



Lancaster Chamber

BRAND GUIDELINES

Brand Usage Guidelines

The purpose of this guide is to illustrate proper usage of the Lancaster Chamber corporate brand in its various, approved forms.

Adhering to brand guidelines is critical to any organization, with proper usage and consistency becoming even more important when outsourcing services from a variety of suppliers, whether it's for print, online applications, signage, ad specialties, etc. It is recommended that when providing digital files to an outside supplier, you also provide a copy of this brand usage guidelines PDF.

Some of the guidelines covered include: brand colors, proper and improper usage of logos, file types supplied and designated fonts.

Table of Contents

Lancaster Chamber.....4

Our Organization.....5

Corporate Brand Formats.....6

Logo Variations.....7-11

Color

Solid Black

Reverse color, solid white

Greyscale

Reverse color, transparency

Brand Colors.....12

Complementary Color Palette.....13

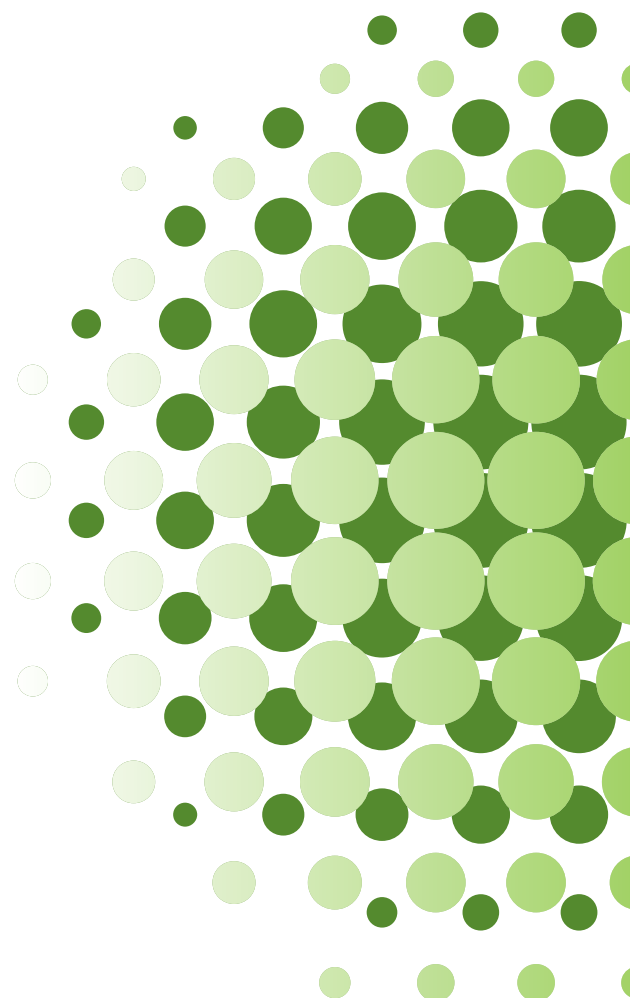
Brand Integrity.....14

Typography.....15

Visual Clarity.....16

File Formats.....17

Visual Language.....18



The Lancaster Chamber is a network of businesses, organizations, and people working together to elevate our business community. Since 1872, we've created and strengthened connections across our region, acting as a resource for economic growth as we build a thriving community for all.

Lancaster Chamber

Our Organization

Vision

A Thriving Community for All.

Mission

Create the environment, facilitate partnerships, and lead on issues that elevate business success.

Core Value

Serve. Connect. Solve. Lead.

Key Messaging

SERVE

- The Lancaster Chamber is the “Voice” of the Lancaster County business community.

