

LONDON CHAMBER OF COMMERCE



L O N D O N
CHAMBER
— OF COMMERCE —



LOGO



 MINIMUM CLEARANCE = C IN CHAMBER

BOTH WIDTH AND HEIGHT MUST REMAIN PROPORTIONATE IN ALL SCALING DIRECTIONS



LOGO | APPLICATIONS



2-COLOUR ALTERNATIVES



LOGO | APPLICATIONS



SINGLE COLOUR & REVERSE (WHITE)



LOGO | APPLICATIONS



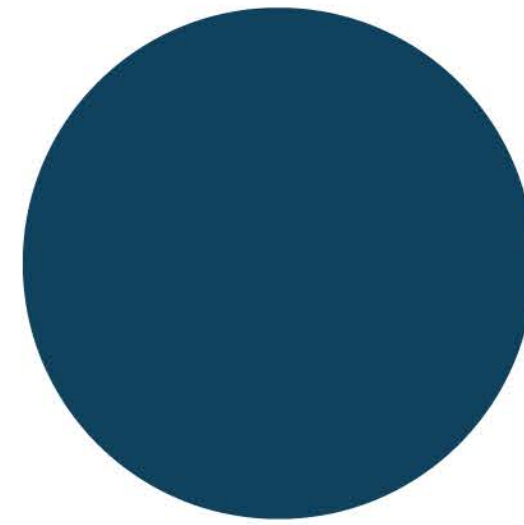
GRAYSCALE & BLACK

MARKS & ALTERNATIVE SPACING

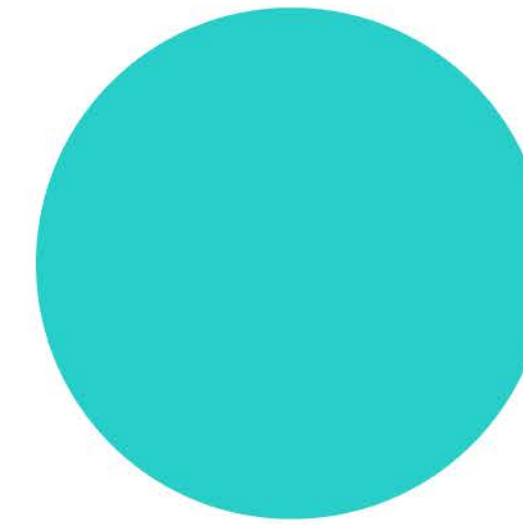




