

COMMUNICATIONS + STYLE GUIDE

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ABOUT THIS GUIDE

The Gainesville Area Chamber of Commerce has an opportunity to distinguish itself in the Greater Gainesville region as both the network to both help businesses succeed and create new economic opportunities for citizens and the community. The Chamber also leads the national and global messaging of Greater Gainesville's story as a premier business and lifestyle destination. A consistent image and message is critical in advancing these efforts.

As Chamber staff, we are on the front lines of communicating and maintaining the integrity of our message. This guide has been prepared by the Chamber's communications team to help you develop communications that tell audiences who we are, why we are more relevant than ever and what value we bring to our members and the community at-large. This guide provides guidelines on leveraging our visual assets, such as our logos and brand color palette. More importantly, it provides a benchmark for the Chamber's voice; that is, it provides guidelines for our message, look and style, to free you to talk about us in a way that is brand-aligned, but also natural to you.

The guide features a wide variety of information, including how to receive communications assistance or access the tools you need to communicate effectively in your role. It also provides a glimpse of all of the ways and vehicles in which the Chamber communicates, and includes guidelines for your work-related and personal social media use.

The Chamber's brand and voice are key in the many ongoing dialogues and efforts to ensure the success of our region. As a member of the Chamber's staff team, you are an owner of our voice and brand. The ultimate beneficiaries of our commitment to aligned, responsible and consistent use of our voice and brand are our members, partners and the community. We hope you find this guide useful in your efforts to communicate the value and successes of the Chamber. We always welcome suggestions for improving this guide in the future.

THE WRITTEN WORD

EXECUTIVE SUMMARY

1. Start off on the right foot — call us by our proper name: “The Gainesville Area Chamber of Commerce”
2. But don’t be too stuffy — the “Gainesville Area Chamber” or just the “Chamber” is fine after that
3. Be nice to your neighbors — never call us just the “Gainesville Chamber” and always refer to the region as “Gainesville area,” “Gainesville region” or “greater Gainesville.”
4. It’s okay to brag — we’ve earned it, so drop in some great stats:
 - » Founded in 1924
 - » Representing more than 1,300 members that employ more than 80,000 people
 - » 5-Star Accredited, putting us in the top 1% of all chambers nationwide

ABOUT THE GAINESVILLE AREA CHAMBER OF COMMERCE (OUR OFFICIAL “BOILERPLATE”)

The Gainesville Area Chamber of Commerce has been the voice of business in the Gainesville area since 1924. Representing over 1,300 members that employ more than 80,000 people, the Chamber is leading the effort to make the Gainesville region a global hub for talent, innovation and opportunity. The Chamber is 5-Star Accredited by the United States Chamber of Commerce, putting it in the top 1% of all Chambers nationwide. Learn more at www.GainesvilleChamber.com or call us at 352.334.7100.

OUR LEGAL NAME AND SCOPE OF ACTIVITIES

Article I, Section 1 of our bylaws state that the “name of this organization shall be the Gainesville Area Chamber of Commerce, Incorporated (Chamber).” Article I, Section 2 of our bylaws defines the scope of the Chamber’s activities as including “all incorporated municipalities and the unincorporated areas of Alachua County, Florida.”

This reflects the importance of three critical words: “Gainesville,” “Area” and “Chamber.” We should reinforce all three of these words across as much of our messaging as possible.

As the region’s principal economic development organization (EDO), our research will often draw from the U.S. Office of Management and Budget’s metropolitan statistical area (MSA) regional census designations, which groups both Alachua and Gilchrist Counties in a single metro region called the “Gainesville, Florida Metropolitan Statistical Area.”

THE WRITTEN WORD

CHAMBER FIRST REFERENCE GUIDELINES

The first reference to the Chamber in written material should always either be the “Gainesville Area Chamber of Commerce” (in business communications and marketing content) or the “Gainesville Area Chamber of Commerce, Incorporated” (in any legal communications or references).

CHAMBER SUBSEQUENT REFERENCE GUIDELINES

Subsequent references to the Chamber can be shortened to the “Gainesville Area Chamber” (our official “tagline”) or just the “Chamber.” We recommend the occasional mixing of both references.

REGION FIRST REFERENCE GUIDELINES

As mentioned in our bylaws, “Area” is defined as all of Alachua County. However, we will sometimes draw on municipal-level, county-level and MSA-level economic development (ED) data in our research and communications. We should provide clarity whenever possible between these different levels.

First references in business communications and marketing content to the region we serve should be “the Gainesville area.”

