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Brand identity

We are a nonprofit membership organization that helps create jobs so people can find work, provide for their families and achieve prosperity. We invest in a broad range of programs that build, support, and diversify our regional economy.

Our values and personality

Mission
To provide leadership that facilitates the creation of a prosperous regional economy and results in effective advocacy for its partners.

Vision
For Austin to have the country’s most prosperous business community.

Core purpose
The Austin Chamber takes on the biggest challenges so you can focus on growing your business.

Boilerplate
The Greater Austin Chamber of Commerce focuses on how the Austin region works. We serve as the voice of business for our member organizations and their employees throughout the Austin region. Our mission is to provide leadership that facilitates the creation of a prosperous regional economy and effective advocacy for members.
Logo

The updated Austin Chamber logo is one color and features the font Soleil.

Our new mark

Stacked

Horizontal

One line
Versions included in asset package

<table>
<thead>
<tr>
<th>Stacked</th>
<th>Horizontal</th>
<th>One line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Gradient White</td>
<td>Black Gradient White</td>
<td>Black Gradient White</td>
</tr>
</tbody>
</table>

Need logo assets?

**ONLINE:** AUSTINCHAMBER.COM/BRANDKIT

**VERSIONS:** Horizontal/stacked/one-line logo

**FORMATS:** EPS and PNG (300 & 72 DPI)

**USAGE:** Both RGB (WEB) & CYMK (PRINT)

**COLORS:** Black & white and full-color gradient
Usage

To maintain our brand's integrity, clarity and consistency, the size and clear space around the logo must always be maintained across all forms of communication. **Do not change the typeface or logo color.**

Clearspace

When using the Chamber logo, avoid placing elements within this space noted clearspace.

Always avoid distorting the Chamber Logo.

All instances of the logo in your documents should match what is seen on the previous page.
In most cases, the black logo should be used when placed over the gradient and other lighter colors. If there is enough contrast, the white logo should be used when placed over an image or solid color. When placed on a white background, the black or gradient logo can be used.
Typography

The Chamber has purchased licenses of this font for all employees. This file can be found in Sharepoint in the Assets folder. If the font face cannot be accessed, **Georgia** can be used as an alternative font.

### Heading typeface

#### Poynter Oldstyle

Narrow Roman and Semibold versions can be used for titles and section headers.

Lorem ipsum dolor sit amet consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.

<table>
<thead>
<tr>
<th>ROMAN</th>
<th>Poynter Oldstyle Roman</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEMIBOLD</td>
<td>Poynter Oldstyle Semibold</td>
</tr>
</tbody>
</table>

### Alternative typeface (free)

**Georgia**

consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.
Usage examples

Page header

Some kind of section header

Some kind of body copy would go here, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Some kind of callout in body copy or as a more prominent link.

Some numbered stats include #1 in Branding, 1,234 Awards in Design Excellence, and 75% Growth in Design Aesthetic.
Typography

The Chamber has purchased licenses of this font for all employees. This can be found in Sharepoint in the Assets folder. If the font face cannot be accessed, Arial can be used as an alternative font.

Body typeface

Soleil

Every version in this font family is used in body copy, buttons, and subheaders.

Lorem ipsum dolor sit amet
consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.

Soleil Light

Soleil Semibold

Alternative typeface (free)

Arial

consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.
Usage examples

**Title header**

**SECTION HEADER**

Some kind of body copy would go here, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

**LINK: AUSTINCHAMBER.COM**

- Full Name
- Full Title
- Contact Info 1
- Contact Info 2
Color palette

Use of color must be consistent across the organization.

Our colors

**Chamber Orange**
RGB: 255 178 110
CMYK: 0 35 62 0
#ff26e

Chamber Orange is used along with Chamber Peach for the Primary Chamber Gradient. It is used on its own for headers and single color icons and text graphics.

**Chamber Peach**
RGB: 246 135 105
CMYK: 0 58 58 0
#f68769

Chamber Peach is used along with Chamber Orange for the Primary Chamber Gradient. It is used on its own for headers and single color icons and text graphics.

**Chamber Beige**
RGB: 245 242 239
CMYK: 3 3 4 0
#f5f2ef

Chamber Beige is used on its own as a background element for text breakouts and as a design accompaniment to images.

**Black**
RGB: 0 0 0
C: 75 68 67 90
#000000

Black is used along with Chamber Peach for the Primary Chamber Gradient. It is used on its own for headers and single color icons and text graphics.
Gradient

Chamber Orange + Chamber Peach

Used as the Chamber’s primary gradient and central visual element

Logomark Gradient
Icons & infographics

Infographics

For generic data infographics, we use a simple combination of an icon + text. Numbers and significant data is bold and scale of text is adjusted to fill the space accordingly.

- Held more than 60 events & meetings
- Contacted 265k Austin voters
- Added 26,800 new jobs
- Added $1.62B in payroll
- Helped more than 1,300 high school seniors apply for financial aid
- Spotlighted 300 businesses
- Recognized 66 philanthropic businesses
- Held more than 60 events & meetings
- Recognized 66 philanthropic businesses