



The Greater Bloomington
Chamber of Commerce

BRAND GUIDELINES

4.8.2024

WELCOME

Welcome to the Greater Bloomington Chamber of Commerce's Brand Guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better.

Table OF CONTENTS

1. BRAND STRATEGY	5	4. TYPOGRAPHY	20
Strategy	6	Heading	21-22
Mission	7	Secondary	23-24
Summary	8-9	Body	25-26
2. LOGO	10	Main Collection	27
Logo Guidelines	11-12	Email Collection	28
Master logo	13	5. IMAGERY	29
Logo Elements	14	Photography	30
3. COLOR	15		
Main Colors	16		
Brand Colors	17-18		
Palette	19		

Table OF CONTENTS

6. CHAMBER BRANDS	31	Governor’s Luncheon	60
Advocacy Matters	32-33	Legislative Preview	61
Annual Meeting & Community		Membership Matters & Member	
Awards	34-37	to Member	62-65
Bloomington Women in		Showcase Bloomington	66-68
Leadership & Women Excel		Success School & Educator of the	
Bloomington	38-41	Year	69-73
Business in Local Government	45-46	Valor Awards	74-76
Chamber Ambassadors &		Young Professionals Bloomington	77-79
Welcome Committee	47-49		
Elect Connect	50-51	7. CONTACT	80
Federal Focus	52-53		
Futurecast: Bloomington	54-56		
Golf Scramble	57-59		

BRAND STRATEGY

Our brand is more than our name or our logo. It's the sum total of everything we say and do. At The Greater Bloomington Chamber of Commerce, we set and achieve ambitious goals. The quality of our services reflects our identity. Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable, and innovative communications. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Brand

STRATEGY

THE HISTORY

The Greater Bloomington Chamber of Commerce is redefining the Chamber experience!

Founded in 1915, we continue into our second century as the voice of business for Bloomington, Monroe County and the region.

The Greater Bloomington Chamber of Commerce is an award-winning organization that has been recognized by both the Indiana Chamber Executives Association (ICEA) and the Association of Chamber of Commerce Executives (ACCE).

VISION STATEMENT

Greater Bloomington will be a vibrant community in which to live, learn, invest and work with collaborative support from a thriving business sector.

TAGLINE

Better Business. Better Community.

MISSION STATEMENT

The Greater Bloomington Chamber of Commerce provides leadership through member engagement, business advocacy and civic partnerships to strengthen our community and business environment.

Brand

MISSION

MISSION STATEMENT

The Greater Bloomington Chamber of Commerce provides leadership through member engagement, business advocacy and civic partnerships to strengthen our community and business environment.

MEMBER ENGAGEMENT

We provide benefits, programs, and resources to help our members be successful.



BUSINESS ADVOCACY AND CIVIC PARTNERSHIPS

We promote initiatives and communicate views on issues of public policy that strengthen the business climate of our city, county, region, and state.



COMMUNITY AND BUSINESS ENVIRONMENT

A sound community helps businesses thrive. We work to improve the quality of life and economic well-being of all citizens.

IN ORDER TO PROMOTE OUR MISSION, WE WILL:

- Communicate honestly and effectively
- Seek opportunities for collaboration and cooperation
- Measure our effectiveness
- Continuously improve the quality of our services
- Value the strength of a diverse, tolerant, fair and generous organization
- Serve as responsible stewards of the resources entrusted to us

Brand

SUMMARY

Our Members - Members fall into one, if not multiple, general target markets.

Our Values - These are ideas/principles from which we never waiver.

OUR MEMBERS

- Self-Promoters – “Raise My Profile”
 - Want access to people and high ROI advertising vehicles
- Advocates – “Advocate for Business”
 - Want us to communicate connection between business and quality of life
- Community Collaborators – “Make a Better Bloomington”
 - Want us to make a difference in the larger community
- Cost-Conscious – “Show me the ROI”
 - Want to feel unique, understood, and want answers fast

OUR VALUES

- Leadership – “We know the way, go the way, and show the way”
 - Encompasses: Authority, credibility, knowledge, strength, confidence, vision, articulation
- Community – “We believe in Bloomington”
 - Encompasses: Collaboration, outreach, caring, and seeing self as part of the greater whole
- Integrity – “We walk the talk”
 - Encompasses: Principles, honesty, fairness, thoughtfulness, compassion
- Reliability – “You can count on us”
 - Encompasses: Dedication, listening, responsiveness, loyalty, organization, clarity

Brand

SUMMARY

Our Personality - Our personality is the overall tone/attitude we use to deliver our message. It is who we are in all circumstances, and is the key emotional component determining whether we have a likeable brand.

OUR PERSONALITY

- **Moderate**
 - We are always moderate in tone and outlook and represent a very diverse thought base.
 - We are focused on practical outcomes rather than advancing ideologies, and choose solutions based on what is best for the community.
- **Thoughtful**
 - We listen, actively seeking new ideas/data, carefully considering each, and our positions demonstrate we have given great thought to all issues.
 - We invite critics to dialog to learn more and to express our own views.
- **Collaborative**
 - We seek out opportunities to collaborate because we enjoy the power of collaboration.
 - We do our part so collaborations are effective and our collaborations lead to a better Bloomington.
- **Energized**
 - We recognize challenges, not obstacles; we are positive, bright, and it feels good to be around us.
 - When people interact with us, they see a “can do” attitude and feel our belief in them.
 - We use our leadership to inspire others to believe they can help create a better Bloomington.

OUR ACTIONS

- At all times, all our thoughts, words, positions and actions should reinforce our core belief.

LOGO

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

There will be a uniform and consistent presentation of Chamber's logo and tagline in print and electronic publications, materials, and products for distribution. All materials and products prepared by Chamber staff will display the logo and tagline in accordance with the set usage guidelines.

LOGO GUIDELINES

- Pair the logo with the full name whenever possible.
 - Logos should reinforce the Chamber's name, not necessarily replace it. Whenever possible, the words "The Chamber" or "The Greater Bloomington Chamber of Commerce" should appear on any page that bears the logo.
- Make the logo visible.
 - Although it might still be legible at a smaller size, the logo will lose definition and impact if it's reproduced any smaller than .25" or 6 mm. Good rule of thumb: The logo may not be any smaller than 3/8 of an inch.
- Use with other logos
 - No other logo or design element should appear within 0.5 inches of the Chamber logo.
- Alterations
 - You may not frame or alter the logo in any way. The logo should never be altered, stretched, adorned or modified in anyway. Consider it art, an image file or a picture. The logo is NOT a font and should never be typeset.

LOGO GUIDELINES

To use the Chamber or Chamber event logo variations, or obtain a logo file, requests must be made to the Director of Communications & Events.

You may submit a request by emailing communications@chamberbloomington.org

Logo

MASTER LOGO



*Variations include logos in all black and all white.

LOGO ELEMENTS

- The Logo
 - The logo is made up of the “Chamber B” which is divided into four quadrants. The surface of the “B” is flat, as is the left, leading side of the “B.” There is no serif on the “B.” There are circles that surround the "B" making a gradient effect.
- The Name
 - Our organization can be designated as The Greater Bloomington or The Chamber. The use of the acronym, GBCC, may only be used in captions on social media when it's needed for text capacities.
- The Tagline
 - The Chamber's tagline is designated as: "Better Business. Better Community." This tagline should be used whenever the logo is used. It should never appear alone, without the form of the logo.
- The Chamber "B"
 - The Chamber “B” is one element of the Chamber logo. While it is recognizable to most of our members, we can not presume that the community at large recognizes the Chamber “B” without other branding references. The preferred presentation of the Chamber “B” is to use this element jointly with the other branding elements – Chamber reference and tagline.
 - However, the Chamber “B” may be used, in certain instances for Chamber member-only uses or where the complete Chamber logo or Chamber name appears within the same field. Some examples of these exceptions include:
 - Use of the “B” as a symbol in a listing.
 - Icon on the website tab.
 - Business Card.

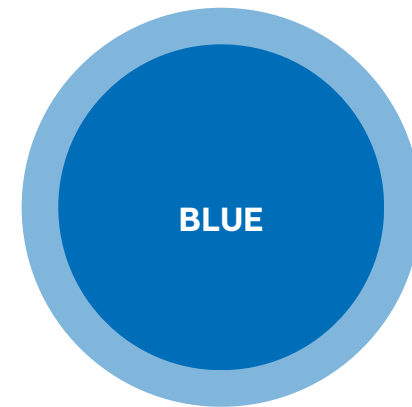
COLORS

Our brand is underpinned with a color palette designed to be fresh, modern, and distinctive. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our color palette is applied consistently.

