



GRAPHIC STANDARDS

for Consistent Logo Usage

June 2013

GENESEE
FLINT

*Chamber of
Commerce*



LOGO USAGE

The “&” logo was introduced in 2013 and should replace all preexisting logos for the former Genesee Regional Chamber of Commerce and the Flint Area Convention & Visitors Bureau. To be successful, all users of this new logo should abide by the standards outlined below. For situations not addressed below or questions regarding this guide, please contact the Graphics Department at the Flint & Genesee Chamber of Commerce.

FLINT & GENESEE LOGO

The Flint & Genesee logo may only be used when referring to the communities of Flint & Genesee as a destination. A square, stacked and horizontal option is available to accommodate most design needs.



FLINT & GENESEE BRAND SIGNATURE

The Flint & Genesee logo combined with a unique typographic word mark creates our brand signature. In most instances, the word mark should be used in combination with our logo for all destination applications. Square, stacked and horizontal options are available to accommodate most design needs. For clarification on when the logo can be used independently, please contact the Graphics Department at the Flint & Genesee Chamber of Commerce.





LOGO USAGE

FLINT & GENESEE CHAMBER OF COMMERCE SIGNATURES

The Flint & Genesee logo combined with a unique typographic element designating the Chamber of Commerce or the Convention & Visitors Bureau creates our signature. The appropriate word mark must be used in combination with our logo for all non-destination applications. Square, stacked and horizontal options are available to accommodate most design needs.





LOGO USAGE

EXPIRED LOGOS

The logos below are expired/retired and may not be used in any way to officially represent the Flint & Genesee Chamber of Commerce or the Flint & Genesee Convention and Visitors Bureau.



UNACCEPTABLE USAGE

The Flint & Genesee logo/signature cannot be used in a way that will disturb the integrity of the design. Below are examples of incorrect usage.



The Flint & Genesee signatures should not be stretched, skewed, proportionally altered, distorted or placed on an angle or inside a box.





UNACCEPTABLE USAGE



The Flint & Genesee signature components should not be separated, repositioned or altered.



The Flint & Genesee signature should not be configured with a non-official font.



The Flint & Genesee signatures should not be reproduced in non-official colors or with gradients.



The Flint & Genesee signature should not be reproduced in a size that is not readable.



POSITIVE AND NEGATIVE

The Flint & Genesee signature may be reproduced in either positive or negative versions.



This signature is in its positive form. When printing in one color, use black.



This signature is in its negative form. Use the negative form only with dark backgrounds.



COLOR

To maintain signature integrity it is recommended that Pantone colors be used when possible. In applications when Pantone colors cannot be used, the following color formulas should be used.

DESTINATION/CHAMBER OF COMMERCE

Symbol:

Pantone 541
C: 85 M: 68 Y: 29 K: 11
R: 60 G: 86 B: 126
#3C567E



Word mark:

Pantone 425
C: 48 M: 40 Y: 39 K: 4
R: 138 G: 138 B: 140
#8A8A8C



BUSINESS UNIT ACCENT COLORS:

Convention & Visitors Bureau:

Pantone: 166
C: 0 M: 64 Y: 100 K: 0
R: 244 G: 123 B: 32
#f47620



Member Services:

C: 73 M: 35 Y: 3 K: 0
R: 65 G: 141 B: 198
#418dc6



Economic Development:

Pantone: 362
C: 70 M: 0 Y: 100 K: 9
R: 73 G: 169 B: 66
#49a942



Education & Training:

Pantone: 7456
C: 55 M: 35 Y: 0 K: 7
R: 116 G: 124 B: 180
#747cb4





TYPOGRAPHY

The following fonts are the preferred typefaces to be used in association with the Flint & Genesee signature. Consistent use of these typefaces will promote an easily recognizable visual identity.

FOR HEADINGS AND TITLES

THIS IS TAHOMA BOLD 15 POINT TYPE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Preferred typeface for headings is All Caps and tracking is at least 25 if software allows.

FOR SUBHEADINGS

This is Boton Pro Medium Italic 13 point type
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Preferred typeface for subheads is Boton Pro with at least 20 tracking if software allows.

FOR COPY

This is Myriad Pro 11 point type
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Preferred typeface for copy is Myriad Pro if software allows.