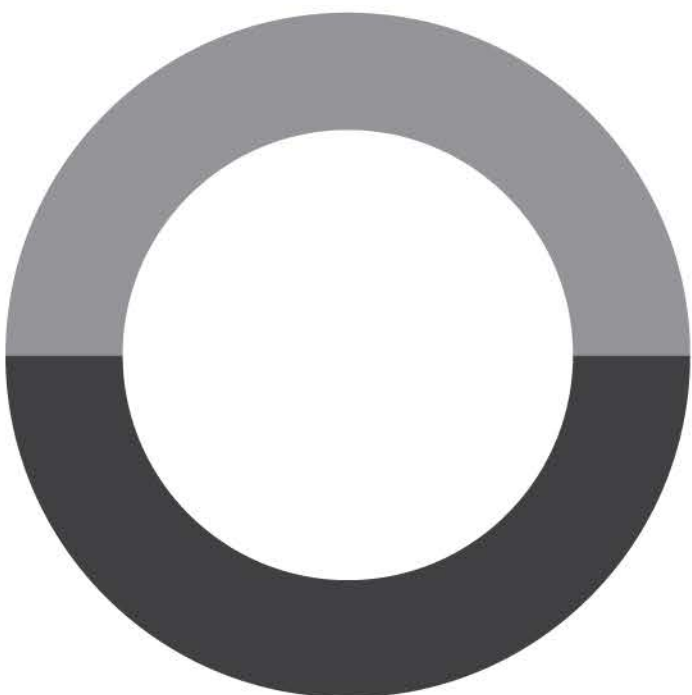
PRIMARY



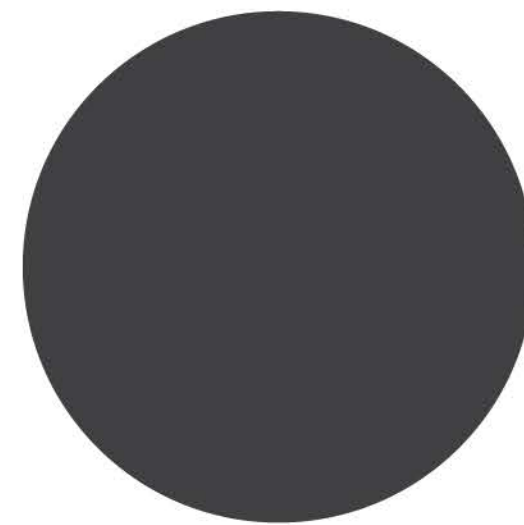
10425E
CMYK: 100 70 41 28
RGB: 16 66 94
PANTONE:302 C



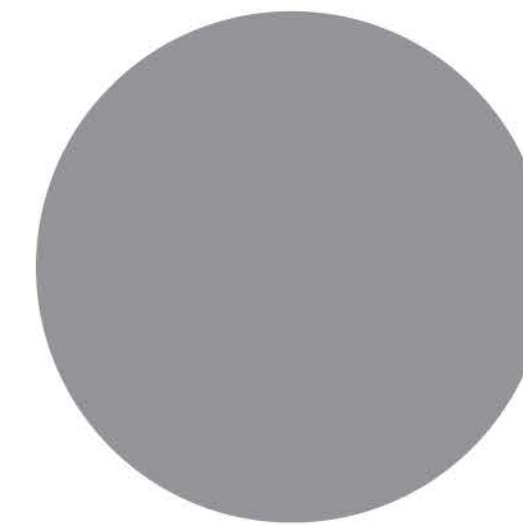
28CEC9
CMYK: 77 0 32 0
RGB: 40 206 201
PANTONE:7471 C



GRAYSCALE



414D42
CMYK: 68 62 58 46
RGB: 65 64 66
PANTONE:425 C



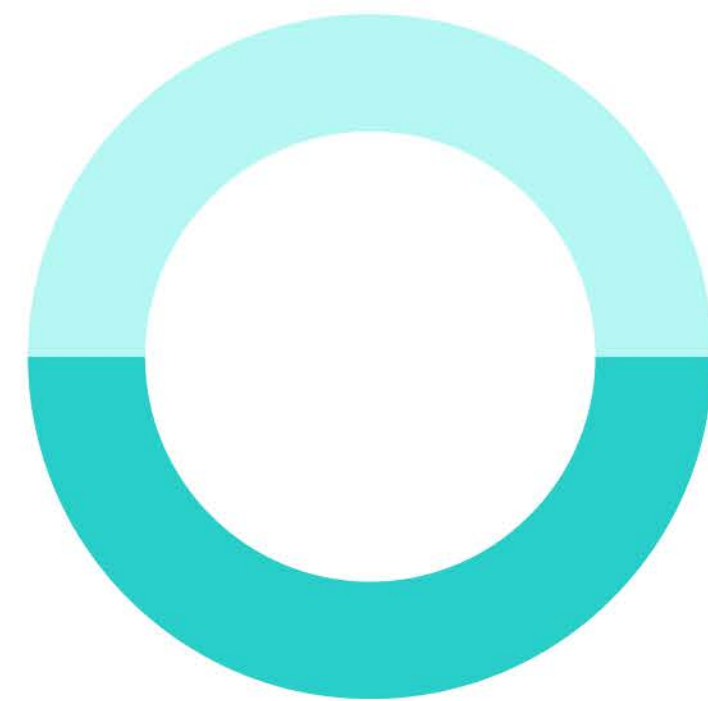
949598
CMYK: 45 36 35 1
RGB: 148 149 152
PANTONE:COOL GRAY 7



