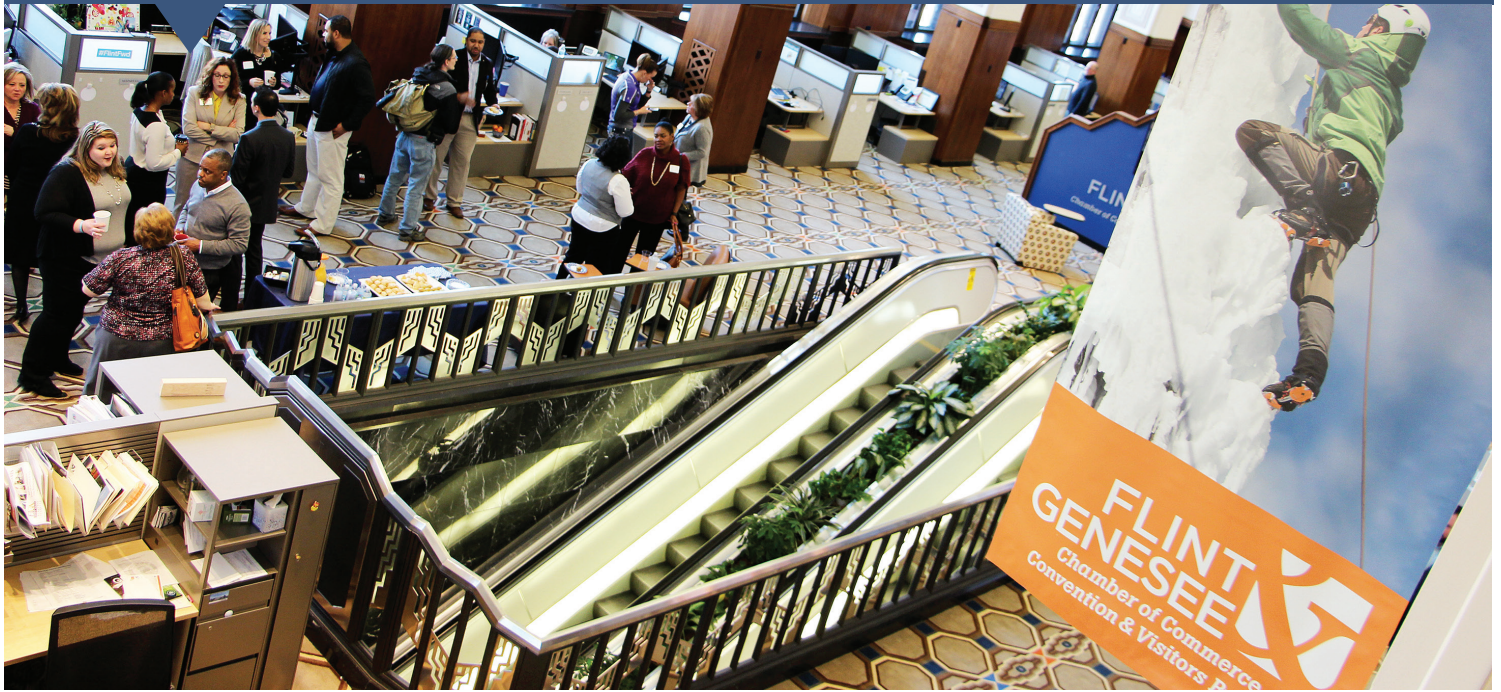


Graphic Standards



for Consistent Logo Usage
April 2017

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.



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.



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 Logo Usage

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.



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.



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.



Postive 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.



Brand 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

Myriad Pro Semibold 25 point type
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

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
abcdefghijklmnopqrstuvwxyz123456789

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



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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