

SUGAR HOUSE CHAMBER & COMMUNITY ALLIANCE

BRANDING GUIDE & STYLE MANUAL

CONTENTS

SHC&CA

- Logo Marks6
- Logo “Do”s 8
- Logo “Don’t”s9
- Typography 10
- Color.....11

The Business Beet

- Type elements14
- Brand accents15

SHC&CA BRANDING

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LOGO MARKS

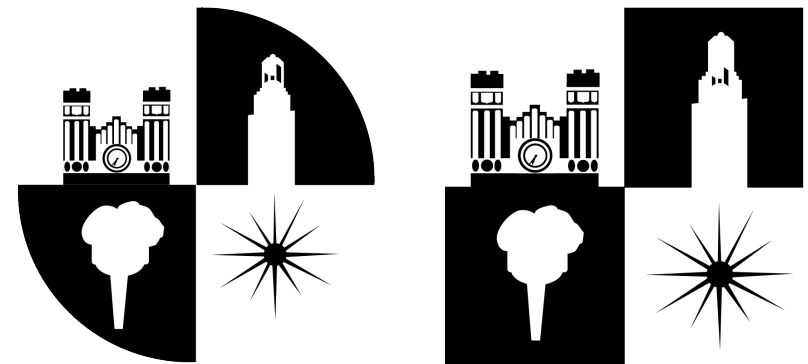
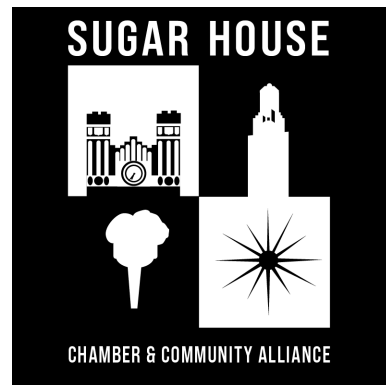
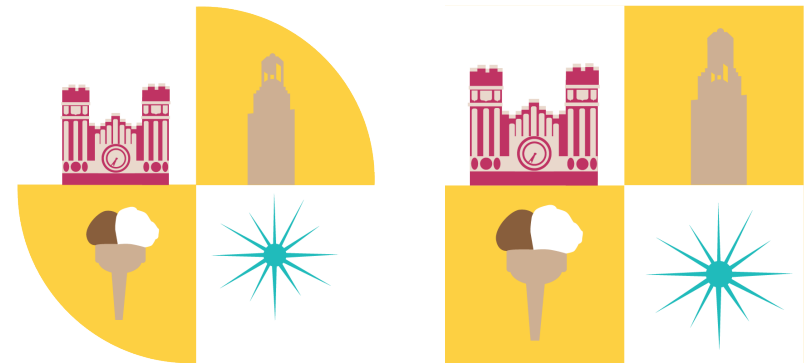
The Sugar House Chamber & Community Alliance Logo is a coat-of-arms, representing prominent Sugar House landmarks. These are Westminster College's Converse Hall, the Sugar House Monument, the Snelman's ice cream cone, and the affectionately named "Sputnik."

There are, in essence, three variations on the logo: the horizontal banner, square shield, and circular shield. These three are shown to the right.

Each of these has a black and white alternate, and the shield logos have alternates without the teal background, for use on social media, web headers, and other small-scale needs.

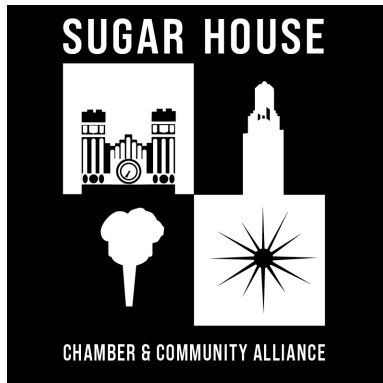
Contained in the SHC&CA Logo folder are all of the aforementioned variants, in PDF, JPEG, and PNG formats. The JPEG and PNG folders contain "PRINT" versions, which are CMYK color space, optimized for print use, and "WEB" versions, which are RGB color space, optimized for web use.





Above are the black and white, as well as the scaled versions of the logos on the facing page. The banner should not be used at a scale of less than four inches wide, and at scales of 1/2 inch or less, the logos without typography should be used.

