



TOURISM | ECONOMIC DEVELOPMENT

CHAMBER OF COMMERCE

BRANDING GUIDE

FULL COLOR LOGO



Use: for all print and web applications
Examples: advertising, collateral, business cards, stationery and website

GREYSSCALE LOGO



Use: one-color reproduction
Examples: promotional materials and when only one color is available

REVERSED LOGO



PRIMARY COLOR PALETTE

CMYK
100/75/20/25

RGB
23/76/136

HEX
#174c88

CMYK
83/55/0/0

RGB
63/114/183

HEX
#3f72b7

SECONDARY COLOR PALETTE

CMYK
0/68/100/22

RGB
201/90/0

HEX
#c95a00

CMYK
0/0/0/65

RGB
115/116/115

HEX
#737473

CMYK
0/0/0/85

RGB
62/62/62

HEX
#3e3e3e

PRIMARY - Klavika

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNopqrstuvwxyz
123456789!@#\$%^&*()_+=?/><

This is an example of Klavika Light. *This is an example of Klavika Light Italic.*

This is an example of Klavika Regular. *This is an example of Klavika Regular Italic.*

This is an example of Klavika Medium. *This is an example of Klavika Medium Italic.*

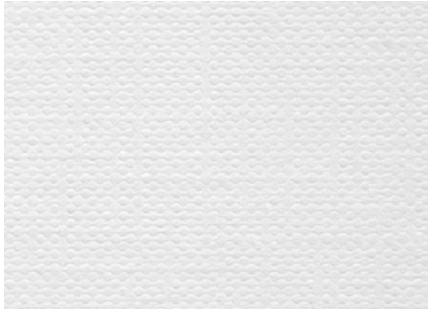
This is an example of Klavika Bold. *This is an example of Klavika Bold Italic.*

SECONDARY - Helvetica Neue

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNopqrstuvwxyz
123456789!@#\$%^&*()_+=?/><

HEADLINE - Olicana

abcdefghijklmnopqrstu vwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
123456789!@#\$%^&*()_+=?/><



Use: optional background
texture for print and web
applications

Use: optional logo footer designs
for print and web applications
(with and without full logo)



VISUAL ASSETS