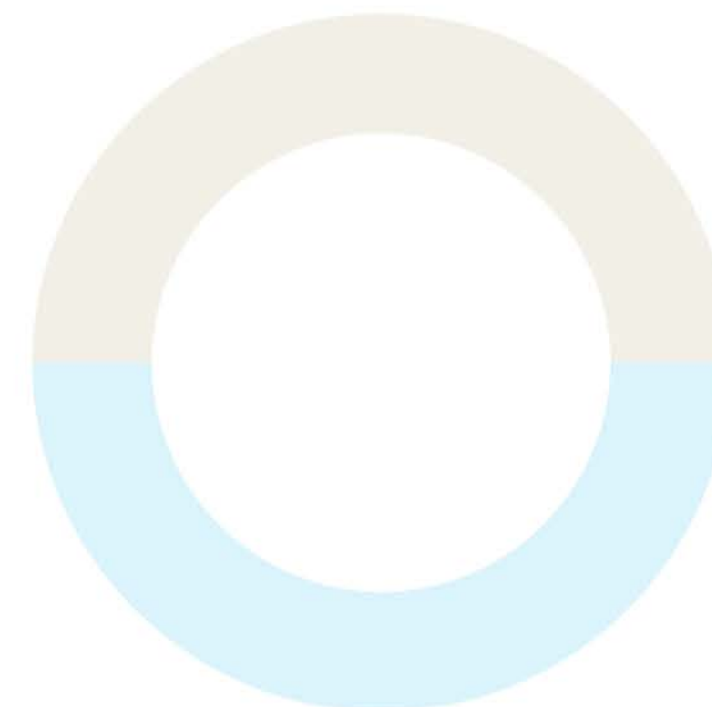
COLOUR DESEIGN SYSTEM
COLOUR SCHEME



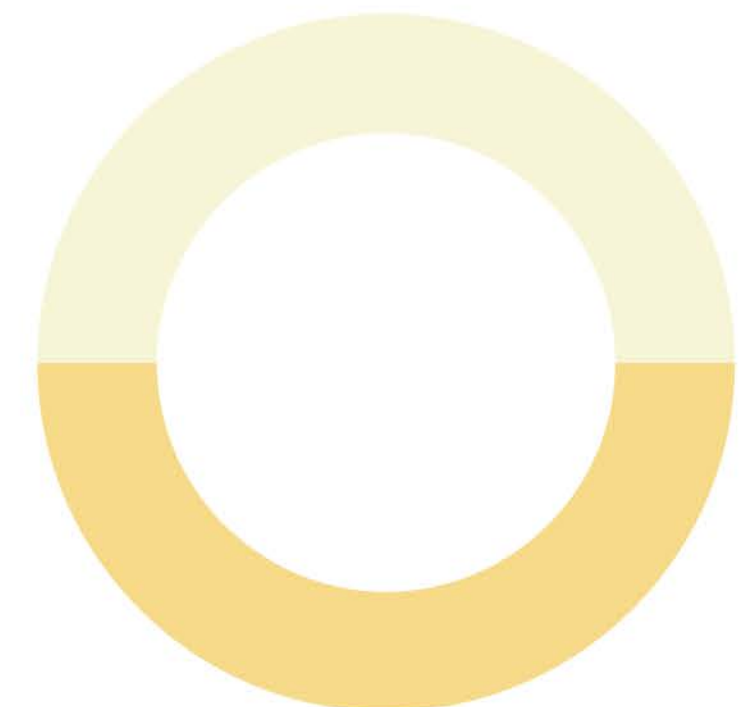
PRIMARY



SECONDARY



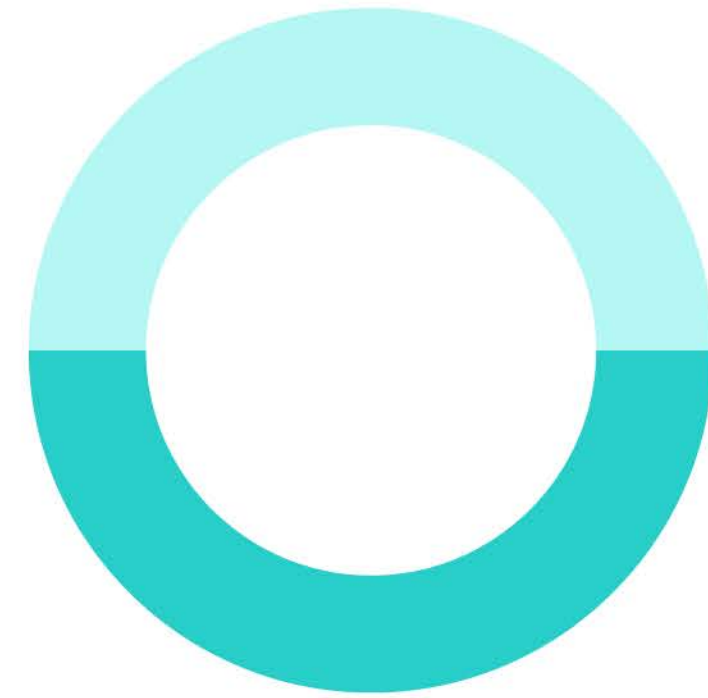
HIGHLIGHT