Palette

MAIN BRAND COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented. Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



Primary

Pantone

300 C

CMYK

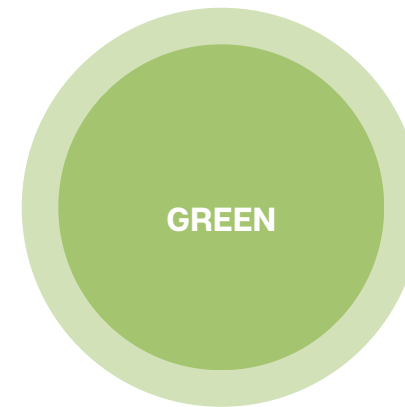
100, 40, 0, 28

RGB

0, 109, 184

Hex #

#006DB8



Secondary

Pantone

577 C

CMYK

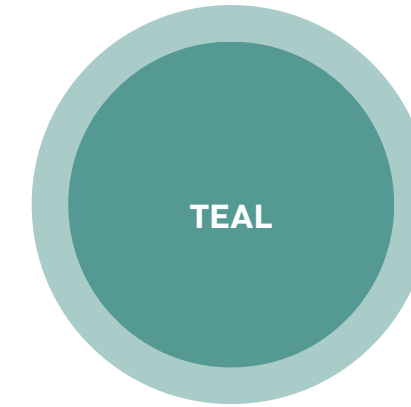
16, 0, 43, 23

RGB

165, 196, 111

Hex #

#A5C46F



Tertiary

Pantone

7723 C

CMYK

44, 0, 4, 40

RGB

85, 153, 147

Hex #

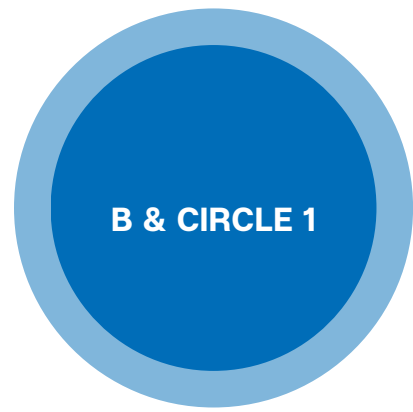
#559993

Palette

BRAND

COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented. Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



B & CIRCLE 1

B & Circle 1

Pantone

300 C

CMYK

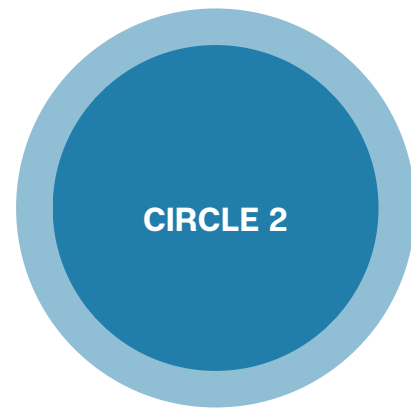
100, 40, 0, 28

RGB

0, 109, 184

Hex #

#006DB8



CIRCLE 2

Circle 2

Pantone

7689 C

CMYK

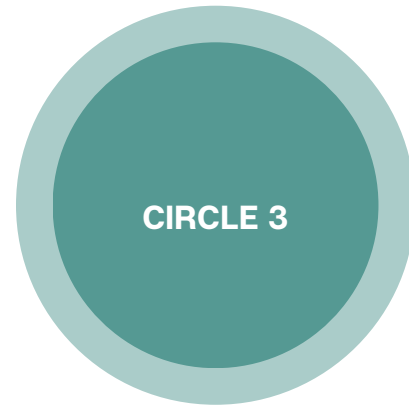
81, 25, 0, 33

RGB

33, 127, 170

Hex #

#217EAA



CIRCLE 3

Circle 3

Pantone

7723 C

CMYK

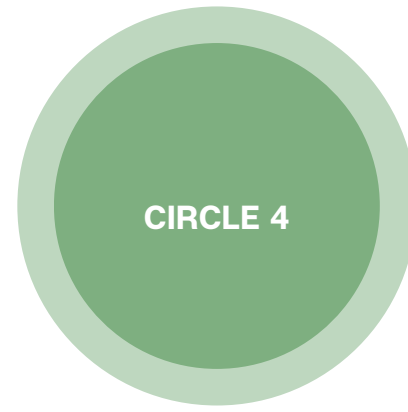
44, 0, 4, 40

RGB

85, 153, 147

Hex #

#559993



CIRCLE 4

Circle 4

Pantone

556 C

CMYK

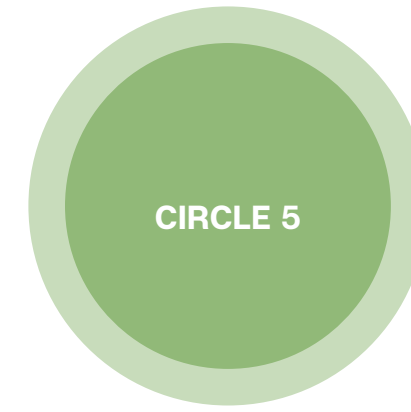
28, 0, 27, 31

RGB

126, 175, 128

Hex #

#7EAF80



CIRCLE 5

Circle 5

Pantone

577 C

CMYK

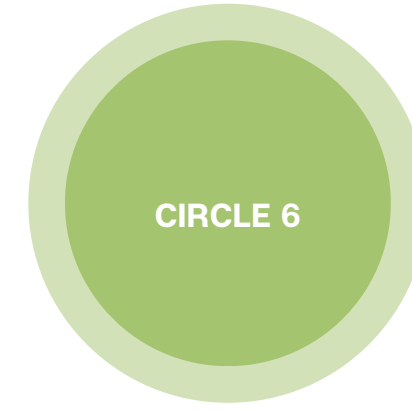
22, 0, 35, 27

RGB

145, 185, 120

Hex #

#91B978



CIRCLE 6

Circle 6

Pantone

577 C

CMYK

16, 0, 43, 23

RGB

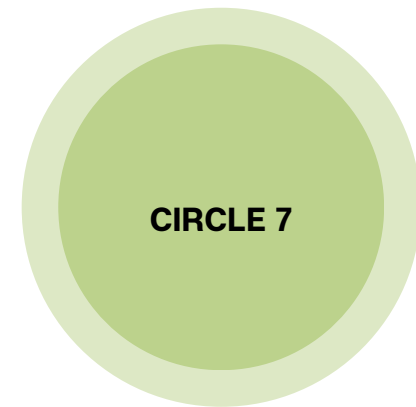
165, 196, 111

Hex #

#A5C46F

Palette

BRAND COLORS



CIRCLE 7

Circle 7

Pantone

578 C

CMYK

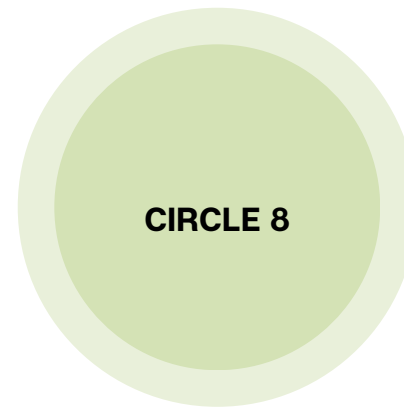
10, 0, 33, 18

RGB

188, 210, 140

Hex #

#BCD28C



CIRCLE 8

Circle 8

Pantone

7485 C

CMYK

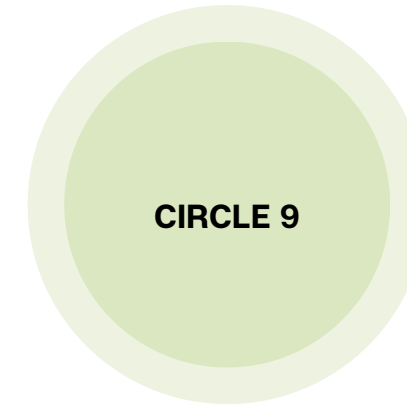
6, 0, 20, 11

RGB

212, 226, 181

Hex #

#D4E2B5



CIRCLE 9

Circle 9

Pantone

7485 C

CMYK

5, 0, 16, 9

RGB

219, 231, 193

Hex #

#DBE7C1

Palette

**PRIMARY
COLOR**

BLUE

Pantone

300 C

CMYK

100, 40, 0, 28

RGB

0, 109, 184

Hex #

#006DB8

**SECONDARY
COLOR**

GREEN

Pantone

577 C

CMYK

16, 0, 43, 23

RGB

165, 196, 111

Hex #

#A5C46F

**TERTIARY
COLOR**

TEAL

Pantone

7723 C

CMYK

44, 0, 4, 40

RGB

85, 153, 147

Hex #

#559993

TYPOGRAPHY

Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout.