CONNECT

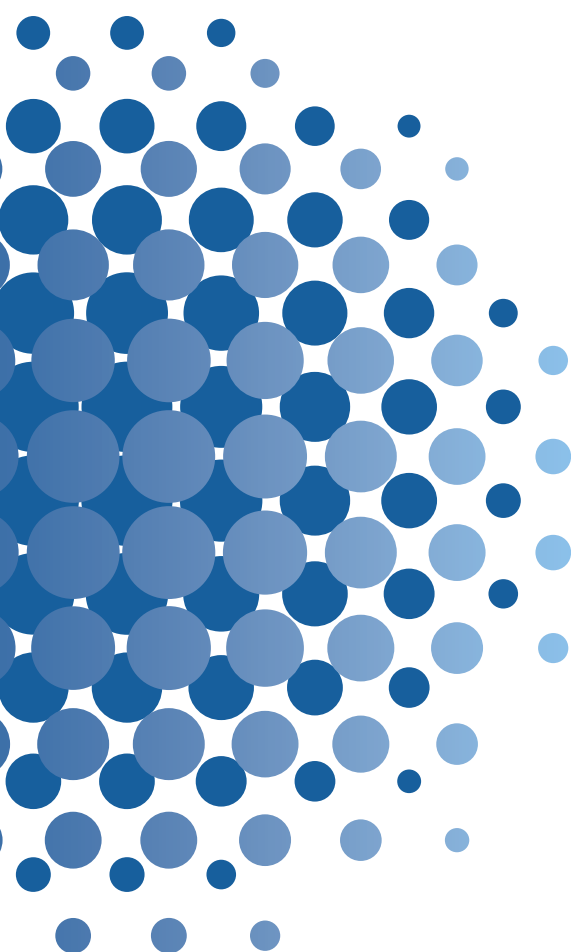
- The Lancaster Chamber is a connector of people, businesses, and communities.

SOLVE

- The Lancaster Chamber equips businesses with tools and resources to strengthen business success.

LEAD

- The Lancaster Chamber, together with community partners, is a catalyst for change and innovation that helps shape a community where everyone thrives.



Corporate Brand Formats

The Lancaster Chamber corporate logo was designed to be used in two basic formats. A horizontal version and a vertical version that can be used .

Beyond these two formats, the logos are also supplied in Solid Black (preferred), Reverse to Solid White (preferred), Reverse to White, Grayscale (black with screens) and R

Logo Variations

Logo options in color.



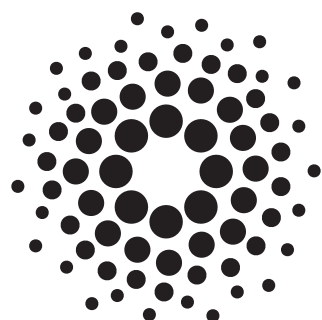
Lancaster Chamber



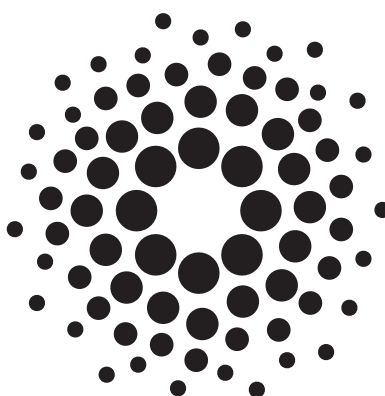
**Lancaster
Chamber**

Logo Variations

Logo options in solid black (preferred).



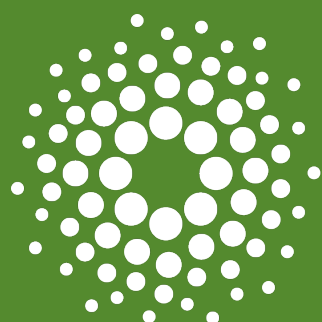
Lancaster Chamber



**Lancaster
Chamber**

Logo Variations

Logo options for reversing out of a color, with solid white in the icon. (preferred)



Lancaster Chamber



**Lancaster
Chamber**

Logo Variations

Logo options in black & white (grayscale).



Lancaster Chamber



**Lancaster
Chamber**

Logo Variations

Logo options for reversing out of a color, with transparency in the icon.



