



THE CHAMBER - ST. MATTHEWS
BRANDING GUIDELINES

FEBRUARY 20, 2025



BRAND INTRODUCTION

Our new brand for The Chamber - St. Matthews captures the spirit of community, connection, and family that defines our organization. This refreshed identity reflects The Chamber's commitment to fostering a welcoming and vibrant environment where businesses and individuals alike feel a true sense of belonging. Both professional and approachable, the new branding celebrates The Chamber's role as a hub of opportunity, collaboration, and support for our community, ensuring every member feels part of something truly special.

The Chamber - St. Matthews Brand Guidelines ensure visual and brand consistency across various print and digital materials.

This guide covers the treatment of such assets as the name, focus, mission, vision, logos, icons, colors, typography and more.

Please adhere to these guidelines to create a brand image and perception that are consistent, no matter where they're seen.





FOCUS STATEMENT

The Chamber - St. Matthews works with small businesses, focusing on informing and developing strong community groups. Their clients typically face challenges in connecting and effectively marketing their businesses. They aim to grow their businesses and enhance promotional opportunities. What distinguishes the The Chamber - St. Matthews from traditional chambers of commerce is their emphasis on hosting numerous events that foster long-lasting relationships. As a result, they've cultivated a stronger community and positively influenced a diverse cultural environment.





OUR MISSION

The Chamber Saint Matthews empowers small businesses by providing resources, fostering connections, and creating opportunities to promote growth, enhance relationships, and enrich the community.





OUR VISION

To be the cornerstone of a thriving, connected community where small businesses flourish, meaningful relationships are built, and cultural diversity is celebrated.





OUR NAME

In all formal communications, our organization should be referred to as “The Chamber – St. Matthews,” representing our proud association with the St. Matthews community. For informal or familiar references, simply “The Chamber” is encouraged, reflecting our approachable, community-oriented personality. This distinction allows us to maintain a professional identity while fostering a sense of closeness and accessibility. Whether in official documents or casual mentions, these names honor our heritage and reinforce our commitment to being a trusted and friendly resource for our members and the community at large.





THE CHAMBER - ST. MATTHEWS

PRIMARY LOGO

The full logo, featuring both the icon and the word mark, should be used whenever possible to officially represent The Chamber. This logo is to be used FULL COLOR whenever possible.

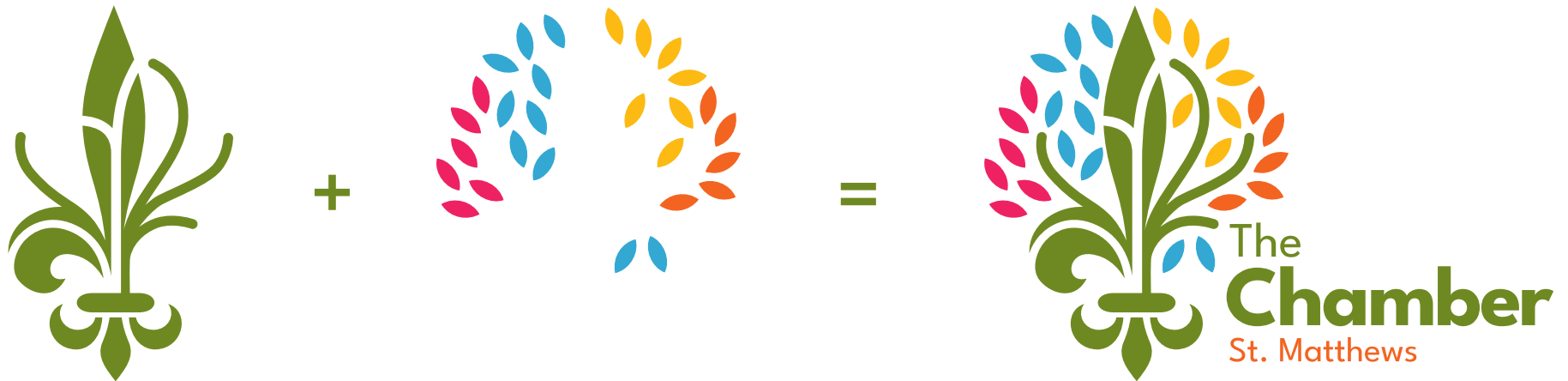




THE CHAMBER - ST. MATTHEWS

LOGO SYMBOLISM

The Chamber - St. Matthews logo centers around the fleur-de-lis, a prominent emblem of the Louisville area, symbolizing pride in local heritage. Transformed into a vibrant tree, this symbol bridges tradition with forward-looking growth, embodying the Chamber's evolving role within the community. The branching tree signifies the Chamber's commitment to fostering the expansion of local businesses, supporting their development, and nurturing a thriving economic environment.