Typography

HEADING FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used for titles and headings.

MONTERRAT
CLASSIC

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890!@#%&()+

Aa

Typography

HEADING FONT

MONTSERRAT CLASSIC

**Bold is our headings
weight.**

Regular is used for captions
and some bodies of text.

Aa

Typography

SECONDARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be for subheadings and captions.

COOPER HEWITT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890!@#%&()+

Aa

Typography

SECONDARY FONT

COOPER HEWITT

Bold is our headings weight.

Regular is used for captions and some bodies of text.

Regular Italics is used for quotes and interviews.

Aa

Typography

BODY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used for body text.

ROBOTO CONDENSED

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890!@#%&()+

Aa

Typography

BODY FONT

ROBOTO CONDENSED

Bold is our headings weight.

Regular is used for captions and some bodies of text.

Regular Italics is used for quotes and interviews.

Aa

Typography

MAIN COLLECTION

Montserrat Classic

To be used for
headings and
titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Cooper Hewitt

To be used mainly
for captions and
secondary titles and
headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Roboto Condensed

To be used for main
copy and body of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Typography

EMAIL COLLECTION

Verdana Bold

To be used for
headings and
titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Arial Nova Condensed Light

To be used for main
copy and body of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

IMAGERY

Our photography and filming style captures real moments with real impact. It conveys a unique perspective on the dynamic nature of our people, communities, operations and the changing world around us.

Imagery PHOTOGRAPHY

This photographic style mixes marketing with photojournalism. The Chamber's images should document the events truly and from multiple points of view. This includes not only the people, but the decor, the venue, programs, and details. Photos of people can be candid or posed. We will use these in all marketing materials, so keeping in mind that these images would be publicized is critical when choosing the photos.



CHAMBER BRANDS

Logo

ADVOCACY MATTERS LOGO



Typography

Advocacy

Carlito

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+*

Matters

League Spartan

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+**

Logo

ANNUAL MEETING & COMMUNITY AWARDS CEREMONY LOGO



*Variations include logos in all black and all white.

Typography

Annual Meeting

Yummy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

& Award Ceremony

MONTERRAT SEMI-BOLD

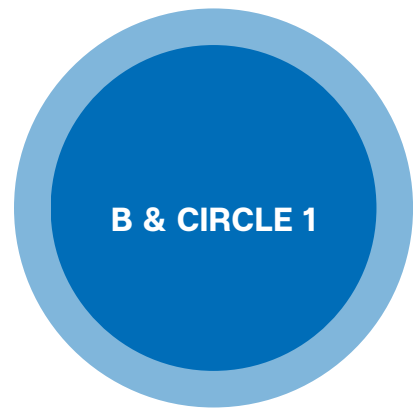
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Palette

