

# Brand Identity Standards & Guidelines

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# OUR STORY

The Frederick County Chamber of Commerce, chartered in 1912, was the first chartered chamber in the U.S. It was formed to represent the unified interests of local businesses.

The Chamber has since become the leader and facilitator of businesses, not-for-profit and community stakeholders by promoting and fostering healthy business practice and social engagement. Through education, advocacy and networking opportunities, the Chamber works with its members to ensure the advancement of Frederick County.

The Chamber serves Frederick County by being the voice for the business community, creating a favorable business environment and lending credibility to business through Chamber membership. The diversity, specialties and unique population of its members is what makes the Chamber so vibrant and effective.

Through an ever-evolving future, the Chamber will continue to serve as business leaders and visionaries for Frederick County businesses with its programs, knowledge and services.

# OVERVIEW

# BRAND IDENTITY STANDARDS & GUIDELINES

Frederick County Chamber of Commerce's Brand Identity Standards & Guidelines is a toolkit of the organization's identity suite (logos), color palettes, and typefaces that are associated with the Frederick County Chamber of Commerce brand. These graphic components and the rules that regulate their usage, create consistency in communications across all print, digital, and online platforms, strengthening the brand as a whole.

The Brand Identity Standards & Guidelines ensure the integrity of the Frederick County Chamber of Commerce brand and are the foundation of all messaging. By following the simple rules within this guide, we create and promote a strong, unified, and cohesive brand, easily identifiable to both internal and external audiences.

The Frederick County Chamber of Commerce Brand Identity Standards & Guidelines include:

- Brand Strategy
- The Frederick County Chamber of Commerce identity suite and usage rules
- The Frederick County Chamber of Commerce primary, secondary and neutral color palettes
- The Frederick County Chamber of Commerce typefaces
- Resources

If you require further information or would like to request a logo from the Frederick County Chamber of Commerce identity suite, email Vice President, Jennifer Gerlock at [jgerlock@frederickchamber.org](mailto:jgerlock@frederickchamber.org).

# BRAND STRATEGY

# BRAND STRATEGY

## MISSION & TAGLINE

Moving Business Forward

## SERVICES & PROGRAMS

The Frederick County Chamber of Commerce is a membership organization that provides connections, opportunities, collaboration, education, training, resources, advocacy and leadership to members, non-members and the business community. We are the network hub and facilitator for the Frederick County business community, bringing together leaders and aspiring leaders from all sectors of the economy (profit, not-for-profit, bankers and artists) to share ideas, strengths and expertise.

We are community-focused. Through our programs we provide professional development, address the interests of specialties and unique populations and create a favorable business environment. Our programs include Leadership Frederick County, the Frederick Nonprofit Alliance, Generation Connect, the Entrepreneur Council, Women in Business and Business Health.

The Frederick County Chamber of Commerce is the community's business leader, voice and conduit to help businesses thrive, communicate and strive for what Frederick County needs, wants and deserves.

## TARGET AUDIENCE

The Frederick County Chamber of Commerce target audience is vast and diverse. Everyone is welcome.

- All businesses in Frederick County (large and small) and a few outside the county who want to do business with Frederick businesses.
- All ages, ethnicities, industries, private, public and not-for-profit sectors.
- Businesses with more than 50 employees that are looking to grow.
- Business leaders and aspiring leaders.
- Those who have an invested interest in the success and purposeful growth of Frederick County business.

# BRAND PRINCIPLES

The Frederick County Chamber of Commerce is proud to be the best connected, most influential membership organization in Frederick County. We are an inclusive organization that has a collective depth of knowledge and experience that brings businesses and ideas together in a non-partisan and collaborative way. Our members value their investment for the opportunities and benefits they receive.

The Chamber is an essential partner in any undertaking that requires broad community support. We are a critical resource for local businesses, non-profits and not-for-profits needing to connect to state and local governments.

Education, leadership and advocacy are of paramount importance to the Frederick County Chamber of Commerce. Through the Chamber's programs and events, members' businesses and organizations are able to thrive from concept to success and beyond.



# BRAND VALUES

Frederick County Chamber of Commerce's core brand values represent what we stand for and why we exist. They are the foundation of our brand principles, positioning, storytelling and strategy. We hold these values to the highest degree of authenticity.

