



CHAUTAUQUA
COUNTY CHAMBER
OF COMMERCE

Brand Guide

Index

03 Logo

06 Typography

08 Color

11 Imagery

14 Applications

Logo



WATER



CONNECTIONS



COMMUNITY PILLARS



CHAUTAUQUA COUNTY
CHAMBER OF COMMERCE

CHAUTAUQUA COUNTY
CHAMBER OF COMMERCE

Typography

PREHEAD COPY

FIGTREE SEMIBOLD

ALL CAPS | 50 PT KERNING

HEADLINES

Aleo ExtraBold

TITLE CASING | 0 PT KERNING

PARAGRAPH COPY

Figtree Regular

SENTENCE CASING | 0 PT KERNING

CTA

Aleo ExtraBold

TITLE CASING | 0 PT KERNING

THIS IS A PREHEAD

**This is an Example
of a Headline**

This is body copy set in sentence case, qui
omnietur, aute doluptas et volupta non reptatem
res core voluptatis magnimo lloriberum quodici
taspis ad es mod ut vel incipsunti to ventur,
nonsequam idus maior sit, accum adi dolessunda.

This is a CTA 

Color

Primary Color Palette

NAVY
R4 G49 B113
C96 M57 Y0 K56
#043171

BLUE
R42 G100 B240
C83 M58 Y0 K6
#2A64F0

WHITE
R255 G255 B255
C0 M0 Y0 K0
#FFFFFF































BLACK
R5 G5 B5
C0 M0 Y0 K98
#050505

Secondary Color Palette

TAN
R240 G172 B116
C0 M28 Y52 K6
#FOAC74

UMBER
R158 G96 B66
C0 M39 Y58 K38
#9E6042

COLOR PAIRINGS

 ⊗	 ✓	 ✓	 ⊗	 ✓	 !
 ✓	 ⊗	 ✓	 ✓	 !	 ⊗
 ✓	 ✓	 ⊗	 ✓	 ✓	 ✓
 ⊗	 ✓	 ✓	 ⊗	 ✓	 ✓
 ✓	 ✓	 !	 ✓	 ⊗	 ✓

Imagery

IMAGERY: PATTERN



*USE PATTERN AS A BACKGROUND, SIDEBAR, OR COLOR FILL. MAKE SURE TYPE IS ALWAYS LEGIBLE OVER TOP. DO NOT USE OVER AN IMAGE. PATTERN OVER BACKGROUND SHOULD BE PLACED AT 20% OPACITY.

IMAGERY: PHOTOGRAPHY



*LEAD WITH USING BEAUTIFUL IMAGES OF CHAUTAUQUA LANDSCAPES WITH STRONG BLUE, GREEN AND WARM TONES. USE NATURAL/NOT STAGED IMAGES OF HUMAN INTEREST WHERE APPROPRIATE.

Applications



2024

WATCH OUR CHALLENGING NEW SITES AND LOCATIONS
IN WESTFIELD | www.chautauquachamber.org | 716-532-3333
ChautauquaChamber.org

Upcoming Events

JANUARY
1/11 Business Builder Workshop: Howling Your Business Success @ Carlow Community Center, Mayville

FEBRUARY
2/1 Dinner Open Jamestown
2/26-3/2 Mayville Winter Festival

MARCH
3/8 Jamestown: Salute to your Finest @ Oakmeadow Inn
3/8 Business Builder Workshop: Last Chance for Relief Opportunities @ Main Community House, Jamestown
3/21 Business After Hours @ Ring Lane Center for the Arts, Jamestown

APRIL
4/11 Business After Hours @ Plaza Chautauqua Collins and 4-6:30 Drawing, Westfield
4/11 County Executive Breakfast @ Chautauqua Hotel, Catskill
4/28-5/15 Small Business Week

MAY
5/1 First Friday Preview @ Westfield
5/12 State Legislative Breakfast @ Chautauqua Suites, Mayville
5/15 Business After Hours @ Music for Your Mouth, Mayville

JUNE
6/7 First Friday Preview @ Westfield

JULY
7/11 First Friday Preview @ Westfield
7/22 Business Builder Workshop: Branding through Storytelling @ SUNY Fredonia Science Center Auditorium

AUGUST
8/12 First Friday Preview @ Westfield
TBA Jamestown Cruise-In
TBA Chamber Golf Tournament

SEPTEMBER
9/8 First Friday Preview @ Westfield
TBA Business After Hours

OCTOBER
10/10 Chamber Annual Awards Banquet
TBA Business After Hours
10/21 Business Builder Workshop: Prep Your Business for the Holiday Season @ Roger Tory Peterson Inst., Jamestown

NOVEMBER
TBA Business After Hours
TBA Holiday Wishes Decorating Contest
TBA Mayville Open House
11/30 Small Business Saturday

DECEMBER
TBA Chamber Annual Meeting
12/21 Westfield Cookie Tour

2023
— 24

CHO

CHO

Leading Businesses, Helping our Communities.