ANNUAL MEETING & COMMUNITY AWARDS CEREMONY COLORS



B & CIRCLE 1

B & Circle 1

Pantone

300 C

CMYK

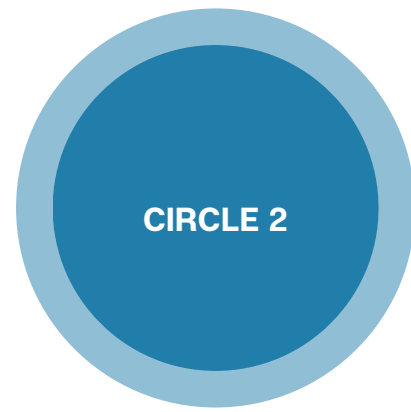
100, 40, 0, 28

RGB

0, 109, 184

Hex #

#006DB8



CIRCLE 2

Circle 2

Pantone

7689 C

CMYK

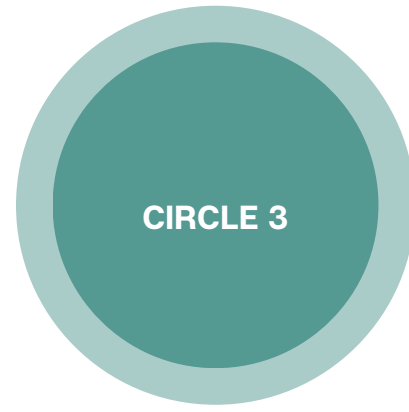
81, 25, 0, 33

RGB

33, 127, 170

Hex #

#217EAA



CIRCLE 3

Circle 3

Pantone

7723 C

CMYK

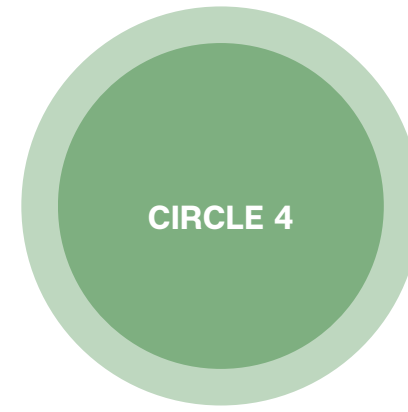
44, 0, 4, 40

RGB

85, 153, 147

Hex #

#559993



CIRCLE 4

Circle 4

Pantone

556 C

CMYK

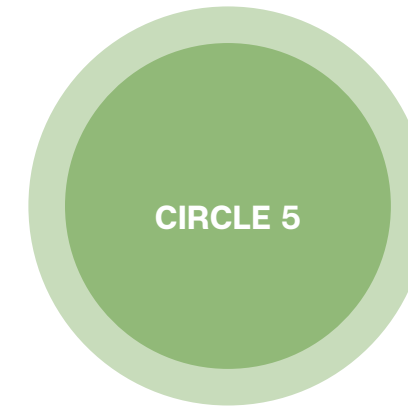
28, 0, 27, 31

RGB

126, 175, 128

Hex #

#7EAF80



CIRCLE 5

Circle 5

Pantone

577 C

CMYK

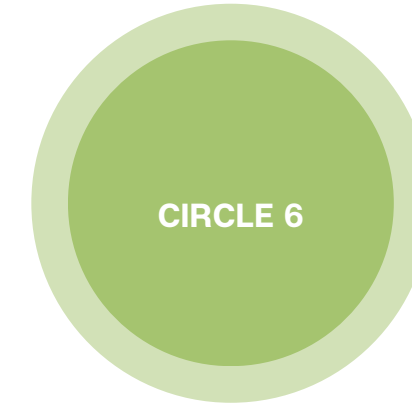
22, 0, 35, 27

RGB

145, 185, 120

Hex #

#91B978



CIRCLE 6

Circle 6

Pantone

577 C

CMYK

16, 0, 43, 23

RGB

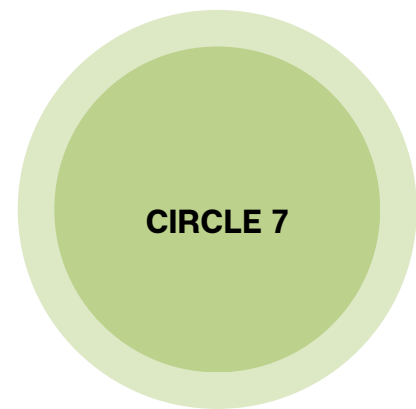
165, 196, 111

Hex #

#A5C46F

Palette

ANNUAL MEETING & COMMUNITY AWARDS CEREMONY COLORS



Circle 7

Pantone

578 C

CMYK

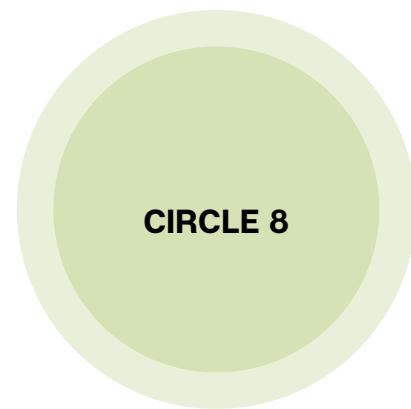
10, 0, 33, 18

RGB

188, 210, 140

Hex #

#BCD28C



Circle 8

Pantone

7485 C

CMYK

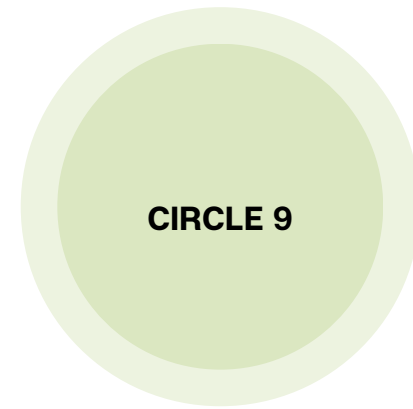
6, 0, 20, 11

RGB

212, 226, 181

Hex #

#D4E2B5



Circle 9

Pantone

7485 C

CMYK

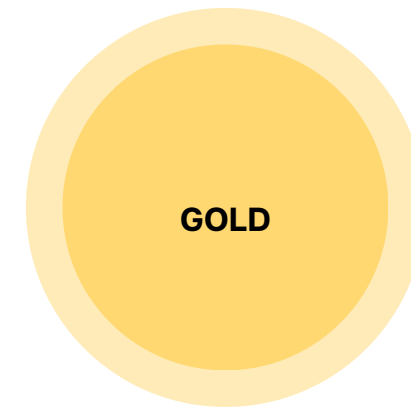
5, 0, 16, 9

RGB

219, 231, 193

Hex #

#DBE7C1



Outside Ring 1

Pantone

1215 C

CMYK

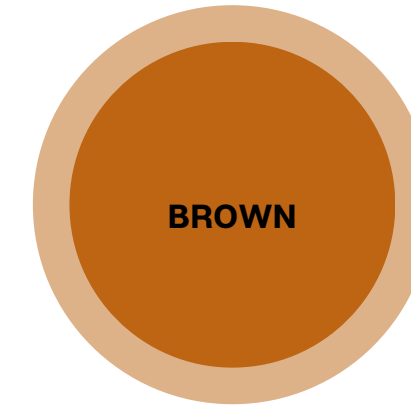
0, 15, 56, 0

RGB

255, 216, 113

Hex #

#FFD871



Outside Ring 2

Pantone

7414 C

CMYK

0, 47, 90, 26

RGB

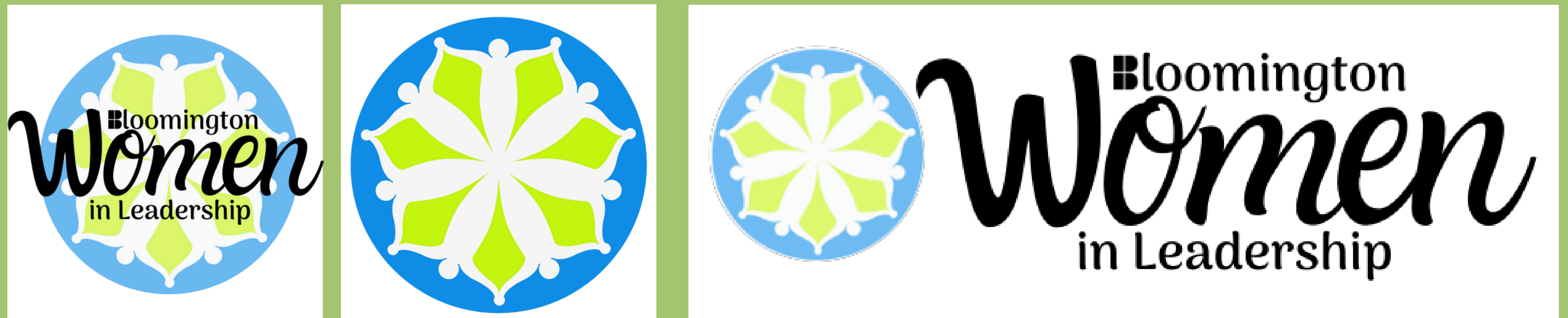
189, 101, 19

Hex #

#BD6513

Logo

BLOOMINGTON WOMEN IN LEADERSHIP LOGO



*Variations include logos in all black and all white.

Logo

WOMEN EXCEL BLOOMINGTON LOGO



Typography

Bloomington
In Leadership

Arima Madurai Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&'()*+

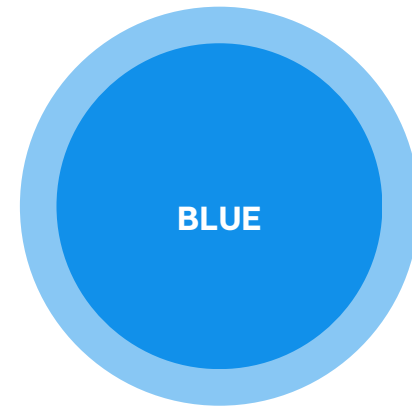
Women

Amazone
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&'()*+

Palette

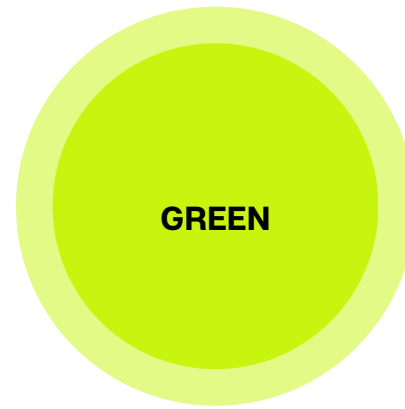
BWIL COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented. Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



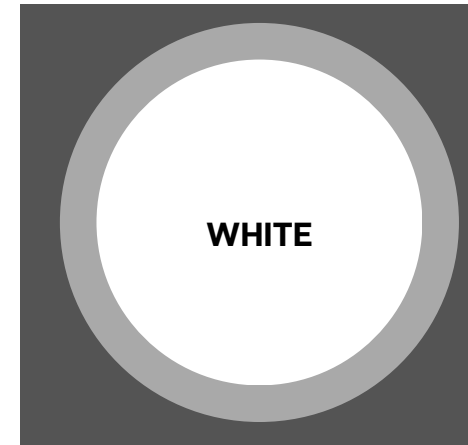
Primary

Pantone
2925 C
CMYK
93, 38, 0, 8
RGB
17, 144, 234
Hex #
#1190EA



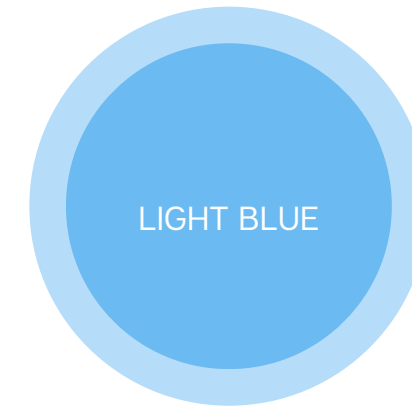
Secondary

Pantone
389 C
CMYK
19, 0, 41, 4
RGB
199, 245, 144
Hex #
#C7F590

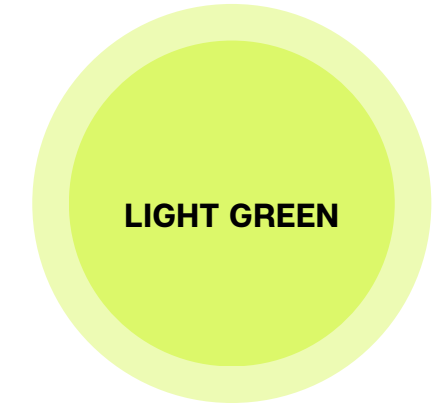


Tertiary

Pantone
000 C WHITE
CMYK
0, 0, 0, 0
RGB
255, 255, 255
Hex #
#FFFFFF



Pantone
BLUE 0821 C
CMYK
56, 23, 0, 5
RGB
107, 186, 241
Hex #
#6BBAF1



Pantone
373 C
CMYK
11, 0, 60, 3
RGB
220, 248, 100
Hex #
#DCF86A

Logo

BUSINESS AFTER HOURS LOGO



Typography

BUSINESS
AFTER HOURS

Montserrat Classic

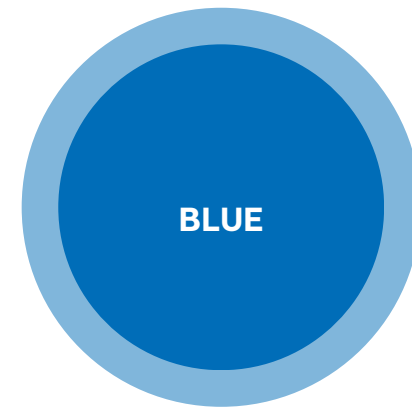
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Dancing Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Palette

