



*New Market*  
Chamber of Commerce

# Brand Style Guide

Clay Zimmerman

# About NMCC



The New Market Area Chamber of Commerce is a private non-profit organization that aims to promote business interests in Southern Shenandoah County and is overall committed to the enhancement of the quality of life in the community. They serve as a conduit for business and community, provide and support programs and services that enhance access to the community and local government, and distributes customized information packages upon request to families relocating to the area.

# Primary Logos

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The primary logo (as shown below) is a combination mark, meaning the typography and icon go together to make the complete logo, but the two can also be separate. The icon alone is two colors (blue and green) and the three variations shown below demonstrate that it works as being only a single color, either only the blue, green, or black.



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# Secondary Logos

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These are variations of the primary logo that are reversed out versions, specifically for the full combination mark of type and icon, that allow for them to be placed on any colored background due to them already containing their own blue, green, or black backgrounds. The variations include the two-color mark having either blue or green behind it, single-color reversions, and one in black & white.



As mentioned on the previous page, the icon can also be separated from the typography if the organization's full name is not desired or simply if it is already prominent elsewhere within the branding/design.



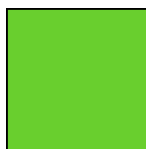
# Logo Breakdown

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## Brand Colors



CMYK: 59, 19, 82, 0  
RGB: 105, 207, 46  
HEX: #69cf2e



CMYK: 86, 60, 17, 2  
RGB: 35, 100, 207  
HEX: #2364cf



CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000

## Brand Typeface

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzà  
âéîôø&1234567890(\$£.,!?)

*Savoye*

*Plain*

ABCČĆDĐEFGHIJKL  
MNOPQRSŠTUVWXY  
ZŽabcčćdđefghijklmn  
opqrsštuvwxyzž12345  
67890‘?’“!”(%)[#]{@}/&  
\\<-+÷×=>®©\$€£¥¢:;,.\*

Libre Baskerville

Regular  
*Italic*  
**Bold**

# Branding Requirements

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## Smallest Allowable Size

The smallest dimension for each version of the logo should be no smaller than 1 inch; this goes for both vertical or horizontal, whichever is smaller. If the marks are reproduced smaller than this size, the readability of them becomes deminished.



## Safety Zone

Each logo also requires a clear and defined padding around them, which is the space that separates it from other text or graphics it might be placed next to. This safety zone should never be any less than 0.2 inches so as to not detract from the visibility and impact of the logo.



## Do's and Don'ts

**Do not** manipulate the logo files without consulting the brand guidelines, which includes stretching or skewing the logo, applying effects, and using colors or typography that is outside what is specified.

# Brand Implementation: Business Cards

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This page along with the next few demonstrate some options on how the logo can be utilized in various print and digital media, such as business cards, website headers, letterheads, brochures, and newspaper ads.





# Brand Implementation: Website Header





# Brand Implementation: Letterhead

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540-740-3212  
nmchambr@gmail.com  
9386 South Congress Street, PO Box 57,  
New Market, VA 22844

Dear John Doe,

May 5th, 2020

Arum, sunt, sedia voles excestis eostiantia dolupta ssumquodiati aut doluptisquam volorro quiscianis mostia nonesequi volorae cum quas rent quatem volupta ssimin nullate nus ditiis as voluptatur reruptat explatur?

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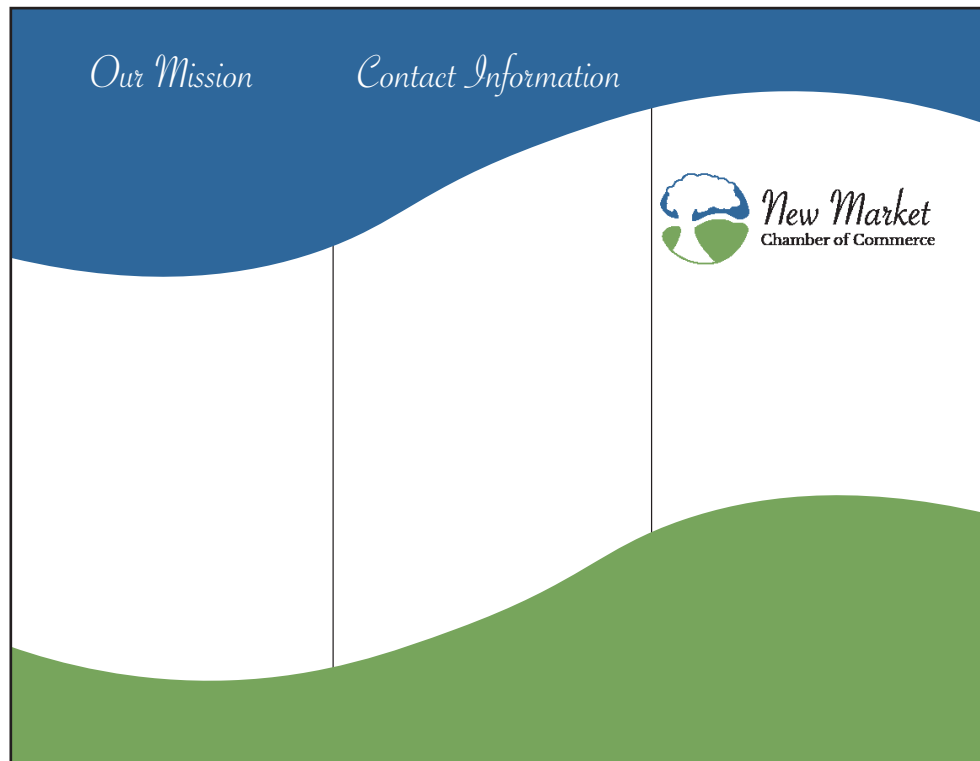
Non et accum quis dolorep udaestia voluptatia nossinu lparitio blabore ipsandam, quis pa in consequo delit vercim qui optas recerchit, qui rehenisit et mossus. Bea non conempore pratque ditaquat. Alignis a voluptae et prrioris assimagratia venes utem aut quatur ma qui velestibus dolupta tioriant od quo omnimaio. Ut aborehe ndendio quunt re molende ligenimus ea volorerorpos et voluptamus natus repeliquost, asped etur ad minctur simusan duntunt quatum quia cum quas ut atis dolora dolorepe perumquis is eiciis.

Sincerely,

Sender  
Position

<http://newmarketcoc.net/>

# Brand Implementation: Brochure Template




# Brand Implementation: Newspaper Ad

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The background of the advertisement is a photograph of the Shenvalee Golf Resort. It features a large, two-story red brick building with a prominent white portico supported by columns. The building is surrounded by green lawns and trees. A golf flag is visible in the foreground on the left.

**New Market Area Chamber of  
Commerce annual banquet  
returns to Shenvalee Golf Resort**

Get your tickets early as space is limited!