Membership Handbook

CHAUTAQUA COUNTY CHAMBER OF COMMERCE

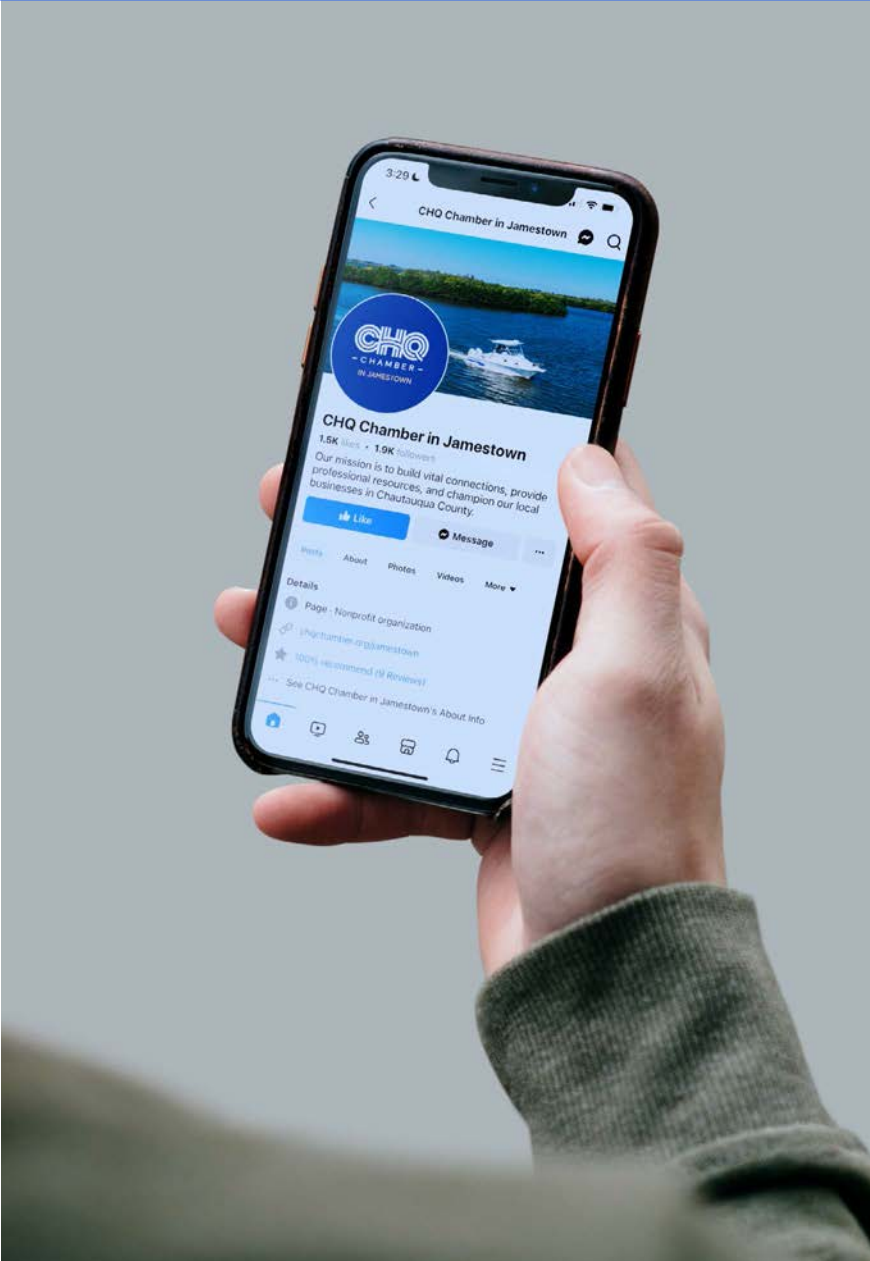
ShopLocalCHO
Gift Card
Accepted Here

CHAUTAQUA COUNTY CHAMBER OF COMMERCE

ShopLocalCHO
Gift Card

CHAUTAQUA COUNTY CHAMBER OF COMMERCE

PROFILE PHOTOS





Thank you!

FOR ANY QUESTIONS
CONTACT MR. SMITH AGENCY

HELLO@MRSMITH.AGENCY
+1 888 506 6123