The multi-colored leaves—red, blue, yellow, and orange—highlight the diversity within the Chamber's membership, reflecting an inclusive community that welcomes varied backgrounds, industries, and perspectives. This blend of colors also represents the Chamber's dedication to cultivating a dynamic, multi-faceted business landscape, where each member contributes uniquely to the area's growth and vitality.



THE CHAMBER - ST. MATTHEWS

LOGO COLOR VARIATIONS

Use an ALL WHITE version of the logo on strong background colors that would otherwise clash with the full color logo.

An ALL BLACK version is acceptable, but only use when the FULL COLOR or ALL WHITE version would not work well.





THE CHAMBER - ST. MATTHEWS

LOGO LEAF COMPONENTS

The individual LEAF COMPONENTS may be used as a group or individually in a wide variety of sizes and configurations to design print and digital assets. They may also be screened back





THE CHAMBER - ST. MATTHEWS

SIMPLIFIED LOGO

In rare instances there may not be adequate space or size to use the FULL LOGO. While the FULL LOGO is always preferred, this simplified version of the logo can be use as needed.





THE CHAMBER - ST. MATTHEWS

ICON LOGO

In rare instances there may not be adequate space or size to use the FULL LOGO. While the FULL LOGO is always preferred, this simplified version of the logo can be use as needed.





THE CHAMBER - ST. MATTHEWS

LOGO CLEAR SPACE REQUIREMENTS

All forms of the The Chamber - St. Matthews logo must have a designated amount of clear space on all sides, unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.



The FULL COLOR logo must have one "e" character space as clear space on all sides as shown.



THE CHAMBER - ST. MATTHEWS

INCORRECT LOGO USAGE

All forms of the The Chamber - St. Matthews logo must have a designated amount of clear space on all sides, unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.



Rotation of the Logo



Disproportionate Scaling



Changing Logo Colors



Shifting Elements of Logo



Adding Effects to Logo



Items in the Specified Clear Space



Logo Too Small



Outlined Logo



Cropped Logo



THE CHAMBER - ST. MATTHEWS

COLOR PALETTE

The vivid and playful colors of the logo are associated with fun, excitement, and enthusiasm. Feel free to use these colors when designing print and digital assets connected with The Chamber - St. Matthews.



Olive Green

PMS 2306 | CMYK 39/4/100/38
RGB: 111/137/35 | HEX: 6F8923



Viva Magenta

PMS 2040 | CMYK 0/96/43/0
RGB: 238/41/100 | HEX: EE2964



Aegean Blue

PMS 2389 | CMYK 68/17/8/0
RGB: 65/168/209 | HEX: 41A8D1



Mimosa Yellow

PMS 7408 | CMYK 0/29/100/0
RGB: 253/186/18 | HEX: FDBA12



Pumpkin Orange

PMS 166 | CMYK 0/75/100/0
RGB: 242/101/34 | HEX: F26522



THE CHAMBER - ST. MATTHEWS

FONTS

The primary typeface is League Spartan, a Google font. SemiBold and Bold weights are preferred for headlines. Light, Regular, and Medium weights are preferred for body copy. Other weights may be used as necessary for readability.

LEAGUE SPARTAN - SEMIBOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.!?0123456789

LEAGUE SPARTAN - BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.!?0123456789

LEAGUE SPARTAN - LIGHT

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.!?0123456789

LEAGUE SPARTAN - REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.!?0123456789

LEAGUE SPARTAN - MEDIUM

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.!?0123456789





THE CHAMBER - ST. MATTHEWS

BUSINESS CARDS

Business cards should contain the vivid color scheme of the logo. Thick, bright white card stock is recommended, with a matte finish preferred.





THE CHAMBER - ST. MATTHEWS LETTERHEAD AND ENVELOPE

The letterhead is not just functional—it’s a tool for reinforcing the brand and leaving a lasting impression. It communicates the essence of The Chamber, blending its business-oriented mission with its more vibrant, engaging personality.

It should be consistent with other branded materials, creating a cohesive brand experience, making it easier for people to recognize and remember The Chamber in every interaction.



The letterhead should be printed on a bright white, 24lb premium text paper,