



# STYLE GUIDE

## COMMUNICATIONS & MARKETING



(Revised 05/2018)

## **Introduction:**

The Miramar Pembroke Pines Chamber of Commerce brand showcases the unity of two of South Florida's renown cities - Miramar and Pembroke Pines. The "Regional Chamber of Commerce" embraces the diversity of South Florida and extends the reach of the Chamber into the community at large of South Florida. The sun and water symbols are in keeping with the branding title as the "sunshine" state. The utilization of these element symbols is a true reflection of the Chamber's strength and continuous motion towards progress.

Maximization of the chamber brand builds value for the Chamber in the areas of name recognition, consistency, and awareness of the business community. The following guidelines have been created:

### **VERSION NO. 1**



### **VERSION NO. 2**






**LOGO VERSION NO. 1**



## LOGO USAGE GUIDE



CMYK

	C 75	M 62	Y 0	K 41
	C 55	M 0	Y 1	K 23
	C 0	M 38	Y 88	K 3

RGB

	R 38	G 57	B 151
	R 88	G 197	B 196
	R 248	G 153	B 29

WEB-SAFE HTML

	#263d95
	#58C5C4
	#F8991D


PANTONE

	2126 C
	123 C
	3252 C




SWOOSH

CMYK

	C 55	M 0	Y 1	K 23
---	------	-----	-----	------

RGB

	R 88	G 197	B 196
---	------	-------	-------


WEB-SAFE HTML


	#58C5C4
---	---------



SWOOSH & SUN


CMYK

	C 55	M 0	Y 1	K 23
---	------	-----	-----	------

	C 0	M 38	Y 88	K 3
---	-----	------	------	-----

RGB

	R 88	G 197	B 196
---	------	-------	-------

	R 248	G 153	B 29
---	-------	-------	------

WEB-SAFE HTML

	#58C5C4
---	---------

	#F8991D
---	---------



BLACK



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**LOGO VERSION NO. 2**





9001-B Pembroke Road  
 Pembroke Pines, FL 33025  
 (954) 432-9808


**LOGO USAGE GUIDE**



CMYK

 C 33 M 1 Y 0 K 4


 C 55 M 0 Y 1 K 23

 C 0 M 38 Y 88 K 3

RGB


 R 102 G 0 B 153

 R 88 G 197 B 196

 R 248 G 153 B 29

WEB-SAFE HTML


 #660099


 #58C5C4

 #F8991D

PANTONE

 2084 C


 123 C

 3252 C




SWOOSH

CMYK

 C 55 M 0 Y 1 K 23

RGB

 R 88 G 197 B 196


WEB-SAFE HTML


 #58C5C4




SWOOSH & SUN


CMYK

 C 55 M 0 Y 1 K 23

 C 0 M 38 Y 88 K 3

RGB

 R 88 G 197 B 196

 R 248 G 153 B 29

WEB-SAFE HTML

 #58C5C4

 #F8991D



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MAKING YOUR BUSINESS OUR BUSINESS

[www.miramarpembrokepines.org](http://www.miramarpembrokepines.org)

**WESTON LOGO**

## LOGO USAGE GUIDE



CMYK

	C 33	M 1	Y 0	K 4
	C 55	M 0	Y 1	K 23
	C 0	M 38	Y 88	K 3

RGB

	R 102	G 0	B 153
	R 88	G 197	B 196
	R 248	G 153	B 29

WEB-SAFE HTML

	#660099
	#58C5C4
	#F8991D

PANTONE

	2084 C
	123 C
	3252 C



SWOOSH

CMYK

	C 55	M 0	Y 1	K 23
--	------	-----	-----	------

RGB

	R 88	G 197	B 196
--	------	-------	-------

WEB-SAFE HTML

	#58C5C4
--	---------



SWOOSH & SUN

CMYK

	C 55	M 0	Y 1	K 23
--	------	-----	-----	------

	C 0	M 38	Y 88	K 3
--	-----	------	------	-----

RGB

	R 88	G 197	B 196
--	------	-------	-------

	R 248	G 153	B 29
--	-------	-------	------

WEB-SAFE HTML

	#58C5C4
--	---------

	#F8991D
--	---------



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**PEMPROKE PARK WEST PARK LOGO**