First references in any ED-related communication to our region should be specific to the scope of the data we’re drawing from or promoting, as follows:

- » Municipal-level data should refer to the specific incorporated municipality as follows whenever possible:
 - The City of Alachua, a regional partner of the Gainesville Area Chamber of Commerce
 - The City of Archer, a regional partner of the Gainesville Area Chamber of Commerce
 - The City of Gainesville, Florida, home of the Gainesville Area Chamber of Commerce
 - The City of Hawthorne, a regional partner of the Gainesville Area Chamber of Commerce
 - The City of High Springs, a regional partner of the Gainesville Area Chamber of Commerce
 - The Town of La Crosse, a regional partner of the Gainesville Area Chamber of Commerce
 - The Town of Micanopy, a regional partner of the Gainesville Area Chamber of Commerce
 - The City of Newberry, a regional partner of the Gainesville Area Chamber of Commerce
 - The City of Waldo, a regional partner of the Gainesville Area Chamber of Commerce
- » County-level data should refer to “Alachua County, a regional partner of the Gainesville Area Chamber of Commerce” whenever possible.
- » MSA-level data should refer to the “Gainesville, Florida Metropolitan Statistical Area” whenever possible.

THE WRITTEN WORD

REGION SUBSEQUENT REFERENCE GUIDELINES

Subsequent references in business communications and marketing content to the region we serve can be expanded to include:

- » the "Gainesville economic region"
- » the "Gainesville region"
- » "greater Gainesville"

Subsequent references in any ED-related communication to our region will vary according to scope:

- » Municipal-level references after the first can just be the city or town name (e.g., "Gainesville," "Archer," etc.), with the exception of Alachua, which should always remain "the City of Alachua" or, if no other municipalities are mentioned in the communication, just "the city," to avoid confusion with the county.
- » County-level references after the first can should refer to "Alachua County" or, if no other county references are made, just "the county," to avoid confusion with the city.
- » Gainesville MSA references after the first one can also use "the Gainesville MSA."

NAME RESTRICTIONS

Never use "Gainesville Chamber" without the word "Area" when referring to the Chamber. Never use "Gainesville" by itself when referring to the region in any capacity whatsoever.

THE CHAMBER BRAND

EXECUTIVE SUMMARY

- » Our mission: Through leadership and collaboration, the Gainesville Area Chamber of Commerce facilitates economic prosperity, business growth and community progress.
- » Our vision: A global hub of talent, innovation and opportunity
- » Our 4 lines of business
 - Business Development (Member Services)
 - Economic Development
 - Talent & Education
 - Public Policy

MISSION STATEMENT

Through leadership and collaboration, the Gainesville Area Chamber of Commerce facilitates economic prosperity, business growth and community progress.

OUR VISION

We envision Greater Gainesville as a global hub of talent, innovation and opportunity.

OUR FOUR LINES OF BUSINESS

The Chamber works daily to fulfill its mission via four lines of business:

1. Business Development

As Greater Gainesville region's premier business network, the Chamber provides a multitude of opportunities—through benefits, initiatives and events—for companies to increase their exposure and success. From advocacy to networking, the Gainesville Area Chamber enhances the ability of its members to succeed here in the regional market, as well as across the globe.

2. Economic Development

The Chamber is the designated economic development organization (EDO) for the Gainesville region. With the focus on creating jobs and strengthening our economy, our ED team assists businesses by facilitating startups, expansion and attraction in the region.

THE CHAMBER BRAND

3. Talent & Education

A key Chamber focus is leveraging the Gainesville region's tremendous education assets-the state's preeminent university, the nation's No.1 community college and a K-12 school district ranked among the top six percent of Florida school districts. Via initiatives such as the Alachua County Education Compact, and under the leadership of the Talent & Education Committee, the Chamber leverages business engagement to facilitate the transformation of career and education opportunities available to Alachua students.

4. Public Policy

A key goal of the Chamber is to create and maintain an ecosystem that fosters economic growth and opportunity. The Chamber does this by creating initiatives and forging partnerships focused on advocacy for a stronger business climate. The Chamber represents the interests of the business community on city, county, regional and state levels.

THE COMMUNITIES WE SERVE AND OUR BRAND PROMISE TO EACH

1. To our staff, we are the "second place" they love to come to every day – a home away from home.
2. To our members and partners, we are one of their favorite "third places," a (virtual) home to a group of like-minded business professionals driven by a common vision, and a place where they can make a difference in their own lives and those of their families and community.
3. To the Gainesville region, we are an important catalyst for positive change – for economic prosperity, business growth and community progress.
4. To the nation and the world, we represent one of Florida's preeminent global talent, innovation and opportunity hubs

OUR NEW VISUAL IDENTITY

The Chamber needed a visual identity that reflects our brand promises in a way that past logos were unable to convey. Rather than be a map, it needed to put us on the map.

“GNV” is widely adopted around the region, including by the Chamber. Its heritage as our airport code speaks to the regional nature of our organization, while paying tribute to the host city of our current airport.

