



LOGO & BRAND STANDARDS

Contents

Introduction	2
Logo & Brand Standards	2
Incorrect Logo Usage	3

IF YOU HAVE ANY QUESTIONS RELATING TO THIS STYLE GUIDE AND THE USE OF THE NORTH TEXAS LGBTQ CHAMBER OF COMMERCE LOGO, PLEASE CONTACT:

North Texas LGBTQ Chamber of Commerce, Inc.
3824 Cedar Springs Road, Box 429
Dallas, TX 75219
[TEL] 214.821.4528
[FAX] 214.821.4530
[EMAIL] Info@LGBTQChamber.com

INTRODUCTION

Every application of the North Texas LGBTQ Chamber of Commerce logo should strengthen the organization's image and must be done with care and the highest quality standards. Applied in a professional manner and used consistently, the North Texas LGBTQ Chamber of Commerce logo is a valuable communication and business tool. A strong identity that is unified provides the Chamber with a positive image in the eyes of its members and the public.

The logo in all of its forms are the exclusive property of the North Texas LGBTQ Chamber of Commerce. The logo may not be reproduced nor may it be altered in any way.

BRAND STANDARDS

In editorial applications, the name North Texas LGBTQ Chamber of Commerce should be expressed as "North Texas Lesbian Gay Bisexual Transgender Queer Chamber of Commerce" in its first application with no commas. Subsequent references may be expressed as "North Texas LGBTQ Chamber of Commerce," or simply the "Chamber". The only portion of the Chamber's name that may be shortened by abbreviation is Lesbian Gay Bisexual Transgender Queer when expressed as "LGBTQ". Abbreviations for North Texas or Chamber of Commerce are **not** acceptable. Collectively, LGBTQ Chamber of Commerce is a proper noun. LGBTQ cannot be used without Chamber of Commerce when referring to the Chamber.

LOGO STANDARDS



The North Texas LGBTQ Chamber of Commerce logo consists of graphic and type elements. Under no circumstances should these elements be divided or used separately. The font used to create the type is Futura Bold.

Spot Colors



PMS 2935 C PMS 200 C None

When using spot colors, the North Texas LGBTQ Chamber of Commerce logo consists of PMS 2935 C and PMS 200 C. There is no ink color for the white used in the logo. Please see the color blocks to the left.

CMYK Color Combinations



C	100%	0%	0%
M	46%	100%	0%
Y	0%	63%	0%
K	0%	12%	0%

If spot colors cannot be used, the four-color process (CMYK) combinations shown to the left should be utilized. (C=Cyan M=Magenta Y=Yellow K=Black)

RGB Color Combinations



R	0	211	255
G	118	17	255
B	192	69	255

For web or digital media usage, use the RGB color combinations shown to the left. (R=Red G=Green B=Blue)





If the logo is placed onto a light background that does not allow sufficient contrast for either of the logo colors, a monochromatic version of the logo in black should be used. The star and the large letters L, G, B, T and Q are always white in the monochromatic logo.

If the logo is being used in a 1-color print job with a light background that does not use black ink, the 1-color should be applied to the monochromatic logo at 100%.



If the logo is placed on a dark background that does not allow sufficient contrast for either of the logo colors, the reverse monochromatic version of the logo (in white) should be used. In the reverse monochromatic logo, the star and the large letters L, G, B, T and Q should always be the background color.

If the logo is being used in a 1-color print job with a dark background, the reverse monochromatic logo should be used.



A protection zone is required around the logo. This protection zone is measured by the boxes contained in the graphic elements of the logo. A space no smaller than the dimensions of the box should be allowed at all sides of the logo. If the logo is resized, the protection zone should be re-sized proportionally.



.5 inches (36 pixels)

The gradient bars above and below the star and the large letters L, G, B, T and Q should always be the gradient colors of the progress flag w/out white. They are black, brown, pink, light blue red, orange, yellow, green, blue, and purple. These colors are based on the Chamber Blue and Chamber Red.

The minimum size the logo may be shown at is .5 inches wide for printing. For screen use, it may be no smaller than 36 pixels wide.

INCORRECT LOGO USAGE

Correct



Incorrect



DO NOT distort or scale the logo out of proportion.

Incorrect



DO NOT remove or alter any elements of the logo.

Incorrect



DO NOT place the color logo on a background that does not provide sufficient contrast.