## Contents

2  Introduction  
3  Approved Usage  
4-6  Logo Usage Guidelines For Promotional Items  
7  Logo Usage: Mistakes To Avoid  
8  Logo Usage In Print Advertising  
9  Logo Usage On Collateral Material  
10  Logo Usage In Outdoor Advertising  
11  Logo Usage On A Website  
12-13  Newnan-Coweta Chamber Brand Colors  
14-18  Auxiliary & Partner Logos  
19  Prosperity’s Front Door Introduction  
20-21  Prosperity’s Front Door Approved Logo Usage  
22-24  Prosperity’s Front Door Guidelines For Promotional Items  
25  Prosperity’s Front Door Logo: Mistakes To Avoid  
26  Prosperity’s Front Door Logo: Usage In Print Advertising  
27  Prosperity’s Front Door Logo: Usage On Collateral Material  
28  Prosperity’s Front Door Logo: Usage In Outdoor Advertising  
29  Prosperity’s Front Door Logo: Usage On A Website  
30-31  Prosperity’s Front Door Logo: Brand Colors  
32-33  Style & Usage Standards For Copy  
34-38  Brand & Copy Standards Checklist
The Newnan-Coweta Chamber Logo was developed while keeping in mind that Coweta is a forward thinking community that is focused on economic prosperity and strategic growth.

The triangle represents action, energy, dynamic force and balance. The color red represents action, aggression, energy, passion and strength. The color blue represents confidence, well established, loyalty, power and success.

The type font for “The Chamber” is ITC Giovanni, which evokes a classic impression that is reinforced by, and reinforces, the blue color’s suggestions of strength, establishment, and tradition. The accompanying type font for “Newnan-Coweta” is the modern, sans serif Myriad Pro, which emphasizes the progressive nature of The Chamber and its leadership. Using a sedate gray color for “Newnan-Coweta” tames the modern font to one that is appropriate for business.

Note that “The Chamber” is in small caps except for the “C” in “Chamber,” which is large cap, thus metaphorically representing the solidity and leadership of the Newnan-Coweta Chamber.

The Newnan-Coweta Chamber logo is for the sole use of the Newnan-Coweta Chamber, its partners and authorized vendors with express permission to use the logo according to brand standards.

- Files provided to organizations outside of this list are for single use/one-time events. Should such organizations require the use of the logo again, please contact the Newnan-Coweta Chamber. No permission or license is granted to use the Newnan-Coweta Chamber logo or brand elements without the prior written consent of the Chamber.
- Files may not be distributed in any electronic form, other than 72dpi.jpg format, without written consent from the Newnan-Coweta Chamber.
- Files may not be altered in any way.
Approved Logo Versions

The Newnan-Coweta Chamber logo has been designed to ensure maximum visual impact across a variety of applications. Additional logo versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.

**Preferred Logo** – Full Color Version

**Black and White Version** – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.

**2-Color Version** – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.

**Reversed-Out Version** – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.

**Stroked Version** – For use on solid colored backgrounds as an alternative to the reversed logo. Elements of the logo are the same as for the preferred logo, except the triangle and swooshes are outlined so they will stand out clearly.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
**Logo Usage: Guidelines For Promotional Items**

The following minimum and maximum sizes are provided for two logo variations that may be used on promotional items such as clothing, coffee mugs, door mats, etc. Guidelines are also provided for clear space around the logos to help ensure the Newnan-Coweta Chamber logos maintain clarity, legibility and impact across every application.

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**Triangle-And-Swoosh Logo Only**

The Triangle-and-Swoosh logo consists of a stylized red triangle, with two gray and one red swoosh forming a stylized circle that "bites" into the right side of the triangle. It is provided primarily for use on clothing, to be used similar to the way Ralph Lauren displays its “Polo” brand. When used on a left-chest position of a shirt, with or without a pocket, make sure the logo is no smaller than 1” between the bottom tips of the triangle, and no larger than 1.25” between the bottom tips of the triangle. At 1”, this logo should translate into an embroidered stitch count of approximately 2,000, and at 1.25”, the stitch count should be approximately 2,500.

On items such as baseball caps, keep the logo between 1.25” (approx. 2,500 stitch count) and 2.25” (approx. 5,000 stitch count).

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For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
The logo may also be used on the back of shirts and jackets, on portfolios and messenger bags, on coffee cups, and myriad other promotional items. In these cases, the logo should be no smaller than 1.25” and no larger than 6” from tip to tip of the bottom of the triangle, and should be proportional to the item being printed or embroidered on and the space available for printing on that item.

