

STYLE GUIDE



Prepared by:
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TYPOGRAPHY

Fonts Used In The
Sunny Okanogan Chamber Logo:

Yanone Kaffeesatz

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

BANK GOTHIC

**AABBCcDDEEFFGGHHIIJJKKLLMM
NNOOPPQQRRSSTTUUVVWwXxYYZZ
1 234567890**

COLOR SCHEME



Pantone 122
C0 M16 Y80 K0
R255 G212 B80
#ffd451



Pantone 199
C10 M100 Y78 K2
R214 G8 B80
#d6083b



Pantone Black
C75 M68 Y67 K90
R0 G0 B0
#000000



FULL COLOR USAGE

The Sunny Okanogan Chamber logo can be used in three forms. *(Be sure to match the color samples.)*

The full logo is the basis of the branding effort for the Chamber. This should be used on any official correspondence and advertising.



The apple and sun graphic is an alternative to the full logo, but contains no identifying verbage. This is useful for specialty advertising uses (caps, mugs, tshirts, etc).

The typography banner is a horizontal alternative to the full logo. This should be used when vertical space is not available. This can be used in advertising if space does not allow the full logo.



B/W COLOR USAGE

The Black and White Sunny Okanogan Chamber logo can be used in three forms. (*Note - there is no grayscale version.*)

The one color full logo is the basis of the branding effort for the Chamber. This should be used on any official correspondence and advertising when color is not an option.



The one color apple and sun graphic is an alternative to the full logo, but contains no identifying verbage. This is useful for specialty advertising uses (caps, mugs, tshirts, etc).

The one color typography banner is a horizontal alternative to the full logo. This should be used when vertical space is not available. This can be used in advertising if space does not allow the full logo.



FILE TYPES

PRINT ADVERTISING
SPECIALTY ITEMS
BANNERS
POSTERS

.AI, .PDF, .EPS, .CDR

These are vector files that are scalable. They can be enlarged and reduced without losing any image quality. They are common graphics files for the print world.

WEBSITES
FACEBOOK
INSTAGRAM
TV ADVERTISING
POWERPOINTS

.PDF, .JPEG, .PNG

These are raster/bitmap files that are not good for enlarging. They become blurry as they are made of pixels. Reducing is acceptable. These are common image formats for the internet/broadcast world.