

CONROE/LAKE CONROE CHAMBER OF COMMERCE

2
0
1
7

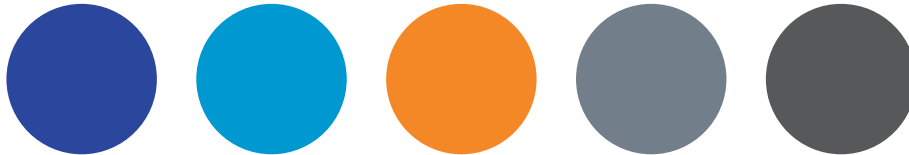
BRANDING & GRAPHICS GUIDELINES



Conroe
Lake Conroe
Chamber



color pallete



alternative logos



typography

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(Condensed 87%)

Bromello
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

social

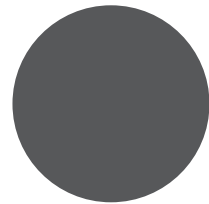
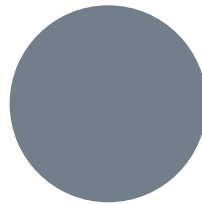
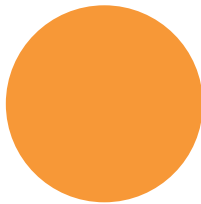
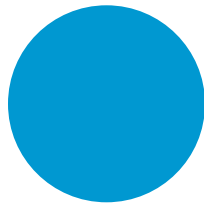
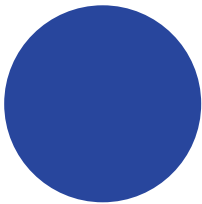




COLOR VERSION:

Beginning January 2017 this logo should be used as the Chamber's main logo.

Located: General>Marketing>Chamber Logo> CLC Stacked



CMYK:

95/85/00/00

100/06/02/10

00/48/88/00

33/18/13/40

00/00/00/80



To keep the integrity of the logo leave approximately .25" clearance around design.

Do not apply any color changes to any part of the logo, omit any elements, stretch or compress logo.



Black and White



Reverse Black and White



BLACK AND WHITE VERSION:

Beginning January 2017 this logo should be used on chamber publications and advertisements when it is aesthetically appropriate.

Located: Documents>Marketing>Chamber Logo> CLC Stacked White



The Chamber logos should not be used or altered in any way without the permission of the Director of Marketing.