MOORE
CHAMBER of COMMERCE

OFFICIAL BRAND BOOK

PROMOTE. CONNECT. ADVOCATE.

Moore Chamber
Our Story

Our Mission: To promote, connect, and advocate for our members to strengthen the Moore business community.

Our Vision: To be a premier chamber of commerce that enhances the business environment for our members and the community.

Our Strategic Goals:

Promote: To tell our members' stories, our story, and that of the entire Moore business community.

Connect: To provide our members with networking opportunities and business resources to help them grow and succeed within the Moore business community.

Advocate: To be the voice of our members and have a seat at the legislative table when it comes to issues that impact the Moore business community.

Official Full Color Logo

MOORE
CHAMBER of COMMERCE

PROMOTE. CONNECT. ADVOCATE.

TAGLINE: PROMOTE. CONNECT. ADVOCATE.
The three diamonds in the new logo represent the three goals, with the blue and green intertwined representing "Promote" and "Advocate," and the yellow diamond representing "Connect," which connects them all together. And, expanding on "Connect," the "M" in MOORE represents businesses and the community coming together with a subtle handshake.

LOGO
Logo Usage & Variations

Acceptable variations of official logo:

Stacked Full Color Version

One Color Blue Horizontal or Stacked

One Color Green Horizontal or Stacked

One Color Yellow Horizontal or Stacked

"M" icon. Only used as social media profile image or web search icon.

Full color icon. Only when accompanied by full name elsewhere on the same finished piece

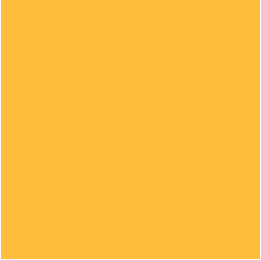Reversed or white logo on dark backgrounds or photos

One color black on light backgrounds or photos

COLORS
Print & Web Color Codes

Official Brand Palette

Moore Chamber Colors

CMYK (4 color print)	C: 69 M: 46 Y: 00 K: 36	C: 23 M: 00 Y: 52 K: 38	C: 00 M: 25 Y: 75 K: 00	C: 39 M: 24 Y: 00 K: 00
RGB (web or 3 color print)	R: 49 G: 87 B: 162	R: 120 G: 156 B: 74	R: 253 G: 189 B: 61	R: 149 G: 176 B: 232
HEX (web code)	#3157A2	#789C4A	#FDBD3D	#95B0E8
PMS Pantone Color Code	7685 C	7489 C	1225 C	7451 C

FONTS
System & Web Fonts

MOORE
CHAMBER of COMMERCE
PROMOTE. CONNECT. ADVOCATE.

Josefin Sans Bold

Josefin Sans Regular

Suggested Use in Print:

Headlines or Titles in Josefin Sans Bold

Subheadlines in Josefin Sans SemiBold

Copy or main paragraph content in Josefin Sans Regular or Josefin Sans Light.

Web-Friendly Font Alternatives:

Headlines or Titles in Trebuchet MS Bold

Subheadlines in Trebuchet MS Regular

Copy or main paragraph content in basic Arial Regular web font. Arial is always a websafe font, meaning it will produce the same result regardless of what kind of device or computer is rendering it.

LOGO
Foundation & Program Logos

Moore Chamber Foundation:

Leadership Moore

Women's Impact Network

ICONS
Program & Event Icons & Logos

Ambassadors

Eggs & Issues

Maximize Your Membership

Member Mentions

Morning Buzz

Networking Lunches

Ribbon Cuttings