FOCUS/HOVER



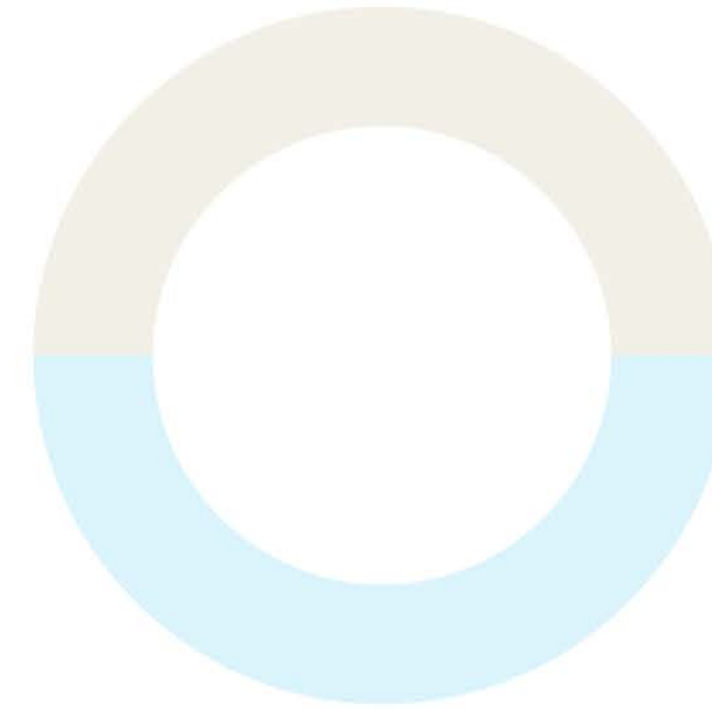
EXTENDED
FOCUS/HOVER



PRIMARY



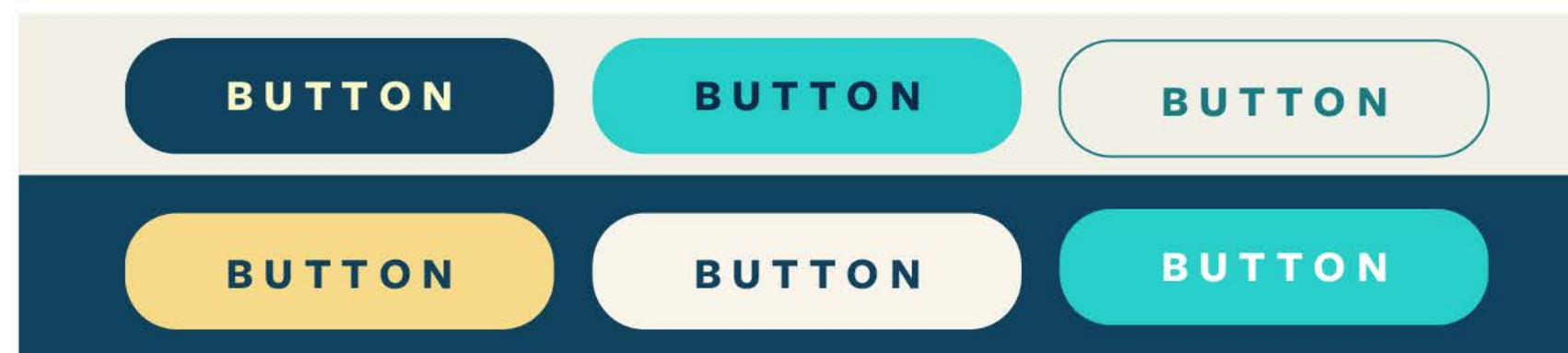
SECONDARY



HIGHLIGHT
FOCUS/HOVER



