

PUERTO RICO
CHAMBER OF COMMERCE

A guide to branding & corporate identity:

Graphic Standards Manual

Voice and Action of the Private Enterprise



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Our Mission

To strengthen the development of our members by providing knowledge, multi-sector representation and protecting the values and foundations of free enterprise. Foster the sustainable economic development of Puerto Rico's and a better quality of life.

Our Vision

To create sustainable socioeconomic conditions that energized Puerto Rico's competitiveness, promoting innovation and the entrepreneurial spirit.

Our Values

*We believe in...
Free Enterprise,
Competitiveness,
Economic Development,
Multi-sector Dialog,
Development of Our Human Resources,
Team work,
Knowledge,
Integrity,
Excellence,
Planning,
Innovation,
Communication and the Need to Adopt Changes.*



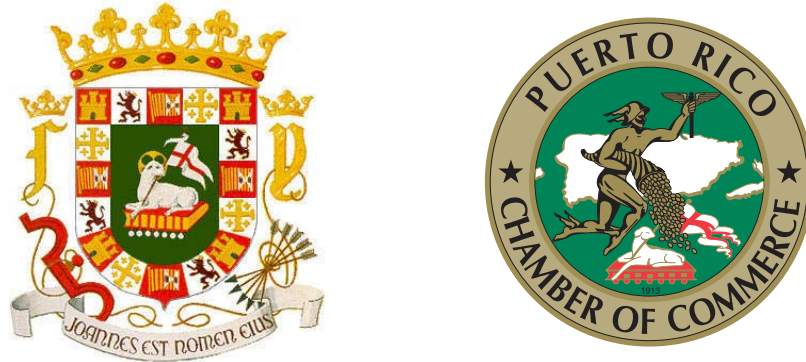
The Puerto Rico Chamber of Commerce Brand

The official name of the organization is the Puerto Rico 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. Webpages, 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 “the Chamber” or “Chamber of Commerce” may be used in copy after the first use of the full name.

Brand Logo Attributes

The personality of the Puerto Rico Chamber of Commerce brand is defined by attributes that help us express our tone of voice. When our customers and partners interact with our organization, our products and our people, we want them to associate these attributes with the Puerto Rico Chamber of Commerce. These attributes are the foundation of the communications materials that will be created to represent our brand. It is important to keep these attributes in mind as you develop all forms of communications vehicles. Whether writing a letter to a prospective member, or creating an invitation to a special event, remember that the Puerto Rico Chamber of Commerce has been good for business since 1913.

The Symbols of Our Logo



The Puerto Rico Chamber of Commerce logo has elements of the Puerto Rico's herald. Our logo has Mercury; who was a messenger of the gods and a god of trade. He carries in his right arm the cornucopia which is spilling coins of gold over the lamb which represents Saint John Baptist. This is an image that symbolizes that the god of trade is spilling wealth over San Juan, where the Chamber is located. In his left hand he is carrying the caduceus (knowledge and harmony), a herald's staff with two entwined snakes. The lamb is holding Castilla's flag (Spain) and it's seated over the Holly Book of the Seven Seals of Israel. The Island of Puerto Rico in the background, in pure white so it will be distinguished over the other elements. The colors are green: prosperity, wealth and hope; red: life and vitality; gold: wealth and black: power, formality and wealth. The lettering and the stars (mullet: a star with five rays) are in black over gold. All the elements are contained within the circle: an ancient and universal symbol of unity, wholeness and infinity.

This logo stands for an organization that is the voice and action of the private enterprise: wealth, knowledge, hope, vitality and power, all wrapped within the circle: unity.

Logo Colors: Pantone Matching System (PMS), CMYK and RGB



The typeface of the logo Zapf Humanist 601 BT Ultra. The logo symbol and the type should always appear as a unit, not separate from each other. However, on some occasions, the Mercury figure may stand alone as a graphic element, but it is only use this way by the Chamber of Commerce's Graphic Designer. The logo could be in Spanish, English or French.

In order to use our logo for any graphic purpose, a written request must be send to our Executive Vice President. Once your request has been accepted, our Graphic Designer will send the logo via e-mail in a vector PDF which may be open in Illustrator, Corel Draw or Photoshop.

Colors from the Puerto Rico Chamber of Commerce logo are defined by PMS (Pantone Matching Systems, a universally recognized color standard). Whenever four-color process is available, such as in color ads or brochures printed via traditional offset methods, there are two accepted applications of the logo. The four-color logo is preferred, however, it is also acceptable to reverse the logo in white out of a four-color image, or to use the logo in black only. For printed materials using the CMYK four-color process to simulate the logo's colors use the values listed in the diagram (next page). For websites and in-house printers using the RGB color process to simulate the logo's colors, use the values listed in the diagram.

