



brand guide.

A consistent brand identity and brand voice helps position the Tillamook Chamber Of Commerce as an easily identified and authoritative source of expertise in the county.

Our brand voice is informed by our brand personality, tone and manner. It is a reflection of what we stand for. It is reflected in the words we use, the tone of our language and copywriting, the colors, fonts and the overall aesthetic design.

A consistent brand identity and brand voice helps distinguish us and differentiate us in the marketplace - both online and offline.

APPROACHABLE
WARM & ACCESSIBLE
WELCOMING & INCLUSIVE
FLEXIBLE & AGILE
YOUNG-MINDED
CURRENT & RELEVANT

The purpose of this Brand Guide is to provide direction for the new brand identity for the Tillamook Chamber of Commerce for it's external-facing communication.

It includes logos, type lockups, colors, typefaces and design applications.

These guidelines are to be used by all stakeholders who produce external communications. Any exceptions should be reviewed with the Tillamook Chamber Of Commerce staff.

By following the guidelines in this Brand Guide, we can ensure that our brand voice is executed consistently across all marketing and communication touch points.

Any questions, please contact the Chamber directly at 503-842-7525 or info@tillamookchamber.org.



brand visual center.

LOGOS + LOCKUPS

Logos are available upon request from the Chamber.

This logo uses the primary and secondary typefaces (Montserrat and Domine). This logo is available as a lockup and the proportion should never change. It cannot be compressed or modified in any way.



General Guidelines

- Do not use any other colors or any other color combination
- Do not place logo on an angle
- Do not use a drop shadow
- Do not change the size of any logo design elements
- Do not apply a gradient
-



TAGLINE

The tagline or slogan should be used selectively in communications to support the "positioning" of the Tillamook Chamber Of Commerce. The tagline uses the primary typeface Monserrat. It should never be used by itself without the logo and should always be either on two lines or a single line and flushed right. Please refer to design applications.

TYPE LOCKUPS

These secondary type lockups use the primary and secondary typefaces (Montserrat and Domine). These are concepts to use for communicating Chamber programs and communications.

General Guidelines

Please review any exceptions with the Tillamook Chamber of Commerce staff.

building
community.

building community.

chamber chatter



MAIN STREET
TILLAMOOK

MORNINGS ON
MAIN STREET

TILLAMOOK
MORNINGS ON MAIN STREET

TILLAMOOK
HWY 101 PROJECT UPDATE

COLORS + FONTS

PRIMARY

This is the primary color and should be the lead color used. If one spot color is allowed, this is the color to use.



PMS 639C
HEX #0095C8
RGB R0, G149, B200
CMYK 99 1 5 5

Pantone® Matching System Color (PMS)

These are the colors that define the Tillamook Chamber of Commerce Brand. They are provided here in PMS, HEX, RGB and CMYK color codes. Refer to application examples in this Brand Guide.

SECONDARY

Secondary colors should be used to support the primary color, not in place of it. Refer to design applications.



PMS 446C
HEX #3F4444
RGB R63, G68, B68
CMYK 54 27 36 82



PMS 1785C
HEX #F8485E
RGB R248, G72, B94
CMYK 0 76 54 0

TERTIARY

Secondary colors should be used to support the primary color, not in place of it. Refer to design applications.



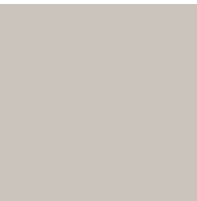
PMS 5265C
HEX #403A60
RGB R64, G58, B96
CMYK 86 83 9 45



PMS 3015C
#00629B
RGB R0, G98, B155
CMYK 100 35 3 21

General Guidelines

- No other colors should be used.



WARM GREY 2C
HEX #CBC4BC
RGB R203, G196, B188
CMYK 6 7 10 11



HEX #369945
RGB R55, G154, B70
CMYK 79 15 100. 3

PRIMARY

This is the primary typeface. If the typeface Montserrat is not available, please use Verdana.

Montserrat - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY

This is the secondary typeface. If the typeface Domine is not available, please use Georgia.