Versions of the logo have been provided in 4-Color (primarily for embroidery), 3-Color (for embroidery and screen printing) and Black-and-White (for laser etching and similar processes).
Full Logo
The full logo consists of the triangle-and-swoosh to the left, adjacent to the words THE CHAMBER, in all-cap ITC Giovanni and in blue, resting atop a black rule, and underneath the rule are the words “Newnan-Coweta” in gray, caps and lowercase Myriad Pro Regular, and stretched to the same width as THE CHAMBER. When used on clothing such as shirts, this logo is more appropriate for encircling a sleeve. It is also appropriate for use on the front of a baseball cap. This logo is ideally used at a 4” width, measured from the far left tip of the red triangle to the tip of the leg of the “R” in the words THE CHAMBER. At 4”, this logo should translate into an embroidered stitch count of approximately 4,600.

The logo may also be used on the back of shirts and jackets, on portfolios and messenger bags, on coffee cups, and myriad other promotional items. In these cases, the logo should be no smaller than 3.5” and no larger than 6” from the far left tip of the red triangle to the tip of the leg of the “R” in the words THE CHAMBER, and should be proportional to the item being printed or embroidered and the space available for printing on that item.

Refer to page 3 of the branding standards booklet for samples of the logos shown in 4-Color, 2-Color, Black and White, Reversed, and Stroked and in what circumstances you would use each logo.

*Note about stitch counts: Stitch counts given in this document are approximations only. To get actual stitch counts, your embroidery company will need to run the digitized logos through a software program built specifically to instruct embroidery machinery how to stitch the logo on your chosen item.

Clear Space
To preserve clarity, no other graphic element should intrude upon the Newnan-Coweta Chamber logo. A clear area equal to or greater than 0.25” must surround the logo on all four sides.

Centering
When the full logo is centered, it should be centered on the “C” in “Chamber”.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Logo Usage: Mistakes To Avoid

To ensure brand consistency across all applications, the Newnan-Coweta Chamber logo should be used only as indicated on pages 3 - 6. The examples shown below represent the most common misuses of the logo, and should be avoided.

Do Not produce the Newnan-Coweta Chamber logo in any of the following ways:

1. **Do Not** – stretch the logo in any way. Always size it up or down proportionately.
2. **Do Not** – alter any component of the logo, type or otherwise.
3. **Do Not** – place the full color or 2-color logo on a background that is uncomplementary in color. Use the black and white logo in this instance. See page 12 for approved complementary colors.
4. **Do Not** – remove or replace the Triangle or Circles elements on the left side of the logo.
5. **Do Not** – place a graphic element too close to the logo. Refer to the clear space usage rules.
6. **Do Not** – convert the Newnan-Coweta Chamber logo to grayscale.
7. **Do Not** – simply take the full color art of the logo and change it to white or black for 1-color applications. Custom art has been created for these instances. See page 3.
8. **Do Not** – place the logo on a busy photograph or busy graphic background. Use the reversed logo in this instance, on a portion of the photo that is not busy.
9. **Do Not** – assign different colors to the Newnan-Coweta Chamber logo or to any component of the logo—including colors from the logo color palette. Use only the versions provided in this manual: Full Color, 2-Color, Black & White, and Reversed-out.
10. **Do Not** – apply any artistic effect to the Newnan-Coweta Chamber logo.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Logo Usage In Print Advertising

When using the Newnan-Coweta Chamber logo on print advertisements, the logo may be placed on the bottom right or bottom left of the ad, no smaller than 2.25” and no larger than 4.5”, or in the top center of the ad, no smaller than 2.25” and no larger than 10” (for a full page newspaper advertisement, for example). The logo must be proportional to the page size.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Logo Usage On Collateral Material

On collateral material such as brochures, folders, flyers, etc., the logo may be placed on the left, center, or right at the bottom or top of the page, no smaller than 2.25" and no larger than 4.5".

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Logo Usage in Outdoor Advertising

All usage standards for the Newnan-Coweta Chamber logo as expressed on previous pages apply to billboard advertising except for size limitations. When using the Newnan-Coweta Chamber logo on a billboard, the logo should always be sized for optimum legibility, preferably at the bottom right of the outdoor board.

### Horizontal

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
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<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Bulletin (Usually 12’ or 14’ or 48’)

(usually vinyl or painted and seen from the Interstate)

Logo should be no smaller than 1/8 the width or height.

### Vertical

Vertical logo placements are shown here.

