

Branding Style Guide



Trademark, Logo Use Policy, and Visual Identity Standards

Logos

The new Frisco Chamber of Commerce logo, created in 2020, is the foundation for the Chamber's visual identity system. The U.S. Chamber of Commerce 5-Star Accredited logo should accompany the Frisco Chamber of Commerce logo where possible. The logo can be used with or without the tagline. It is also permissible to use the logo in white.

connect. grow. lead. give back.



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Color Values

■ Navy:	PMS - 281C	CMYK - 100 61 0 59	RGB - 0 32 91	HEX - #002868
■ Red:	PMS - 711C	CMYK - 10 94 84 5	RGB - 203 44 48	HEX - #CB2C30
■ Blue: (used on marketing materials)		CMYK - 48 25 0 0	RGB - 129 168 217	HEX - #81A8D9

Member Usage of Logo

Members have the approval to use the "Member of" logo for use in any advertising, marketing, and promotional items/materials, only for as long as the member's organization remains a member of the Frisco Chamber of Commerce.



Preferred Writing Style

Numbers

- Spell out numbers **one through nine**; use numerals for **10 and above**.
- Spell out **first through ninth**; use figures **10th and above**.
- When starting a sentence with a number, spell it out: **Seventy** people were in attendance.

Oxford Comma

When listing three or more items, please use a comma before and/or: "**advocacy, resources, and connections.**"

Times and Date

- Be consistent in the use of **AM/PM** (preferred format.)
- Use figures for time except noon and midnight – **9:30 AM to 12:00 NOON**.
- When the day follows the month, express it in cardinal figures: on **March 6, 2021**.

Signs and Symbols

- **Ampersand (&)** – Use the ampersand when it is part of a company's formal name: **Smith & Jones, LLC** but never in place of the word "and".
- **At Sign (@)** – Use the sign on social media; however, please **refrain** from using in other forms of communication, **such as: "We will meet @ 5:30 PM."**

Approved Typefaces

Arial Calibri Georgia Nexa Light Nexa Bold

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The purpose of this policy is to provide information and guidelines to the staff and community regarding the use of the Frisco Chamber of Commerce's trademarks. The overall purpose of the licensing program is to protect the Chamber's trademarks and to promote the Frisco Chamber of Commerce.

Who Should Use This Policy?

This policy applies to staff members, Chamber members, Board members, volunteers, and any other group or organization using the Frisco Chamber of Commerce's trademark.

Guidelines for Use of Frisco Chamber of Commerce, Frisco Chamber Foundation, and Committee Logos

The Chamber's logos, including the foundation and committee logos, are intended to present a positive image of the Frisco Chamber of Commerce and may not be altered in any way. The Chamber's trademark is not to be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation, or veteran status, or in any other way that would be a violation of the anti-discrimination policies. The use of the Chamber's trademark with the following types of products normally will not be approved:

- products that could be used to injure or kill;
- alcohol-related products;
- tobacco-related products;
- sexually suggestive products;
- products that present an unacceptable risk of liability;

Certain artwork or designs will not be approved for use in conjunction with the Chamber's trademark. These include the following:

- art depicting the use or endorsement of alcohol;
- art depicting the use or endorsement of illegal drugs;
- art depicting the use or endorsement of tobacco products;
- art depicting the use or endorsement of firearms or other weapons;
- art depicting racist, sexist, hateful, demeaning or degrading language or statements;
- art depicting profanity;
- art depicting sexual acts;
- art or a design incorporating trademarks or copyrights not owned by the Chamber.

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Committee Logos

The Chamber's logos, including the foundation and committee logos, are intended to present a positive image of the Frisco Chamber of Commerce and may not be altered in any way. All guidelines for the Frisco Chamber of Commerce logo apply to foundation and committee logos as well.



Re-branded Logos

Logo Re-branding in Progress



Branding Architecture/Style Guide

The purpose of the Chamber's branding architecture is to provide correct and consistent images to outside sources, as well as ensure that correct messaging (through the Chamber's values) is seen and displayed to the public.

Every day, the Frisco Chamber of Commerce displays an identity and a brand to the local business community that should be recognized throughout. The use of the proper logos and images will portray the consistent identity that makes the Chamber perceivable and identifiable.

The Marketing & Communications department of the Frisco Chamber of Commerce has set forth guidelines (style guide) that allow for illustrations for the proper use of its logo. Vector files are provided for reproduction of the logo in any of the variations permitted as well as proper sizes in proportion to other identity elements.

The Frisco Chamber reserves the right to remove, rescind, or withdraw any document or publication that does not comply with the standards stated in the logo use policy and style guide.

Background: Logo Policy

In order to comply with and assure protection under federal trademark law (15 U.S.C. 1051 et seq.), the Frisco Chamber of Commerce is required to monitor all uses of its trademarks. Unauthorized use of the Chamber's trademarks is subject to civil and criminal penalties. The term "trademark" as used in this policy includes any trademark, service mark, logo, insignia, seal, crest, design, symbol, or any combination of these.