## FREDERICK COUNTY CHAMBER OF COMMERCE'S CORE BRAND VALUES

Leadership

Opportunity

Collaboration

Community

Education

# BRAND ATTRIBUTES

Brand attributes are the functional and emotional associations through which a brand and identity is perceived.

## FREDERICK COUNTY CHAMBER OF COMMERCE'S BRAND ATTRIBUTES

Refined

Bright

High-Tech

Straightforward

Bold

Friendly

# IDENTITY SUITE

# PRIMARY LOGO

This is the official Frederick County Chamber of Commerce primary logo. Our logos identify who we are as Frederick County's business and community leader. It's vital that all guidelines are followed when using any and all Frederick County Chamber of Commerce logos and marks.



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PRIMARY LOGO

## USAGE

The primary logo can be used on any external and/or internal communications approved by Frederick County Chamber of Commerce.

Use logo artwork exactly as provided. Do not develop a Frederick County Chamber of Commerce logo yourself. Never alter, manipulate, distort, or disproportionately scale the logo. Do not change the type, or colors, or add anything to it. Additionally, do not reproduce the logo by scanning a previously printed version. Second generation versions degrade the quality of the logo and can alter its scale and proportion.

## CLEAR SPACE

A mandatory clear space must be applied around the logo and is required across all platforms. See page 17 for rules and guidelines.

## SIZE

The primary logo should never be scaled down smaller than 1.5" wide. Any size smaller than that, the logotype starts to fill in and is no longer legible.

For placement smaller than 1.5" wide use the official secondary logo (p.14).

# PRIMARY/TAGLINE LOGO LOCK-UP

This is the official Frederick County Chamber of Commerce primary/tagline logo lock-up. Our logos identify who we are as Frederick County's business and community leader. It's vital that all guidelines are followed when using any and all Frederick County Chamber of Commerce logos and marks.



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PRIMARY/TAGLINE LOGO LOCK-UP

## USAGE

The primary/tagline logo lock-up can be used on any external and/or internal communications approved by Frederick County Chamber of Commerce.

Use logo artwork exactly as provided. Do not develop a Frederick County Chamber of Commerce logo yourself. Never alter, manipulate, distort, or disproportionately scale the logo. Do not change the type, or colors, or add anything to it. Additionally, do not reproduce the logo by scanning a previously printed version. Second generation versions degrade the quality of the logo and can alter its scale and proportion.

## CLEAR SPACE

A mandatory clear space must be applied around the logo and is required across all platforms. See page 17 for rules and guidelines.

## SIZE

The primary/tagline logo lock-up should never be scaled down smaller than 1.75" wide. Any size smaller than that, the logotype starts to fill in and is no longer legible.

For placement smaller than 1.75" wide use the official primary logo (p.12) or the official secondary logo (p.14).

# SECONDARY LOGO

This is the official Frederick County Chamber of Commerce secondary logo. Our logos identify who we are as Frederick County's business and community leader. It's vital that all guidelines are followed when using any and all Frederick County Chamber of Commerce logos and marks.



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SECONDARY LOGO

## USAGE

The secondary logo can be used on any external and/or internal communications approved by Frederick County Chamber of Commerce.

Use logo artwork exactly as provided. Do not develop a Frederick County Chamber of Commerce logo yourself. Never alter, manipulate, distort, or disproportionately scale the logo. Do not change the type, or colors, or add anything to it. Additionally, do not reproduce the logo by scanning a previously printed version. Second generation versions degrade the quality of the logo and can alter its scale and proportion.

## CLEAR SPACE

A mandatory clear space must be applied around the logo and is required across all platforms. See page 17 for rules and guidelines.

## SIZE

The secondary logo should never be scaled down smaller than 1.25" wide. Any size smaller than that, the logotype starts to fill in and is no longer legible.

# BRANDMARK

This is the official Frederick County Chamber of Commerce brandmark. Our logos identify who we are as Frederick County's business and community leader. It's vital that all guidelines are followed when using any and all Frederick County Chamber of Commerce logos and marks.