If you do not have these fonts available, we recommend the following alternate fonts:

FOR HEADINGS AND TITLES: THIS IS TREBUCHET BOLD 15 POINT TYPE

FOR SUBHEADINGS: *This is Trebuchet Bold Italic 13 point type*

FOR COPY: This is Gill Sans 11 point type This is Century Gothic 10 point type



BRANDING GUIDELINES

The “*See what’s possible*” marketing campaign was introduced in 2013 to show the world how special the communities of Flint & Genesee are. The desire was to form a partnership identity for the community, where the two names come together to form a single identity...Flint & Genesee...because together we are stronger.

The idea behind the Flint & Genesee brand strategy is to *See what’s possible*. What’s possible? Anything we as individuals or as a community can imagine. Opportunities are limitless. We can shape this community through innovation, imagination and entrepreneurial initiative.

See what’s possible is a call-to-action and an invitation. And SEE plays off the name of the County. We encourage others to spread the message to “*SEE*” *what’s possible* in Flint & Genesee.

To help maintain the quality and integrity of this brand, the Flint & Genesee Chamber of Commerce provides the following guidelines and encourages pre-approval of advertisements, flyers, signs, etc. by the Marketing Department before printing and/or distribution.

“SEE” CORRECT LANGUAGE

- | | |
|-----------------------|-----------------------|
| SEE FOCUSED. | SEE SMART. |
| SEE PROMISING. | SEE NEW. |
| SEE READY. | SEE URGENT. |
| SEE CLASSICAL. | SEE PRICELESS. |
| SEE PRECISE. | SEE SMOOTH. |

“SEE” should be paired with only one other word. The word must be an adjective or adverb and must not be a noun or verb. The “SEE” phrase should be in all caps with a period at the end. Preferred typeface is Tahoma Bold (see page 8).

“SEE” INCORRECT LANGUAGE

DO NOT USE NOUNS

- SEE ‘PERSON’**
- See ‘Place’**
- SEE ‘THING’**
- SEE ‘ANIMAL’**
- See ‘Business Name’*

DO NOT USE VERBS

- SEE GO!**
- SEE stop**
- SEE RUN.**
- SEE THROW.**
- SEE PLAY.**

“SEE” should not be followed by a noun or verb. Only approved typefaces should be used (see page 8). Use of punctuation marks other than a period is not acceptable.



BRANDING GUIDELINES

“SEE WHAT’S POSSIBLE” TAGLINE

The “*See what’s possible*” marketing campaign combines a “SEE” phrase with the unique typographic tagline “*See what’s possible at flintandgeneseesee.org*”. Because of the uniqueness of the typeface, the tagline is available as a graphic element in stacked and horizontal options. When used within the body of a sentence, the correct usage is italics with the “S” capitalized as shown here: *See what’s possible* or *See what’s possible at flintandgeneseesee.org*

CORRECT HEADLINE USAGE

SEE CHILL.

*See what’s possible
at flintandgeneseesee.org*

SEE ENTERTAINING.

See what’s possible at flintandgeneseesee.org

INCORRECT HEADLINE USAGE

SEE CHILL.

*See what’s possible
at flintandgeneseesee.org*

The tagline should not be larger or equal weight to the “SEE” phrase.

SEE CHILL. *See what’s possible at flintandgeneseesee.org*

The tagline should not be on the same line.

SEE CHILL.

SEE WHAT’S POSSIBLE
AT FLINTANDGENESEESEE.ORG

The tagline should not be in all caps and must be in italics.

CORRECT COPY USAGE

We invite you to experience what Flint has to offer and *See what’s possible*.

INCORRECT COPY USAGE

We invite you to experience what Flint has to offer and “SEE” what’s possible.

We invite you to experience what Flint has to offer and *SEE what’s possible*.

We invite you to experience what Flint has to offer and *See what’s possible*.

Correct usage is italics with only the “S” capitalized



ACCEPTABLE IMAGERY USAGE

To showcase Flint and the communities of Genesee County, the Chamber utilizes quality imagery that captures the beauty, diversity and character of our region. Only high quality photographs should be used with the Flint & Genesee destination brand. The preferred location for the signature is the lower right-hand corner with the reversed white (negative form) signature. Special care must be taken that our Flint & Genesee brand signature is readable. A slight drop shadow is recommended if software capabilities allow. To help maintain the quality and integrity of the brand, we encourage contacting the Chamber's Graphics Department for photography needs.

CORRECT USAGE



Choose the logo version that provides the greatest readability on the background of the photograph. Apply a slight drop shadow if software allows.

INCORRECT USAGE



Backgrounds should be dark enough not to impede readability of logo.



CONTACT

For more information regarding these standards or to request a logo, please contact:

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Chamber of Commerce ■ Convention & Visitors Bureau

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