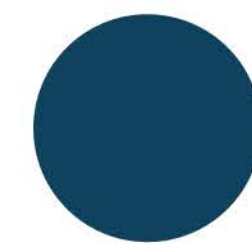
EXTENDED
FOCUS/HOVER



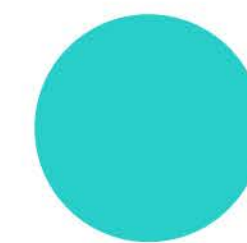
COLOUR SYSTEM
RELATIONSHIP



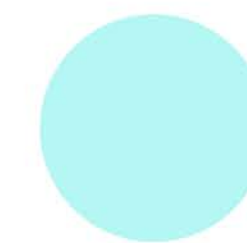
DBF4FC



10425E



28CEC9



B5F7F4



F7DA89



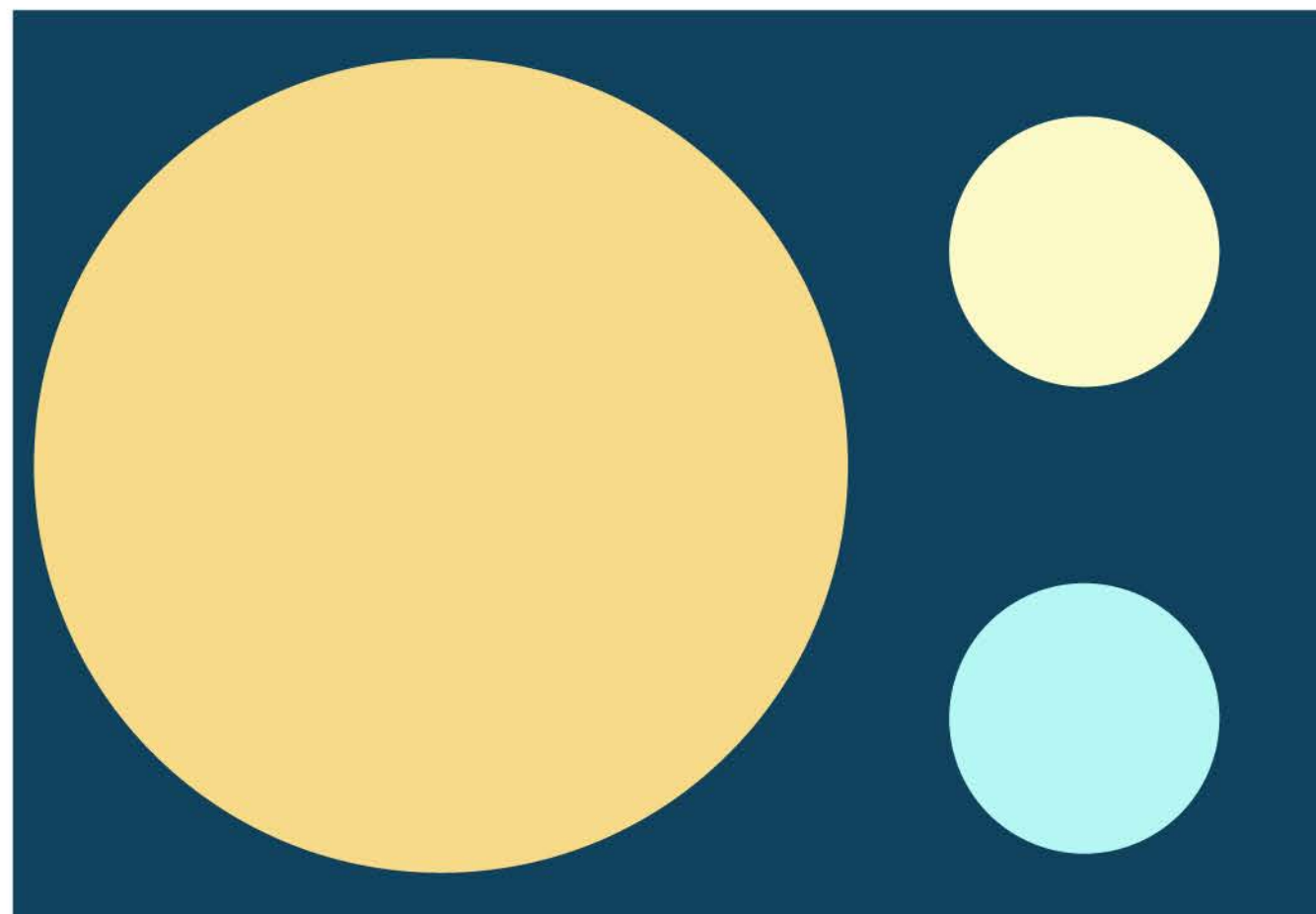
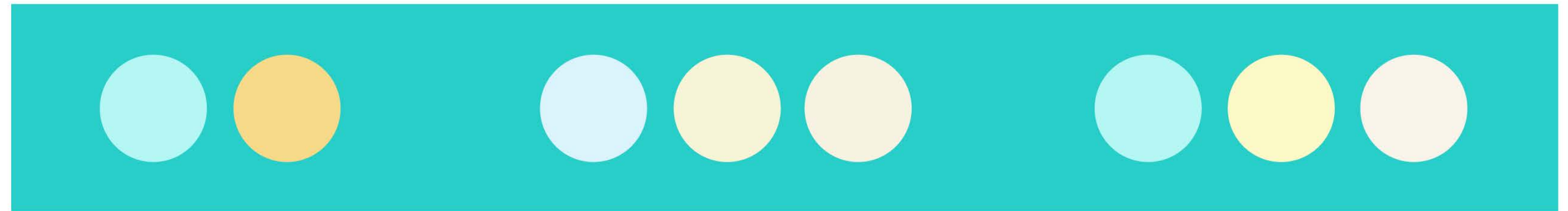
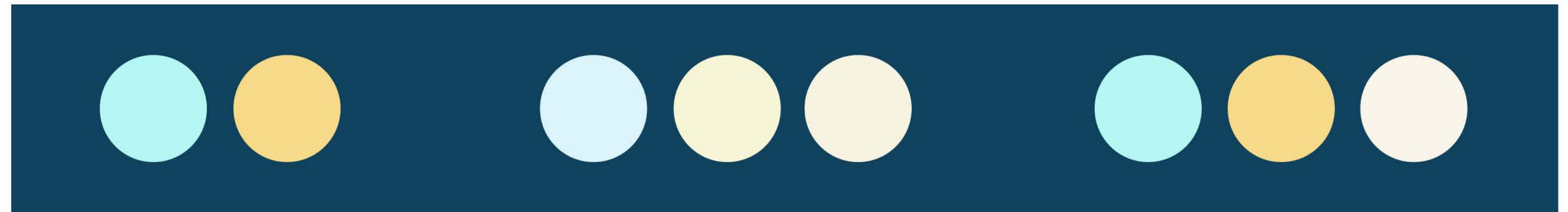
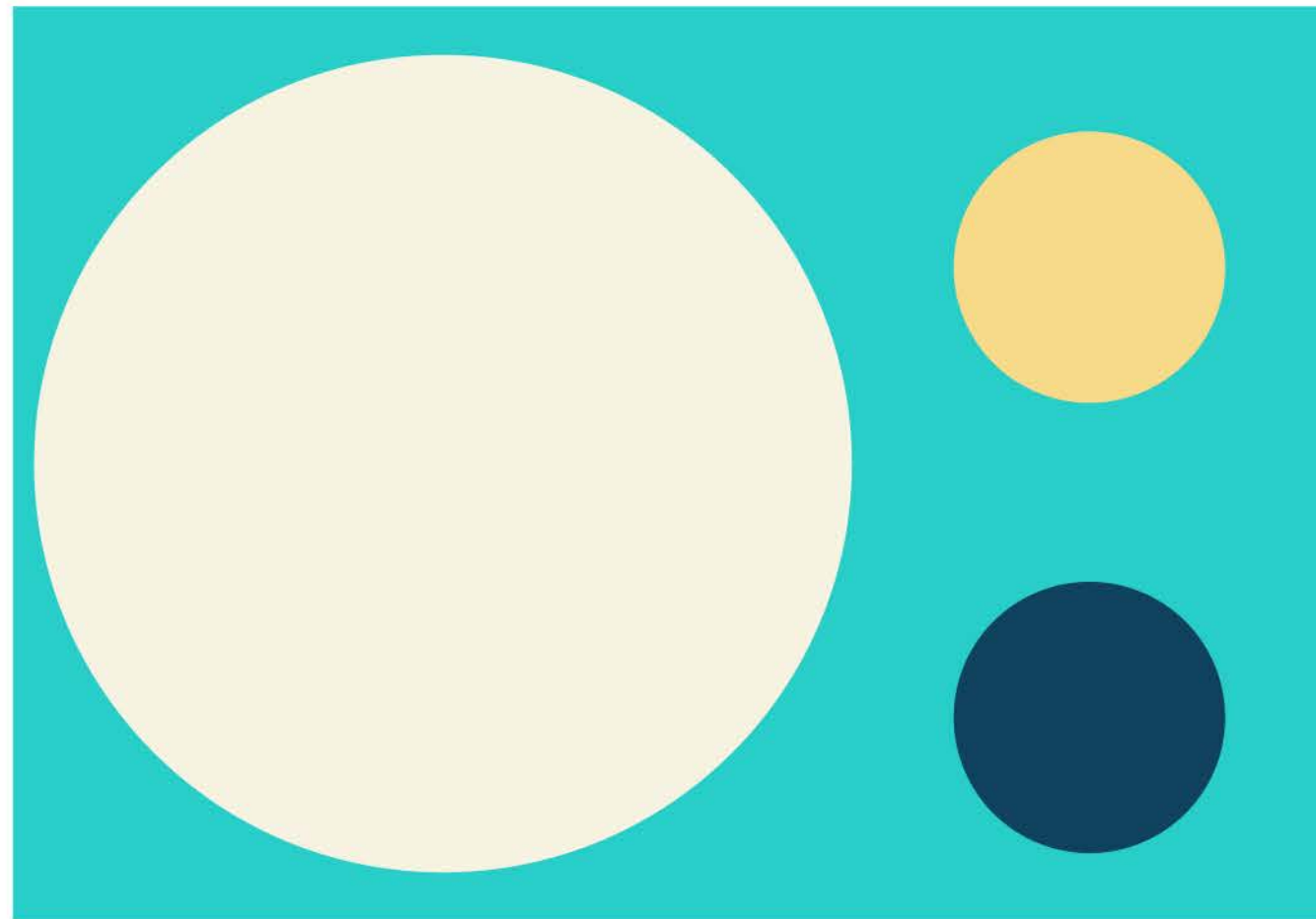
F2F0E7