Lancaster Chamber



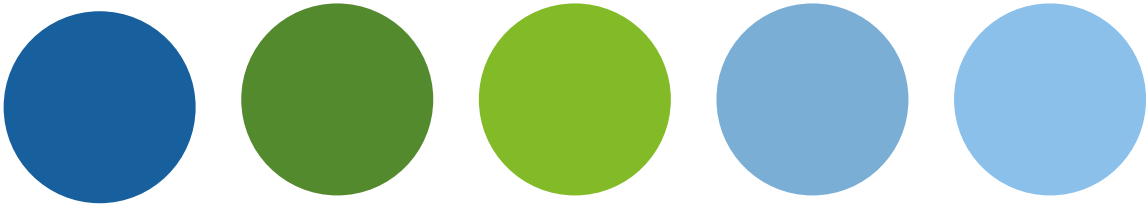
**Lancaster
Chamber**

Brand Colors

The Lancaster Chamber corporate logo consists of five PMS colors. The color breakdown below also includes the 4C process, CMYK builds along with the conversions to RGB & HEX.



Lancaster Chamber



PMS

PMS 7684 PMS 363 PMS 368 PMS 542 PMS 283

CMYK Builds

C 87%	C 74%	C 58%	C 50%	C 39%
M 68%	M 24%	M 2%	M 20%	M 14%
Y 10%	Y 100%	Y 100%	Y 5%	Y 0%
K 1%	K 8%	K 0%	K 0%	K 0%

RGB Builds

R 55	R 75	R 120	R 125	R 148
G 93	G 139	G 188	G 174	G 192
B 157	B 64	B 67	B 211	B 233







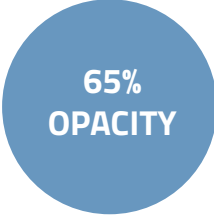

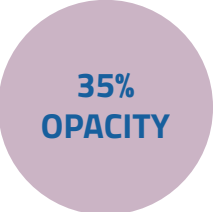



HEX

#375d9d #4B8B40 #78BC43 #6699c2 #94C0E9

Complementary Color Palette & Opacity

These colors will complement the cool blues and greens of the corporate logo. The use of brighter and more vibrant colors reflect the attitude and energy that the corporate brand and the Lancaster Chamber portrays to the business community.

Below are the primary and secondary colors shown in 100%, 65% screen and 35% screen.

PMS 7651 CMYK: 61% 97% 25% 21% RGB: 106 42 91 HEX: #6A2A5B	PMS 7406 CMYK: 1% 18% 94% 1% RGB: 241 196 0 HEX: #F1C400	PMS 7684	PMS 363
 <div>100% OPACITY</div>	 <div>100% OPACITY</div>	 <div>100% OPACITY</div>	 <div>100% OPACITY</div>
 <div>65% OPACITY</div>	 <div>65% OPACITY</div>	 <div>65% OPACITY</div>	 <div>65% OPACITY</div>
 <div>35% OPACITY</div>	 <div>35% OPACITY</div>	 <div>35% OPACITY</div>	 <div>35% OPACITY</div>

Brand Integrity

Maintaining the integrity of the elements that make up the Lancaster Chamber logo ensures that it remains consistent wherever used, which is critical to building brand awareness.

While not every scenario and application can be anticipated, the Lancaster Chamber corporate brand should always be used exactly as they were supplied. The sizing, placement, colors, proportions and positioning of the logo elements – icon, name and tagline – should not be altered in any way.

Correct Usage



Lancaster Chamber



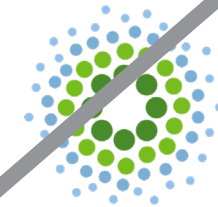
**Lancaster
Chamber**

Incorrect Usage



Lancaster Chamber
People | Business | Community

**Lancaster
Chamber**



Lancaster Chamber



**Lancaster
Chamber**

Typography

Corporate Font

The Lancaster Chamber logo uses the font family **Titillium**. This font should also be used for main headers on all marketing materials (print or digital).

Secondary Font

The **Open Sans** font complements the brand, is easily accessible, comes in a variety of weights and italics and is a web-safe font for online and email applications. Use this font for subheaders, secondary headers, and body copy text.

