



## Denton Chamber of Commerce Logo Usage Guide

If proposed use of logo does not coincide with these guidelines, collateral must be submitted to the Denton Chamber of Commerce for approval.

The Denton Chamber of Commerce logo is a registered trademark as of July 29, 2014. No Claim is made to the exclusive right to use “Denton Chamber of Commerce”, apart from the mark as shown. The mark consists of the wording “Denton Chamber of Commerce” in stylized font with a design of a rising star rising above the wording and amid a rectangle. These elements are all circumscribed by a rectangle.

The Denton Chamber of Commerce encourages use of its logo by its members, affiliates and other stakeholders. Members of the Denton Chamber of Commerce (“Members”), media and internal departments are granted a limited right to the use of the Denton Chamber of Commerce [DCC] logo shown on this page only in compliance with these General Standards & Guidelines. Any use of the DCC logo indicates the user agrees to abide by these standards. The right of use may be revoked by the Denton Chamber of Commerce at any time should the user fail to adhere to these guidelines.

### DCC Member Logo

Permission for limited use of the DCC member logo is granted only to members in good standing, which are businesses whose membership dues have been paid in full for the current year. Business members whose memberships are not renewed have 30 days to cease publishing and distributing materials using the designated DCC member logo.

**The Denton Chamber of Commerce does not permit the use of our name or graphics in any announcement, advertisement, and publication or report, if such use in any way implies DCC’s endorsement of a product or service.** The appearance of the DCC logo on member’s collateral or advertising materials only certifies that the business is a “Member” (having fulfilled the annual membership dues requirement).



When used by members, the DCC logo used must be the “Member” version shown above on this page. In four color advertising, the word “Denton” must appear in Pantone Matching System (PMS) “Reflex Blue”, the background must appear in RED-#185, and the words CHAMBER OF COMMERCE must appear in black.

## **Co-Branding**

The Denton Chamber of Commerce staff is responsible for ensuring the correct use and integrity of the DCC logo on all publications and promotional items whether produced by the DCC or an outside agency. To ensure projects reflect the DCC brand consistently, please review the DCC graphics section of our brand guidelines to learn how the DCC logo may be used to positively represent the DCC in a cohesive manner.

### **Co-branding with other entities:**

The Denton Chamber may operate in conjunction with external entities such as businesses, nonprofits or government agencies. Those that do may be granted use of the chamber logo, as approved by the DCC.

#### *Co-branding usage guidelines*

- Those groups that meet requirements and have received DCC approval may only use approved logos.
- Approved logos may be used for marketing, communications and promotional purposes.
- In cases where DCC is the lead partner, size DCC as the dominant/ larger logo than the partner.
- In cases where DCC is an equal partner, size our logo equal to a partner logo.



For any questions or elements not covered here, please contact Angelica Del Rosal at 940-382-9693 or by email at [angelica@denton-chamber.org](mailto:angelica@denton-chamber.org).

## Denton Chamber of Commerce Logo Guidelines

The DCC logo must always appear in the PMS colors included below. The only exception is one-color executions in which the marks may appear in black or white. This guideline also applies to promotional items.

### Graphic Color Use

When displaying the logo in full color

	PMS (coated)	PMS (uncoated)
	PMS 185 C	PMS 185 U
	Reflex Blue C	Reflex Blue U



### Sizing and Location

If printing is funded by an outside entity but the communication is about DCC, it must still comply with the co-branding guidelines in terms of sizing.

The preferred location for the DCC logo is on the upper right hand corner, unless location is approved otherwise.

DCC logo must not appear smaller than any other logo on any given marketing piece and all collateral must be submitted for approval in a timely manner to the Denton Chamber staff before going to print.

## Unacceptable Uses of Graphic

Do **NOT** rotate, distort, or attempt to recreate the graphic. When resizing, hold the 'Shift' key to retain the proportions of the mark. Logo size should be large enough to maintain the integrity and quality of the logo.



Do **NOT** crowd the graphic with text or images or superimpose other images over it. Please provide an area of free space surrounding the logo to allow visual impact and maintain legibility. No other graphic elements, such as typography, rules, pictures, etc., or even the edge of the document, should infringe upon this space. You must avoid having text or competing graphics to the immediate left or right of the DCC logo.

