



BRAND GUIDELINES  
& MEDIA KIT

# Branding Guidelines

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# Logos



RRC LOGO, TO BE USED  
MAJORITY OF THE TIME



ONLY FOR WHEN COLOR  
LOGO CANNOT BE USED



ONLY WHEN  
HORIZONTAL LOGO  
CANNOT BE USED



FOR LOGO  
RECOGNITION IN  
SMALLER AREAS



Rochester Regional Chamber

**FOUNDATION**

RRC FOUNDATION LOGO

To be used for all Foundation programming/  
events including Leadership Greater Rochester,  
Youth Leadership, and the Rochester Area  
Hometown Christmas Parade



ROCHESTER REGIONAL CHAMBER FOUNDATION

**LEADERSHIP**  
GREATER ROCHESTER

LEADERSHIP  
PROGRAM LOGO

# Logo Do's & Don'ts

## LOGO USAGE DOS AND DON'TS

Consistency in a brand is vital, as such the Chamber logo should not be altered, stretched or rotated in any way. The logo should not be crowded and there should be space surrounding it.

Members of the Chamber are allowed to display the Chamber logo on their own materials if it says "Proud member of". It is never okay to say "endorsed by" or "recommended by" the Chamber.

Prior approval must be granted from the Chamber before using the Chamber logo on any document, website or publication. Please send logo approval requests to the Chamber Staff, Marketing & Communications department. Should the Chamber logo fail to meet Chamber brand compliance, it could be requested to be taken down or pulled from materials.



# Fonts

AVENIR Avenir	For headings & some body text
<i>The Braggest</i>	For headings to be used moderately
Calibri <b>Calibri</b>	Main body text

# Colors



CMYK: 33 • 98 • 0 • 48  
RGB: 92 • 46 • 145  
#: 580384



CMYK: 0 • 35 • 78 • 0  
RGB: 255 • 165 • 55  
#: FFA537

# Socials

Facebook	Rochester Regional Chamber of Commerce <b>@RochesterRegionalChamber</b>
Twitter	Rochester Regional Chamber <b>@RochRegChamber</b>
LinkedIn	Rochester Regional Chamber of Commerce Non-Profit Organization at Rochester Regional Chamber of Commerce
Instagram	Rochester Regional Chamber of Commerce <b>@rochesterchamber</b>
YouTube	Rochester Regional Chamber of Commerce

# Facebook Pages + Groups

Facebook Pages	Facebook Groups
Rochester Regional Chamber of Commerce <i>@RochesterRegionalChamber</i>	RRCC Ambassador Network
Rochester Regional Chamber of Commerce Foundation <i>@RochesterRegionalChamberFoundation</i>	Rochester Regional Chamber of Commerce Members Only Group
Rochester Area Hometown Christmas Parade <i>@RRCchristmasparade</i>	Supporting Local Businesses of the Rochester Regional Chamber
Young Professionals of Rochester <i>@RRCYoungProfessionals</i>	<b>FB Group:</b> Young Professionals of Rochester Michigan <i>@YoungProfessionalsofRochesterMichigan</i>
	LaunchLab Leaders <i>@LaunchLab Leaders</i> RRCC Golf League

# Contact

## Contact

For specific brand or media questions, please email [maggie@rrc-mi.com](mailto:maggie@rrc-mi.com) or call 248.651.6700 during office hours: Monday-Friday; 9:00 am - 4:00 pm.



## **Excellence | Collaborative | Professional | Integrity | Compassionate**

The Rochester Regional Chamber of Commerce is a 501(c)(6) non-profit organization, with a membership base of businesses ranging from sole proprietors to nationally recognized corporations. Founded in 1955, we are the principal voice of the greater Rochester region's business community. We focus on fostering a favorable climate for economic development, business growth and community prosperity.

Our Chamber is dedicated to providing programs and services that enhance business potential and economic growth. Owners, managers and their representatives can promote their businesses through community outreach, business connections and networking opportunities through the Chamber.

The Rochester Regional Chamber of Commerce is committed to promoting diversity and inclusion among membership, leadership and staff. The Chamber will not discriminate in any way on the basis of race, ethnicity, sex, age, religion, national origin, sexual orientation, gender expression, political affiliation, or physical or mental disability. We will continue to dedicate time and resources to advance this objective.

### **Rochester Regional Chamber of Commerce**

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248.651.6700 | [info@rrc-mi.com](mailto:info@rrc-mi.com)

Office Hours: Monday-Friday; 9:00 am - 4:00 pm