F9F4EA



COLOUR DESEIGN SYSTEM - INCLUDING SECONDARY & EXTENDED USAGES -





TYPOGRAPHY



PRIMARY

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu V v Ww Xx Yy Zz

FREIGHT SANS PRO

Primary

HEADLINE & ACCENT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu V v Ww Xx Yy Zz

MAHARLIKA

Headline & Accent

SPECIAL ACCENT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu V v Ww Xx Yy Zz

THE ARTISAN

Special Accent

STYLING AND ACCENTS



GEOMETRIC PATTERNING

ESTABLISH STRONG CONTRAST

ENGAGE OVERLAPPING SOLIDS

USE ANGLES AND BROKEN SYMMETRY

AVOID TOP LEVEL PARTIAL
TRANSPARENCIES AND GRADIENTS





SOCIAL GRAPHICS

ONLY USE TEAL AS A SECOND FONT COLOUR - NOT TO BE THE ONLY COLOUR IN HEADING

Speed
NETWORKING

TUESDAY
FEB. 28
9 – 10:30 am



For members only.
Fee : \$25 + HST

Breakfast
Included!

Location:
London Chamber of Commerce.
101-244 Pall Mall Street, London, ON

Sponsored by:




USE SPECIAL ACCENT FONT FOR SINGLE FOCUS WORDS

Our new **WEBSITE** is

Live



 londonchamber.com

Title Text

HEADING TEXT

Accent

 **Book Now**

Additional Details Line

For members only
Fee : \$60 + HST

Location:
London Chamber of Commerce
101-244 Pall Mall Street, London, ON




MAINTAIN SOLID COLOUR CONTRAST FOR ALL TEXT WITH PRIMARY OR WHITE



VARIABLE USAGE GUIDELINES

DON'T



DON'T USE DUAL COLOUR ON PATTERNED BACKGROUND

DON'T



DON'T USE SINGLE COLOUR LOGO ON BUSY PATTERNS CREATING REDUCED CONTRAST

DO



USE A PRIMARY DEEP BLUE OVERLAY ON THE BACKGROUND WITH A MINIMUM 80% OPACITY. USE THIS WITH THE WHITE LOGO.



USE A WHITE OVERLAY ON THE BACKGROUND WITH A MINIMUM 80% OPACITY. USE THIS WITH THE SINGLE DEEP BLUE LOGO.