Vertical logo placements are shown here.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Logo Usage On A Website

Website
When using the Newnan-Coweta Chamber logo on the Newnan-Coweta Chamber website, observe the following:

Opening Splash Page
The Newnan-Coweta Chamber logo on an opening splash page, if applicable, should be centered on the page, no smaller than 410 pixels x 101 pixels and no larger than 560 pixels x 138 pixels.

Home Page
The Newnan-Coweta Chamber logo on a Home Page may be placed in the top right or left rail at no smaller than 200 pixels x 51 pixels and no larger than 245 pixels x 61 pixels; or at top center of the page at no smaller than 200 pixels x 51 pixels and no larger than 265 pixels x 66 pixels.

Other Websites
When other websites use the Newnan-Coweta Chamber logo, such as next to a chamber member’s logo, the logo should be proportional to other logos on the page and should maintain a 20 pixel space around all sides of the Newnan-Coweta Chamber logo.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Newnan-Coweta Chamber Logo Brand Colors

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Process</th>
<th>RGB</th>
<th>RGB Hex</th>
</tr>
</thead>
</table>
| PMS 1807 | C = 15  
M = 100  
Y = 100  
K = 30 | R = 156  
G = 21  
B = 25 | #980000 |
| PMS 186 | C = 15  
M = 100  
Y = 100  
K = 0 | R = 210  
G = 35  
B = 42 | #D90000 |
| PMS 653 | C = 100  
M = 78  
Y = 15  
K = 3 | R = 10  
G = 78  
B = 142 | #0036D2 |
| 60% Black | C = 0  
M = 0  
Y = 0  
K = 60 | R = 128  
G = 130  
B = 133 | #808285 |

Note on colors: Due to the nature of Pantone inks, there is a slight variation in color between the true Pantone colors and the CMYK mix colors, as seen in the swatches above. Tints of the logo colors may be used as complementary colors. The tints are shown below.

Complementary Colors - Tints of logo colors (100% - 0%)

- PMS 1807
- PMS 186
- PMS 653
- PMS 571
The Newnan-Coweta Chamber Logo Brand Colors

Additional Complementary Colors
(Tints of these colors may also be used from 100% - 0%)

<table>
<thead>
<tr>
<th>Color Code</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7402</td>
<td>8</td>
<td>9</td>
<td>44</td>
<td>0</td>
<td>237</td>
<td>221</td>
<td>158</td>
<td>#EBE88F</td>
</tr>
<tr>
<td>PMS 8201</td>
<td>66</td>
<td>42</td>
<td>34</td>
<td>5</td>
<td>97</td>
<td>127</td>
<td>144</td>
<td>#528DA0</td>
</tr>
<tr>
<td>PMS 7452</td>
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<td>39</td>
<td>0</td>
<td>0</td>
<td>127</td>
<td>147</td>
<td>220</td>
<td>#7D9CFF</td>
</tr>
<tr>
<td>PMS 571</td>
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<td>220</td>
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</tr>
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<td>31</td>
<td>13</td>
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</tr>
<tr>
<td>PMS 442</td>
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<td>0</td>
<td>9</td>
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<td>205</td>
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<td>PMS 5807</td>
<td>2</td>
<td>0</td>
<td>14</td>
<td>3</td>
<td>240</td>
<td>241</td>
<td>217</td>
<td>#F0F1D9</td>
</tr>
</tbody>
</table>

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Auxiliary Logos

The logo standards presented in the previous 13 pages also apply to auxiliary logos created for The Newnan-Coweta Chamber and its partners. Those logos follow:
For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
**Partner Logos**
*Coweta County Development Authority*

**Preferred Logo** - Full Color Version

**2-Color Version**

**Black and White Version**

**Reversed-Out Version**

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Preferred Logo - Full Color Version

2-Color Version

Black and White Version

Reversed-Out Version

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Prosperity’s Front Door Logo

As part of the branding process for the Newnan-Coweta Chamber, a limited campaign was developed around the tagline “Prosperity’s Front Door.” This campaign has its own logo which can be used either in conjunction with a Chamber or auxiliary logo, or as a stand-alone logo. Variations on the Prosperity’s Front Door logo include vertical with door image, horizontal with door image, and horizontal without the door image.

The door image represents welcome, openness, and opportunity. The classic ITC Giovanni font is used on all lines of text. The first line of text, “Prosperity’s,” is title case and italic to show movement and progression while echoing the blue color in the Newnan-Coweta Chamber logo, representing confidence, well-established, loyalty, power and success. The second line of text, “FRONT DOOR,” is bold, all caps, and gray to represent stability and security. The third line of text, “COWETA COUNTY,” is, again, all caps for stability and tradition while echoing the first line’s blue color for confidence, power and success.

