



NACC Branding Style  
and Usage Guide





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# WELCOME TO THE NAPERVILLE AREA CHAMBER OF COMMERCE

Founded in 1913, the Naperville Chamber of Commerce provides business leadership and promotes economic growth for the benefit of the Naperville community. It is the largest suburban Chamber in Illinois, with an active membership of over 1,300 organizations from every size and sector. The chamber has been nationally recognized with 5-Star Accreditation for its accomplishments, an honor given to only 1 percent of Chambers nationwide. Poised to build off their exceptional reputation, the Chamber seeks to modernize the brand to reflect its progressive brand values and create a cohesive message that connects its many programs, events and committees, now and in the future.



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# WHAT WE STAND FOR

We are a thinking organization and we stand up for business.

We are a thinking organization and we stand up for business. We support the community through economic growth and help them understand what will serve them best. We provide access to information and are constantly shifting our offerings as a Chamber to harness the knowledge that brings people together — to lead our members into profitable spaces so they can have a positive impact on their community and live better lives. Everything we do is on behalf of their dreams. The pursuit of our own goals is built into that journey — personal, professional, financial — it's all connected. It's the kind of bold thinking that opens doors and redefines the future.

And it works.

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# PARTNERS IN BUSINESS

It all  
started  
with... ●

It all started with the need to remain relevant to our community and members.

## Our Goal:

To build cohesion around the programming and events produced by the Chamber and to update its brand image to reflect momentum, growth and progressive thinking.

Our business strategy established the foundation for the rebrand.

## Business Strategy:

- To bring exceptional speakers to bolster professional development
- Create at-risk programs for year one members
- To use technology to support the overall member experience
- Connect with new, more diverse members
- Employ measurable metrics
- Increase community outreach and advocacy efforts

## Inspired by...

“We are thinkers. It’s energizing. With us, you will learn more, become more and enjoy the process.”

— *Nicki Anderson*



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# WHAT'S OUR STORY

Our story begins beyond ballrooms and boardrooms and long stuffy tables. Without meetings or minutes or lengthy agendas. Our story begins within the shade of an idea — that quiet restful spot where dreams are born, visions are made and thinking is the hero of the day.

The Naperville Area Chamber of Commerce is more than just a networking club. We are a *Thinking* organization. Formed by the businesses among us — emerging, small, mid-size, and large global subsidiaries, we are led by professionals of all ages. Our influence extends from the heart of Naperville to the borders of *Chicago's great city*. Our expertise is varied but the goal is the same: **To stand up for business.**

As one of the largest Chambers in Illinois, we are the original incubator, founded on the belief that advocacy, networking, professional development, and marketing are not lone silos, available to a privileged few, but an open promise to us all.

Our goal is simple: to improve commerce. We do this so the interconnected wheels that drive business can benefit: community, prosperity, charity, and humanity. We cultivate commerce so we can cultivate a better day.

When we stand up for business, we stand up for you. Our story is the voice of your vision, the home to your ideas and the door to which tomorrow unfolds.

Open it.

Naperville Area Chamber of Commerce — Business Forward

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# OUR PERSONALITY

Our personality is now more confident, reflects our brand, and is more thoughtful of our members' needs.

## Before, we

- focused on our benefit list not our story
- sounded 'corporate-neutral'
- appeared outdated

## After, we

- take a stronger, loftier point of view
- are bolder and more aspirational
- take a leadership stance
- appeal to a wider audience
- sound more human

And it matches our true personality, and it sounds like this...





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# OUR TRUE PERSONALITY



**IN THE KNOW**

We are in the know. We are the voice that helps you navigate the bigger things that impact your business — sales tax increases, hotel development, road plans — we are a great resource for knowledge. We help you throughout the entire life cycle of your business to connect you to what matters.