Logo Colors: Pantone Matching System (PMS), CMYK and RGB

VITALITY



Pantone 185
C=0 M= 91 Y= 76 K=0
R=239 G=62 B=66

PROSPERITY



Pantone 348
C=100 M= 0 Y= 79 K=27
R=0 G=131 B=87

WEALTH



Pantone 185
C=39 M= 37 Y= 78 K=6
R=158 G=143 B=84

POWER



Pantone Black
C=0 M= 0 Y= 0 K=100
R=35 G=31 B=32

Website and print material colors

For our website and other print material, the Puerto Rico Chamber of Commerce uses the following colors for headlines, backgrounds and other elements:

CORPORATE



Pantone 548
C=100 M= 24 Y= 0 K=64
R=0 G=68 B=106

KNOWLEDGE



Pantone Orange 021
C=0 M= 53 Y= 100 K=0
R=247 G=142 B=30

Minimum Clear Space and Minimum Size

The amount of necessary white space surrounding the logo will vary with the logo's size. No copy or graphics should intrude upon the imaginary circle surround the logo. The logo should float in a "clear area," separated from other text or visuals and away from the edge of the page. For readability, it is recommended that the logo appear no smaller than a width of 7/8 inches. The logo can appear as large as needed.



Other considerations

Background Colors:

The logo should be printed on a white or light-colored background whenever possible.

Reversed Logo:

Use only when a white or light-colored background is not available.

Clip art and photos

The use of clip art and photos should be restricted to only those images that are tasteful, not dated, and serve to visually enhance the communications piece.

Avoid The Following:

- Never change the color of the logo. Follow the color guidelines set forth in this manual.
- Never place a logo on a busy photographic background. The logo may be placed on an uncluttered area of the photo.
- Never place a logo on a dominant patterned background. Such backgrounds conflict with the logo's readability.
- Do not rotate the Logo

Unauthorized Use:

- Do not attempt to recreate the logo; it must be used exactly as it is.
- Do not stretch or distort the logo.

Typography

To create a consistent look among our materials, the following type styles and fonts are recommended for use in brochures, ads, correspondence and other materials.

For use in electronic communications, the font Trebuchet should be used since it is a widely recognized computer system font.

Zapf Humanist 601 BT

For use in headlines and subheads.

Goudy Old Style BT

For use in headlines, subheads and copy.

Swiss 721 BT

For use in headlines and subheads.

Trebuchet MS

For use in headlines, subheads and copy.

Museo

For use in headlines, subheads and copy.

Impact

For use in headlines.

Appropriate File Formats, Image Resolution

The Puerto Rico Chamber of Commerce logo is available through the Sales and Marketing Department in a variety of file formats, including: Illustrator, Illustrator EPS, JPEG, TIFF and PDF. If there is a need for a different format, it should be requested. Do not reformat the logo unless permission is granted. A written request must be made to the Executive Vice President. Once he accepts the request, the Chamber's Graphic Designer will send the logo via e-mail.

Please ensure the file you are using is of sufficient size and resolution for the project. As a general guideline, standard file resolutions and their appropriate medium include:

- Offset Printing (i.e. commercial print house): 300 dpi
- In-house Printing (office printer or copier): 200 dpi
- Newspaper: 200 dpi
- Powerpoint, Web or Email: 96 dpi

PLEASE NOTE: A larger file can always be saved down to a smaller resolution, but NEVER adjust the resolution of a small file just by changing the dpi. This will result in a heavily pixelated image, and is unsuitable.

Website and Email Usage

When our logo is used in another website or an e-mail marketing piece, it should direct visitors to www.camarapr.org as a hyperlink.

Brand Letterhead

A stationery package has been developed to maintain high readability, quick visual identity of the institution, and simplicity of address information. All Chamber departments and committees must use the standard letterhead for official correspondence. Do not attempt to recreate the Chamber stationery. It is readily available in the Puerto Rico Chamber of Commerce Sales and Marketing Department.

Business Cards

Business cards should be ordered from the Puerto Rico Chamber of Commerce Administrative Department. They are only issued to the staff or members of the Board of Directors.

Final Notes

For marketing materials or logo usage not covered in this manual, please contact our Sales and Marketing Department. If you have general questions or need additional information regarding the Puerto Rico Chamber of Commerce graphic standards, please call (787) 721-6060, or email jsanchez@camarapr.net.

All outside vendors contracted to design and print Chamber publications or marketing materials should be provided with a copy of these guidelines.

All Chamber publications, videos, web pages, letterhead, envelopes and business cards must comply with these graphic standards.

The Puerto Rico Chamber of Commerce reserves the right to remove, rescind or withdraw any document or publication, including electronic publication, which does not comply with these Graphic Standards.