

2017 BRAND GUIDELINES

**HALIFAX
CHAMBER OF
COMMERCE**

The logo graphic consists of a blue L-shaped element. The vertical bar is on the right side, and the horizontal bar is at the bottom, meeting at a right-angle corner.

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Logo Clear Space

The minimum required Clear Space is defined by the measurements 'X' (logo width) and 'Y' (logo height).



When to Use

Trenda Heavy is the primary font used for the logotype/logo wording.

It can also be used as the standard when stronger emphasis is needed, such as in headlines, stationery, website design, brochures and all forms of general correspondence.

Leading 90% of font size
Tracking: -50

Trenda Light is the main body font used for most promotional materials.

TRENDA HEAVY
ABCDEF
abcd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$%^&*()\|_{};:~"/<>?

TRENDA LIGHT
ABCDEF
abcd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$%^&*()\|_{};:~"/<>?

2017 BRAND GUIDELINES

Primary Brand Colours

Chamber Blue

PANTONE P 117-16



PROCESS C85 M60 Y30 K10
SCREEN R50 G100 B130
WEBH TML #366083

Chamber Orange

PANTONE P 17-8



PROCESS C0 M40 Y80 K0
SCREEN R245 G165 B75
WEBH TML #f7a54a

Chamber Grey

PANTONE P 179-6



PROCESS C0 M0 Y0 K40
SCREEN R170 G170 B170
WEBH TML #a7a9ac

Secondary/Optional Brand Colours

Element Green

PANTONE P 145-10



PROCESS C40 M10 Y40 K0
SCREEN R150 G210 B175
WEBH TML #9bd3ae

Element Orange

PANTONE P 34-7



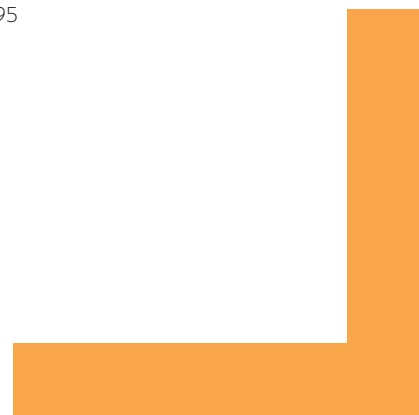
PROCESS C0 M65 Y75 K0
SCREEN R245 G125 B75
WEBH TML #f47a4d

Element Red

PANTONE P 57-6



PROCESS C0 M80 Y50 K0
SCREEN R240 G85 B95
WEBH TML #f05661



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Primary Brand Colours

