

**R**

# **Rivers Agency**

# Chapel Hill-Carrboro Chamber of Commerce Rebrand

**Modern  
Flexibility  
Purpose  
Community**



**The Chamber**

For a Greater Chapel Hill-Carrboro

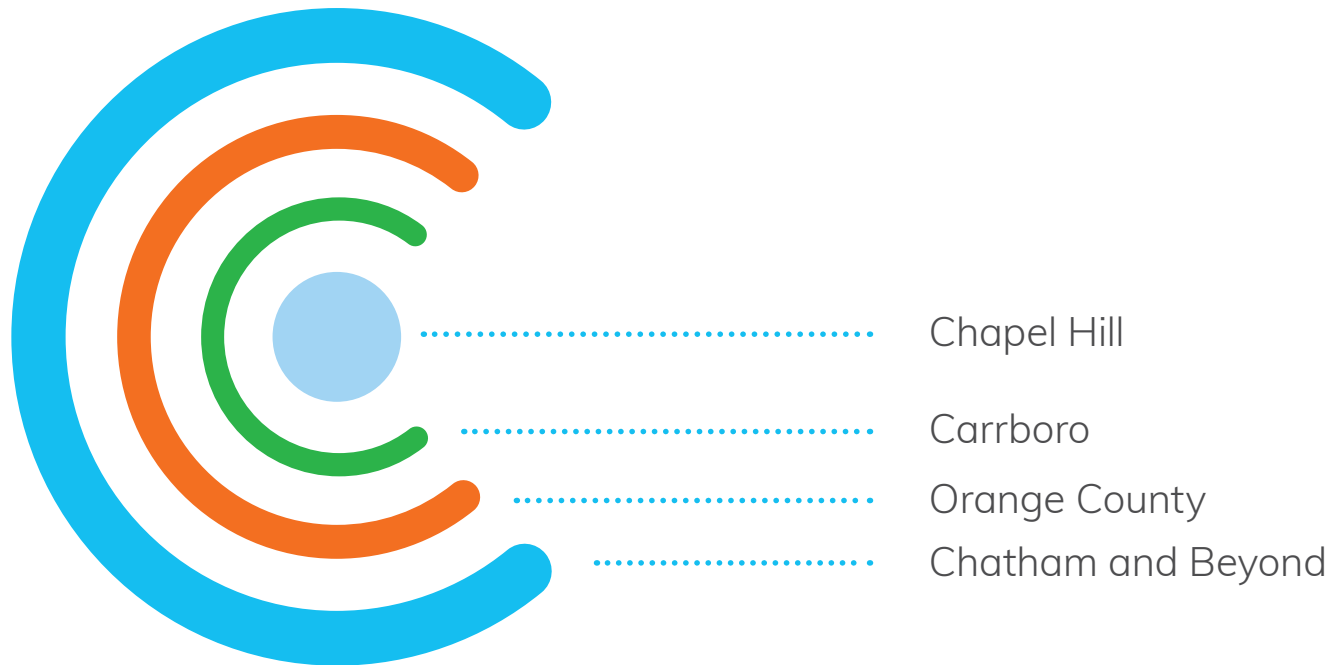


**The Chamber**

For a Greater Chapel Hill-Carrboro

## The Chamber • Our Logo Mark

The Chamber **logo mark** represents the area we serve. A central circle surrounded by series of concentric C shapes represents our home of Chapel Hill and our work radiating out into the greater community.



## **For a Greater Chapel Hill-Carrboro**

is both the tagline of our organization and a directive that reinforces our mission: to serve and advance the business interests of our area and to build a sustainable community where business thrives.



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# The Chamber • Logo (alternate versions)

Horizontal Layout



Brand Badge



Mark







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For a Greater Chapel Hill-Carrboro