BUSINESS AFTER HOURS COLORS



BLUE

Primary

Pantone

300 C

CMYK

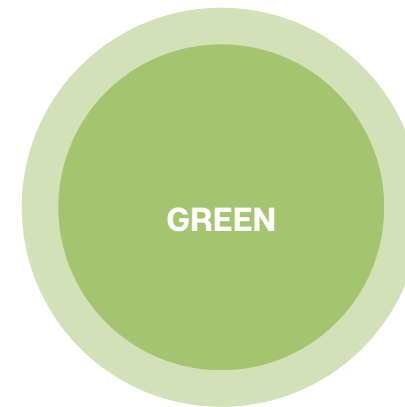
100, 41, 0, 28

RGB

0, 109, 184

Hex #

#006DB8



GREEN

Secondary

Pantone

577 C

CMYK

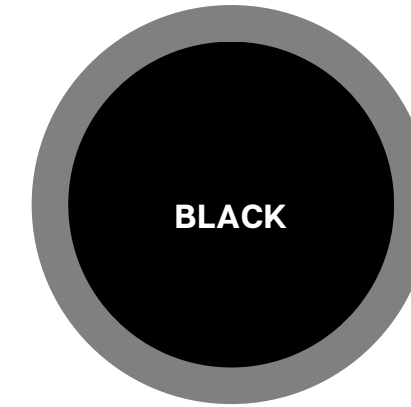
16, 0, 43, 23

RGB

165, 196, 111

Hex #

#A5C46F



BLACK

Pantone

BLACK C

CMYK

80, 70, 70, 100

RGB

0, 0, 0

Hex #

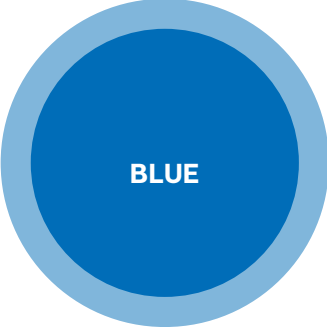
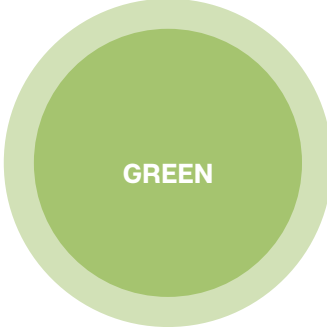
#000000

Logo & Palette

BUSINESS IN LOCAL GOVERNMENT LOGO & COLORS



*Variations include logos in all black and all white.

	
Primary	Secondary
Pantone 300 C	Pantone 577 C
CMYK 100, 40, 0, 28	CMYK 16, 0, 43, 23
RGB 0, 109, 184	RGB 165, 196, 111
Hex # #006DB8	Hex # #A5C46F

Typography

**BUSINESS IN
LOCAL
GOVERNMENT**

Montserrat Classic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Logo

CHAMBER AMBASSADORS & WELCOME COMMITTEE LOGOS



*Variations include logos in all black and all white.

Typography

**CHAMBER
AMBASSADORS**

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

**Welcome
Committee**

Montserrat Classic

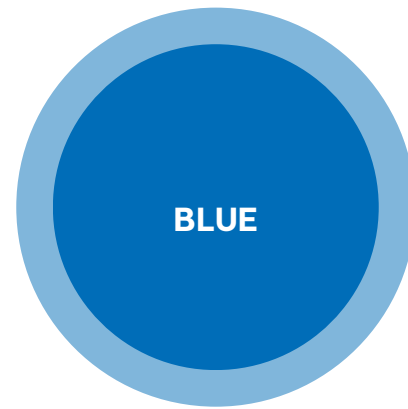
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Palette

CHAMBER AMBASSADORS & WELCOME COMMITTEE COLORS



Primary

Pantone

300 C

CMYK

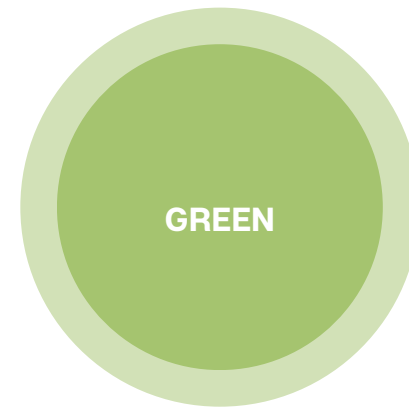
100, 40, 0, 28

RGB

0, 109, 184

Hex #

#006DB8



Secondary

Pantone

577 C

CMYK

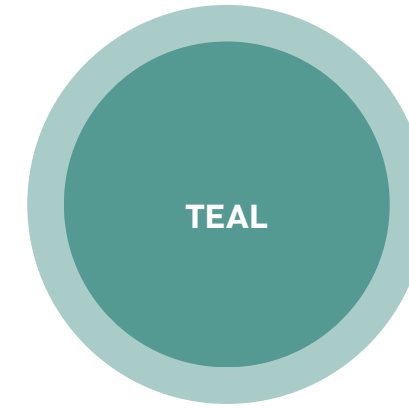
16, 0, 43, 23

RGB

165, 196, 111

Hex #

#A5C46F



Tertiary

Pantone

7723 C

CMYK

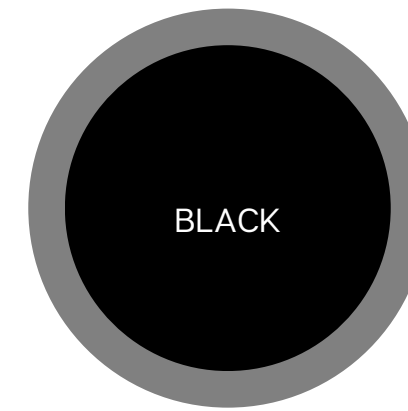
44, 0, 4, 40

RGB

85, 153, 147

Hex #

#559993



BLACK

Pantone

BLACK C

CMYK

80, 70, 70, 100

RGB

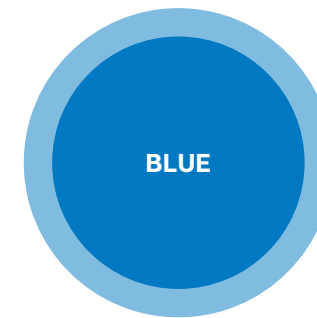
0, 0, 0

Hex #

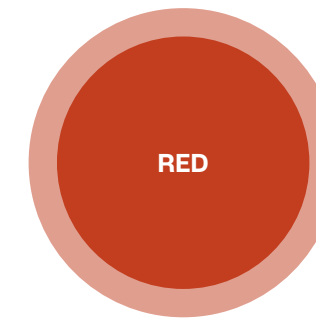
#000000

Logo & Palette

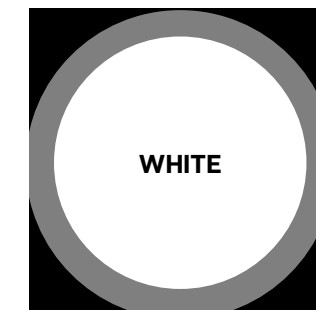
ELECT CONNECT LOGO & COLORS



Pantone
PROCESS C
CMYK
100, 38, 0, 24
RGB
0, 121, 194
Hex #
#0079C2



Pantone
173 C
CMYK
0, 68, 84, 24
RGB
194, 62, 31
Hex #
#C23E1F



Pantone
000 C WHITE
CMYK
0, 0, 0, 0
RGB
255, 255, 255
Hex #
#FFFFFF

*Variations include logos in all black and all white.

Typography

**ELECT
CONNECT**

Montserrat Classic

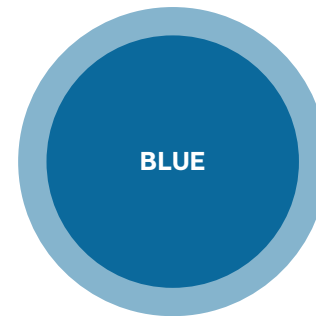
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Logo & Palette

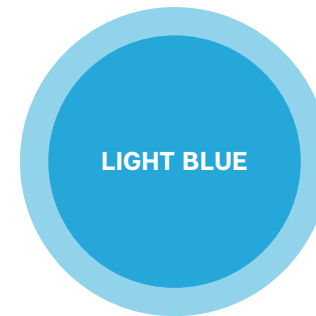
FEDERAL FOCUS LOGO & COLORS



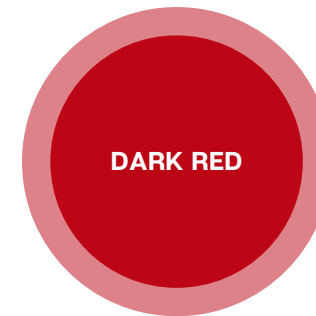
Pantone
301 C
CMYK
100, 42, 0, 51
RGB
0, 73, 126
Hex #
#00497E