Domine - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TERTIARY

This typeface should never replace the primary or secondary typeface and is to be used for specific applications like headlines in event flyers. Refer to design applications.

Playlist Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CREATIVE USE

Capitalization, punctuation and typeface may be used creatively to express the brand values.

Hello.

CHAMBER chatter

building community.

General Guidelines

- Typeface shall be aligned right of left.
- Typeface shall by horizontal.

PHOTOGRAPHY

PERSONALITY

Photography should strive to showcase the brand personality through the people, places, and activities associated with the Chamber

SHAPE

The primary use of photography should be square when able. However, horzonal and vertical photography may be used to capture the full image or fill dedicated space if needed.

General Guidelines

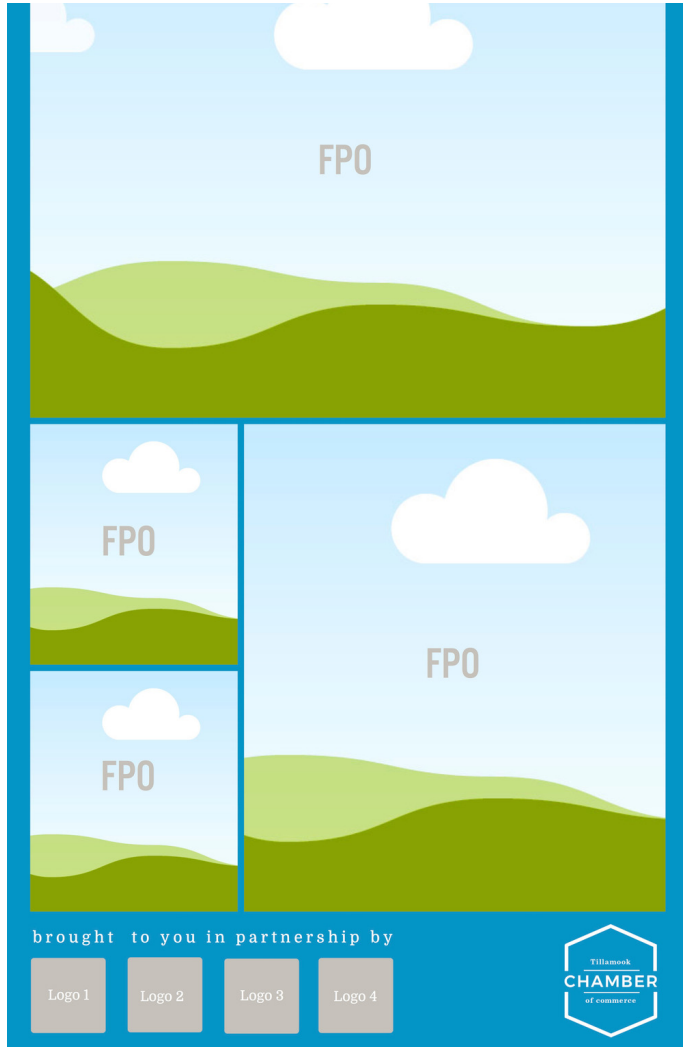
- Stock photography or clip art should not be used. Single dimension icon use may be approved by the Chamber staff.
- Any filter used shall not over saturate original colors.
- All photos must have identifiable space between other photos.
- Only photos that maintain full high resolution should be used.



Event & Promotion Co-Branding -
i.e. 11" x 17" poster bottom placement

General Guidelines

- Our priority is to protect the integrity of our branding in any situations where our logo needs to work with other logos or design marks.
- Where the Chamber is the lead sponsor or facilitator, we should always be separated by the use of space to allow our logo to remain a focal point (see example on the right).
- If we have equal billing, logos should have equal space between them. Keep the Chamber logo flushed right which is the strongest position from a readability perspective.
- Never use the Chamber logo without the full lockup or design casing around the wording.
- Never use the logo where any of the type or wording is not legible or readable.
- Always use the right logo color lockup and do not produce the logo in any other color.



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