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BRANDMARK

## USAGE

The brandmark can be used on any external and/or internal communications approved by Frederick County Chamber of Commerce.

Use logo artwork exactly as provided. Do not develop a Frederick County Chamber of Commerce logo yourself. Never alter, manipulate, distort, or disproportionately scale the logo. Do not change the type, or colors, or add anything to it. Additionally, do not reproduce the logo by scanning a previously printed version. Second generation versions degrade the quality of the logo and can alter its scale and proportion.

## CLEAR SPACE

A mandatory clear space must be applied around the logo and is required across all platforms. See page 17 for rules and guidelines.

## SIZE

The Frederick County Chamber of Commerce brandmark should never be scaled down smaller than .2" wide.

# DEPARTMENT LOGO LOCK-UPS

These are the official Frederick County Chamber of Commerce department logo lock-ups. Our logos identify who we are as Frederick County's business and community leader. It's vital that all guidelines are followed when using any and all Frederick County Chamber of Commerce logos and marks.



## USAGE

The department logo lock-ups can be used on any external and/or internal communications approved by Frederick County Chamber of Commerce.

Use logo artwork exactly as provided. Do not develop a Frederick County Chamber of Commerce logo yourself. Never alter, manipulate, distort, or disproportionately scale the logo. Do not change the type, or colors, or add anything to it. Additionally, do not reproduce the logo by scanning a previously printed version. Second generation versions degrade the quality of the logo and can alter its scale and proportion.

## CLEAR SPACE

A mandatory clear space must be applied around these logos and is required across all platforms. See page 17 for rules and guidelines.

## SIZE

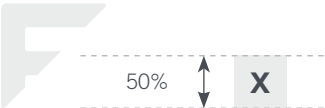
The department logos should never be scaled down smaller than 1.5" wide. Any size smaller than that, the logotype starts to fill in and is no longer legible.



# CLEAR SPACE

A mandatory clear space must be applied around all logos within the Frederick County Chamber of Commerce identity suite.

The clear space is developed from 50% of the Frederick County Chamber of Commerce landmark within the logo, shown as “x.” This space is always required across all platforms.



# ACCEPTABLE LOGO USAGE

The following are examples of **acceptable** logo usages:



Full Color: CMYK or PMS on white or light backgrounds



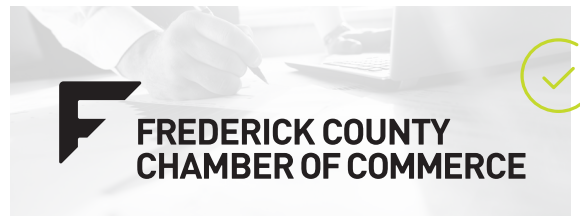
One Color: Black on white or light backgrounds



One Color: Reverse/White on medium to dark backgrounds



Full Color: CMYK on light background with non-complex imagery



One Color: Black on light background with non-complex imagery



One Color: Reverse/White on dark background with non-complex imagery

# UNACCEPTABLE LOGO USAGE

The following are examples of **unacceptable** logo usages:



Do not reproduce in a tint or screen



Do not rotate



Do not reproduce with effects such as drop shadows, outer glows, bevels, embossing, etc.



Do not add frames or borders



Do not place over complex/detailed areas of imagery where the logo becomes illegible



Do not add imagery or elements



Do not stretch and/or scale unproportionately



Do not truncate

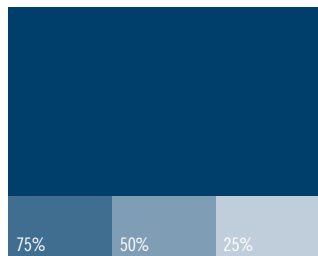
# COLOR PALETTE

# PRIMARY COLOR PALETTE

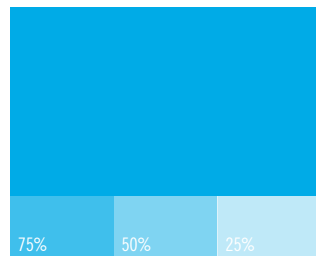
This is the official Frederick County Chamber of Commerce primary color palette.