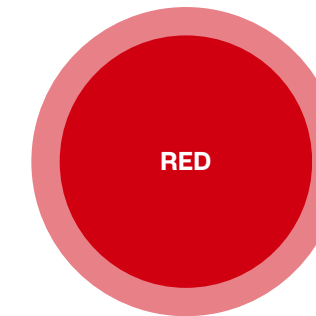
Pantone
7691 C
CMYK
93, 33, 0, 39
RGB
11, 105, 156
Hex #
#0B699C



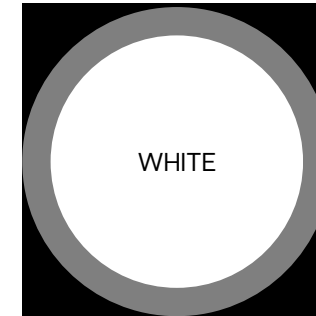
Pantone
631 C
CMYK
83, 23, 0, 15
RGB
38, 167, 218
Hex #
#26A7DA



Pantone
186 C
CMYK
0, 97, 89, 26
RGB
189, 6, 21
Hex #
#BD0615



Pantone
485 C
CMYK
0, 100, 92, 18
RGB
209, 0, 17
Hex #
#D10011



Pantone
000 C WHITE
CMYK
0, 0, 0, 0
RGB
255, 255, 255
Hex #
#FFFFFF

Typography

FEDERAL
FOCUS

Tex Gyre Termes

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Logo

FUTURECAST LOGO



*Variations include logos in all black and all white.

Typography

Future

cast:
Bloomington

Bernino Sans Offc Sb Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Bernino Sans Offc Lt Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Palette

FC COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented. Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



DARK BLUE

Primary

Pantone

654 C

CMYK

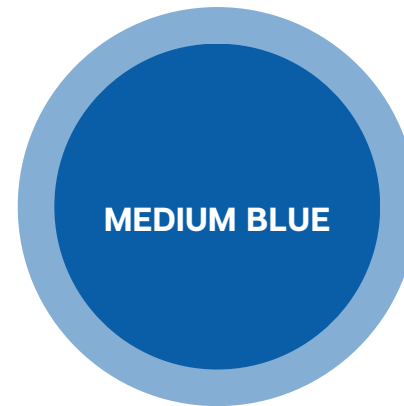
96, 38, 0, 52

RGB

5, 76, 123

Hex #

#054C7B



MEDIUM BLUE

Secondary

Pantone

2935 C

CMYK

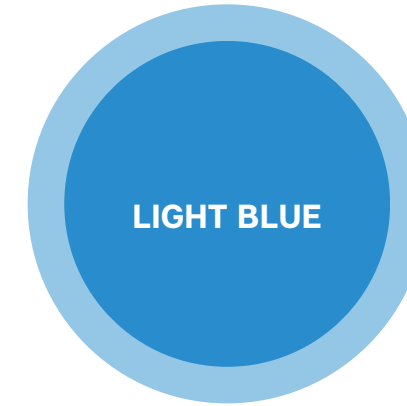
94, 44, 0, 34

RGB

10, 94, 168

Hex #

#0A5EA8



LIGHT BLUE

Tertiary

Pantone

279 C

CMYK

80, 31, 0, 20

RGB

41, 141, 205

Hex #

#298DCD

Logo

GOLF SCRAMBLE LOGO



Typography

THE GREATER BLOOMINGTON
CHAMBER OF COMMERCE

COOPER HEWITT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

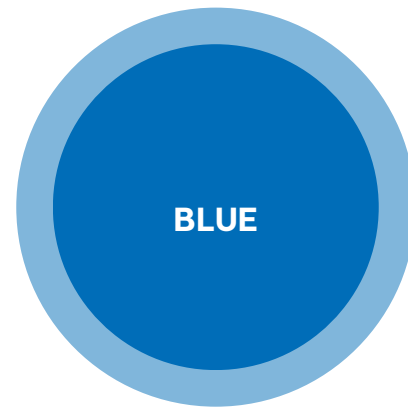
GOLF SCRAMBLE

MONTSERRAT CLASSIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Palette

GOLF SCRAMBLE COLORS



Primary

Pantone

300 C

CMYK

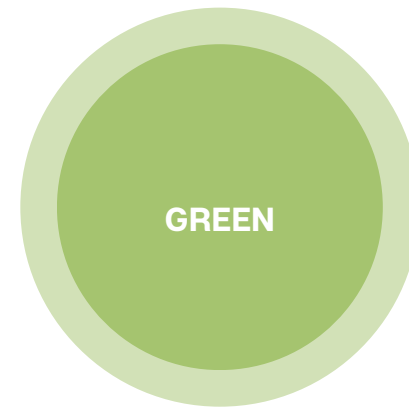
100, 40, 0, 28

RGB

0, 109, 184

Hex #

#006DB8



Secondary

Pantone

577 C

CMYK

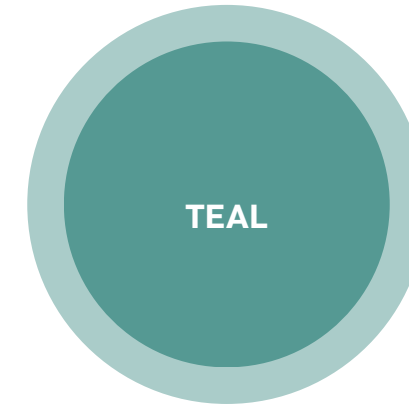
16, 0, 43, 23

RGB

165, 196, 111

Hex #

#A5C46F



Tertiary

Pantone

7723 C

CMYK

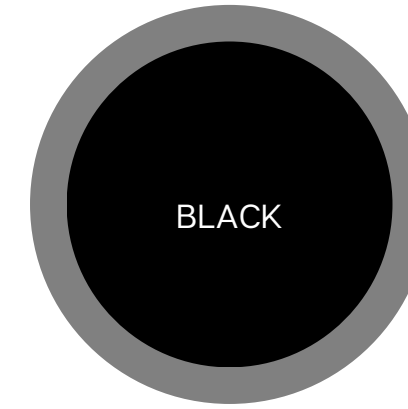
44, 0, 4, 40

RGB

85, 153, 147

Hex #

#559993



BLACK

Pantone

BLACK C

CMYK

80, 70, 70, 100

RGB

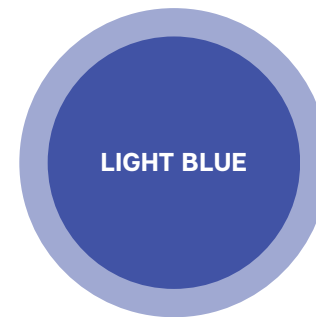
0, 0, 0

Hex #

#000000

Logo & Palette

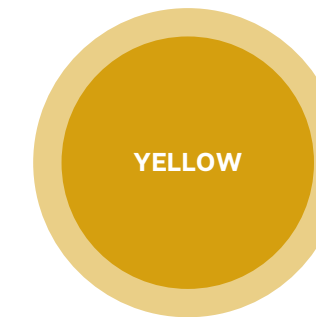
GOVERNOR'S LUNCHEON LOGO & COLORS



Pantone
7455 C
CMYK
61, 50, 0, 35
RGB
65, 83, 165
Hex #
#4153A5



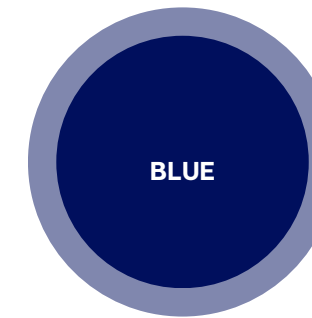
Pantone
2757 C
CMYK
100, 84, 0, 64
RGB
0, 15, 93
Hex #
#000F5D



Pantone
7555 C
CMYK
0, 25, 93, 16
RGB
213, 160, 15
Hex #
#D59F0F

Logo & Palette

LEGISLATIVE PREVIEW LOGO & COLORS



Primary

Pantone

2757 C

CMYK

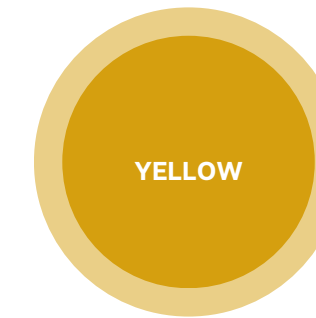
100, 84, 0, 64

RGB

0, 15, 93

Hex #

#000F5D



Secondary

Pantone

7555 C

CMYK

0, 25, 93, 16

RGB

213, 159, 15

Hex #

#D59F0F

Logo

MEMBERSHIP MATTERS & MEMBER TO MEMBER LOGOS



Member to Member

*A special advertising
opportunity for members of*



*Variations include logos in all black and all white.

