



Introducing the Bedford Area Chamber 70th Anniversary Brand Identity

The Value of the Brand

Brand identity is the most valuable asset an organization or company can possess. The Bedford Area Chamber brand will become the “face of the project,” something very visible to the public. To build public awareness, consistent use of the Bedford Area Chamber 70th Anniversary logo is critical. By following these guidelines, you can help ensure that the project’s identity is effectively established.

The Bedford Area Chamber branding effort, with the other elements of the tourism program, will positively position the project with the community, helping the project team meet its goals and communicate what the project and brand are all about.

The brand also helps generate

- project team unity, clear direction, and enthusiasm
- an awareness of the project and what it means to Bedford Area Chamber
- differentiation from other projects (locally, nationally, internationally)
- support from the community
- an attractive project personality

What’s In a Name?

The name is simple, clear, understandable, and most importantly – memorable.

The Logo

It starts with the logo...

Bedford Area Chamber has a vision and a logo to match that vision. The logo was created after meticulous research and input from many groups. The result is a logo that sends the right messages to the public. The Bedford Area Chamber logo...

- is lively
- is modern, contemporary
- is cohesive
- is streamlined
- color green means “GROW!”
- shows unity of form; integration

Integrity of the Logo

The Bedford Area Chamber 70th Anniversary logo should never be altered and/or modified from its original design.

Logo Element Positioning

The logo elements must appear as shown, with the 70th Anniversary graphic on top and the descriptor (“Bedford Area Chamber of Commerce”) under it. Spacing of these elements should also follow the recommended guidelines.

Logo Elements



Approved Typefaces

Typefaces are another important part of the Bedford Area Chamber brand identity. Our font choices are the Gill Sans Family and Garamond Family shown here. These fonts should be used whenever possible in all aspects of communication.

Default Typefaces

When system fonts are your only type option, acceptable substitutes are Arial Regular or Bold for headlines and sub-heads and Palatino Regular or Italic for body copy.

Fonts for headlines, subheads and callouts

ABCDEF abcdef
GILL SANS

ABCDEF abcdef
GILL SANS BOLD

Fonts for blocks of text

ABCDEF abcdef
GARAMOND REGULAR

ABCDEF abcdef
GARAMOND ITALIC

Default fonts:

ABCDEF abcdef
ARIAL REGULAR

ABCDEF abcdef
ARIAL BOLD

ABCDEF abcdef
PALATINO REGULAR

ABCDEF abcdef
PALATINO ITALIC

Correct Logo Usage

The 70th Anniversary logo is a derivative of the Bedford Area Chamber of Commerce logo and should be used in all communication whenever possible within the 70th year of operations for the Chamber.

The logo is made up of two parts: the 70th Anniversary graphic (includes the mountains) and the descriptor ("Bedford Area Chamber Of Commerce").

The logo should not be modified in any way except to enlarge it or reduce it proportionally.



The 70th Anniversary portion of the Chamber logo may be used without the descriptor only when there is a clear reference to the "Bedford Area Chamber" near the 70th Anniversary graphic.



Logo Colors

- Whenever possible, the logo should be reproduced in full color; showing blue and green with gradients, and black.
- The Bedford Area Chamber colors should never be altered.
- The acceptable variations in color usage are shown here and should be used only when necessary when print production limitations prevent the use of the logo in full color or with gradients.
- When using the logo in black and white applications, the Bedford Area Chamber logo mark and descriptor should always be solid black.
- Color Palette specifications on p.6

Acceptable Logo Versions

FULL COLOR WITH GRADIENTS

- "70th" letters are gradients from 100% blue to 70% blue.
- "Anniversary" is solid blue.
- Mountain graphics are gradients from 100% green to 70% green.
- "BEDFORD" and rules are solid black.
- "AREA CHAMBER OF COMMERCE" is solid green.



FULL COLOR SOLID PMS/CMYK

- "70th Anniversary" is solid blue.
- Mountain graphics and "AREA CHAMBER OF COMMERCE" are solid green.
- "BEDFORD" and rules are black.



BLACK/WHITE

- All elements are solid black.



Clear Space Requirements

The Bedford Area Chamber logo must be set in an area clear of imagery and typography. This area should surround the Bedford Area Chamber logo and be no smaller than the height of the smallest descriptor line.

Violation of this space impairs the visibility and impact of the logo. The “graphic rule” is a minimum requirement, more clear space is always desirable.

Clear-Space



The logo can be used in a variety of sizes, as long as it is enlarged or reduced proportionately. The minimum size is 1” wide.

Minimum size for print = 1”



Incorrect Usage

DO NOT:

Change the proportions



DO NOT:

Combine with any other elements



DO NOT:

Change logo colors



DO NOT:

Change logo typefaces



Color Palette

Another important element of the Bedford Area Chamber identity system is the consistent use of color.

To the right, you will find a recommended color system. Use of this color palette ensures a universal standard for the Bedford Area Chamber brand regardless of its application.

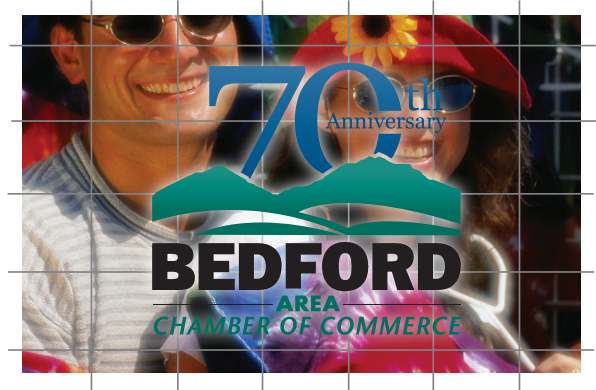
Contact Information

While this document offers the basics regarding the proper and improper usage of the Bedford Area Chamber 70th Anniversary logo and brand identity elements, it may not answer all your questions or concerns. Please contact us directly for personal assistance or to obtain digital logo files or printed graphics. Digital files are available in various versions and formats. You may also obtain graphics on our Web site at www.BedfordAreaChamber.com Or contact the GO Agency at (540) 721-4623 or info@goagency.com

Incorrect Usage

DO NOT:

Place logo on top of a distracting background



Color Palette



Bedford Area Chamber green
PANTONE® 3298C
Process: 100C 8M 59Y 38K
RGB: 0R 109G 85B



Bedford Area Chamber blue
PANTONE® 2955C
Process: 100C 45M 0Y 37K
RGB: 0R 60G 105B



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