## USAGE

The Frederick County Chamber of Commerce primary color palette is made up of: Pantone 541 (dark blue) and Pantone 299 (bright medium blue). It's important when using colors from the Frederick County Chamber of Commerce color palette to follow the color builds exactly as outlined. Never change or alter the official colors by using alternate Pantone colors or using different CMYK, RGB, or HEX builds.



**PANTONE** 541  
**CMYK** 100 58 9 46  
**RGB** 0 60 113  
**HEX#** 003C71



**PANTONE** 299  
**CMYK** 86 8 0 0  
**RGB** 0 163 224  
**HEX#** 00A3E0

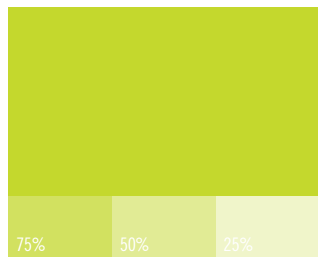
# SECONDARY COLOR PALETTE

This is the official Frederick County Chamber of Commerce secondary color palette.

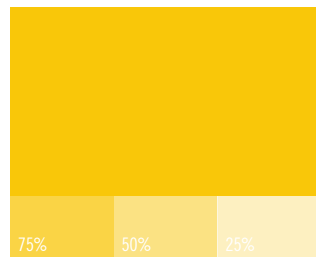
## USAGE

The Frederick County Chamber of Commerce secondary color palette is made up of: Pantone 382 (lime green); Pantone 7406 (yellow); Pantone 158 (orange); Pantone 7417 (red orange); and Pantone 7466 (turquoise).

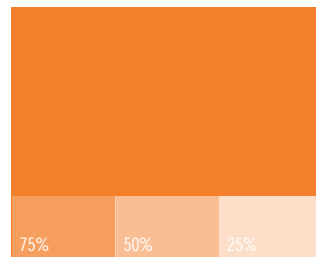
It's important when using colors from the Frederick County Chamber of Commerce color palette to follow the color builds exactly as outlined. Never change or alter the official colors by using alternate Pantone colors or using different CMYK, RGB, or HEX builds.



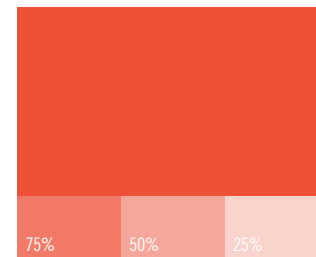
**PANTONE 382**  
**CMYK 28 0 100 0**  
**RGB 196 214 0**  
**HEX# C4D600**



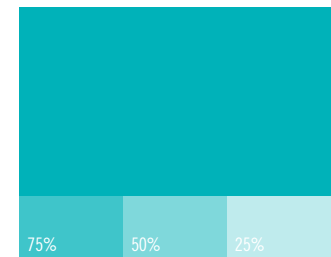
**PANTONE 7406**  
**CMYK 0 20 100 2**  
**RGB 241 196 0**  
**HEX# F1C400**



**PANTONE 158**  
**CMYK 0 62 95 0**  
**RGB 232 119 34**  
**HEX# E87722**



**PANTONE 7417**  
**CMYK 1 83 85 0**  
**RGB 224 78 57**  
**HEX# E04E39**



**PANTONE 7466**  
**CMYK 86 0 32 0**  
**RGB 0 176 185**  
**HEX# 00B0B9**

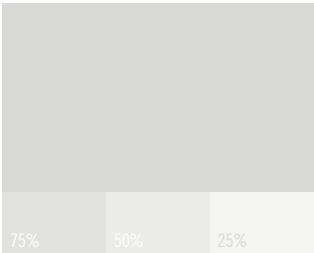
# NEUTRAL COLOR PALETTE

This is the official Frederick County Chamber of Commerce neutral color palette.

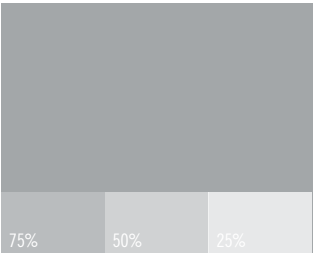
## USAGE

The Frederick County Chamber of Commerce neutral color palette is made up of: Pantone Cool Gray 2, 6 and 10; and Pantone Warm Gray 2 and 5..