At times, “Prosperity’s Front Door” may be used as a header instead of as a logo. In such instances, the word “Prosperity’s” should be presented in ITC Giovanni Bold, title case, and not italic. “Front Door” should be presented in ITC Giovanni Bold Italic, all lowercase. A half-point rule should separate the two lines, with “Prosperity’s” resting on top of “front door.” Colors should be in the recommended primary and/or complementary logo brand colors.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
The Prosperity’s Front Door logo has been designed to ensure maximum visual impact across a variety of applications. Additional logo versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.

**Preferred Logo** – Full Color Version

**Black and White Version** – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.

**2-Color Version** – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.

**Reversed-Out Version** – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Approved Logo Versions

continued...

Additional variations on the Prosperity's Front Door logo include horizontal with door image, and horizontal without the door image. Use of these versions fall under the same guidelines as the horizontal with door version on the previous page.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Prosperity’s Front Door Logo Usage: Guidelines for Promotional Items

The following minimum and maximum sizes are provided for two logo variations that may be used on promotional items such as clothing, coffee mugs, door mats, etc. Guidelines are also provided for clear space around the logos to help ensure the Prosperity’s Front Door logos maintain clarity, legibility and impact across every application.

**Text Only Logo**

The Prosperity’s Front Door text only logo consists of the word Prosperity’s, in italic ITC Giovanni in blue, resting atop a black rule. Next to “Prosperity’s” are the words “FRONT DOOR” in gray, caps and ITC Giovanni bold. Underneath the second black rule are the words “COWETA COUNTY” in blue, caps and ITC Giovanni regular. The logo is provided primarily for use on clothing, to be used similar to the way Ralph Lauren displays its “Polo” brand. When used on a left-chest position of a shirt, with or without a pocket, make sure the logo is no smaller than 2” wide and no larger than 3.5” wide. At 2”, this logo should translate into an embroidered stitch count of approximately 3,500, and at 3.5”, the stitch count should be approximately 3,650.

On items such as baseball caps, keep the logo between 3” (approx. 3,600 stitch count) and 4” (approx. 3,700 stitch count).

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For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Prosperity’s Front Door Logo Usage: Guidelines for Promotional Items

Continued…

Text Only Logo
Continued…

The logo may also be used on the back of shirts and jackets, on portfolios and messenger bags, on coffee cups, and myriad other promotional items. In these cases, the logo should be no smaller than 2” wide and no larger than 10” wide, and should be proportional to the item being printed or embroidered on and the space available for printing on that item.

Prosperity’s FRONT DOOR
COWETA COUNTY
ProsperitysFrontDoor.com

2” minimum

Prosperity’s FRONT DOOR
COWETA COUNTY
ProsperitysFrontDoor.com

10” maximum (not to scale)

Versions of the logo have been provided in 2-Color (for embroidery and screen printing) and Black-and-White (for laser etching and similar processes).

Prosperity’s FRONT DOOR
COWETA COUNTY
ProsperitysFrontDoor.com

2-Color Logo

Prosperity’s FRONT DOOR
COWETA COUNTY
ProsperitysFrontDoor.com

Black & White Logo

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Prosperity’s Front Door Logo Usage: Guidelines for Promotional Items

**Full Logo**
The full logo consists of the door to the left, adjacent to the words Prosperity’s, in italics ITC Giovanni and in blue, resting atop a black rule. Underneath the rule are the words “FRONT DOOR” in gray, caps and ITC Giovanni bold, and stretched to the same width as Prosperity’s, resting atop a black rule. Underneath the second black rule are the words “COWETA COUNTY” in blue, caps and ITC Giovanni regular. When used on clothing such as shirts, this logo is more appropriate for encircling a sleeve. It is also appropriate for use on the front of a baseball cap. This logo is ideally used at a 4” width, measured from the far left corner of the door to the tip of the leg of the “R” in the words FRONT DOOR. At 4”, this logo should translate into an embroidered stitch count of approximately 7,800.

The logo may also be used on the back of shirts and jackets, on portfolios and messenger bags, on coffee cups, and myriad other promotional items. In these cases, the logo should be no smaller than 3.5” and no larger than 6” from the far left corner of the door to the tip of the leg of the “R” in the words FRONT DOOR, and should be proportional to the item being printed or embroidered and the space available for printing on that item.

Refer to page 20 of the branding standards booklet for samples of the logos shown in 4-Color, 2-Color, Black and White and Reversed and in what circumstances you would use each logo.