Aa

Titillium Web is the primary font used for Lancaster Chamber's marketing deliverables. It is best used for headlines and subheadlines

Regular

Italics

Bold

Semibold

Titillium Web

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aa

Open Sans is the secondary font used for Lancaster Chamber's marketing deliverables. It pairs well with Titillium Web and to be used for body copy text

Regular

Italics

Bold

Semibold

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

THIS IS A HEADER

THIS IS A SUBHEADER

Body Copy. unt velit volorporpos es necae atiam nobita qui se doluptibus. Ut est pa pliatutur autaquati net voluptatum

Visual Clarity

For the sake of clarity and clean design, consideration should be given in allowing enough visual space around all sides of the logo when used among text, images and other visual elements.

Sunt velit volorpos es necae atiam nobita qui se doluptibus.Ectati doluptat. Ut est pa pliatut autaquati net voluptatium sus mi, sint excede veliandis verrum dolut officip samusto ruptasperum sequidebissi od quos a conet atur alitionecta iscitio od quatiis andant dolestio.

lor Ximusto
ipsam anim
eostiosant
harchilliqui
comnihitiur



Lancaster Chamber

ariasperat magnat.Itat apeditatem nihicil essit modi dolum qui totas avoluptam, sum reritat aut est, conedj cds quuntib vendiscdcn impeliquia eumijdoem faceremqe explacienis.

Sunt velit volorpos es necae atiam nobita qui se doluptibus.Ectati doluptat. Ut est pa pliatut autaquati net voluptatium

sus mi, sint
verrum dolut
ruptasperum
quos a conet
iscitio od
dolestio.



**Lancaster
Chamber**

ipsam
harchilliqui
ariasperat
apeditatem
dolum qui

sum reritat aut est, conedj cds quuntib vendiscdcn impeliquia eumijdoem faceremqe explacienis unt.

voluptatium
excede veliandis
officip samusto
sequidebissi od
atur alitionecta
quatiis andant
lor Ximusto
anim eostiosant
comnihitiur
magnat.Itat
nihicil essit modi
totas avoluptam,

File Formats

The Lancaster Chamber logos are available in a variety of file types. Following are their intended uses:

EPS / AI

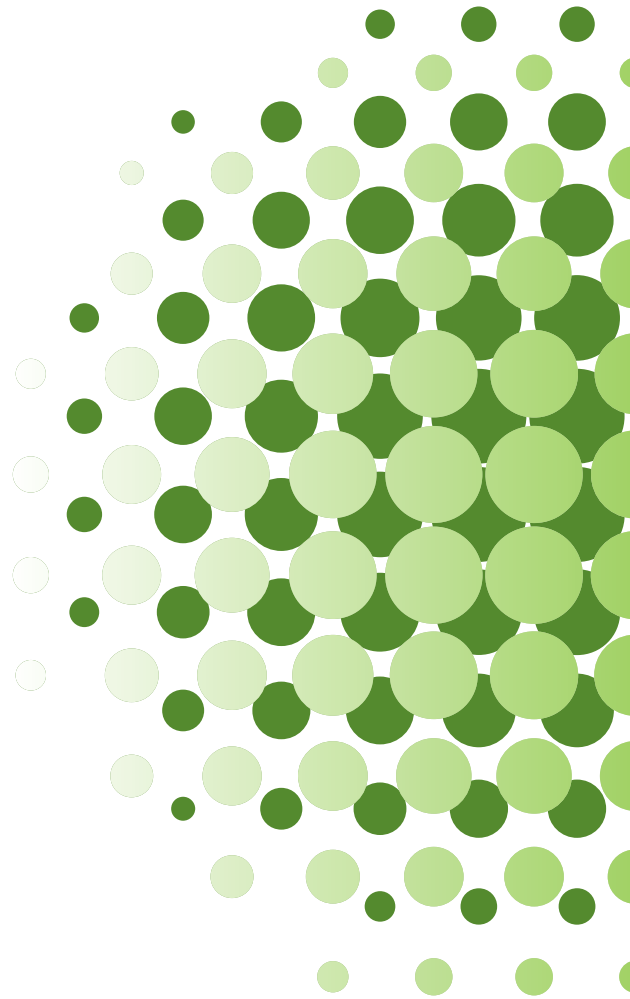
EPS / AI (vector) files are the recommended file types to use for all printing applications including literature, trade shows, signage, ad specialties, etc. Vector files, created using Adobe Illustrator, have the ability to enlarge to extreme sizes without any loss in sharpness.

