

Lake Havasu Area Chamber of Commerce

Logo Style Guide



Brand Continuity

The Lake Havasu Area Chamber of Commerce (LHACC) logo is an integral part of our identity. LHACC requires that any usage of its logo adhere to strict usage guidelines to preserve the consistency of said identity. Please refer to the usage guideline outlined below.

The Lake Havasu Area Chamber of Commerce Logo Usage

Logo standards

- The LHACC logo may only be represented in the colors described and shown in this guide.
- When the LHACC logo is used, it must always be clearly visible and distinctive.
- When resizing the logo, the original proportions (height-to-width ratio) must be retained.
- The LHACC logo can only be represented as a whole image.

Acceptable Logo Symbols

There are two versions of the Lake Havasu Area Chamber of Commerce logo.

Description: Grayscale



Black & White Logo Link:

<https://www.new.havasuchambermedia.com/newwebsite/Logo/LakeHavasuChamberLogoBW.png>

Description: Color



Green	Dark Green	Blue	Dark Blue
<i>Pantone 375 U</i>	<i>Pantone 7495 U</i>	<i>Pantone 634 U</i>	<i>Pantone 547 U</i>
<i>RGB</i> <i>R= 188</i> <i>G= 206</i> <i>B= 105</i>	<i>RGB</i> <i>R= 144</i> <i>G= 169</i> <i>B= 62</i>	<i>RGB</i> <i>R= 0</i> <i>G= 119</i> <i>B= 154</i>	<i>RGB</i> <i>R= 4</i> <i>G= 55</i> <i>B= 92</i>
<i>CMYK</i> <i>C= 30</i> <i>M= 5</i> <i>Y= 75</i> <i>K= 0</i>	<i>CMYK</i> <i>C= 50</i> <i>M= 20</i> <i>Y= 100</i> <i>K= 0</i>	<i>CMYK</i> <i>C= 88</i> <i>M= 44</i> <i>Y= 27</i> <i>K= 3</i>	<i>CMYK</i> <i>C= 100</i> <i>M= 77</i> <i>Y= 33</i> <i>K= 35</i>

Color Logo Link:

<https://www.new.havasuchambermedia.com/newwebsite/Logo/LakeHavasuChamberLogo.png>

Color Channel Tips

RGB: colors (red, green, blue) should be used for anything that will be output to an RGB monitor or printer.

CMYK: colors (cyan, magenta, yellow, and black) are used to produce four-color.

Pantone: is a color-matching system used in two-color printing.

When working with Microsoft® products, you can create custom colors. To change the color of a font, first right-click the font color icon on the Tool Bar. This opens a (unlabeled) Color Selection Palette. Click the More Colors option at the bottom of the palette to open the Colors Dialog. Click the Custom tab, then insert the desired RGB formula numbers in the appropriate fields.

Logo Location

<https://www.havasuchamber.com/logo-usage-guidelines.html>

File Types

The use of vector files is recommended for the best print results. This type of file produces cleaner edges and can be scaled. When vector-based logos won't work, it's best to use a .TIF file (a bitmap format based on rasterization). Raster-based art resembles vector-based, line art images. However, vector-based art is much cleaner.

Format Tips

Raster

.TIF files should be used in documents that will be printed professionally.

.GIF files are always low resolution and should be used only for Web and email.

.JPG files are appropriate for Web use.

Vector

.EPS files are typically used by graphic designers because they are a type of vector format – the cleanest version of the logo. However, not all computers and printers can interpret .EPS files.

.WMF files are for use in applications such as Microsoft Word® and PowerPoint®. They are a small file size, transparent, and easily placed over a background.

Unacceptable Alterations of the LHACC Logo

The logo must not be altered.



Keep logo to original proportions.



Do not tilt the logo.



Do not remove or change the tag line.

Frequently Asked Questions

Why is it important to follow LHACC graphic standards?

Our graphic standards enable LHACC to project a strong, effective identity as part of our branding effort. A powerful brand image prevents identity confusion.

How can I download the logos?

LHACC logos are available on our website on the Logo Usage page. Do not scan them from other reproductions, or download them from other websites.

May businesses and individual outside the LHACC use the logos?

Yes. We support a number of Chamber of Commerce members, as well as organizations that request the use of the LHACC logo. However, these organizations are required to follow the LHACC logo usage standards

All questions about the graphic standards should be directed to Kathy Tippet at 928-855-4115 or kathyt@havasuchamber.com