*Note about stitch counts: Stitch counts given in this document are approximations only. To get actual stitch counts, your embroidery company will need to run the digitized logos through a software program built specifically to instruct embroidery machinery how to stitch the logo on your chosen item.*

**Clear Space**
To preserve clarity, no other graphic element should intrude upon the Prosperity’s Front Door logo. A clear area equal to or greater than 0.25” must surround the logo on all four sides.

**Centering**
When the full logo is centered, it should be centered on the “s” in “Prosperity”.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Logo Usage: Mistakes To Avoid

To ensure brand consistency across all applications, the Prosperity’s Front Door logo should be used only as indicated on pages 20 - 21. The examples shown below represent the most common misuses of the logo, and should be avoided. **

Do Not produce the Prosperity’s Front Door logo in any of the following ways:

- stretch the logo in any way. Always size it up or down proportionately.
- alter any component of the logo, type or otherwise.
- place the full color or 2-color logo on a background that is uncomplementary in color. Use the black and white logo in this instance. See page 12 for approved complementary colors.
- alter any component of the logo, type or otherwise.
- place the logo on a busy photograph or busy graphic background. Use the reversed logo in this instance, on a portion of the photo that is not busy.
- reconfigure any of the elements of the Prosperity’s Front Door logo. Use only the logo versions provided in this manual.
- convert the Prosperity’s Front Door logo to grayscale.
- simply take the full color art of the logo and change it to white or black for 1-color applications. Custom art has been created for these instances. See pages 20 - 21.
- place the logo on a busy photograph or busy graphic background. Use the reversed logo in this instance, on a portion of the photo that is not busy.
- assign different colors to the Prosperity’s Front Door logo or to any component of the logo—including colors from the logo color palette. Use only the versions provided in this manual: Full Color, 2-Color, Black & White, and Reversed-out.
- apply any artistic effect to the Prosperity’s Front Door logo.

** The usage mistakes to avoid shown on this page apply to all versions of the Prosperity’s Front Door logo.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Logo Usage In Print Advertising

When using the Prosperity’s Front Door logo on print advertisements, the logo may be placed on the bottom right or bottom left of the ad, no smaller than 2.25” and no larger than 4.5”, or in the top center of the ad, no smaller than 2.25” and no larger than 10” (for a full page newspaper advertisement, for example). The logo must be proportional to the page size.
Logo Usage On Collateral Material

On collateral material such as brochures, folders, flyers, etc., the logo may be placed on the left, center, or right at the bottom or top of the page, no smaller than 2.25” and no larger than 4.5”.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Logo Usage in Outdoor Advertising

All usage standards for the Prosperity’s Front Door logo as expressed on previous pages apply to billboard advertising except for size limitations. When using the Prosperity’s Front Door logo on a billboard, the logo should always be sized for optimum legibility, preferably at the bottom right of the outdoor board.

**Horizontal**

**Bulletin** (Usually 12’ or 14’ or 48’)
(usually vinyl or painted and seen from the Interstate)
Logo should be no smaller than 1/8 the width or height.

**Vertical**
Logo Usage On A Website

Website
When using the Prosperity’s Front Door logo on the Prosperity’s Front Door website, observe the following:

Opening Splash Page
The Prosperity’s Front Door logo on an opening splash page, if applicable, should be centered on the page, no smaller than 410 pixels x 101 pixels and no larger than 560 pixels x 138 pixels.

Home Page
The Prosperity’s Front Door logo on a Home Page may be placed in the top right or left rail at no smaller than 200 pixels x 51 pixels and no larger than 245 pixels x 61 pixels; or at top center of the page at no smaller than 200 pixels x 51 pixels and no larger than 265 pixels x 66 pixels.

Other Websites
When other websites use the Prosperity’s Front Door logo, such as next to a chamber member’s logo, the logo should be proportional to other logos on the page and should maintain a 20 pixel space around all sides of the Newnan-Coweta Chamber logo.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Note on colors: Due to the nature of Pantone inks, there is a slight variation in color between the true Pantone colors and the CMYK mix colors, as seen in the swatches above. Tints of the logo colors may be used as complementary colors. The tints are shown below.