JPEG

4C (CMYK) and 1C (grayscale) logos are available as jpeg files. These are 300 ppi – high resolution files – that can be used for printing, provided they're not enlarged more than 100% of their actual size. RGB jpeg (72 ppi) files are also available for digital applications.

PNG

RGB PNG files have a transparent background and are available for email, online and other digital application uses such as Word and PowerPoint programs.



Visual Language

Gradient Mapping in Adobe Photoshop

Gradient Maps are an effective way to cover an image with a color filter while retaining control over the depth of the photo from its shadows to highlights. Use a gradient map whenever there is a desire to add a color filter overtop of a photo.

The Gradient Map feature can be found in the Layers Panel under effects.

- **Acceptable blending modes:** Normal & Soft Light
- **Background Graphics:** (example below) Full Image, no burst, with less contrast so that copy can read on top.
- **Dimensional Graphics:** Cutouts of imagery with implementation of burst graphics. Function as standalone graphics.



Color Values of the Chamber's Gradient Maps:

BACKGROUNDS	SHADOW RGB / CMYK		MIDTONE RGB / CMYK		HIGHLIGHT RGB / CMYK	
Blue	55, 93, 157	87, 68, 10, 1	No Midtone Value: Midtone Values Below function as the highlights for a background graphic		210, 231, 250	16, 3, 0, 0
Light Blue	125, 174, 211	50, 20, 5, 0			240, 245, 250	4, 1, 1, 0
Green	75, 139, 64	74, 24, 100, 8			222, 242, 206	13, 0, 24, 0
Purple	106, 42, 91	61, 97, 25, 21			255, 191, 240	2, 29, 0, 0

DIMENSIONALS	SHADOW RGB / CMYK		MIDTONE RGB / CMYK		HIGHLIGHT RGB / CMYK	
Blue	55, 93, 157	87, 68, 10, 1	210, 231, 250	16, 3, 0, 0	255, 255, 255	0, 0, 0, 0
Light Blue	125, 174, 211	50, 20, 5, 0	240, 245, 250	4, 1, 1, 0	255, 255, 255	0, 0, 0, 0
Green	75, 139, 64	74, 24, 100, 8	222, 242, 206	13, 0, 24, 0	255, 255, 255	0, 0, 0, 0
Purple	106, 42, 91	61, 97, 25, 21	255, 191, 240	2, 29, 0, 0	255, 255, 255	0, 0, 0, 0

Important Tips for Gradient Map Implementation:

1. Adjust gradient map color sliders to compensate for **background simplicity** as well as for **subtle light** on people and objects.
2. Convert burst graphics to smart objects **before** relinking to a different colored burst in Lancaster Chamber CC asset library. Doing this will prevent the other CC linked files in the document from switching as well. Also note that the color of the burst does not need to be swapped **if** the gradient map is applied to it for the correct hue.
3. If you would like to preserve some natural colors from the photo, use the **soft light blending mode** on the photo only, not the burst graphics. Burst graphics should **always** be a LC Color.
4. Use no more than **one "full burst" graphic** in a composition; place this one behind the **focal point** in the photo to draw more visual emphasis. The simpler burst graphics help by adding details around the Dimensional without taking away from the focal point.

Visual Language

Waves in Adobe Illustrator

Abstract waves are used to help add movement to a design, or to separate elements with a nice touch of color and depth. Use a wave graphic to add more to the composition when the design feels like it needs a main visual component. Waves Can be used to lead the eye to the focal point as well as separate elements on the page, such as photography and copy.

