

Carefree Cave Creek Chamber of Commerce Brand Guidelines



The Carefree Cave Creek Chamber of Commerce logo and brand elements serve as an excellent means to demonstrate your membership and pride in the Chamber. By adhering to the guidelines outlined in the brand guide, you can confidently showcase our logo on all your printed and digital materials.

The logo and brand elements not only represent your affiliation with the Chamber but also convey a sense of professionalism and credibility. It is through consistent and thoughtful application of these brand elements that we can collectively promote the values and benefits of being part of the Carefree Cave Creek community.

1. Brand Colors

The Chamber’s colors are chosen to reflect its local identity and natural landscape. These colors should be used consistently across all marketing materials, both digital and print.

Primary Colors:

- Strong Cyan: #000C49
- Red Pigment: #ED1C24
- Buttercup Yellow Orange: #EFB319
- White: #FFFFFF
- Black: #000000

STRONG CYAN	RED PIGMENT	BUTTERCUP	White	Black
Hex # 000C49	Hex# ED1C24	Hex# EFB319	Hex# FFFFFF	Hex# 000000
R 0	R 237	R 239	R 255	R 0
G 12	G 28	G 179	G 255	G 0
B 73	B 36	B 25	B 255	B 0

COLOR PALETTE



#000C49



#ED1C24



#EFB319



#FFFFFF

Black and white Colors:

- Black: #000000
- White: #FFFFFF
- Mountain Gray: #828282

Usage Guidelines:

- Ensure high contrast between text and backgrounds for readability.
- Avoid using secondary colors as primary colors in standalone contexts.

2. Logo Usage

Consistent logo use strengthens brand identity. The logo must always appear in approved colors and proportions.

Primary Logo: The primary logo should be used in full color on light backgrounds. Use the color version whenever possible.

Secondary (Monochrome) Logo: The monochrome logo can be used in black or white on high-contrast backgrounds where color is not feasible (e.g., watermark, engravings).

Clear Space: Ensure there is sufficient white space around the logo. This should be at least 20% of the logo's height on each side to ensure visibility.

Minimum Size: To maintain readability, the logo should not be reproduced smaller than 1 inch (2.54 cm) in width for print or 150 pixels in digital media.

Unacceptable Usage:

- Do not distort or skew the logo.
- Avoid using unapproved colors.
- Do not add drop shadows or other effects to the logo.
- Do not place the logo on busy or patterned backgrounds without a solid buffer.
- Do not add any other graphics or verbiage on or around the logo.

3. Typography

Primary Font: Tahoma (for headers and prominent text) print, web

Secondary Font: DM Serif and/pr Cooper Hewitt for Canva and graphics

Usage Guidelines:

- Use primary fonts consistently across all materials. Headlines should use Tahoma Bold (14 point), and body text should use Tahoma Regular (12 point).
- Avoid more than two typefaces in a single design.

4. Acceptable Text and Messaging

- Official Chamber Name: Carefree Cave Creek Chamber of Commerce
- Tagline: *Established 1965 - Serving the Desert Foothills Region*

Mission Statement: The Carefree Cave Creek Chamber of Commerce is the premier connector, voice, and advocate for our diverse members and community, driving collaboration for the economic success of the Desert Foothills Region.

Unacceptable Text and Messaging:

- Avoid language that implies any political affiliation or endorsement.

- Refrain from using slang or overly informal language in official documents.

5. Image Guidelines

- Use high-quality images that reflect the Carefree Cave Creek Area's natural beauty, community events, local businesses, and landmarks.
- Avoid stock images that may not represent the community authentically.

6. Usage Rights

Limited Rights:

- Local partners and members may use the Chamber's logo and branding for co-branded event materials, with approval.
- Non-profits and educational institutions may use the logo in conjunction with Chamber-supported community initiatives.

Unlimited Rights:

- The Chamber holds unlimited rights to use and reproduce its logo, colors, and assets across all owned media (website, newsletters, social media) and member-exclusive content.

Third-Party Use:

- Third-party vendors must seek written permission to use the Chamber's branding. They are not permitted to alter the logo or brand elements without express approval.

7. Brand Implementation

Approval Process: Any materials featuring the Chamber's logo or brand elements should be approved by the designated Chamber's Marketing Coordinator or Communications Director before public release.

Digital Use: Web and social media graphics should comply with the primary color and logo usage guidelines. Ensure readability and accessibility compliance (e.g., alt text for images).

Printed Materials: Printed materials, including brochures, flyers, and business cards, must be printed in full color where possible. Black-and-white reproductions are acceptable for secondary logo use only.

CHAMBER'S HASHTAGS:

#carefreeaz #cavecreekaz #scottsdaleaz #chamberofcommerce #chamber #business #arizona #businessowner #localbusiness #supportsmallbusiness #networking #community #leadership #entrepreneur #smallbusiness #shoplocal #supportlocal

COLOR LOGO



NEGATIVE LOGO



If you have any questions about the Chambers logo usage, then contact us immediately at director@carefreecavecreek.org.