**Complementary Colors - Tints of logo colors (100% - 0%)**

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Process</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 1807</td>
<td>C = 15</td>
<td>R = 156</td>
<td>#980000</td>
</tr>
<tr>
<td></td>
<td>M = 100</td>
<td>G = 21</td>
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<tr>
<td></td>
<td>Y = 100</td>
<td>B = 25</td>
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<td></td>
<td>K = 30</td>
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<td>R = 210</td>
<td>#D90000</td>
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<tr>
<td></td>
<td>M = 100</td>
<td>G = 35</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y = 100</td>
<td>B = 42</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K = 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 653</td>
<td>C = 100</td>
<td>R = 10</td>
<td>#0036D2</td>
</tr>
<tr>
<td></td>
<td>M = 78</td>
<td>G = 78</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y = 15</td>
<td>B = 142</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K = 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60% Black</td>
<td>C = 0</td>
<td>R = 128</td>
<td>#808285</td>
</tr>
<tr>
<td></td>
<td>M = 0</td>
<td>G = 130</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y = 0</td>
<td>B = 133</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K = 60</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Prosperity’s Front Door Logo Brand Colors

**Prosperity’s Front Door**
Coweta County

ProsperitysFrontDoor.com

Additional Complementary Colors
(Tints of these colors may also be used from 100% - 0%)

<table>
<thead>
<tr>
<th>Color Code</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7402</td>
<td>8</td>
<td>9</td>
<td>44</td>
<td>0</td>
<td>237</td>
<td>221</td>
<td>158</td>
<td>#EBE88F</td>
</tr>
<tr>
<td>PMS 8201</td>
<td>66</td>
<td>42</td>
<td>34</td>
<td>5</td>
<td>97</td>
<td>127</td>
<td>144</td>
<td>#528DA0</td>
</tr>
<tr>
<td>PMS 7452</td>
<td>51</td>
<td>39</td>
<td>0</td>
<td>0</td>
<td>127</td>
<td>147</td>
<td>220</td>
<td>#7D9CFF</td>
</tr>
<tr>
<td>PMS 571</td>
<td>32</td>
<td>0</td>
<td>19</td>
<td>0</td>
<td>172</td>
<td>220</td>
<td>212</td>
<td>#ACDCD4</td>
</tr>
<tr>
<td>PMS 5787</td>
<td>7</td>
<td>0</td>
<td>31</td>
<td>13</td>
<td>210</td>
<td>214</td>
<td>171</td>
<td>#D2D6AB</td>
</tr>
<tr>
<td>PMS 442</td>
<td>8</td>
<td>0</td>
<td>9</td>
<td>19</td>
<td>194</td>
<td>205</td>
<td>197</td>
<td>#C2CDC5</td>
</tr>
<tr>
<td>PMS 5807</td>
<td>2</td>
<td>0</td>
<td>14</td>
<td>3</td>
<td>240</td>
<td>241</td>
<td>217</td>
<td>#F0F1D9</td>
</tr>
</tbody>
</table>

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
In addition to the graphics standards, copy style standards are also provided here to ensure the Chamber’s messaging is presented consistently.

**Fonts & Font Display**

**Major Headline Fonts:**  
Trajan Pro (Standard): **NEWNAN-COWETA CHAMBER**  
ITC Giovanni: **Newnan-Coweta Chamber**
- Other fonts may be used to emphasize a theme or for some other specific purpose, but the standard font is to be used in most instances.  
- Headlines are title case; capitalize the first letter of all words.  
- Headline colors are recommended to be the primary logo brand colors, although complementary colors are acceptable where they work with the design.  
- Use the same headline font throughout any given piece or series of pieces; do not use both Trajan Pro and ITC Giovanni in the same piece or series of pieces.

**Minor Headline Fonts/Deck Font:**  
Trebuchet: **Newnan-Coweta Chamber**
- Other fonts may be used to emphasize a theme or for some other specific purpose, but the standard font is to be used in most instances.  
- Headlines are title case; capitalize the first letter of all words.  
- Headline colors are recommended to be the primary logo brand colors, although complementary colors are acceptable where they work with the design.

**Subhead and Call-outs Fonts:**  
Myriad Pro Italic (Standard): **Newnan-Coweta Chamber**  
Trebuchet Italic: **Newnan-Coweta Chamber**
- Other fonts may be used to emphasize a theme or for some other specific purpose, but the standard font is to be used in most instances.  
- Subheads and call-outs are sentence case; capitalize the first letter of the subhead and any proper nouns, otherwise letters are lowercase.  
- Subhead and call-out colors are recommended to be the primary logo brand colors, although complementary colors are acceptable where they work with the design.  
- Use the same subhead font throughout any given piece or series of pieces; do not use both Myriad Pro Italic and Trebuchet Italic in the same piece or series of pieces.

**Body Copy Font:**  
Myriad Pro Regular: **Newnan-Coweta Chamber**  
Calibri: **Newnan-Coweta Chamber**
- Other fonts MAY NOT be used; however the body copy font may be bolded or italicized within the copy for emphasis.  
- Body copy color is recommended to be 100% black, but may be presented in one of the recommended complementary colors if it works with the design and is legible.  
- Use the same body copy font throughout any given piece or series of pieces; do not use both Myriad Pro Regular and Calibri in the same piece or series of pieces.

