



# INDIANA CHAMBER<sup>SM</sup>

LEADING BUSINESS | ADVANCING INDIANA

The Indiana Chamber combines a 90-year-plus history of representing businesses and their employees with a strong emphasis on securing the best possible economic climate for the future. The brand elements symbolize that strength and support along with the aspiration and upward direction of advancing opportunities for all within the state.

**Chamber  
Brand  
Standards  
Guide**

# Look. Feel. Representation.

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## Brand Positioning

The Indiana Chamber of Commerce brand positioning is: "Indiana Chamber of Commerce: The most influential and most informative pro-jobs, pro-economy organization in the state." This represents what the Indiana Chamber stands for and how it differentiates itself.

This brand positioning reflects in general terms the critical aspects of what the Indiana Chamber does on behalf of its member constituency and to inform/engage the workforce at-large.

The brand positioning statement should not to be used in advertising components or as a tagline.

## Brand Promises

To advocate for public policy in the Indiana General Assembly and in Congress that promotes a pro-jobs, pro-economy climate.

To provide Hoosier businesses with the information resources – training, publications, research and more – to positively impact their bottom line.

## Brand Elements

The following copy guidelines should be incorporated into all applicable materials:

- All Indiana Chamber brand messages should be considered when developing any copy intended for a public audience. Which message is most integral to each piece depends on the type of communication. Examples of public materials: newsletters, press releases, emails, radio spots, guest columns, brochures, advertisements and web content.
- All Indiana Chamber corporate, promotional, editorial or political copy designated for an external audience should be reviewed by the internal communications team before it is distributed.
- The first reference to the organization in all professional correspondence should read: Indiana Chamber of Commerce; the second and subsequent references should read: Indiana Chamber. For informal cases, the Chamber is appropriate as a second reference.



**Indiana Chamber of Commerce**  
115 West Washington Street, Suite 850S  
Indianapolis, IN 46204

**p** 317-264-3110  
**f** 317-264-6855  
[www.indianachamber.com](http://www.indianachamber.com)

- The use of “State” in referencing the organization’s official name is not preferred. It can lead to confusion by the general public that the organization is affiliated with Indiana state government, which is erroneous. Therefore, Indiana State Chamber of Commerce, Indiana State Chamber or State Chamber should not be used.

The overall tone of any Indiana Chamber copy should be professional and informative. At the discretion of the creative team and senior staff, appropriate promotional materials can also incorporate additional character into the copy.

### **Tagline**

The tagline summarizes very briefly what the Indiana Chamber represents and its purpose. It is used at all times with the organization’s logo.

The Indiana Chamber’s registered tagline is: “Leading Business | Advancing Indiana”

### **Boilerplate**

All Indiana Chamber press releases include the following boilerplate at the end:

*The Indiana Chamber partners with 15,000 members and investors – representing 2.6 million Hoosiers – to achieve the mission of “cultivating a world-class environment which provides economic opportunity and prosperity.”*

### **Logo and Fonts**

See detailed brand standards from the creative director on the following pages.

### **Copyrights**

BizVoice®

Ready Indiana™

### **Affiliated Program**

Indiana INTERNnet®



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## Chamber Logo Usage

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The standard logo for use is full color: Indiana Chamber in blue, tagline in black, separation line in yellow and the mark in blue and yellow. If color isn't an option, black and white versions are available. For reversed out options, the one with the yellow flair (left in box) is preferred if color is available. For black and white documents, the pure white one is acceptable.



The logo should always be placed proportionally and not stretched vertically or horizontally.

The logo may appear without the tagline, but only in special situations – i.e. if the logo is going to be too small for the tagline to be readable.



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# Chamber Fonts

## Font typefaces for marketing materials:

The font family we use is Futura. Below is a general breakdown of the fonts and how they are to be used in a document. Headlines and subheads may be used in all caps where more emphasis is needed – but this is not standard treatment.

- Standard body copy size is 9pt (may go up to 10pt)
- Subheads average between the body copy size and the headline.
- Standard headline copy is between 12 and 16 pt

## Headlines: Futura XBlk BT

## Subheads: Futura Md BT

Body Copy: Futura Lt BT

Body Copy (bolded): Futura Bk BT

## Setup for Chamber letterhead:

1. Body copy: Futura Lt BT: 11pt (Font size may be reduced to 10pt to accommodate longer letters)
2. Date needs to be right justified. Remaining letter is left justified
3. Signature still remains on the left side.
4. Bottom margin: 1.25" – It should not exceed the top portion of the words "Indiana Chamber of Commerce"
5. Top margin on regular stationary: 1.75"
6. Top margin on president's stationary: 2.25"
7. Left and right margins: 1"

## Chamber emails within Real Magnet:

For Real Magnet users, we are standardizing our Chamber font to Arial.

Headers: Arial Bold 14pt

Body: Arial 12pt

Links: Arial Bold 12pt

Headers and links should be in the color of the templates being used.

These will vary depending on the promotion.

**Special Note:** For materials presented electronically (Word documents posted online or PowerPoints) Arial must be used. Systems other than Chamber equipment may not have Futura (Arial is a standard font for all computers). The exception is PDF documents. If you export as an Acrobat PDF you can embed Futura and it will be maintained.



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## Chamber colors

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All Chamber materials, if color is being used, should use the standard color palette. Exceptions are for specific events or products that require a unique set of colors. In those cases, an alternate palette will be created.



**BLUE:** Pantone 303

CMYK: C-100, M-11, Y-0, K-74

RGB: R-0, G-63, B-95

HEX: #003045



**YELLOW:** Pantone 124

CMYK: C-0, M-28, Y-100, K-0

RGB: R-238, G-177, B-17

HEX: #F0B310



**BLACK:** Pantone Black

CMYK: C-60, M-40, Y-20, K-100

RGB: R-0, G-0, B-0

HEX: #000000



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