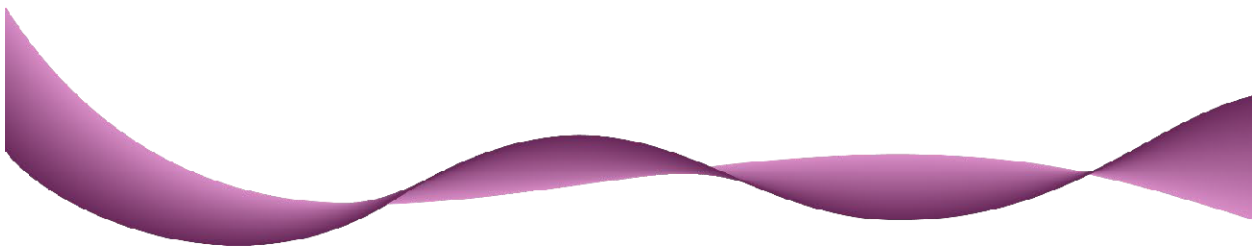
- **Colors:** Gradients of the Chamber's Colored tonal range. Blue to Light Blue, Green to Light Green, etc.
- **Composed of:** Two lines, merged by smooth color blending features in Illustrator. File Examples:



Wave1_Blue



Wave4_Green



Wave5_Purple

To create waves: in Adobe Illustrator

1. Create two vector curved lines of your choice on your artboard.
2. Color each with a 2pt stroke thickness
3. With both lines selected, go to Object > Blend > Blend Options; choose smooth color
4. Then select Object > Blend > Make
5. The gradient transition between lines will now follow whatever space is in between the lines.

Procedures:

- Newly created wave files must be approved by the Chamber Prior to their use.
- Waves must start and finish in a horizontal format.
- Only use one wave per design.

Color Values of the Chamber's Waves:

WAVE COLOR
Blue
Green
Purple

INITIAL COLOR RGB / CMYK		TRANSITION COLOR RGB / CMYK	
55, 93, 157	87, 68, 10, 1	120, 173, 211	16, 3, 0, 0
75, 139, 64	74, 24, 100, 8	121, 188, 67	57, 2, 100, 0
106, 42, 91	61, 97, 25, 21	217, 141, 199	13, 53, 0, 0

Visual Language

Wave Implementation Example



OUR SUCCESS STORY STARTS WITH YOU.

This is a visual language test.



REPRESENTING BUSINESS

At the Chamber, we have a mission to consistently cultivate a thriving Lancaster County by being at the forefront of initiatives at a local, statewide, and national level that move the needle on issues that matter most to you.



CONNECTING BUSINESS

Whether you are a new business looking to grow your network or you are an established business seeking more connections, our networking events are valuable, intentional spaces to convene, connect, and grow.



SERVING BUSINESS

We know how important it is to grow your skills and the skills of your team. The Chamber's professional development calendar includes several delivery methods, such as online courses, academies, and monthly programs.



ELEVATING BUSINESS

The Lancaster Chamber offers a variety of unique options for you to showcase your brand in front of curated business-to-business audiences that will generate leads, build brand awareness and strengthen your presence in Lancaster County.

Here's a call to action so people go to the website: lancasterchamber.com



Lancaster Chamber

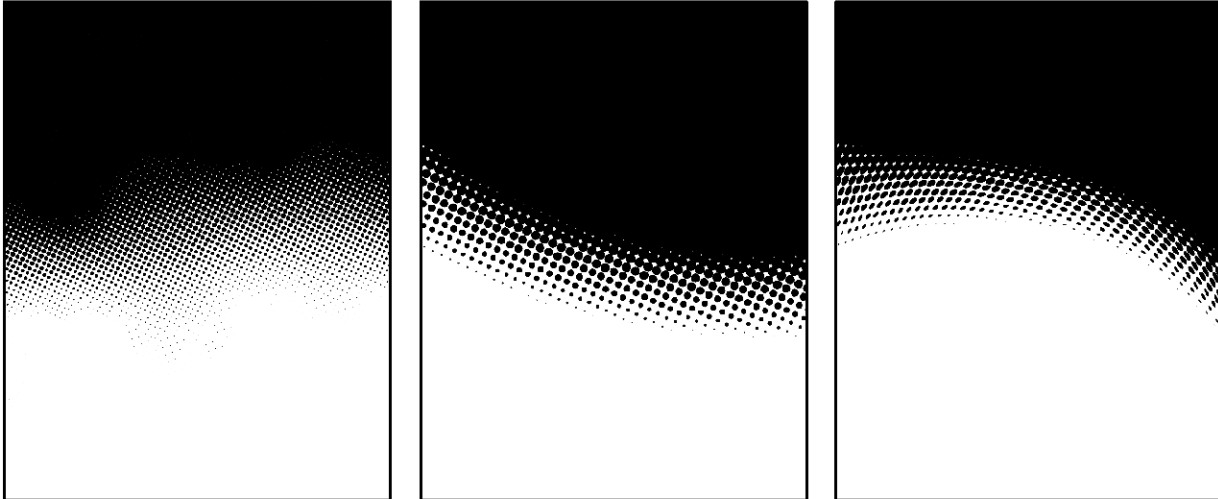
emailname@emaillocation.com • 555.555.5555