**COLLABORATIVE**

We provide the physical and virtual space for people to share ideas and grow. We welcome like-minded businesses to come together for a greater purpose: from women in business, to small business, we are constantly weaving a web of connection and success. Everyone uses the Chamber differently. We encourage that. We couldn't be who we are without our members. We tap into their collective brain power and together we provide thinking, innovation, and freshness.

**PROGRESSIVE**

We encourage you to shake things up. Nothing about what we do is traditional. We are in a constant state of transformation on behalf of our members and the community. From the technologies we use, to the speakers we bring in, we never stay the same. We are always breaking boundaries to find what works and what brings success.

**SINCERE**

We are both a calming stabilizer and passionate advocator. Whatever your goals you will find support at the Chamber. It's not just about leads, its about relationships. We are door openers and life changers. We truly care about our members and helping them do more with less.

**LEADER**

We believe in commerce. We support the community through economic growth and help them understand what will serve them best. We are a THINKING ORGANIZATION not just a networking club. We provide "access to innovation" and are constantly shifting our offerings as a Chamber. We are not okay with status quo. We harness the knowledge that brings people forward.

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# RESEARCH

Research revealed a clear opportunity to actively claim a stronger, differentiated brand.

## Bold Thinking

will serve as the foundation for our new brand.

## Our focus is commerce

“Commerce will attract future leaders and keep us relevant. We are a vital resource for businesses of all sizes.”

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# BRAND ESSENCE

Everything in our **creative** work, our imagery, our color palette, our font selection — has been chosen to visually reinforce...

**BOLD**  
**BOLD**  
Thinking

---

# LOGO

The NACC logo consists of following elements.

## Preferred formats



The above can be used when the color will pop off the layout.

The above should be used for photocopying, and B&W publications.

The above should be used for photocopying, and B&W publications, where high contrast is desired.

The above should be used for dark backgrounds.

\* When using the color versions, the *tagline* and *name* are provided in white for use on darker backgrounds.

---

# LOGO

The NACC logo also consists of following elements.

## Alternate formats



Letters Only



BUSINESS FORWARD●

BUSINESS FORWARD●

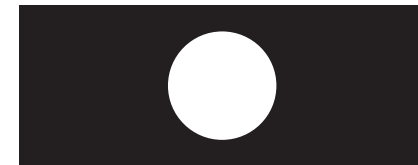
BUSINESS FORWARD●



Tagline & Red Dot Only



Red Dot Only



The above can be used when the color will pop off the layout.

The above should be used for photocopying, and B&W publications.

The above should be used for photocopying, and B&W publications, where high contrast is desired.

The above should be used for dark backgrounds, where high contrast is desired.

The dot, whether in color, grayscale, B&W or reversed can be used a graphic element, including as a background image. When using the color version, it must always be PMS 186 or equivalent for CMYK, Hex, and RGB values.

