



NEW YORK CITY
HISPANIC
CHAMBER OF COMMERCE

BRAND
GUIDELINES

WELCOME TO THE NEW YORK CITY HISPANIC CHAMBER OF COMMERCE (NYCHCC) BRAND

These guidelines have been created to help you understand the NYCHCC Brand identity and how it should be used.

From using the correct logo in the correct color, to using the correct font and typeface, this guide will help you know what to do and what not to do.

By using and applying them correctly, you can help make sure that all communications are consistent, clear and easily recognizable.



THE LOGO

The logo is unique to NYCHCC and has been specially designed to express the company's core values.

The icon and logo can be used in isolation or in combination with the logotype.

1. NYCHCC Icon Isolated
2. NYCHCC with Logotype Bottom
3. NYCHCC with Logotype Right



THE LOGO SPACING

SPACING

To make sure the logo retains its impact, keep it prominent and clearly visible by placing it within a clear space area. The clear space area defines the minimum area of clear space around the logo. It must always be kept free of any type or graphic elements.

The clear space area is equivalent to the height of the 'H' in the logo as indicated here on the right.

MINIMUM SIZE

The logo has no maximum size but its minimum size is .75" edge-to-edge horizontally for all applications.



THE LOGO DON'TS

NEVER stretch or distort the logo



NEVER change the colors of the logo



NEVER alter the logo



THE COLOR PALETTE

The dominant brand colors are Orange and Navy. This combination should always be used whenever possible.

The secondary palette acts as accent colors. These can be used carefully in certain applications.

PRINTING GUIDANCE

When reproducing print, it's very important that the paper or material being printed on to is taken into consideration.

Printing on a 'coated' stock or material (which is less absorbent) will result in a brighter, more vivid color than printing on an 'uncoated' stock or material (which is more absorbent) – this is due to the differing porousness of the surfaces.

With this in mind, a different value of all colors has been specified for coated and uncoated stocks, so as to achieve a more consistent color across different materials.

PRIMARY COLORS



PRINT COATED STOCK

PANTONE: 158C

PROCESS: C0 M65 Y100 K0

PRINT UNCOATED STOCK

PANTONE: BRIGHT ORANGE U

PROCESS: C0 M70 Y85 K0

DIGITAL

RGB: R238 G99 B26

HEX: EE631A



PRINT COATED STOCK

PANTONE: 294C

PROCESS: C100 M60 Y0 K60

PRINT UNCOATED STOCK

PANTONE: REFLEX BLUE U

PROCESS: C90 M85 Y0 K0

DIGITAL

RGB: R0 G33 B75

HEX: 00214B

SECONDARY COLORS



PRINT

PANTONE: Black C

PANTONE: Black 6 U

PROCESS: C0 M0 Y0 K100

DIGITAL

RGB: R0 G0 B0

HEX: 000000



GRAY

ALL GRAY TONES

LOGO COLOR VARIATIONS

Always try to use the full color logo whenever possible. However, use this guide for single color and knockout type applications.



SINGLE COLOR VARIATIONS



MADE IN NY BRAND EXTENSIONS

MADE IT IN
NEW YORK
THE BRONX

MADE IT IN
NEW YORK
THE HEIGHTS

MADE IT IN
NEW YORK
BROOKLYN

MADE IT IN
NEW YORK
QUEENS

NYC
HCC

MADE IT IN
NEW YORK
THE BRONX

WOMEN IN BUSINESS BRAND EXTENSION



FONTS

The font is called Avenir and it is to be used for all applications. It has been specially selected for the brand to express elegance and style whilst conveying clarity and legibility.

Avenir comes in a variety of weights for greater flexibility. It is to be used exclusively and no other typeface should be used unless permission has been sought by the brand guardians.

Type can be set in black, navy, orange, gray or white.

