

CHAMBER UP | LOGO USAGE STYLE SHEET

Basic instructions for logo usage, placement and brand consistency.



PRIMARY LOGO | USE IN MOST INSTANCES



ONE COLOR | USE IN NON-COLOR



KNOCK-OUT | USE IN REVERSE

CLEAR SPACE | .25" OR GREATER



MINIMUM SIZE | WEB & PRINT

LOCKUPS | URL



LOCKUPS | TAGLINE



LOCKUPS | TAGLINE/URL



TYPOGRAPHY | RECOMMENDED TYPEFACE

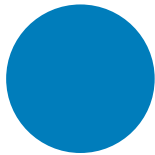
Circe Rounded font family is the primary font family used for documents, correspondence, and marketing, and advertising materials.

Circe Rounded; Regular, light, **bold**, **extra bold**.

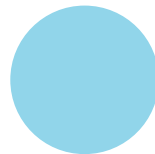
| HEADER TYPEFACE

Boris black box

COLOR PALETTE | PRIMARY COLORS



PMS 7461 C
C=86, M=45, Y=0, K=0
RGB: 0, 123, 193
#007BC1



PMS 297
C=51, M=0, Y=0, K=0
RGB: 106, 207, 246
#6ACFF6

| SECONDARY COLORS



C=25, M=0, Y=0, K=0; RGB: 185, 229, 251; #B9E5FB



C=13, M=0, Y=0, K=0; RGB: 71, 165, 174; #D9F1FD



C=0, M=69, Y=100, K=0; RGB: 243, 113, 33; #F37121



C=0, M=43, Y=100, K=0; RGB: 249, 160, 27; #F9A01B



C=0, M=27, Y=47, K=0; RGB: 252, 194, 142; #FCC28E



C=0, M=100, Y=59, K=8; RGB: 219, 18, 75; #DB124B

FILE USAGE | FILE BASICS

.AI / .EPS - source files, vector, unlimited resolution; these files should be managed by users familiar with professional design software.

.PDF - for print; can view a high-resolution vector-based version of your logo without accessing professional design software.

.JPG - for web; do not increase scale, will compromise image quality.

.PNG - for web transparent background; do not increase scale, will compromise image quality.



Chamber Up
Logo Usage Style Sheet