**Drop Copy Font:**  
Trajan Pro: **NEWNAN-COWETA CHAMBER**  
ITC Giovanni: **Newnan-Coweta Chamber**
- Other fonts MAY NOT be used; however, the drop cap may be bolded for graphic effect.  
- Drop cap colors are recommended to be the primary logo brand colors, although complementary colors are acceptable where they work with the design.  
- Use the same drop cap font throughout any given piece or series of pieces; do not use both Trajan Pro and ITC Giovanni in the same piece or series of pieces.
Background Colors: While we do not want to stifle creativity in design, it is recommended that whenever type prints over a background color:

- The background color should only be one of the primary logo brand colors or recommended complementary colors.
- The background color for related pieces, such as collateral for a specific event, should be the same color for all related pieces.
- The background color should not interfere with the legibility of the type.

Content Style Points

Phone Number Format: Use dots to set off area code, i.e. 770.253.2270

Addresses:

- Spell out all street names: Avenue, Boulevard, Parkway, Street, Highway, etc..
- Spell out cardinal points in an address if it comes before the street name: East, West, North, South. Example: 222 East Washington Parkway
- Abbreviate cardinal points, with no period, in an address if it comes after the street name: E, W, N, S. Example: 123 Jackson Street N
- Spell out Suite.
- Abbreviate Post Office Box as P.O. Box, with periods after the P and the O.

Names of Books, Movies, Music: *Italicize these titles.*

Websites: List all websites without “www.” and lowercase each word in a website.

Example: newnancowetachamber.org

Days and Dates:

- Spell out all month names.
- Spell out all day names (Monday-Sunday).
- Do not add *st, rd, or th* to the ends of date numbers; example: May 3, not May 3rd.

Time: No periods in am or pm, no space between time and am/pm, no need to show zeros on the hour.

Examples: 6am, 5:30pm, 9-10am

Logo vs. Text:

- The Chamber name in the logo is always “The Chamber, Newnan-Coweta” and uses one of the accepted forms of the designed logo as shown on page 3 of the brand standards booklet.
- The Chamber name in all text (headlines, subheads, body copy) is always “Newnan-Coweta Chamber”.

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
☐ Approved logo version used

☐ Logo includes a clear space around it of 0.25” on all four sides

☐ Centered logo centers on the “C” in “The Chamber”

☐ Logo use does not violate standards as outlined on page 5 of the Graphic Standards book

☐ Logo uses only the official brand colors as shown below, except when a background being used requires one of the four excepted usages for the logo to stand out.

Preferred Logo – Full Color Version

Black and White Version

2-Color Version

Reversed-Out Version

Stroked Version

☐ Logo is placed, ideally, only in conjunction with complementary colors provided on page 10 of the Graphic Standards book and shown here:

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Logo is placed, ideally, only in conjunction with complementary colors provided on pages 12 and 13 of the Graphic Standards book and shown here:

<table>
<thead>
<tr>
<th>Tints of logo colors (100% - 0%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 1807</td>
</tr>
<tr>
<td>PMS 186</td>
</tr>
<tr>
<td>PMS 653</td>
</tr>
<tr>
<td>PMS 571</td>
</tr>
<tr>
<td>PMS 7402</td>
</tr>
<tr>
<td>PMS 8201</td>
</tr>
<tr>
<td>PMS 7452</td>
</tr>
<tr>
<td>PMS 571</td>
</tr>
<tr>
<td>PMS 5787</td>
</tr>
<tr>
<td>PMS 442</td>
</tr>
<tr>
<td>PMS 5807</td>
</tr>
</tbody>
</table>

- **PMS 7402**: C = 8, M = 9, Y = 44, K = 0, R = 237, G = 221, B = 158, #EBE88F
- **PMS 8201**: C = 66, M = 42, Y = 34, K = 5, R = 97, G = 127, B = 144, #528DA0
- **PMS 7452**: C = 51, M = 39, Y = 0, K = 0, R = 127, G = 147, B = 220, #7D9CFF
- **PMS 571**: C = 32, M = 0, Y = 19, K = 0, R = 172, G = 220, B = 212, #ACDCD4
- **PMS 5787**: C = 7, M = 0, Y = 31, K = 13, R = 210, G = 214, B = 171, #D2D6AB
- **PMS 442**: C = 8, M = 0, Y = 9, K = 19, R = 194, G = 205, B = 197, #C2CDC5
- **PMS 5807**: C = 2, M = 0, Y = 14, K = 3, R = 240, G = 241, B = 217, #F0F1D9

