



TOGETHER WE'RE STRONGER

BRAND GUIDELINES

MONROE CHAMBER BRAND GUIDELINES

MAIN LOGO

This version should be used as often as possible



COLOR ON LIGHT BACKGROUND



REVERSED ON DARK BACKGROUND

HORIZONTAL LOGO

This version should only be used when using the main logo is not possible or impractical.



MONROE
CHAMBER OF COMMERCE

COLORS



BLUE

CMYK - PRINT
C:86 M:71 Y:44 K:34

RGB - DIGITAL
R:46 G:64 B:87

HEX - WEB
#2f4056



LIME GREEN

CMYK - PRINT
C:38 M:5 Y:100 K:0

RGB - DIGITAL
R:171 G:199 B:54

HEX - WEB
#aac638



LIGHT GREEN

CMYK - PRINT
C:68 M:24 Y:99 K:8

RGB - DIGITAL
R:94 G:143 B:64

HEX - WEB
#5e8f3f



DARK GREEN

CMYK - PRINT
C:73 M:34 Y:97 K:21

RGB - DIGITAL
R:74 G:155 B:56

HEX - WEB
#4a7338

FONTS

ABRIL FATEFACE
Regular

fonts.google.com
/specimen/Abril+Fatface

Use for main headers with all caps when possible

HELVETICA
Bold, Regular

Use for body copy, & secondary headers.
TAGLINE:
Tracking: 120, All Caps