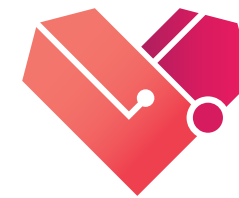
The Gainesville Area Chamber of Commerce’s visual identity, or logo, is comprised of two parts: the wordmark and the tagline. The wordmark, in turn, contains a single lettermark that also doubles as our symbol.



THE CHAMBER WORDMARK

GAINESVILLE AREA CHAMBER

THE CHAMBER TAGLINE



THE CHAMBER SYMBOL



GAINESVILLE AREA CHAMBER

THE COMBINED CHAMBER LOGO
FULL COLOR - GRADIENT



GAINESVILLE AREA CHAMBER

THE COMBINED CHAMBER LOGO
FULL COLOR - FLAT COLORS

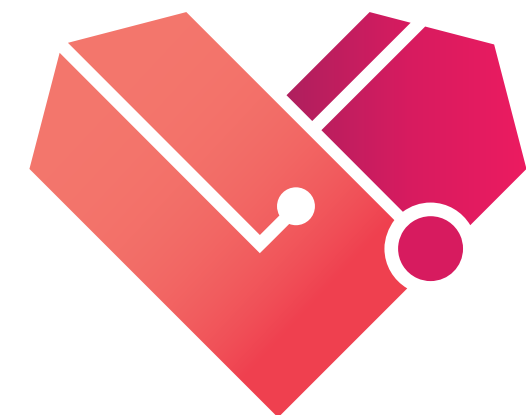
OUR NEW VISUAL IDENTITY

EXPLAINING OUR WORDMARK

The “G” stands for “Gainesville”, of course. But it can also stand for “Greater,” which has been and will always be an important word to the Chamber and the community, and “Growth.” Its green-blue color is a recognition of our region’s incredible natural resources and environmental heritage, so that growth must be responsible.



The “N” stands for “Network” and represents the business community and collaborative leadership style that has always been core to the Chamber. The warm orange color is a tribute to the passion that our members have for our vision for Greater Gainesville, and yet another reminder of our natural setting inside the Sunshine State.



The symbolic “V” stands for “Values” and represents the grounding that our business community has in the core values shared by all Americans. The red dot element on the lower-right side of the symbol, connecting the two arms of the “V” stands for “connectivity.” The white dot and upward line in the left arm of the symbol can be seen to symbolize our strong technological and industrial prowess. The upward pointing arms of the “V” symbolize balanced growth. The arrow shape of each arm symbolize progress, but also home and farm, a tribute to our agricultural heritage. The heart shape and red color is a tribute to the love we have for our community. This “lettermark” symbol can, in some circumstances, be used independently of the full wordmark and logo.

OUR NEW VISUAL IDENTITY

LOGO USAGE

In general, the logo should remain unchanged and used in its full format. It should not be altered, tagged, or changed in any way. These guidelines also apply to the Chamber symbol and tagline.

Logo Types



Full Color - Gradient



Full Color - Flat



One Color



Reversed

No Artistic Effects/Alterations



When using a one color version of the logo, tagline, and symbol, only use the primary and secondary colors, black, and white.

Aspect Ratio is 1:1

When resizing logo, hold down Shift on your keyboard to retain proportion.



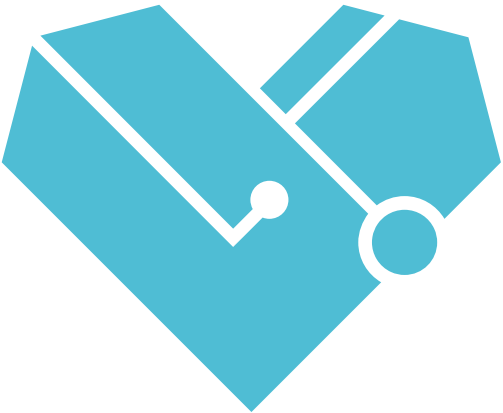
ON DECK: [COLOR PALETTE](#)

OUR NEW VISUAL IDENTITY

COLOR PALETTE

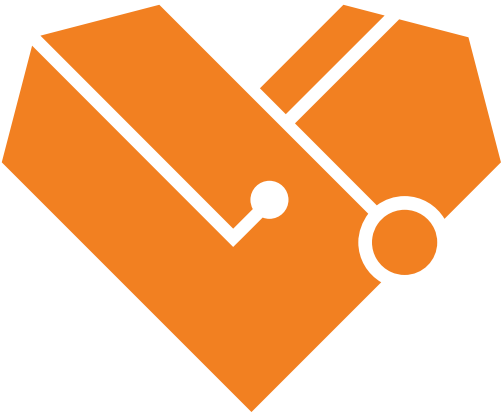
Primary Colors

These primary colors should be the foundation of all branded designs. Tints of the colors are also acceptable.