**The Chamber**

For a Greater Chapel Hill-Carrboro



**Chapel Hill  
Young Professionals**



**Leadership  
Chapel Hill-Carrboro**

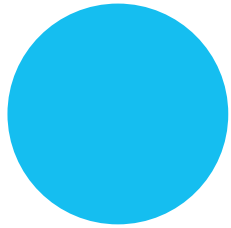


**Business Excellence  
Awards**

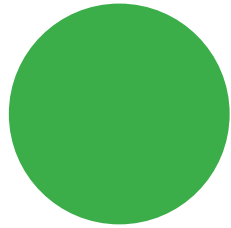


**Partnership for a  
Sustainable Community**

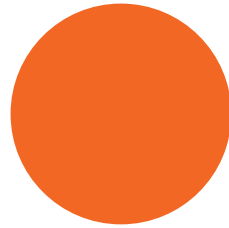
**Primary**



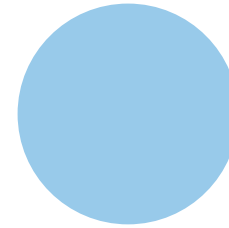
PMS 298



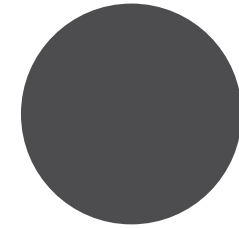
PMS 361



PMS 165

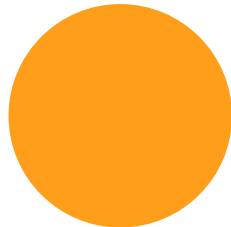


PMS 291

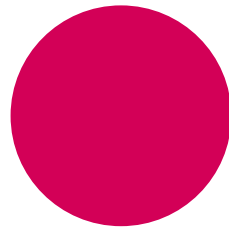


PMS Cool Grey 11

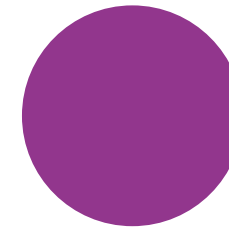
**Secondary**



PMS 1375



PMS Rubine Red



PMS 513

## The Chamber • Fonts

The Chamber logo font is also the brand font, **Muli**. Muli is a minimalist, sans serif font that can be used in both print and web applications. It is used primarily in two weights - light and black.

DOWNLOAD FONT: [HTTPS://FONTS.GOOGLE.COM/SPECIMEN/MULI](https://fonts.google.com/specimen/muli)

Muli black ..... **For a resilient**  
**Chapel Hill-Carrboro.**

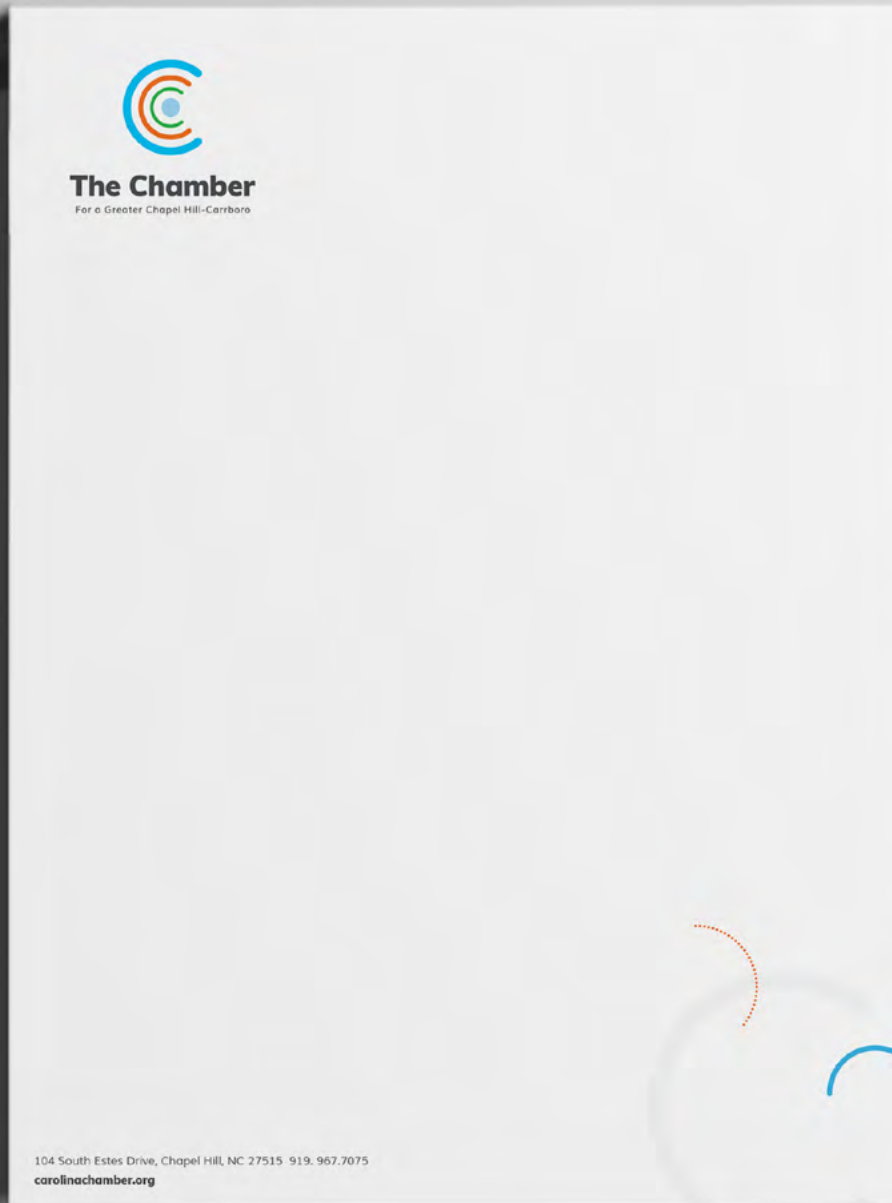
Muli light ..... The Chamber supports **Partnership for a Sustainable Community**, which tracks the well-being of Greater Chapel Hill across social, economic, and environmental indicators to ensure we remain one of the best places to live, work, shop, play, learn, and raise a family.

