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# BRANDING GUIDELINES

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APRIL, 2017



# LOGO USAGE



## CHAMBER COUNCIL LOGOS



The Greater Fort Lauderdale Chamber of Commerce and Council logos use the tagline, “Experience. Better. Business.”

There is also a Greater Fort Lauderdale Chamber of Commerce Signature Events logo which also uses the tagline, “Experience. Better. Business.” This version of the logo is for use with all Chamber Signature Events.

Chamber Council logos can stand alone without the Greater Fort Lauderdale Chamber of Commerce logo, however the tagline, “Experience. Better. Business.” should always be included.

The Greater Fort Lauderdale Chamber of Commerce or Signature Event logo must be located on all pieces.

Event flyers, advertisements and e-mail blasts should clearly state, When promoting events, the Greater Fort Lauderdale Chamber of Commerce logo should not appear amongst sponsor logos, but rather be larger and separate so it is clear that the event is brought to you by/presented by (and not sponsored by) the Greater Fort Lauderdale Chamber of Commerce.

All advertisements must include the Chamber logo with the tagline, “Experience. Better. Business.” should always be included.

# COLORS

PMS 285



C - 90%    R - 0  
M - 53%    G - 113  
Y - 0%      B - 185  
K - 0%

PMS Black



C - 0%      R - 35  
M - 0%      G - 31  
Y - 0%      B - 32  
K - 100%

PMS 340



C - 100%    R - 0  
M - 12%     G - 148  
Y - 85%     B - 94  
K - 2%

PMS Warm Red



C - 0%      R - 255  
M - 87%     G - 67  
Y - 80%     B - 56  
K - 0%

PMS 8401 - Chairman's Circle



C - 55%      R - 119  
M - 47%      G - 117  
Y - 47%      B - 117  
K - 12%

PMS 8642 - Trustee



C - 31%      R - 175  
M - 41%      G - 139  
Y - 100%     B - 24  
K - 6%

Color logos are always preferred. The logos may also be used in black and white when color is not an option.

# FONTS

## GOTHAM BOLD:

aàbcdefghijklmnoòpqrstuùvwxyz  
ABCDEFGHIJKLMNOSTUVWXYZ  
1234567890,.;:!?()”£\$%&/

## GOTHAM MEDIUM:

aàbcdefghijklmnoòpqrstuùvwxyz  
ABCDEFGHIJKLMNOSTUVWXYZ  
1234567890,.;:!?()”£\$%&/

## GOTHAM BOOK:

aàbcdefghijklmnoòpqrstuùvwxyz  
ABCDEFGHIJKLMNOSTUVWXYZ  
1234567890,.;:!?()”£\$%&/

*Alternate weights and variations may be used in headlines, body copy, etc.*

The GOTHAM font family is used for both the title and taglines in the materials.

The fonts in the logos should not be altered, however there are multiple weights and variations of GOTHAM available for use in body copy, headlines and subheads.

# EMAIL & MARKETING MATERIALS

## REGULAR EVENTS

All marketing materials, electronic and printed, should maintain the same look and feel of the logo to maintain the “Logo Usage” brand standards.

All materials will utilize the GOTHAM FONTS. Font sizes are specified on the following page. The font sizes are a recommendation and need not follow exactly, but should be proportionate. All materials must incorporate the “curve” design element which appears in the PMS 340, Green or Gold PMS 871 for Trustee events, and complimented by the PMS 285, Blue curve on the bottom.

The main sponsor logo appears on its own with event information. Additional sponsors appear at the bottom below the curve design element.

If a Chamber Council is hosting the event, their logo should appear below the main sponsor logo, no larger than the main Chamber logo.

## CHAMBER ONLY EVENT

**BUSINESS AFTERHOURS**

GREATER FORT LAUDERDALE CHAMBER OF COMMERCE  
EXPERIENCE. BETTER. BUSINESS.