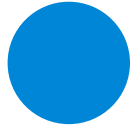


BRAND STYLE &  
USAGE GUIDE

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# COLOR PALETTE

## Primary Color Palette



PMS 2194 C  
C 95 M 26 Y 0 K 0  
R 0 G 134 B 214  
Hex: 0086D6



PMS 186 C  
C 2 M 100 Y 85 K 6  
R 200 G 16 B 46  
Hex: C8102E



PMS 404 C  
C 20 M 25 Y 30 K 59  
R 119 G 119 B 100  
Hex: 776E64



PMS 7738 C  
C 74 M 0 Y 98 K 2  
R 72 G 162 B 63  
Hex: 48A23F

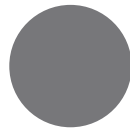


PMS 115 C  
C 0 M 6 Y 87 K 0  
R 253 G 218 B 36  
Hex: FDDA24

## Secondary Color Palette



Black  
C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
Hex: 000000

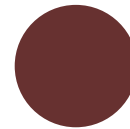


PMS Cool Gray 9 C  
C 30 M 22 Y 17 K 57  
R 117 G 120 B 123  
Hex: 75787B

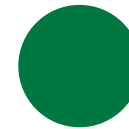


PMS Cool Gray 2 C  
C 5 M 3 Y 5 K 11  
R 208 G 208 B 206  
Hex: D0D0CE

## Additional Colors in Logo



PMS 7630 C  
C 26 M 86 Y 80 K 69  
R 99 G 50 B 49  
Hex: 633231



PMS 7732 C  
C 89 M 0 Y 96 K 30  
R 0 G 122 B 62  
Hex: 007A3E



PMS 7742 C  
C 71 M 5 Y 100 K 45  
R 74 G 119 B 60  
Hex: 4A773C

When sending color logos to a vendor that require PMS (Pantone Matching System) colors, please provide the vendor with the above color palette. The color guide lists the corresponding PMS colors for your logo.

---

# TYPOGRAPHY USAGE

## Gotham

Gotham celebrates the attractive and unassuming lettering of the city. It is that rarest of designs, the new typeface that feels somehow familiar. From the lettering that inspired it, Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients without historical precedent — a lowercase, italics, a comprehensive range of weights and widths, and a character set that transcends the Latin alphabet — enhances these forms' plainspokenness with a welcome sophistication, and brings a broad range of expressive voices.

### **Intended uses**

Headings and body copy.



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# TYPOGRAPHY USAGE

## Whitney

A complimentary sans-serif typeface to Gotham, Whitney's compact forms and broad x-height use space efficiently, and its ample counters and open shapes make it clear under any circumstances. Usage is ideal for catalogs and brochures where the type needs to be narrow enough to work in crowded environments, yet energetic enough to encourage extended reading. Labels, Lists, tables, instructions and data are also ideal applications.

### **Intended uses**

For lists, tables, labels, chart data, tabular data, and anywhere where space is a premium.

Whitney Light  
Whitney Medium  
Whitney Bold

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# TYPOGRAPHY USAGE

## Mercury Text G1

Mercury is a high-performance serif typeface designed to thrive under the most adverse conditions. Its compact proportions and clear gestures would naturally reproduce well in small sizes, and its spiky geometry and taut curves make text sparkle. Mercury is a complementary contrast to Gotham and Whitney.

### **Intended uses**

As a main or contrasting type with Gotham for headings, lists and labels.

Mercury Roman  
Mercury Italic  
Mercury Bold

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# TYPOGRAPHY APPLICATIONS

## Hierarchy

Hierarchy in type creates visual importance by structuring something to be more or less noticeable. It delineates information by changing levels of content in relation to one another. Type that is highly contrasted against the text around it is recognized and focused on first.

### Weight

Weight breaks up the density of information through light, normal and heavy stroke changes. Balancing type weights can be tricky. As a guide, focus on the content and hierarchy and develop a system of weights for each. As a design element, display titles can contain 2 different weights.

### Contrast

Multiple type weights create contrast in type. Defining the hierarchy of content along with special cases (names, places, references) with weights assigned to each is a great start. Users will better navigate your design and focus on the content where there are clear differences and associations between content.

There are no hard and fast rules, except to be cautious when using weights and sizes that are too close to one another. Users should be able to scan content and identify the differences quickly.

## Tell a Story

GOOD IDEAS DESERVE TO BE PRESENTED WELL.

Ideas are lost in communication if they are not presented clearly, concisely and purposefully. Tell your story well.

Wake Up and **Work Hard**  
Thin & Black weights

~~Wake Up and **Work Hard**~~  
Medium & Bold weights

---

# TYPOGRAPHY EXAMPLES

Annual Report Example



# TYPOGRAPHY EXAMPLES

## Full Page Ad and 1/2 Page Ad Example



**JOIN US!**

Community  
Charity  
Humanity  
Prosperity

Literally reprehenderit cray, yr master cleanse ut freegan brooklyn synth helvetica. Humblebrag yuccie fanny pack raw denim artisan. Id portland gluten-free tempor VHS nulla. Tattooed shabby chic put a bird on it microdosing, pug blue bottle drinking vinegar kitsch qui consectetur. Portland dolor laborum distillery, hammock shore ditch thundercats lumbersexual heirloom seitan intelligentsia austin officia. Small batch shoreditch readymade cliché raw denim pariatur. Hella vegan do, next level elit semiotics pariatur odio squid polaroid franzen waistcoat proident viral.

