

Plainfield Chamber of Commerce Logo Use Guidelines



PLAINFIELD
CHAMBER OF COMMERCE
BELONG • ENGAGE • SUCCEED

July, 2015

ABOUT THE LOGO

Members of the Plainfield Chamber of Commerce are encouraged to use the Chamber logo on their website and publications to identify themselves as a member. It may not be used for any other commercial purpose without permission from the Chamber. Members may use the logo in their materials as long as they don't make any profit from it and they comply with usage guidelines. In general, we want the logo to be used as widely as possible to promote the Chamber and its members. Derivative versions of the Chamber logo are prohibited, as they dilute the Chamber's brand identity. Please contact the Chamber via email at chamber@town.plainfield.in.us if you have any questions.

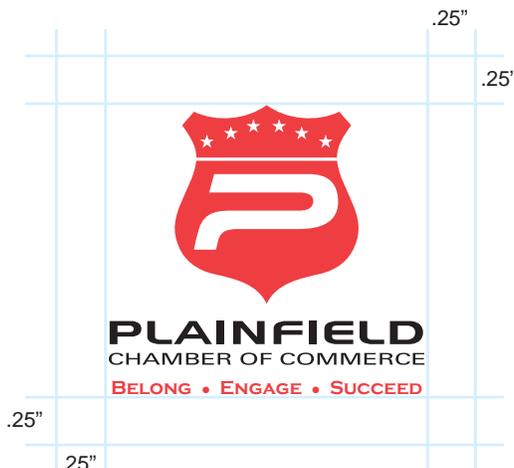
LOGO ELEMENTS

The Chamber logo has three main elements: the shield with stars and a stylized P; the wordmark; and the tagline. There are two versions of the logo; one horizontal and one vertical. In most instances, the elements should be used together. The shield should not be altered and should never be used separate from the wordmark. In some instances, the tagline is optional. See "Tagline" on page 3 for details.



SPACING AND SIZE

The logo must always be displayed at a size large enough to read both the wordmark and tagline. This will vary based on the resolution of the medium in which it is being used. There should always be a .25" space border around the logo.



COLOR

The only approved colors for the Plainfield Chamber logo are red (PMS 185/C: 1 M: 100 Y: 93 K: 0/ R: 234 G: 29 B: 44), black and white. Place logo on a white background whenever possible. When print production does not allow for PMS 185 red or the CMYK conversion of 185, or when used on a background other than white, a white on black logo or reversed PMS 185 red on white version of the logo may be used.



White on black logo



Reversed PMS 185 red on white

TAGLINE

The Plainfield Chamber tagline, BELONG • ENGAGE • SUCCEED, promotes our recipe for successful chamber membership and should be used with our logo on all external communications, with the exception of certain promotional products as designated by the Chamber. Logo placement on member websites should always include the tagline. Tagline placement should always be directly below the Plainfield Chamber of Commerce wordmark and should appear in PMS 185 red.

PLAINFIELD → Hanzel Extended
CHAMBER OF COMMERCE → Arial Bold
BELONG • ENGAGE • SUCCEED → Copperplate Gothic Bold

FONTS

The “Plainfield” part of the word mark should always be Hanzel Extended; “Chamber of Commerce” should always be Arial Bold; and “Belong • Engage • Succeed” should always be Copperplate Gothic Bold. No font substitutions should ever be used. Bullet points in tagline should not be substituted with any other punctuation marks.

INCORRECT USAGE

In order to maintain the integrity of the Plainfield Chamber logo, it should not be redrawn, reproduced or modified in any way; this includes shading, beveling, rotating, turning or inverting the logo. The shape, size and color of the typeface should also never be altered. Please do not use the logo in a manner that damages its ability to clearly and consistently represent the Chamber.

LOGO ILLEGIBLE



LOGO SKEWED, ROTATED OR STRETCHED



CHANGING LOGO TEXT, COLORS OR FONTS/MISSING ELEMENTS



USE OF OLD/OUTDATED LOGO