Typography

MEMBERSHIP

Copper hewitt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

MATTERS

Caveat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Typography

MEMBER TO
MEMBER

Roboto Condensed

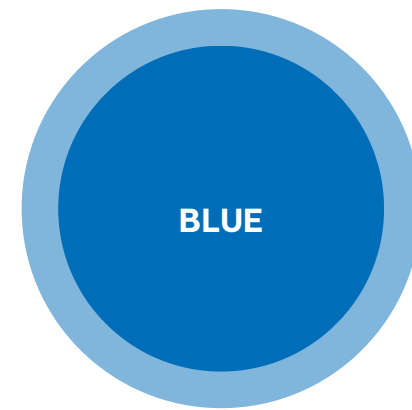
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Palette

MEMBERSHIP MATTERS & MEMBER TO MEMBER COLORS



Primary

Pantone

300 C

CMYK

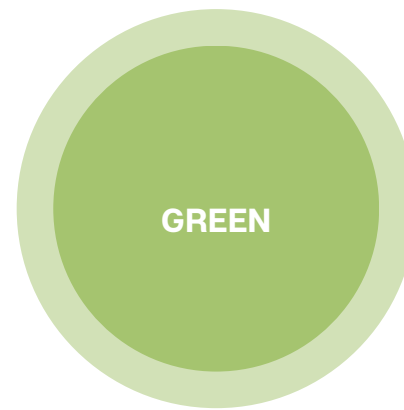
100, 40, 0, 28

RGB

0, 109, 184

Hex #

#006DB8



Secondary

Pantone

577 C

CMYK

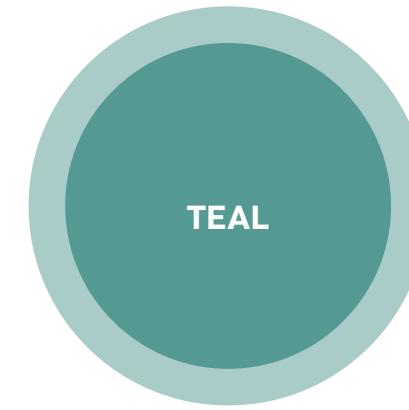
16, 0, 43, 23

RGB

165, 196, 111

Hex #

#A5C46F



Tertiary

Pantone

7723 C

CMYK

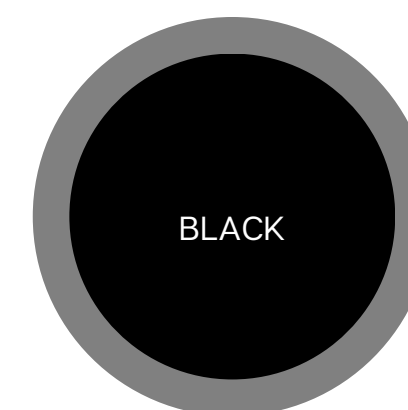
44, 0, 4, 40

RGB

85, 153, 147

Hex #

#559993



BLACK

Pantone

BLACK C

CMYK

80, 70, 70, 100

RGB

0, 0, 0

Hex #

#000000

Logo

SHOWCASE BLOOMINGTON LOGO



Typography SHOWCASE

MONTSERRAT CLASSIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Bloomington

Daughter of Fortune

*ABCDEFGHIJKLMN O P
RSTUVWXYZ*

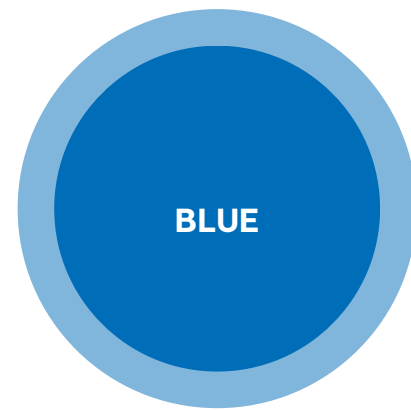
abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Palette

SHOWCASE BLOOMINGTON COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented. Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



Primary

Pantone

300 C

CMYK

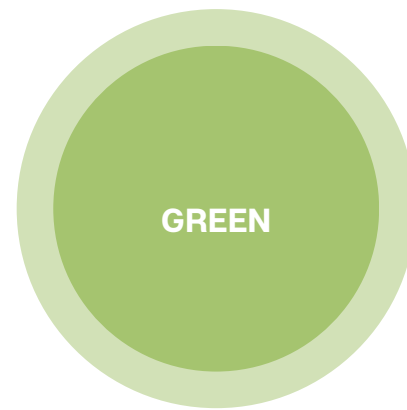
100, 40, 0, 28

RGB

0, 109, 184

Hex #

#006DB8



Secondary

Pantone

577 C

CMYK

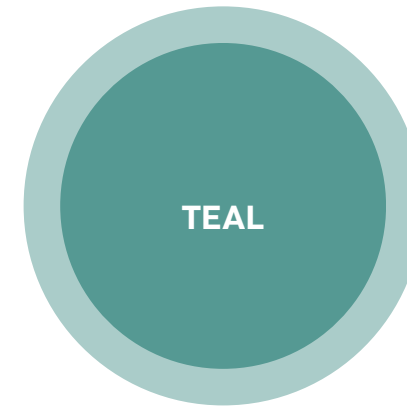
16, 0, 43, 23

RGB

165, 196, 111

Hex #

#A5C46F



Tertiary

Pantone

7723 C

CMYK

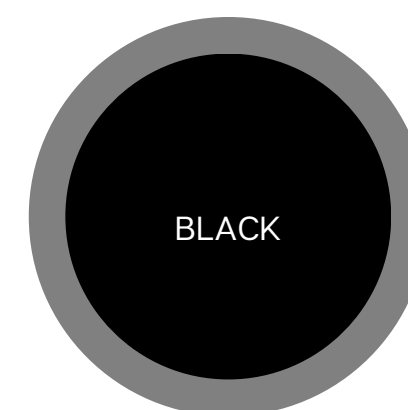
44, 0, 4, 40

RGB

85, 153, 147

Hex #

#559993



BLACK

Pantone

BLACK C

CMYK

80, 70, 70, 100

RGB

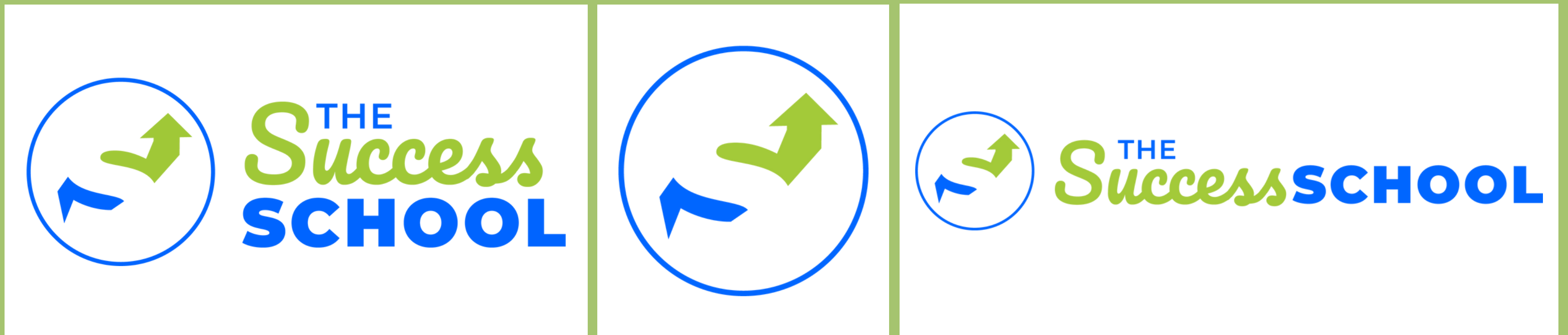
0, 0, 0

Hex #

#000000

Logo

SUCCESS SCHOOL LOGO



*Variations include logos in all black and all white.