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
## Advertising & Print Collateral

- Logo in print advertising and print collateral, bottom left or right of the ad, is at least 2.25” wide, but no wider than 4.5”
- Logo in print advertising and print collateral, top center of the ad, is at least 2.25” wide, but no wider than 10”
- Logo is proportional to ad size in print ads
- Logo on horizontal billboards is sized for optimum legibility, preferably at bottom right
- Logo on vertical billboards is sized for optimum legibility, at bottom center

## Website

- Logo on splash page is centered on the page
- Logo on splash page is no smaller than 410 pixels by 101 pixels and no larger than 560 pixels by 138 pixels
- Logo on Home Page at the top, left or right of the page is no smaller than 200 pixels by 51 pixels and no larger than 245 pixels by 61 pixels
- Logo on Home Page at the top center of the page is no smaller than 200 pixels by 51 pixels and no larger than 265 pixels by 66 pixels
- Logo on other websites is proportional to other logos on the page
- Logo on other websites maintains a 20-pixel space around all four sides of the logo

## Clothing & Promotional Items

- Triangle-and-Swoosh logo on clothing is between 1” and 1.25” (approx. 2,000 to 2,500 stitch count) between the bottom tips of the triangle, preferably on a left chest pocket, or left chest area if no pocket.
- Triangle-and-Swoosh logo on items such as baseball caps is between 1.25” and 2.25” (approx. 2,500 to 5,000 stitch count) between the bottom tips of the triangle.
- Triangle-and-Swoosh logo on items such as messenger bags or the back or shirts and jackets, on coffee cups, etc. is no smaller than 1.25” and no larger than 6” between the bottom tips of the triangle, and is proportional to the size of the item being printed or embroidered, or the space on the item available for printing or embroidery.
- Full logo on clothing is reserved for sleeves on shirts and for baseball caps at 4” width (approx. 2,400 stitch count).
- Full logo on backs of clothing items, on portfolios and messenger bags, on coffee cups, and myriad other promotional items is no smaller than 3.5” and no larger than 6” from the far left tip of the red triangle to the tip of the leg of the “R” in the words THE CHAMBER, and is proportional to the size of the item being printed or embroidered, or the space on the item available for printing or embroidery.
Copy Style

☑ Headline font for major headline is Trajan Pro or ITC Giovanni; all headlines throughout a printed piece are the same font

☑ Headline font for minor headlines is Trebuchet

☑ All headlines are title case; capitalize the first letter of all words

☑ Subhead font is Myriad Pro Italic or Trebuchet Italic; all subheads throughout a printed piece are the same font

☑ All subheads are title case; capitalize the first letter of all words

☑ Body copy font is Myriad Pro Regular or Calibri; all body copy throughout a printed piece is the same font

☑ Drop cap font is Trajan Pro or ITC Giovanni; all drop caps throughout a printed piece are the same font

☑ Any other fonts used have a purpose for their use, such as to reflect a program’s theme, and are restricted to headings and subheads.

☑ All type is clearly legible on the chosen background color, if applicable

☑ Addresses in body copy are always spelled out, i.e. 300 4th Street

☑ Addresses with cardinal points in the address (East, West, North, South) spell out the cardinal point if placed before the street name. Example: 222 East Washington Parkway

☑ Addresses with cardinal points in the address (East, West, North, South) abbreviate the cardinal point, with no period, if placed after the street name. Example: 222 Washington Parkway E

☑ Addresses spell out Suite

☑ Addresses abbreviate Post Office Box as P.O. Box

☑ Names of Books, Movies, Music are italicized body copy, not bold, not with quotation marks, not underlined

☑ Websites do not include “www,” and lowercase each word of the website – Example: newnancowetachamber.org

For more information and for all your design needs, contact 365 Degree Total Marketing at 1-800-697-5568.
Phone Numbers

☐ Phone numbers use dots to set off area code, i.e. 770.253.227

Days/Times

☐ Dates spell out all month names

☐ Dates do not add st, rd, or th to the ends of date numbers; example: May 3, not May 3rd

☐ Days of the week are always spelled out

☐ Months of the year are always spelled out

☐ Times use no periods in am or pm, no space between time and am/pm, no zeros on the hour. Examples: 6am, 5:30pm, 9-10am

Logo Vs. Text

☐ Chamber name in the logo is always “The Chamber, Newnan-Coweta” and uses one of the accepted forms of the designed logo as shown on page 3 of the brand standards booklet

☐ Chamber name in all text (headlines, subheads, body copy) is always “Newnan-Coweta Chamber”