The Purpose of this Guide

The Atascadero Chamber of Commerce (Chamber) Style Guide is a resource to help staff, volunteers, designers, and others produce an effective and visually-consistent brand that is easy for consumers to recognize, understand, and, ultimately, choose.

The aim of the Chamber style guide is threefold, namely, to: 1) identify the basic elements of the Chamber brand; 2) present a basic overview of the proper and improper uses of brand assets; and 3) make those assets available to those who may use them.

Questions or Requests?

For inquiries concerning the Chamber brand or its assets or issues not covered in this manual, or for any other questions or requests, contact the Director of Marketing at 805-466-2044, or by email at marketing@atascaderochamber.org.
Consistent and excellent branding is essential for attracting those in our community whom we serve, as well as for turning leads into fans. For that reason, the Chamber brand voice and aesthetic have been carefully crafted, not only to reflect the character and heritage of the Chamber, but also to create optimal connection with, and appeal among, those we seek to win.

The Chamber brand voice may be described as: modern yet timeless; fresh but not trendy; approachable but not unprofessional; strong and sturdy, yet personable and friendly; capable, but never threatening or institutional.

In general the aesthetic seeks to utilize bright colors, large block sections, strong and distinct typography, and striking, Atascadero-specific imagery.

**Brand vs. Content**

As a general rule, keep in mind the contrast between brand and content in any given piece. Content-light pieces will be brand heavy, and vis-versa. Medium-content pieces will be tastefully accented with the brand elements.
The Atascadero Chamber logo is comprised of the square segmented logo mark, and the Atascadero Chamber of Commerce word mark.

For the sake of consistency, excellence, and the integrity of the Chamber brand, no element of the Chamber logo may be recreated or re-typeset. Rather, the Chamber logo may only be used from the appropriate existing digital files.

The horizontal logo mark should be considered the primary Chamber mark. By default it should be used in all media whenever possible. However, the vertical mark may be used whenever necessary and/or appropriate.

For appropriate instances in which Chamber secondary marks may be used, please see page 6 of this style guide.

Questions Regarding Logos

For questions concerning any of the Chamber logo marks, for file requests, or for any other issues not covered in this manual, contact the Director of Marketing at 805-466-2044, or by email at marketing@atascaderochamber.org.
Primary Logo Mark Usage

Primary Colors

The primary colors of the Chamber logo mark are charcoal and the five shades of orange. By default the logo should be used in its primary color scheme.

Color Versions & Usage

There are full-color, full-color inverse (orange and full inverse), grayscale, 100% black, and inverse (white) versions of both the horizontal and vertical lockups of the Chamber logo.

Use care when choosing color versions for use on various backgrounds. For example, dark color versions of the logo should be used only against light backdrops, and light color versions of the logo only against dark backdrops.
Primary Logo Mark Usage

For optimal visibility and to maintain the priority of the Chamber brand, proper spacing around the logo and minimum logo size should be carefully observed.

Proper Spacing

A minimum space of 1x the x-height must be maintained around the logo at all times.

For both lockups of the primary Chamber logo, the x-height is equal to one-third the height of the logo.

Minimum Size

The horizontal Chamber logo should never be used smaller than 1” wide in print or 75 pixels wide in digital media and web.

The vertical Chamber logo should never be used smaller than 0.625” wide in print or 45 pixels wide in digital media and web.
Secondary Logo Marks

The Chamber secondary logo marks include the standalone square mark, and the tagline graphic.

Square Mark

The square mark may be used instead of the primary mark when appropriate—e.g., for stylistic impact or design coherence—and/or necessary—e.g., when lack of adequate space hinders the legible use of the primary mark.

Tagline Graphic

The tagline graphic may be used alongside the primary mark when appropriate. By default it should never appear alone or in contexts completely outside of the Chamber brand.
Secondary Logo Mark Usage

Primary Colors

The primary colors of the square mark are charcoal and the five shades of orange. The primary colors of the tagline graphic are charcoal and orange. By default, both should be used in their primary color schemes, respectively.

Color Versions & Usage

There are full-color, full-color inverse (orange and full inverse), grayscale, 100% black, and inverse (white) versions of both the square mark and tagline graphic. There is also a full-orange version of the tagline graphic.

Any color version of either mark may be used when appropriate—e.g., for stylistic impact—and/or necessary.

Use care when choosing color versions for use on various backgrounds. For example, dark color versions should be used only against light backdrops, and light color versions should be used only against dark backdrops.
Secondary Logo Mark Usage

For optimal visibility and to maintain the priority of the Chamber brand, proper spacing around the secondary logos and minimum logo size should be carefully observed.

Proper Spacing

A minimum space of 1x the x-height must be maintained around the secondary logos at all times.

In the case of the square mark, the x-height is equal to one-third the height of the logo.

In the case of the tagline graphic, the x-height is equal to one-third the height of the logo.

Minimum Size

Neither the square mark nor the tagline graphic should never be used smaller than .5" wide in print or 35 pixels wide in digital media and web.
Improper Logo Mark Usage

The Chamber primary and secondary logo marks may only be used in their original lockups and color schemes, respectively.

Do not stretch, flatten, or disproportionately distort any of the Chamber logos.

Do not use any of the Chamber logos in any color schemes outside those specified in this guide.

Do not recreate any of the Chamber logos or any of their elements, and do no re-typeset any of the word marks.

Do not use any of the Chamber logos against wrongly-colored backgrounds.

Questions Regarding Logos

For questions concerning any of the Chamber logo marks, for file requests, or for any other issues not covered in this manual, contact the Director of Marketing at 805-466-2044, or by email at marketing@atascaderochamber.org.
Brand Typography

The Chamber brand typeface is Montserrat. Montserrat is a Google font and is available for download at https://fonts.google.com/specimen/Montserrat.

The Montserrat typeface was chosen for its legibility, flexibility, aesthetic appeal, and fitness for the Chamber brand. By default, in order to maintain excellence and consistency, this is the only typeface may be used in all Chamber print and digital media.

Headers & Sub Headers

Heavier weights of Montserrat should be used in headers and sub headers. The Chamber brand colors may be used for headers when appropriate and/or necessary.

For more information on the Chamber brand colors, see page 11 of this guide.

Body Copy

Montserrat Regular in 100% black should be used for body copy.

Other weights and styles of Montserrat may be appropriately used, as long as text remains legible and the design tasteful.
Brand Colors

The primary Chamber brand colors are orange and charcoal. The secondary brand colors are red orange, dark orange, light orange, and dark charcoal.

These colors were chosen for their aesthetic appeal and fitness for the Chamber brand. In order to maintain a standard of excellence and consistency, these should be the colors used in all print and digital media by default.

CMYK & RGB Color Uses

For print purposes, CMYK colors and files should be used. For digital, web, and screen purposes, RGB (or “hex”) colors and files should be used.

The brand colors can be built in CMYK and RGB color spaces using the values specified, respectively.

PMS (Spot) Colors

PMS colors—also known as Pantone® or “spot” colors—should not normally be used for any reason unless specifically requested by a printing professional.
Brand Asset Availability

All Chamber brand assets are available for download and authorized use at http://bit.do/atascadero-assets.

Chamber Brand Presentation

The Chamber Brand Presentation may be used as a reference for guidance in properly designing any given piece. You can find it online at https://delaRivaBrands.com.

Questions or Requests?

For questions concerning the Chamber brand or brand standards, for file requests, or for any other issues not covered in this manual, contact the Director of Marketing at 805-466-2044, or by email at marketing@atascaderoChamber.org.