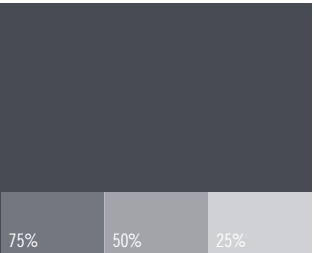
It's important when using colors from the Frederick County Chamber of Commerce color palette to follow the color builds exactly as outlined. Never change or alter the official colors by using alternate Pantone colors or using different CMYK, RGB, or HEX builds.



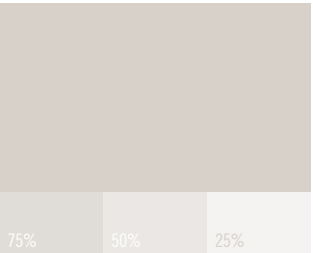
**PANTONE COOL GRAY 2**  
**CMYK 5 3 5 11**  
**RGB 208 208 206**  
**HEX# DODOCE**



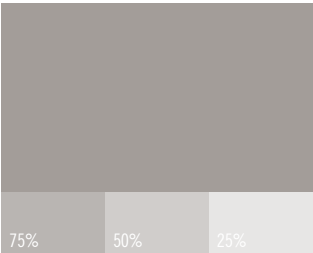
**PANTONE COOL GRAY 6**  
**CMYK 16 11 11 27**  
**RGB 167 168 170**  
**HEX# A7A8AA**



**PANTONE COOL GRAY 10**  
**CMYK 40 30 20 66**  
**RGB 99 102 106**  
**HEX# 63666A**



**PANTONE WARM GRAY 2**  
**CMYK 6 7 10 11**  
**RGB 203 196 186**  
**HEX# CBC4BC**



**PANTONE WARM GRAY 5**  
**CMYK 11 13 16 32**  
**RGB 172 163 154**  
**HEX# ACA39A**





# TYPEFACES

# TYPEFACES

DINPro Bold is Frederick County Chamber of Commerce's official corporate typeface.

Frederick County Chamber of Commerce's logotype is built from the modern sans serif typeface, DINPro. A clean, timeless typeface that complements and enforces the identity suite's landmark. DINPro Bold is the official font used on all the logos within the brand identity suite.

## DINPRO BOLD

**A B C a b c**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890(<{.,,:;!@#\$%^&\* \_-+|\"?/}>)**

# TYPEFACES

## PRINT

In addition to the full DINPro typeface family, the Merriweather typeface is also an official Frederick County Chamber of Commerce typeface for communication needs in print environments. Merriweather complements the organization's identity suite and includes a diverse range of font weights and style options allowing for design flexibility.

GOOGLE TYPEFACE DOWNLOAD:

<https://fonts.google.com/specimen/Merriweather>

## MERRIWEATHER

A B C a b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (<{.,:;!@#\$%^&\* \_ - + | ” ? / } >)

# TYPEFACES

## DIGITAL & ONLINE

Merriweather, Roboto and Roboto Condensed are the official Frederick County Chamber of Commerce typefaces for communication needs in digital and online environments. These Google typefaces complements the organization's identity suite and includes a diverse range of font weights and style options allowing for design flexibility.

GOOGLE TYPEFACE DOWNLOAD:

<https://fonts.google.com/specimen/Roboto>

<https://fonts.google.com/specimen/Roboto+Condensed>

### MERRIWEATHER

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

(<{.,;:!@#\$\$%^&\* \_-+|"?/}>)

### ROBOTO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

(<{.,;:!@#\$\$%^&\* \_-+|"?/}>)

### ROBOTO CONDENSED

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

(<{.,;:!@#\$\$%^&\* \_-+|"?/}>)

If you require further information or would like to request a logo from the Frederick County Chamber of Commerce identity suite, email [jgerlock@frederickchamber.org](mailto:jgerlock@frederickchamber.org).

This version of the Frederick County Chamber of Commerce Brand Identity Standards & Guidelines nullifies all previous versions which should be discarded. Do not reproduce without permission.

**Frederick County Chamber of Commerce**

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<https://www.frederickchamber.org>