Typography

Success

Heartland Script

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +

SCHOOL

Nexa Black

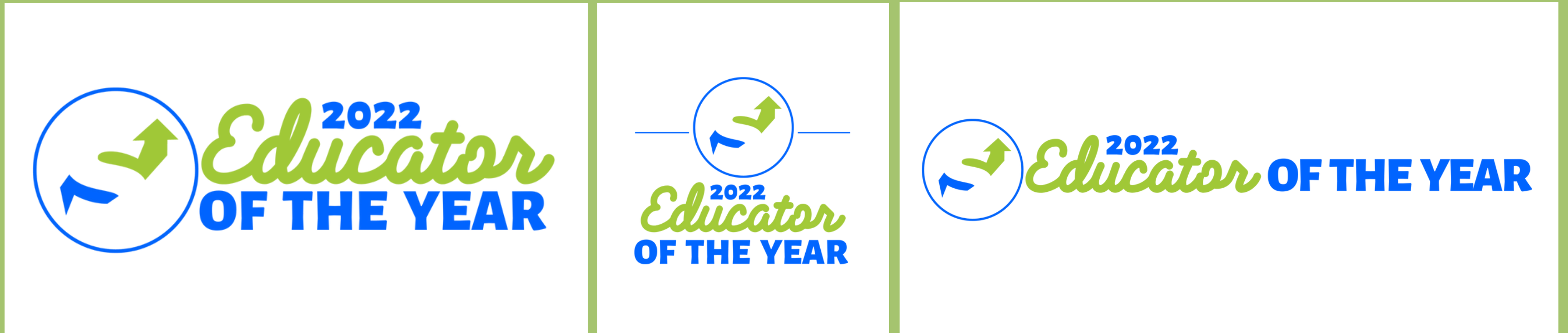
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +

Logo

EDUCATOR OF THE YEAR AWARDS LOGO



*Variations include logos in all black and all white.

Typography

Educator

Heartland Script

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

OF THE YEAR

ALEGREYA SANS SC BLACK

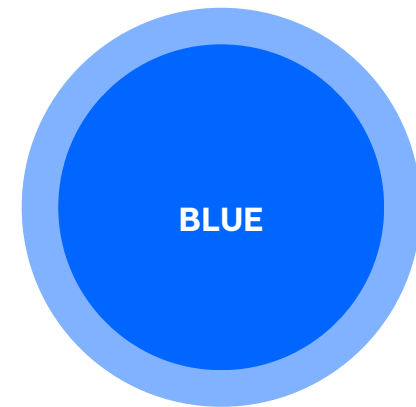
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&()+

Palette

SUCCESS SCHOOL COLORS



Primary

Pantone

PROCESS C BLUE

CMYK

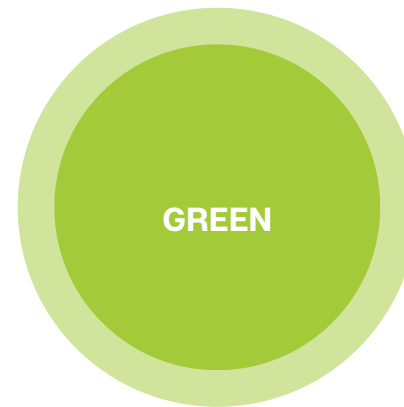
100, 60, 0, 0

RGB

1, 103, 255

Hex #

#0166FF



Secondary

Pantone

367 C

CMYK

19, 0, 72, 21

RGB

163, 202, 57

Hex #

#A3CA39

Logo

VALOR AWARDS LOGO



Typography

VALOR

GARET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

AWARDS

GARET EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

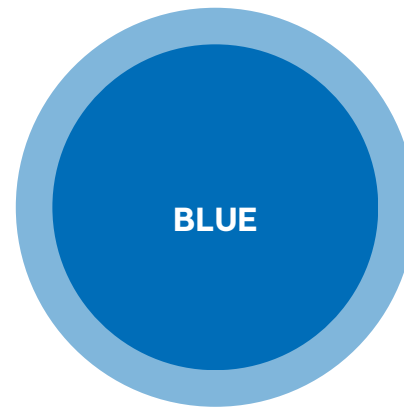
abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Palette

VALOR AWARDS COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented. Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



Pantone

300 C

CMYK

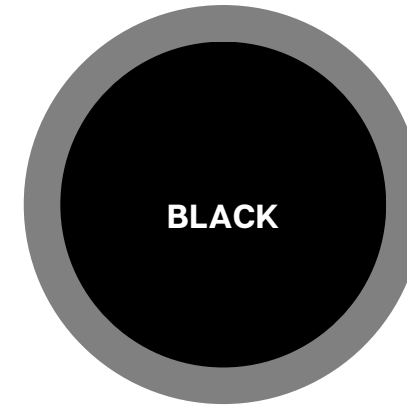
100, 41, 0, 28

RGB

0, 109, 184

Hex #

#006DB8



Pantone

BLACK C

CMYK

80, 70, 70, 100

RGB

0, 0, 0

Hex #

#000000

Logo

YOUNG PROFESSIONALS BLOOMINGTON LOGO



Typography

**YOUNG
PROFESSIONALS
BLOOMINGTON**

CRAFTER

**ABCDEFGHIJKLMNPRST
UVWXYZ
1234567890!@#%
&()+**

yp

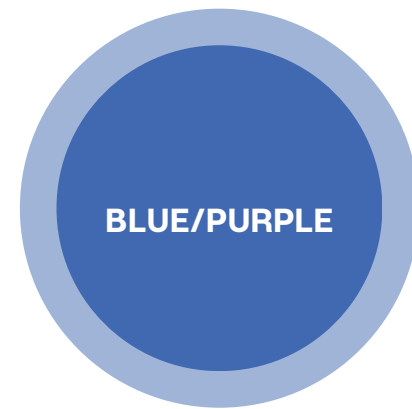
Magnifying Regular

*ABCDEFGHIJKL MNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
1234567890!@#%&()+*

Palette

YPB COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented. Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.



Primary

Pantone

660 C

CMYK

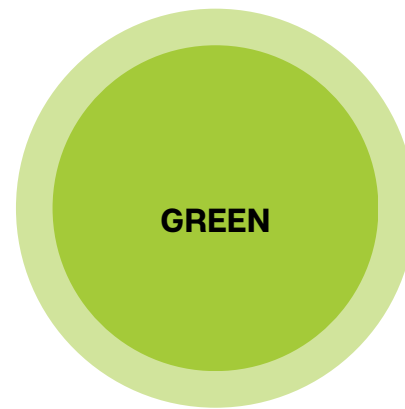
63, 41, 0, 31

RGB

65, 105, 177

Hex #

#4169B1



Secondary

Pantone

367 C

CMYK

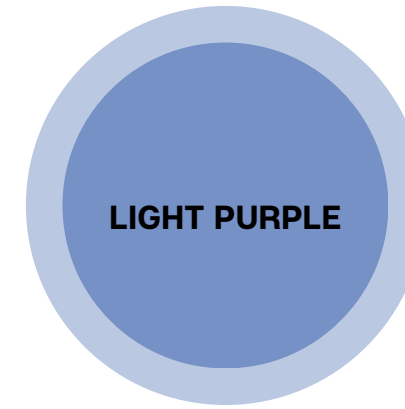
19, 0, 72, 21

RGB

164, 202, 57

Hex #

#A4CA39



Tertiary

Pantone

272 C

CMYK

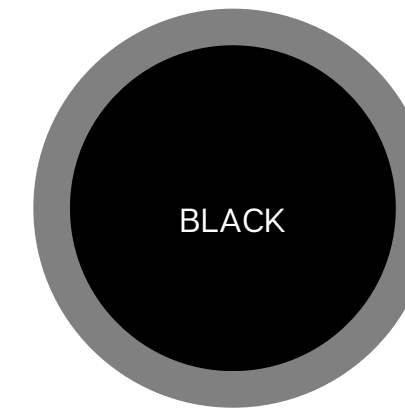
40, 27, 0, 22

RGB

118, 145, 198

Hex #

#7691C6



BLACK

Pantone

BLACK C

CMYK

80, 70, 70, 100

RGB

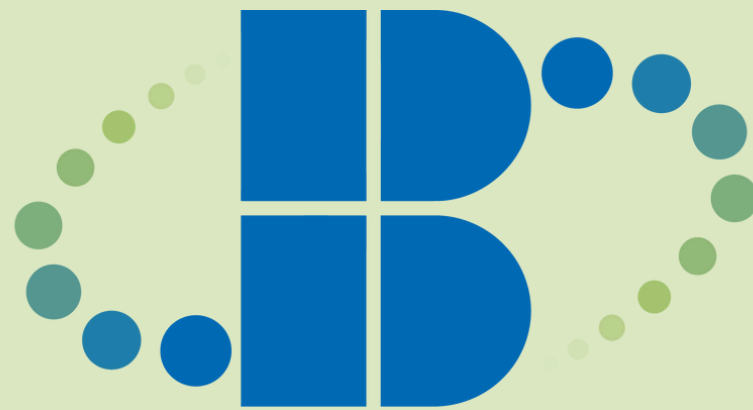
0, 0, 0

Hex #

#000000

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