Visual Language

Halftone Backgrounds in Adobe Illustrator

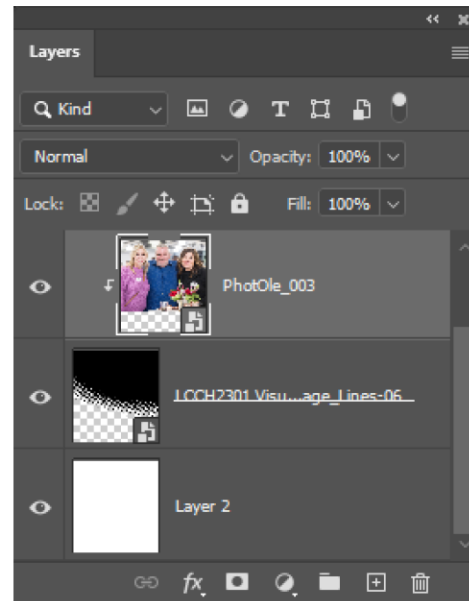
Lancaster Chamber uses halftone styling to unite a photo with a background that is white or colored. Halftones add an element of energy, texture and movement. Halftones can be used to create a bold transition from a photo

- **Colors:** LC Blue, LC Light Blue, LC Purple, Light Grays (>90% brightness) and Photo Masking
- **Application:** Colored background or Photo layer mask → *see page 4 for an example*
- **Foreground use:** LC Burst Only
- **Background use:** Full page width halftone backgrounds. File Examples:



Adding the Halftone Effect to photography

1. Place your photo of choice in a layer directly over top of the halftone layer
2. Hold Down ALT
3. Hover over the two layers, and you will see an arrow indication pointing to the layer below
4. Click while holding ALT
5. The image should now only be visible within the contents of the halftone layer below it.



Adding a fill color to a halftone file (no photo)

With halftone layer selected: Layer > Layer Style > Color Overlay

HALFTONE COLOR	INITIAL COLOR RGB / CMYK	
Blue	55, 93, 157	87, 68, 10, 1
Green	75, 139, 64	74, 24, 100, 8
Purple	106, 42, 91	61, 97, 25, 21
Light Blue	125, 174, 211	50, 20, 5, 0

Visual Language

Halftone Background Implementation Example



OUR SUCCESS STORY STARTS WITH YOU.

This is a visual language test.



REPRESENTING BUSINESS

At the Chamber, we have a mission to consistently cultivate a thriving Lancaster County by being at the forefront of initiatives at a local, statewide, and national level that move the needle on issues that matter most to you.



SERVING BUSINESS

We know how important it is to grow your skills and the skills of your team. The Chamber's professional development calendar includes several delivery methods, such as online courses, academies, and monthly programs.



CONNECTING BUSINESS

Whether you are a new business looking to grow your network or you are an established business seeking more connections, our networking events are valuable, intentional spaces to convene, connect, and grow.



ELEVATING BUSINESS

The Lancaster Chamber offers a variety of unique options for you to showcase your brand in front of curated business to business audiences that will generate leads, build brand awareness and strengthen your presence in Lancaster County.

Here's a call to action so people go to the website: lancasterchamber.com



Lancaster Chamber

emailname@emaillocation.com • 555.555.5555