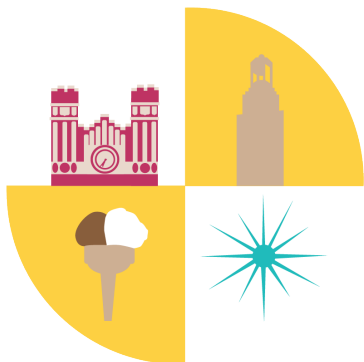
LOGO “DO”’S



- DO: use black and white versions to save color ink when printing for personal or office use



- DO: add drop shadow on animated or web-specific versions



- DO: use the sans-typography variants for social media icons and the like

LOGO “DON’T”S



- DO NOT: scale the banner logos below four inches



- DO NOT: skew, stretch, or shear any of the logos



- DO NOT: use black and white logos for official branding materials, be they print or web

TYPOGRAPHY

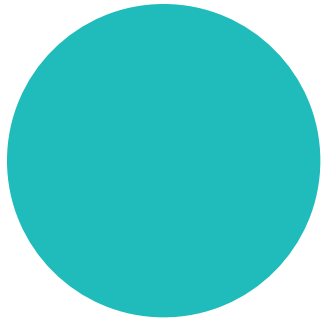
WATCH CLOSELY, AS THE QUICK BROWN
FOX JUMPS OVER THE LAZY DOG.
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Watch Closely, As The Quick
Brown Fox Jumps Over The Lazy
Dog.**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ-
vwxyz**

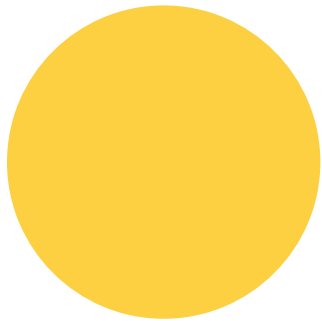
Watch closely, as the quick brown
fox jumps over the lazy dog.
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
vwxyz

- TITLES: Bebas Neue, Regular, All Caps
- SUBTITLES: Berlin Sans FB Demi, Bold, Title Caps
- BODY TEXT: Berlin Sans FB, sentence case

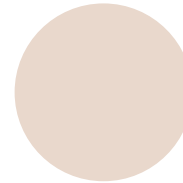
COLOR



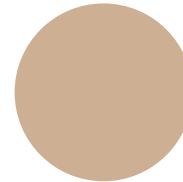
RGB: 32, 187, 187
HEX: 20BBBB
CMYK: 83, 0, 0, 27



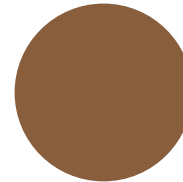
RGB: 253, 208, 66
HEX: FDD042
CMYK: 0, 18, 74, 1



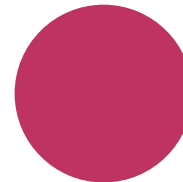
RGB: 233, 216, 204
HEX: E9D8CC
CMYK: 0, 7, 12, 9



RGB: 205, 175, 147
HEX: CF9F93
CMYK: 0, 15, 29, 19



RGB: 136, 94, 60
HEX: 885E3C
CMYK: 0, 31, 56, 47



RGB: 191, 51, 99
HEX: BF3363
CMYK: 0, 73, 48, 25

Teal and Goldenrod (above and left) are the main brand colors, along with true white. The four colors on the right hand side may be used as accent colors or alternative colors, where fitting.

THE BUSINESS BEET

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TYPE ELEMENTS

As “The Business Beet” is an activity which the SHC&CA takes part in, it makes use of many of the same logo marks and color schemes which have been previously described. However, for the purpose of having its own unique flavor, there are additional brand elements which are included in the #SugarHouseStrong video series.

The top image on the right is the logotype for the series. The font is Coldsmith Pro, regular, all caps, in full white with a drop shadow. The text of “Beet” must be approximately 2.5x larger than the text of “The Business” until all text is center justified.

The bottom logotypes accompany The Business Beet, with #SugarHouseStrong in Berlin Sans FB Demibold, in goldenrod with a drop shadow on top, and “Overcoming Adversity” with the same specifications on the bottom. All assets are included in the brand materials folder as 72ppi .PNG files. At bottom is an alternate for end title cards.



BRAND ACCENTS



“Swash”



“Accent”



Media Icons



Credits Card

Above are the various additional assets which are included in “The Business Beet” videos. The “Swash” wipes in the title card, the “Accent” accompanies the end cards. SHC&CA uses its own iterations of the Instagram, Facebook, and World Wide Web icons to accompany business social media handles, and all video credits will be superimposed on the right-most Credits Card in goldenrod Berlin Sans FB.