**NAC**  
BUSINESS FORWARD.

[www.naperville.net](http://www.naperville.net)



**JOIN US!**

Community  
Charity  
Humanity  
Prosperity

Literally reprehenderit cray, yr master cleanse ut freegan brooklyn synth helvetica. Humblebrag yuccie fanny pack raw denim artisan. Id portland gluten-free tempor VHS nulla. Tattooed shabby chic put a bird on it microdosing, pug blue bottle drinking vinegar kitsch qui consectetur. Portland dolor laborum distillery, hammock shore ditch thundercats lumbersexual heirloom seitan intelligentsia austin officia. Small batch shoreditch readymade cliché raw denim pariatur. Hella vegan do, next level elit semiotics pariatur odio squid polaroid franzen waistcoat proident viral.

**NAC**  
BUSINESS FORWARD.

[www.naperville.net](http://www.naperville.net)

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# TYPOGRAPHY EXAMPLES

Vertical Banner Example



# TYPOGRAPHY EXAMPLES

## Event Message Grid

**NAC**  
NOT-FOR-PROFIT  
NETWORK

Connecting **Volunteer** Management  
& **Donor** Cultivation

**Friday, October 21**  
7:15 to 9:00 am

Naperville Area  
Chamber of Commerce  
55 S. Main Street, Suite 375  
Naperville, IL 60540

Today, perhaps more than ever, nonprofit organizations audit their donor development strategy to meet their growth or simply cover existing programs and services. With realities of the funding shortfalls and donor fatigue, this program will explore how to re-evaluate and convert volunteer relationships into donors, but more importantly, into true strategic partnerships for your organization.

**PANEL**

- Barb Szczepaniak, DuPage Foundation, Vice President for Programs
- Vicki Coletta, Project HELP, Board President
- Shefali Trivedi, Giving DuPage, Executive Director

**TOPICS COVERED INCLUDE**

- By the numbers – what does the data show in terms of volunteers and charitable giving?
- Nonprofit Checklist – is your org really viewing volunteers as potential donors and future strategic partners?
- Hear directly from one organization's volunteer & strategic partner – how does she cultivate donors from the volunteer base?
- Can skills-based volunteers reduce your expenses? Viewing volunteers through the lens of new FLSA standards
- DuPage Foundation – 'Spirit of Volunteerism' Grant – learn about the history of this grant and the successful elements of past grant applications

Nonprofit organizations contribute greatly to the regional quality of life, and the Chamber is proud to have more than 125 nonprofits as Members. Not-For-Profit (NFP) Network Members come together to identify and address their needs as well as to discover ways they can share experiences and information as they relate to Naperville's business community. The Chamber's NFP Network offers unique and dedicated programming to serve these Members

**CONTACT US**  
Chair:  
**Karen Doyle**  
Samaritan Interfaith  
Counseling Center  
630.357.2456

Staff Liaison:  
**Beth Ann DiFranco**  
Naperville Area  
Chamber of Commerce  
630.544.3365