**April 13, 2017**  
5:30 PM - 7:00 PM

PELICAN GRAND BEACH RESORT  
2000 N. Ocean Blvd.  
Fort Lauderdale, FL 33305

Contact: Doug Frens at 954.462.2570  
Email: doug@ftlchamber.com

Chamber Members: \$10  
Future Members: \$20  
Walk-ins Welcome: Add \$5 at the door

On-line registration closes at 11 PM April 12  
All pre-registration ends: noon, April 13  
www.ftlchamber.com/events

Street Meter Parking or \$5 Valet  
Cocktails and Appetizers

Sponsored by

PELICAN GRAND BEACH RESORT

## CHAMBER & TRUSTEE EVENT

**TRUSTEE AND CHAIRMAN'S CIRCLE RECEPTION**

GREATER FORT LAUDERDALE CHAMBER OF COMMERCE  
EXPERIENCE. BETTER. BUSINESS.

**MINGLE WITH FELLOW C-LEVEL EXECUTIVES IN A FUN, RELAXED ENVIRONMENT**

**March 1, 2017**  
5:30 - 7:00 PM

KURO SEMINOLE HARD ROCK HOTEL AND CASINO  
1 Seminole Way, Hollywood, FL

Join us for high level networking as we enjoy delicious drinks and appetizers. This event is exclusive to the Chamber's elite members.

If you would like to bring a guest and to RSVP, contact:  
Jill Horowitz, 954.462.4798  
Email: jill@ftlchamber.com

## CHAMBER & COUNCIL EVENT

**BUSINESS AFTERHOURS**

GREATER FORT LAUDERDALE CHAMBER OF COMMERCE  
EXPERIENCE. BETTER. BUSINESS.

**April 13, 2017**  
5:30 PM - 7:00 PM

PELICAN GRAND BEACH RESORT  
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On-line registration closes at 11 PM April 12  
All pre-registration ends noon, April 13  
www.ftlchamber.com/events

Street Meter Parking or \$5 Valet  
Cocktails and Appetizers

Sponsored by

Media Support

# EMAIL & MARKETING MATERIALS

## FONT SIZES

# NON-PROFIT BREAKFAST



CHAMBER MORNING NETWORKING

**MARCH 8, 2017 (26pt.)**

9:30 - 10:30 AM (15pt.)

GREATER FORT LAUDERDALE (15pt.)

CHAMBER OF COMMERCE (15pt.)

BOARD ROOM (15pt.)

512 NE 3rd Avenue, Fort Lauderdale, FL (13pt.)

KEYNOTE SPEAKER (12pt)

**MIKE KUBLIN, CEO OF (15pt)**

How to motivate your employees (11pt)  
and Increase productivity (11pt)

plus: Learn about Job Openings and (11pt)  
Community Involvement opportunities (11pt)

This event is complimentary to all Chamber members.  
You may attend as a guest once per year. (11pt)

(12pt) Sponsored by



(12pt.)For sponsorship,  
speaking opportunities  
or further information  
contact:

Sandra Einhorn  
754.224.0054

Email:  
[sandra@npobroward.org](mailto:sandra@npobroward.org)

# EMAIL & MARKETING MATERIALS

## **SIGNATURE EVENTS**

All marketing materials, electronic and printed, should maintain the same look and feel of the logo to maintain the “Logo Usage” brand standards.

All materials will utilize the GOTHAM FONTS as well as incorporating the “curve” design element. The Signature event incorporates the use of an alternate color aside from the preferred colors to set it apart from the regular events. The color choice is at the discretion of the designer, making sure that the color works well with the preferred colors and is substantial enough to carry the message. The same color must be used on all elements for that particular event.

The Signature Event logo must appear to the left of the event name. Presenting sponsor(s) logo appears to the right on its own, in relative proximity to the event title and is preceded by the words “Presented by”.

## **EMAIL/FLYER**

The Chairman’s Circle member logos must be included at the bottom of the piece, below the “Curve” design element.

Additional sponsor logos will be added in a separate area before, but apart from the Chairman’s Circle members.

## SUGGESTED SIGNATURE EVENT COLORS

PMS 555



PMS 5473



PMS 7692



PMS 648



PMS 194



PMS 717



PMS 7737



# EMAIL & MARKETING MATERIALS

## SIGNATURE EVENT

**GREATER FORT LAUDERDALE CHAMBER OF COMMERCE**

**SIGNATURE EVENT**  
GREATER FORT LAUDERDALE CHAMBER OF COMMERCE  
EXPERIENCE. BETTER. BUSINESS.

# ANNUAL GOLF TOURNAMENT

HOSTED BY  
**BEACH COUNTRY CLUB**

**FRIDAY, APRIL 21, 2017 - FORT LAUDERDALE COUNTRY CLUB**  
**415 COUNTRY CLUB CIRCLE, PLANTATION, FLORIDA 33317**  
**9:00 AM SHOTGUN START • MUST BE REGISTERED BY 8:30 AM**

**SPONSORSHIPS OPPORTUNITIES**

**TITLE SPONSOR / \$5000:** Two (2) foursomes, hole signage, company logo recognition on all Chamber Golf Tournament materials & opportunity to put company material in goodie bag, banner ad for six months on Chamber's website, listed as title sponsor on all promotional material, opportunity to display company products or materials, opportunity to welcome golfers prior to tee time, company signage at hole of choice.