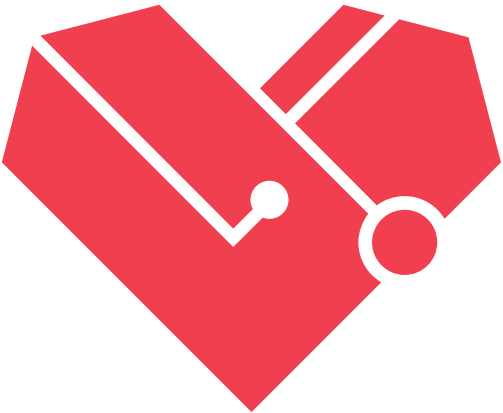
COOL SPRINGS

- » PANTONE 311C
- » CMYK 62 • 4 • 14 • 0
- » RGB 79 • 189 • 212
- » HEX 4FBDD4



TANGERINE

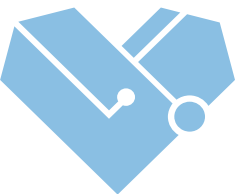
- » PANTONE 1575C
- » CMYK 1 • 61 • 100 • 0
- » RGB 242 • 128 • 33
- » HEX F28021



HIBISCUS

- » PANTONE 1787C
- » CMYK 0 • 90 • 66 • 0
- » RGB 239 • 64 • 79
- » HEX EF404F

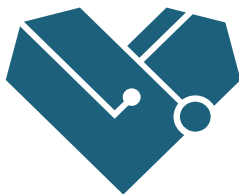
Secondary Colors



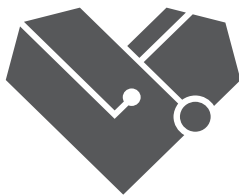
- » PANTONE 283C
- » CMYK 44 • 44 • 12 • 0
- » RGB 138 • 193 • 229
- » HEX 8AC1E5



- » PANTONE 7465C
- » CMYK 66 • 1 • 42 • 0
- » RGB 76 • 188 • 169
- » HEX 4CBCA9



- » PANTONE 7700C
- » CMYK 91 • 56 • 35 • 13
- » RGB 22 • 96 • 126
- » HEX 16607E



- » PANTONE 425C
- » CMYK 64 • 56 • 53 • 28
- » RGB 89 • 89 • 91
- » HEX 59595B

ON DECK: **TYPOGRAPHY**

OUR NEW VISUAL IDENTITY

TYPOGRAPHY

When used thoughtfully, typography is a powerful branding tool that adds visual meaning to what is being communicated. The Chamber’s typography communicates clearly and cleanly, and is flexible for a wide range of uses.

Bw Modelica is a minimal, robust, reliable & pragmatic geometric sans. Its clean shapes and generous x-height makes it a very competent face for both, display and body copy purposes.

NOTE: If Bw Modelica isn’t available, please use Helvetica Neue.

TYPE HIERARCHY

HEADLINE

» Bw Modelica, Extra Bold, 40pt

Subheading

» Bw Modelica, Bold, 20pt

Body Text

» Bw Modelica, Regular, 16pt

BW MODELICA

Hairline	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

OUR NEW VISUAL IDENTITY

IMAGERY

Photo Treatments

Photo overlay treatments that consist of the primary and secondary colors are acceptable. Opacity will most likely need to be adjusted to make sure the imagery is clear under the treatment.



OUR NEW VISUAL IDENTITY

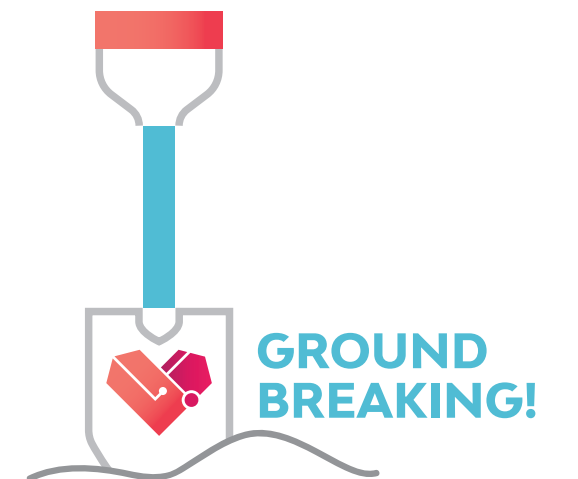
ELEMENTS • LINES

Elements can be used to enhance any design. Up to two design elements are recommended per piece. Avoid using too many different elements, as they can be distracting and take away from the piece's intent and message.



EVENT LOGOS

TARGETED EVENT LOGOS



ON DECK: [SPONSORS](#)

CIRCLE OF CHAMPIONS

GOLD



KEITH WATSON



BRONZE



ON DECK: SPONSORS

CIRCLE OF CHAMPIONS

SILVER

BBVA Compass



PLATINUM