9001-B Pembroke Road  
 Pembroke Pines, FL 33025  
 (954) 432-9808

**LOGO USAGE GUIDE**



CMYK

	C 86	M 0	Y 46	K 59
	C 92	M 38	Y 0	K 26
	C 0	M 25	Y 75	K 2

RGB

	R 15	G 105	B 57
	R 15	G 117	B 188
	R 251	G 187	B 62

WEB-SAFE HTML

	#0F6939
	#0F75BC
	#FB BB3E

PANTONE

	349 C
	285 C
	143 C



SWOOSH

CMYK

	C 92	M 38	Y 0	K 26
--	------	------	-----	------

RGB

	R 15	G 117	B 188
--	------	-------	-------

WEB-SAFE HTML

	#0F75BC
--	---------



SWOOSH & TREES

CMYK

	C 86	M 0	Y 46	K 59
	C 92	M 38	Y 0	K 26

RGB

	R 15	G 105	B 57
	R 15	G 117	B 188

WEB-SAFE HTML

	#0F6939
	#0F75BC



BLACK

Pembroke Park / West Park  
 CHAMBER OF COMMERCE



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Pembroke Park / West Park  
 CHAMBER OF COMMERCE

**FOUNDATION LOGO**



9001-B Pembroke Road  
 Pembroke Pines, FL 33025  
 (954) 432-9808

**LOGO USAGE GUIDE**



MIRAMAR-PEMBROKE PINES  
 REGIONAL CHAMBER OF COMMERCE  
 SCHOLARSHIP FUND



SUN & WAVES

CMYK

	C 0	M 45	Y 100	K 5
	C 0	M 40	Y 100	K 5
	C 0	M 26	Y 100	K 2
	C 100	M 69	Y 0	K 49
	C 100	M 40	Y 0	K 0

WEB-SAFE HTML

	#F28401
	#F39200
	#FBBA00
	#002983
	#0099FF

RGB

	R 242	G 132	B 1
	R 243	G 146	B 0
	R 251	G 186	B 0
	R 0	G 41	B 131
	R 0	G 153	B 255

PANTONE

	138 C
	1375 C
	1235 C
	287 C
	2191 C



MIRAMAR-PEMBROKE PINES  
 REGIONAL CHAMBER OF COMMERCE  
 SCHOLARSHIP FUND

STACKED



MIRAMAR-PEMBROKE PINES  
 REGIONAL CHAMBER OF COMMERCE  
 SCHOLARSHIP FUND

BLACK



MIRAMAR-PEMBROKE PINES  
 REGIONAL CHAMBER OF COMMERCE  
 SCHOLARSHIP FUND

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[www.miramarpembrokepines.org](http://www.miramarpembrokepines.org)



**LAC LOGO**



9001-B Pembroke Road  
Pembroke Pines, FL 33025  
(954) 432-9808

**LOGO USAGE GUIDE**



CMYK					WEB-SAFE HTML	
	C 1	M 1	Y 0	K 9		#E6E7E9
	C 97	M 96	Y 0	K 56		#030471
	C 95	M 56	Y 0	K 24		#0A54C1
	C 0	M 100	Y 99	K 38		#9D0001
	C 0	M 100	Y 100	K 12		#E00001

RGB				PANTONE	
	R 230	G 231	B 233		649 C
	R 3	G 4	B 113		2747 C
	R 10	G 84	B 193		2132 C
	R 157	G 0	B 1		2350 C
	R 224	G 0	B 1		2035 C



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## **LOGO USAGE INSTRUCTIONS**

- The MPPRCC logo may be used in VERSION 1 & VERSION 2 shown above and may be used in color, black and white, and reversed white and black per the attached logo usage guide. No other colors are allowed.
- Chamber subsidiary logos, affiliated logos, and all other event logos may only be used in the versions shown herein.
- The logo is permitted to appear on a white, off white or black background. No other background colors are allowed. Exceptions: On clothing and apparel, the color logo should be used on light colored material, and the white logo should be used on dark colored material.
- The logo must have adequate space around it with a minimum of ¼” of free space. No objects or text may touch the logo.
- To keep the integrity and strength of the logo do not remove or add elements to the logo.
- The logo may be resized, but it must be proportional. No stretching or distorting of the logo is allowed.
- The logo may not be altered or distorted in any way.
- The logo may not be placed over any photos or textures, unless approved by management for use on promotional materials.
- The logo may not be sized smaller than 2 inches horizontal.
- Logos are readily available and may be used only by those permitted by the chamber staff.

## EVENT BRANDING

The Chamber brand also has several member programs it offers to support business development. In keeping with the consistency of the brand, each program has an approved logo. These logos help members and the community-at-large identify the programs as well as add value to the brand.

A Sip of Wine, A Taste of Heaven (MPPRCC)



Net@Nite (MPPRCC)



Happy Hour (MPPRCC)



Membership Breakfast (Multichamber)



Women in Business (MPPRCC)



Lunch (MPPRCC)



Pinnacle Awards (MPPRCC)



Business Expos (MPPRCC)



Chamber for Good Non-Profit Programs (Multichamber)



Golf Tournament (Multichamber)



Membership Breakfast (Weston)

Chamber Connect Lunch (Weston)



Business After Hours (Weston)

Leadership South Broward (Multichamber)



Approved Taglines that support the MPPRCC goals include:

**BUILD. LEAD. ADVOCATE**

**MAKING YOUR BUSINESS OUR BUSINESS**

The MPPRCC brand utilizes the **Times New Roman** and the **Gill Sans** font families for all printed and collateral materials.