**CORPORATE SPONSORS**

PaulGregoryMedia NAVISTAR

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# TYPOGRAPHY EXAMPLES

## Event Titles

*A Toast to the Members*

*Inaugural Gala*

*State of the City Address*

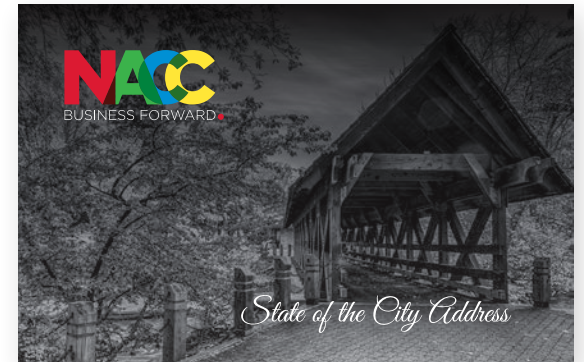
*Speaker Series*

*Annual Golf Outing*

*Regional Economic Forecast*

Event font title:

*Great Vibes*



Invitation examples with logo and title.

### Great Vibes

Great-Vibes is a beautifully flowing connecting script. It has cleanly looping ascenders & descenders as well as elegant uppercase forms. It was chosen for its clean form and readability while still maintaining ornate type elements.

### Intended uses

Invitation and Formal Event Headings





**NACC**  
LOGO USAGE

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# LOGO USAGE

## Logo Variations



Color



Color with tagline\*



Color with Name Spelled Out



Grayscale



Grayscale with tagline



Grayscale with tagline Name Spelled Out



Black & White



Black & White with tagline



Black & White with tagline Name Spelled Out



Reversed



Reversed with tagline



Reversed with tagline Name Spelled Out



Committees, groups and teams have their own identifier. Refer to logo kit.

\* This version of the logo also has a white *tagline* and *red dot*, for darker backgrounds. See logo kit.

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# LOGO USAGE

## Committee Groups and Team Guidelines



The committee name or team name should line up with the “C” and font should be Gotham Light. Using the provided Adobe Illustrator template, the font size is 13pt, and the leading is 15 pt.



The committee names or team names should be no more than two lines. It is acceptable if the text runs to the left of the “N” if two lines are used.



The red dot, must always be used.

---

# LOGO USAGE

## Logo colors and example applications

Where possible, the color version of the NACC logo should be used. Here are a few examples:



Color on a white background



Color on a branded light color background



Color on a branded dark color background



Color on a lighter photo background. The white container should be high opacity.



Color on a darker photo background

---

# LOGO USAGE

## Visual Do's and Don'ts

Logo Sizing



Correct



Some Backgrounds & Contrast



Correct



Some Incorrect Usage Examples



The above applies to all versions of the NACC logo. Including the *tagline* and *red dot*.

# LOGO USAGE

## Clear space and size

To maintain the logo's visual integrity, the area around the entire logo should be clear of other graphic elements such as typography, icons, etc.



H = Minimum clear space which is double the width of the N stem

## Print minimum sizes



The X height of the *Area Chamber of Commerce* and the *tagline* should not be any smaller than 10 points.



When the logo needs to be small, use the NACC version only. The height should not be any smaller than .25 inches. Reversed version not shown.

---

# LOGO USAGE

Web/digital use



H = Minimum clear space which is the width of the N stem



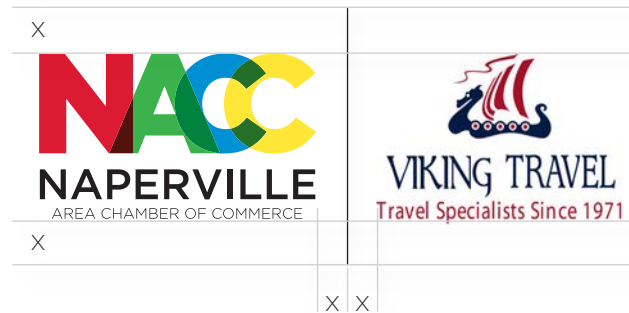
Actual minimum size shown

---

# LOGO USAGE

## Co-branding Examples

When cobranding a product or service with another company, use one of the NACC Logotype variants with a vertical line separating it and the other logo. Both logos should be vertically centered to each other and the line.



X - space should be equal. Vertical rule should be .5 point.