Muli black .....  **[Learn more at carolinachamber.org](https://carolinachamber.org)**

# The Chamber • Applications



# The Chamber • Applications







## For a collaborative Chapel Hill-Carrboro.

The Chamber supports **Central Carolina Women in Business**, a tri-Chamber initiative connecting and engaging local businesswomen through professional development and networking opportunities.

 [Learn more at carolinachamber.org](http://carolinachamber.org)




**The Chamber**  
For a Greater Chapel Hill-Carrboro





## For a resilient Chapel Hill-Carrboro.

The Chamber supports **Partnership for a Sustainable Community**, which tracks the well-being of Greater Chapel Hill across social, economic, and environmental indicators to ensure we remain one of the best places to live, work, shop, play, learn, and raise a family.


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 **Partnership for a Sustainable Community**



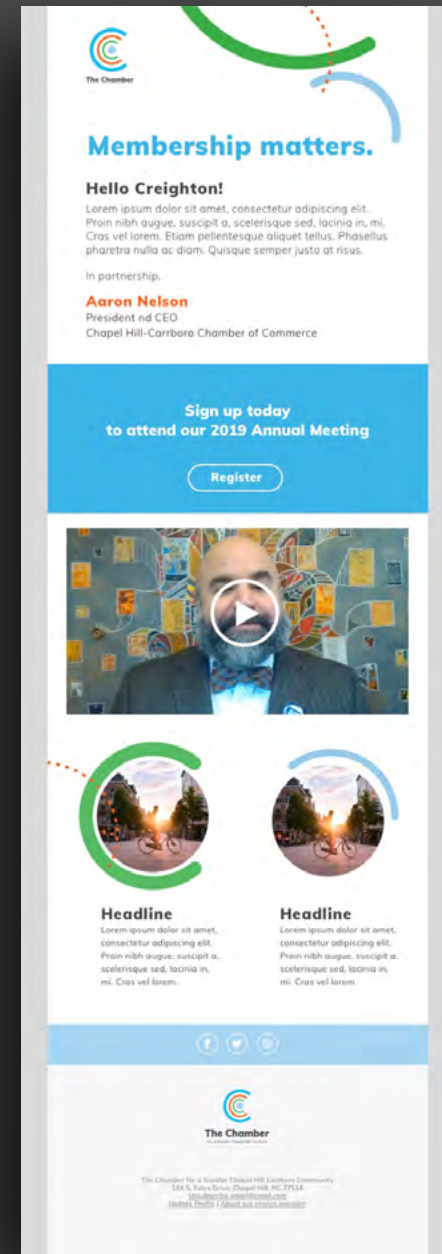
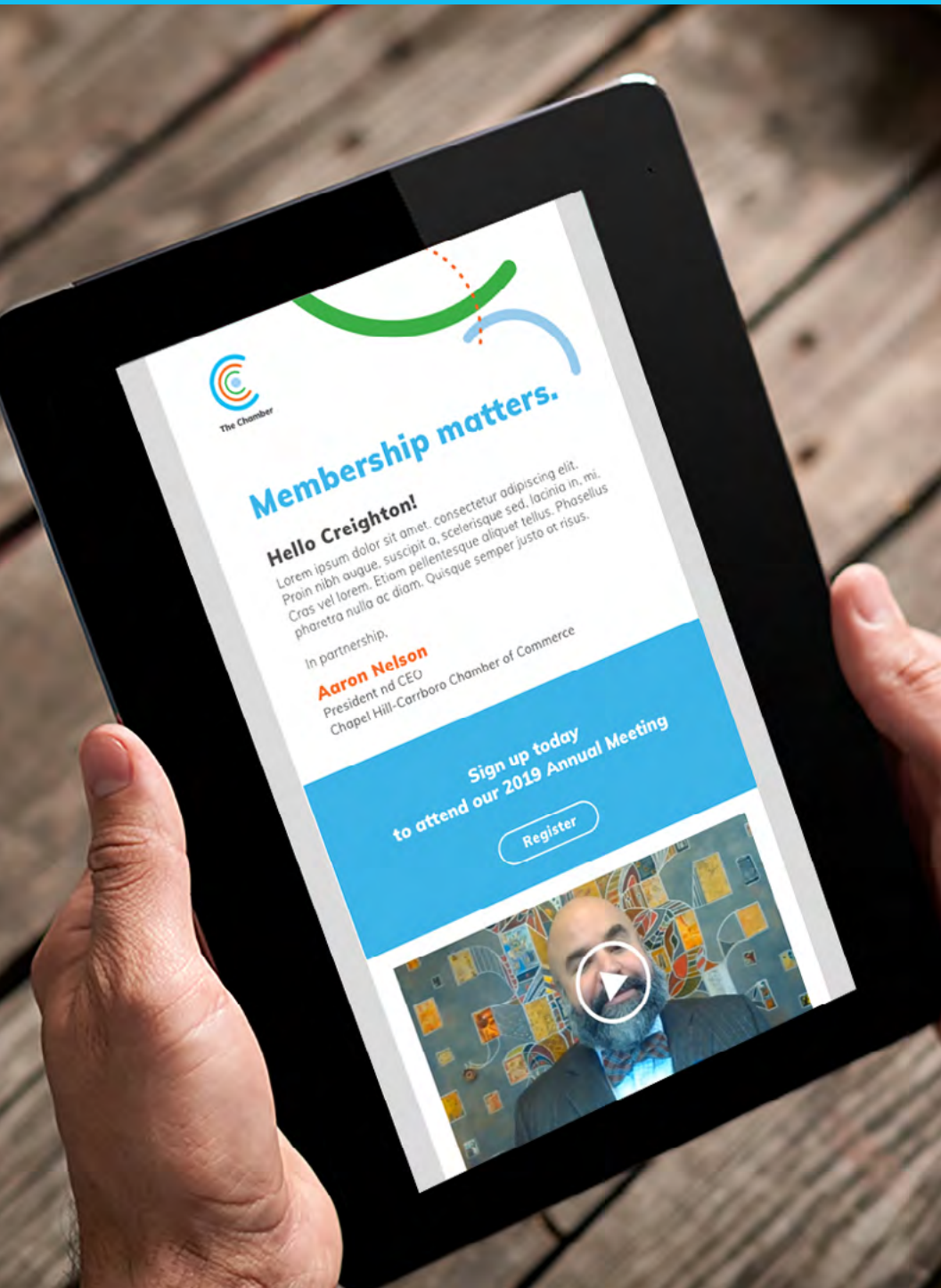
## For a leading Chapel Hill- Carrboro.

**Leadership Chapel Hill-Carrboro** supports the exploration of multiple perspectives in a safe and respectful environment. Participants build their personal and professional networks as they turn knowledge into action and leverage resources for the benefit of greater Chapel Hill and its people.

 [Learn more at carolinachamber.org](https://www.carolinachamber.org)

 **Leadership Chapel Hill Carrboro**

# The Chamber • Applications





**Thank you.**

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**CHAPEL HILL**

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Space 108

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**RALEIGH**

555 Fayetteville Street  
Suite 301