### **Times New Roman** **Gill Sans**

Consistent use of the logo usage guide and this style guide will strengthen the brand in the community and ensure the reputation of the Chamber as a leader in the business community.

The purpose of the style guide is to specify the policies and procedures concerning the use of the Chamber name and all official symbols that identify it. These are designed to ensure that the Chamber is promoted in a formalized, professional and uniform manner, and to protect the marks from infringement. This applies to all reproductions of Chamber marks whether in traditional print or electronic form, including the Internet.

All communications follow a hierarchy, with the master brand logo above all sub-brands for committees and initiatives of the Chamber such as the Women in Business Events and signature event “A Sip of Wine, A Taste of Heaven”.

The Chamber's name, registered marks, logos and other indicia of the Chamber that are depicted in this document may not be altered, reconfigured or added to in any manner for use in publications.

All Chamber publications, videos, web pages, letterhead, envelopes and business cards must comply with these guidelines with respect to the use of the wordmark (Miramar Pembroke Pines Regional Chamber of Commerce) and all official logos, materials and taglines.

The official name of the organization is the Miramar Pembroke Pines Regional Chamber of Commerce. Any documents or publications communicating programs of the Chamber should use this name on the cover in one of the recommended typefaces. Web pages, film, video or other digital formats should use the official name on the home page, title page or opening frames as appropriate. A shortened version such as “Miramar Pembroke Pines Chamber” or “MPPRCC” may be used in copy after the first use of the full name.

Chamber committees seeking to develop their own identifying logos cannot incorporate the wordmark or the official chamber logo without the approval of chamber staff. Compliance with these guidelines is an important part of building the chamber brand.

The Marketing & Communications Team consists of representatives from the Chamber staff and chamber members. The team reviews all requests for exemptions from existing guidelines, considers requests by chamber members for logos that incorporate the wordmark or official chamber logo, and makes determinations on modifications to the guidelines when appropriate.

All communications must be consistent, with each requiring the logo, website and tagline at a very minimum.

The Chamber reserves the right to remove, rescind or withdraw any document or publication, including electronic publication, which does not comply with these guidelines. All outside vendors contracted to design and print chamber publications or marketing materials should be provided with a copy of these guidelines. These guidelines and logo usage guide are available from the chamber office. Any questions in using these elements should be directed to the MPPRCC office at 954-432-9808 or via email [info@miramarpembrokepines.org](mailto:info@miramarpembrokepines.org).

## E-Mail Signatures

To further promote consistency of the brand a unified email signature will be used. As seen in the example, the e-mail signature ensures that all relevant contact information is available. Do not use background colors, icons, emoticons, animation or other phrases in your email signature.

EXAMPLE:



**Robert L. Goltz, IOM, FCCP**  
President/CEO  
[Robert@westonflchamber.com](mailto:Robert@westonflchamber.com)  
954.432.9808 Tel.  
954.432.9193 Fax  
9001-B Pembroke Road  
Pembroke Pines, FL 33025



## Use of Collateral Pieces

Do not attempt to recreate the logo by using computer type fonts; it must be used exactly as it is. Do not stretch or distort the logo. Do not move the position of the flags or the type. Reproducible logos are available from chamber staff.

The Chamber logo should not be combined with or made part of any other logo. If used together with another logo in the same piece or field of vision, the Chamber logo should always be the dominant element. The other logo(s) should be separate and subordinate.

## Official Chamber Stationery



A stationery package has been developed to maintain high readability, quick visual identity of the institution, and simplicity of address information.