---

# LOGO USAGE

Logo as an  
Environmental  
Visual Element



The logo kit provides individual letters files so they can be fabricated separately for signage, and other letter products. We also found that the Blick Clear-Lay overlay films have approximately the same colors as found in your logotype, perfect for creating translucent logo projects.

See: <http://www.dickblick.com/products/grafix-clear-lay-assorted-colors/>

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# LOGO USAGE

Tagline usage, including the red dot.

The tagline can be used by itself, and can be any size, but no smaller than 10pt. See example below.

It's available as a color version, grayscale, black & white and reversed.

The dot must always appear with the tagline.

H BUSINESS FORWARD ●

H = 10 points, minimum

BUSINESS FORWARD ●

BUSINESS FORWARD ●

BUSINESS FORWARD ●

BUSINESS FORWARD ●

BUSINESS FORWARD ●

---

# LOGO USAGE

## The red dot as a visual element.

The red dot can be used at any size. The position of the dot should be used in such a way, to emphasize the message.

The dot used to call attention...



Lorem ipsum dolor sit amet, in sea minimum vulputate. Quem tantas possim pro cu, fabulas delicatissimi ei eos. An probo doming luptatum mei, cu duo prodesset posidonium scriptorem.

The dot used to contain text



The dot used as a bullet

- Lorem ipsum dolor sit amet, in sea minimum vulputate. Quem tantas possim pro cu, fabulas delicatissimi ei eos. An probo doming luptatum mei, cu duo prodesset posidonium scriptorem.
- Lorem ipsum dolor sit amet, in sea minimum vulputate. Quem tantas possim pro cu, fabulas delicatissimi ei eos. An probo doming luptatum mei, cu duo prodesset posidonium scriptorem.
- Lorem ipsum dolor sit amet, in sea minimum vulputate. Quem tantas possim pro cu, fabulas delicatissimi ei eos. An probo doming luptatum mei, cu duo prodesset posidonium scriptorem.

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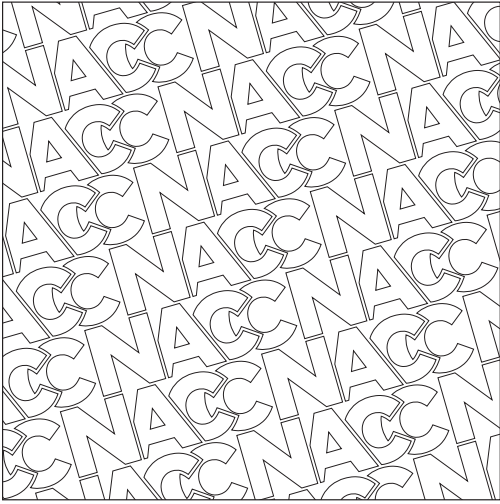
# PHOTO LIBRARY