AVENIR HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LIGHT

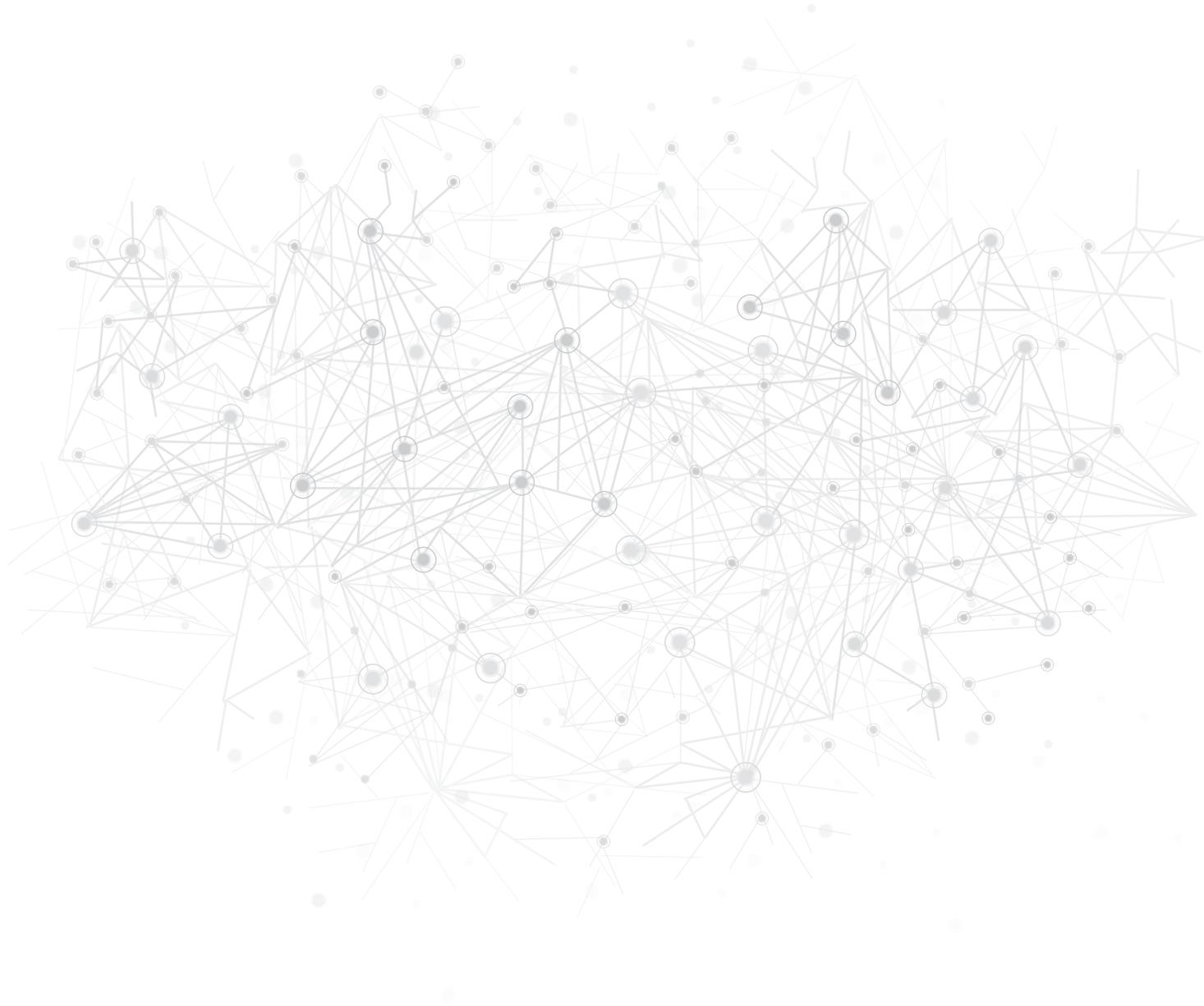
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

CORE GRAPHICAL ELEMENTS: SIMPLE NETWORK



CORE GRAPHICAL ELEMENTS: ROBUST NETWORK



CORE GRAPHICAL ELEMENTS: DETAILED SKYLINE



CORE GRAPHICAL ELEMENTS: SILHOUETTE SKYLINE





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