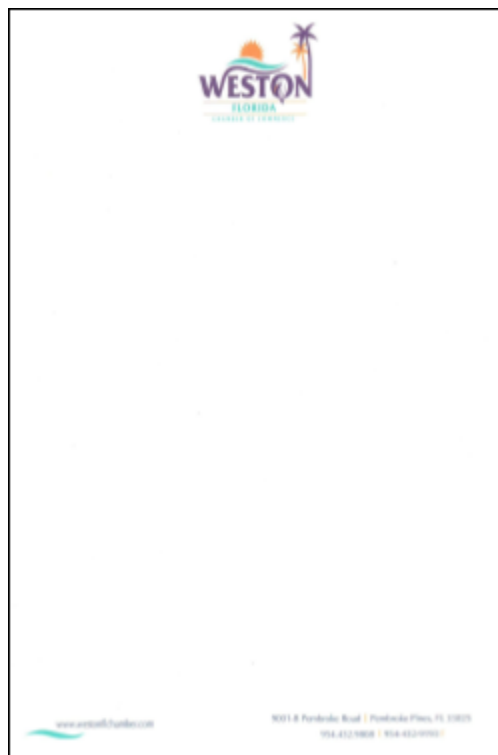
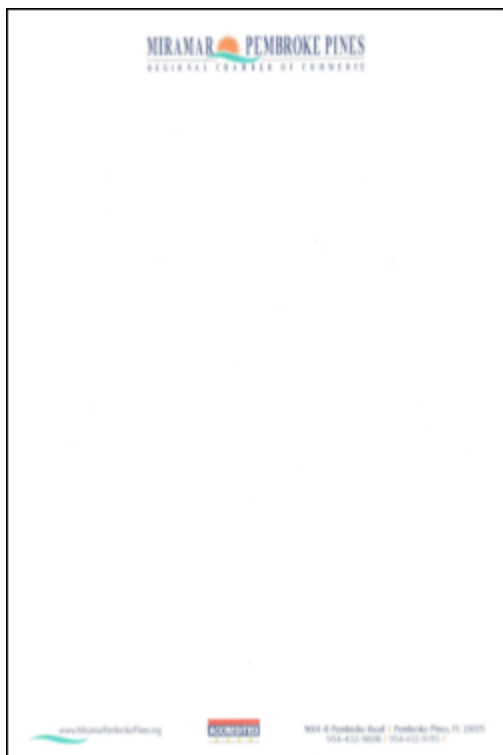
All Chamber business including committees and programs of these entities must use the standard letterhead for official correspondence. The official letterhead, business card and envelope are printed in process or specified PMS colors. The letters are Pantone Violet, the sun Pantone 123C and the water swish is Pantone 3252.

The stationery may also be printed in black as designated.

## Letterhead

When printing a letter on the official Chamber letterhead, use the Gill Sans (or Arial or Future, if Gill Sans is not available) typeface at 12 point size, with line spacing set at exactly 15 pts. or single spaced.

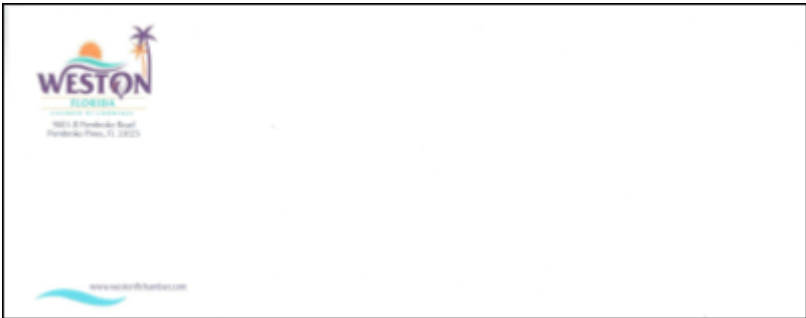
Margins for Word-generated letters should be set at 2 inches from the top, 1 inch from the left, 1 inch from the right and 1 inch from the bottom. If using a second sheet, set the top margin at 1 inch.



## Envelope

When generating envelopes from a word processing program, set the left margin in line with the right-hand side of the logo printed on the envelope as indicated.

If using the photo printer, the lines are marked and the envelope is face down.



**Business Card**

Business cards should be ordered from the Chamber member designated as an approved vendor.



**Collateral Piece Examples:**

*Save the Date*


**MAIN EVENT**  
*March 10, 2018*  
 Miramar Town Center


**VIP EVENT**  
*March 1, 2018*  
 Vera Cadillac

*A Sip of Wine...  
 A Taste of Heaven*


Tickets on sale now at [www.miramarpembrokepines.org](http://www.miramarpembrokepines.org). Discounts available through Oct 31st.

**Memorial Hospital Miramar**  **MIRAMAR PEMBROKE PINES**  
 REGIONAL CHAMBER OF COMMERCE

 **active for life**  
**senior health fair**  
 HEALTH + WELLNESS + LIFESTYLE



THURSDAY, FEBRUARY 8, 2018  
 11:00 AM - 2:00 PM  
 CENTURY VILLAGE  
 13300 SW 10 ST, PEMBROKE PINES

 **Catholic HOSPICE**  
 Serving People of All Faiths Since 1988

**FREE HEALTH CLINIC**  
**HEALTH & WELLNESS**  
**VENDORS, &**  
**GIVEAWAYS!**

**MIRAMAR PEMBROKE PINES**  
 REGIONAL CHAMBER OF COMMERCE

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Modern  
**Woman**  
 Business  
 Summit

 *Modern Woman*  
 BUSINESS SUMMIT

**FRIDAY**  
**OCTOBER 20<sup>th</sup>**  
 2017  
 Hilton Garden Inn Miramar

**MIRAMAR PEMBROKE PINES**  
 REGIONAL CHAMBER OF COMMERCE