VERSION 2.0

BRAND GUIDEBOOK

Ada Area Chamber of Commerce

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Logo & Brand Usage Guidelines

The Overview

From humble beginnings as the 25,000 Club to the modern-day Ada Area Chamber of Commerce, The Chamber exists to serve its members today by engaging in efforts to encourage business prosperity. Through dedication to promoting and enhancing local businesses, and strong commitment to membership and community partnerships, The Chamber keeps Ada thriving. The Chamber is proud to be a champion for new businesses as well as companies that have prospered in Ada for decades.

Adans consistently display the attribute of working together and getting things done. While so many Oklahoma communities, particularly rural ones, have declined, with the help of The Chamber, Ada has continued to grow, prosper and flourish.

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02. THE LOGO

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Primary Logo

The primary logo is a combination of concentric rings representing the letter C and both a formal serif typface and a strong, decorative, classy typeface inspired by Ada's Art Deco roots. Concentric rings have a center in common, representing the strong value system of hard-working Adans throughout the last hundred years. The serif typeface evokes feelings of history, tradition, honesty and integrity. The sans serif typeface embodies the glory and sophistication of the 1920s while exuding character.

The four colors represent institutions of Ada's past, as well as its present and future.



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Solid Color Logo

On dark backgrounds, the reversed white logo may be used, but the primary logo colors should be used in most cases when possible.

On backgrounds of similar tones, the solid black logo may be used, however redesign of materials is recommended to avoid this usage whenever possible.





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Logo Lockup

The complete logo lockup should be used when presenting the new brand to audiences. The new logo is intended to develop name recognition and should always be present on brand expressions facing the general public.

The overall shape of the logo is a rectangle, designed to translate to feelings of stability, reliability and balance in the human mind.

2:1



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Safe Zone

The logo is the most important element of any publication, print or digital, and requires room to breathe and priority for the integrity of the mark. Do not crowd the logo, overlay it on busy photographs or put inside a square that touches its edges.

Safe zone spacing is equivalent to 2x with “x” representing the letter “e” in “The” and allows room for cobranding if required.



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03. MISUSE

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Misuse

Do not create new variations of the logo.

The appropriate variations for any situation have been included in your logo kit. If you are unsure what to use, please consult your brand manager.



Do not change the arrangement of elements.



Do not outline the logo.



Do not use colors outside of the brand colors for your logo.



Do not add effects, such as a drop shadow to the logo.



Do not change the opacity of the logo.



Do not alter the size of the text within the logo.



Do not stretch or squish the logo.



Do not alter the colors of the elements within the logo.

04. TYPOGRAPHY

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Typography

Primary Typeface

The Bembo font family is inherently easy to read and has proven itself through time.

Bembo typeface has been used to print bibles and in medieval and classical settings. In modern times, it has been used for movie and book titling. It is a simple text, which allows for a friendly audience experience both in print and on-screen.

Bembo Std

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&★()/?;:’”

Typography

Secondary Typeface

The ITC Kabel typeface family is a strongly geometric sans serif with a loyal following from the early 1920s, and has attracted new popularity in the digital age.

Characterized by monotone strokes and open counters, ITC Kabel is very popular for signage and identity uses.

ITC Kabel Std

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()/?;:’”

Typography

Alternate Typeface

Myriad Pro is a neutral, general-purpose typeface that fulfills a range of uses.

It is recommended to use this type for smaller headlines and in digital communication where type appears smaller than 16pt.

Myriad Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()/?;:'"

Typography

Typography in Use

Short headline

ITC Kable Std Book

This is a longer headline

Myriad Pro Regular

This is regular type, for body copy and other things.

Bembo Std Regular

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05. COLOR GUIDE

Brand Colors

A consistent and strategic application of brand colors can increase brand awareness and recognizability. The color range allows for versatile application across print and digital media.

The four brand colors used in the concentric rings of the C are derived from colors used in Ada's past and present employers, educators, sports teams and community supporters. The complementary colors chosen enhance each other's intensity when placed right next to each other, which is indicative of how Ada's business community works.

PANTONE® 269 C
C24 M61 Y0 K65
HEX # 442359
R68 G35 B89

PANTONE® 158 C
C0 M50 Y93 K9
HEX #E87511
R232 G117 B17

PANTONE® 369 C
C49 M0 Y84 K33
HEX #56AA1C
R86 G170 B28

PANTONE® 660 C
C77 M50 Y0 K0
HEX # 517BBD
R81 G123 B189

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06. ALTERNATE LOGOS

Logo Variations

There will be situations where color is limited for the logo, so these variations may be used.

Primary Logo Variations







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Vertical Logo

If space is limited, the vertical logo may be used to help your brand show up and look consistent no matter where you place it.

Vertical Logo Variations







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Favicon

A favicon is the little icon that appears beside your website name in a search engine tab. It's essential that favicons are small, square or circular and simple so they can be easily distinguished among the tabs a user may have open on their computer.



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