — LZ AREA CHAMBER OF COMMERCE

PMS 2617C
84C/99M/12K
71R/10G/104B

80% black
80K
88R/89G/91B

Questions?

For additional marketing materials or logo usage questions, or further information regarding the LZ Area Chamber of Commerce graphic standards not covered in this manual, please contact Dale Perrin, Executive Director. (847) 438-5572, or email dperrin@lzacc.com.

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 LZ Area Chamber of Commerce Graphic Standards Manual are available from the Chamber office.

All Chamber publications, videos, web pages, advertising and promotional materials must comply with these graphic standards with respect to the use of the LZ Area Chamber of Commerce official logos unless the Chamber office grants an exemption. The official Chamber logo should not be incorporated with other organization/program or event logos or themes without consulting the LZ Area Chamber Executive Director.

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.