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.

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.

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.
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 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 stretched, skewed, proportionally altered, distorted or placed on an angle or inside a box.

The Flint & Genesee signature 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.
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.
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

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

**Member Services:**
- Pantone: 166
- C: 73 M: 35 Y: 3 K: 0
- R: 65 G: 141 B: 198
- #418dc6

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

**Myriad Pro Semibold 25 point type**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
dfghijklmnopqrstuvwxyz123456789

Preferred typeface for headings is Myriad Pro Semibold, horizontal scale of 83% with tracking of 10 if software allows.

**For copy**

This is Myriad Pro Regular 11 point type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
dfghijklmnopqrstuvwxyz123456789

Preferred typeface for copy is Myriad Pro Regular, horizontal scale of 83% with tracking of 10 if software allows.
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

Incorrect Usage

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

Backgrounds should be dark enough not to impede readability of logo.
For more information regarding these standards or to request a logo, please contact:

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