A sampling of the actual library

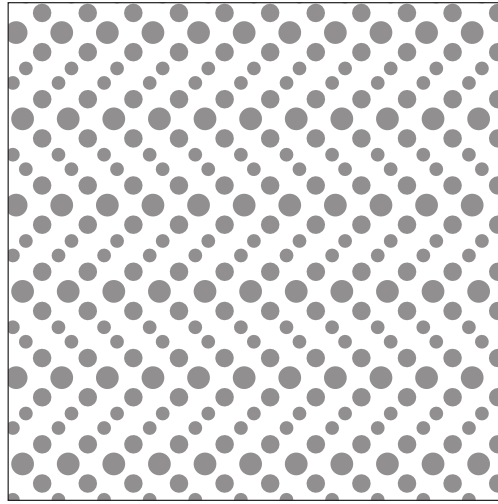


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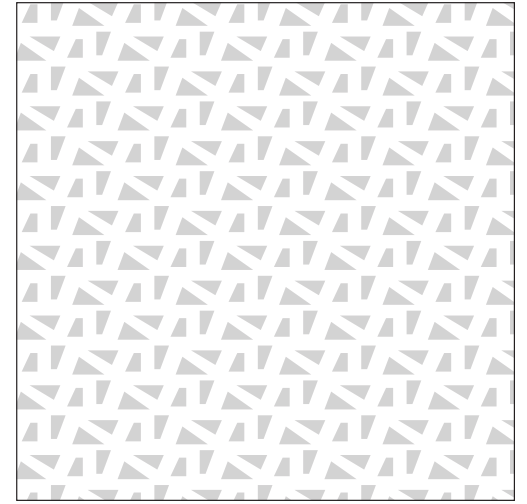
# PATTERNS



NACC Outlined Pattern



Angled Dot Pattern

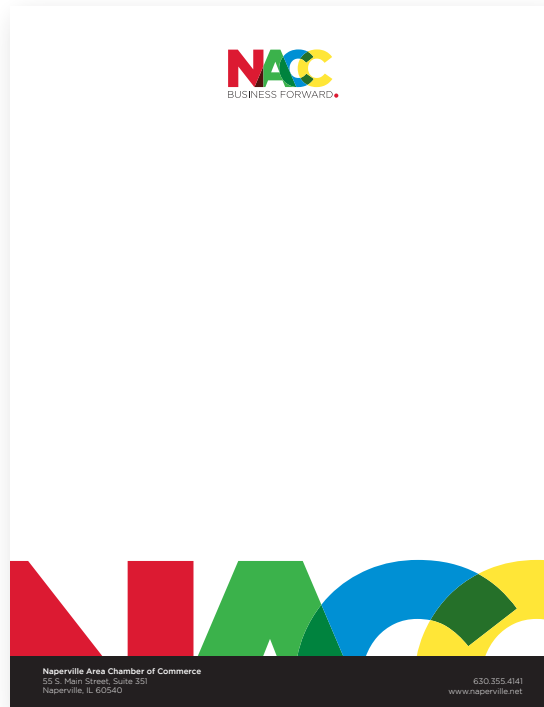


Abstract N Pattern

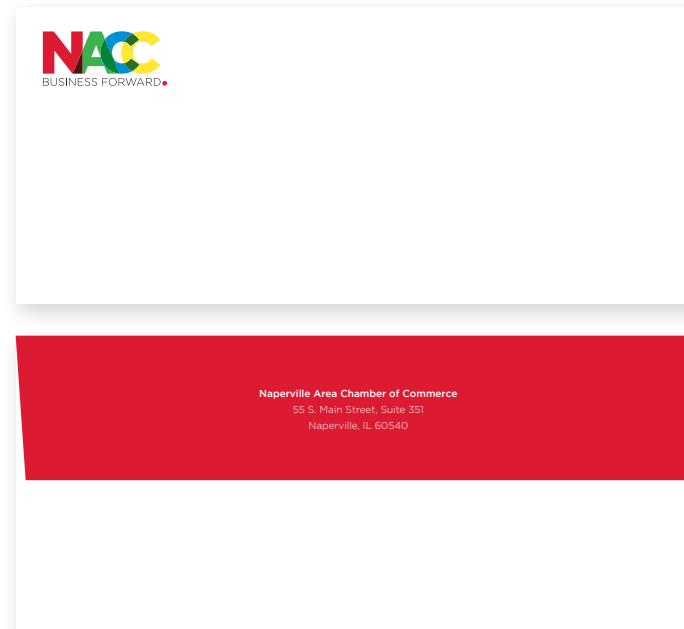
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# BRAND TEMPLATES

#10 Envelope Template



Letterhead Template



Business Card Template

The above examples are not actual size.

---

# SOCIAL MEDIA EXAMPLES



Facebook 1200 x 630 Banner



Twitter 440 x 220 Banner



LinkedIn 646 x 220 Banner

Examples are not actual size.

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# BRAND ANATOMY

