We believe:

Diversity builds a more resilient economy.

Our progressive reputation is an asset and part of our competitive advantage.

Our individual communities benefit from the success of each other and the region.

The collaboration between and among business, government, academia, and residents is civics at its best.
We are:

Warm, modern, strong, collaborative, trustworthy, innovative, effective, influential, engaged leaders.
The Chamber

Name: The Chamber

Tagline: For a Greater Chapel Hill-Carrboro

Charge: The Chamber has one thousand members, four promises, and one purpose: 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.

- Chapel Hill
- Carrboro
- Orange County
- Chatham and Beyond
The Chamber • Logo Mark

The Chamber logo mark elements are positioned in equal distances. The width of the largest arc ("x") is used as a unit of measure to ensure the distances between arcs are the same.
The Chamber • Logo (alternate versions and use)

Horizontal Layout
Printed Materials
Stationery

Brand Badge
E-Mail
Digital Marketing

Mark
Social Media
Swag
Collateral
The Chamber • Color Palette

**Primary**

- **PMS 298**
  - CMYK: 67, 2, 0, 0
  - # 41B6E6

- **PMS 361**
  - CMYK: 77, 0, 100, 0
  - # 43B02A

- **PMS 165**
  - CMYK: 0, 70, 100, 0
  - # FF671F

- **PMS 291**
  - CMYK: 38, 4, 0, 0
  - # 9BCBEB

- **PMS Cool Grey 11**
  - CMYK: 44, 34, 22, 77
  - # 53565A

**Secondary**

- **PMS 1375**
  - CMYK: 0, 45, 94, 0
  - # FF9E1B

- **PMS Rubine Red**
  - CMYK: 0, 100, 22, 3
  - # CE0058

- **PMS 513**
  - CMYK: 53, 99, 0, 0
  - # 93328E
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

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.

Learn more at carolinachamber.org
Leaving the correct amount of white space around the Chamber logo is crucial for brand consistency, legibility and recognition. The width of the logo mark is used below as a unit of measure, ensuring consistent white space around the logo.
The partner logos are created by combining The Chamber Badge and the Partner’s organization name. The distance between the badge and Partner’s name equals the width of the logo mark.

Chapel Hill Young Professionals
The brand arcs are formed from half of our C shape and can be combined with the C shapes in an illustrative background motif or to highlight content.
The Chamber • Logo and Badge in Use

The brand badge can be used on pieces where the full logo is also displayed.

Sample Headline.
As sit et pos nus doluptae velit, inim aut isquam voloritia derio. Elibus sum eserro delibus tectecaest eumqui officab iliquias num ento mini soluptaque ipsunt es autem sitent eictem non consequodit idipient autem volupta

Sample Headline.
As sit et pos nus doluptae velit, inim aut isquam voloritia derio. Elibus sum eserro delibus tectecaest eumqui officab iliquias num ento mini soluptaque ipsunt es autem sitent eictem non consequodit idipient autem volupta
EXAMPLE 1
Messaging, look and feel to reflect The Chamber visual identity

EXAMPLE 2
Messaging, look and feel to reflect other brand's visual identity

EXAMPLE 3
Neutral look to reflect the balance between The Chamber and the other brand.
The Chamber for a Greater Chapel Hill-Carrboro
Membership organization that serves the business interests of our community.
carolinachamber.org
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.
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.

Learn more at carolinachamber.org

**Partnership for a Sustainable Community**

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For a leading Chapel Hill-Carrboro.

**Leadership Chapel Hill-Carrboro** supports the exploration of multiple perspectives in a safe and respectful environment. PHC graduates 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

**Leadership Chapel Hill Carrboro**
Membership matters.

Hello Creighton!

In partnership.

Aaron Nelson
President & CEO
Chapel Hill-Carborro Chamber of Commerce

Sign up today to attend our 2019 Annual Meeting

Register

Sample Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sample Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sample Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Don’t mix element colors
Don’t remove or simplify logo elements
Don’t change logo element sizes
Don’t stretch or squish logo
Don’t use any other color palette on the stand-alone primary logo
Don’t outline logo or elements of the logo
Don’t put logo on a low contrast color or busy photograph
Don’t skew or warp logo
Don’t change logo hierarchy
Thank you!