**\$2500:** One (1) foursome, hole signage, logo recognition in tournament program & opportunity to put company material in goodie bag, banner ad for three months on Chamber's website, listed as sponsor on all promotional material. Available to Non-Member/\$3000

**\$1500:** One (1) foursome, logo recognition in tournament program, banner ad for one month on Chamber's website, listed as sponsor on all promotional material. Non-Member/\$2000

**FOURSOME PLUS HOLE SPONSOR \$1000:** Please submit one payment for all players and hole signage. Non-Member/\$1500

**FOURSOME / \$800:** Please submit one payment for all four players. Non-Member/\$1000

**HOLE SPONSOR / \$450:** Includes signage on course. Listed in program. Non-Member/\$550

**SINGLE PLAYER:** Member/ \$200 SINGLE PLAYER Non-Member/\$275

**LUNCHEON ONLY:** \$35 pre-paid by April 15. \$10 additional after pre-registration and walk-ins.

Contact: Carolyn Michaels, 954.462-2396 [carolyn@ftchamber.com](mailto:carolyn@ftchamber.com)  
 Dolores Molina, 954.462-8023 [dolores@ftchamber.com](mailto:dolores@ftchamber.com)

**CREDIT CARD AUTHORIZATION FORM**  
 (if registering a foursome, please submit one payment)

Name	Company		
Billing Address, City, State, Zip			
Phone Number	Email Address		
# Attending	Level of Sponsorship	Today's Date	
Credit Card Number	Expiration Date		
Signature	Total Amount		

**SPONSORSHIP DEADLINE APRIL 12, 2017**  
 Fabulous Raffle Prizes Available After Tournament  
 Registration Includes: Continental Breakfast, Lunch, Beverages during Tournament, Golf Cart, Green Fees and Goody Bags

**CHAIRMAN'S CIRCLE MEMBERS**

## SIGNATURE EVENT WITH PRESENTING SPONSOR

**GREATER FORT LAUDERDALE CHAMBER OF COMMERCE**

**SIGNATURE EVENT**  
GREATER FORT LAUDERDALE CHAMBER OF COMMERCE  
EXPERIENCE. BETTER. BUSINESS.

# 107TH ANNUAL MEETING

PRESENTED BY  
**GALLERIA**  
 AND  
**adache**  
 group architects

**FRIDAY, FEBRUARY 10TH • 11:30 - 1:30 PM**  
**MARRIOTT HARBOR BEACH RESORT & SPA**  
**3030 HOLIDAY DRIVE | FORT LAUDERDALE, FL 33316**

Come join us with over 500 industry and community leaders as we review the state of business of South Florida at the Chamber's 107th Annual Meeting - Presented by Galleria at Fort Lauderdale and Adache Group Architects on Friday, February 10th at the Marriott Harbor Beach.

2016 Chair - Heiko Dobrikow, Riverside Hotel will lead off the program and officially hand over the gavel to 2017 Chair - Keith Costello, First Green Bank.

We will be honoring the 2016 retiring directors and welcome in this year's leadership team.

**Keynote Speaker**  
 Arnold W. Donald  
 President & CEO  
 Carnival Corporation and PLC.

**SPONSORSHIP OPPORTUNITIES**

**PREMIUM PLATINUM SPONSOR - \$8,000**  
 Includes (2) reserved table of ten, 6 Month website banner ad, logo on flyer and all marketing materials, 1 full page ad in program, recognition in program and at luncheon.

**GOLD SPONSOR - \$5,000**  
 Includes (1) reserved table of ten, 6 Month website banner ad, logo on flyer and all marketing materials, 1 half page ad in program, recognition in program and at luncheon.

**CORPORATE SPONSORS - \$3,500**  
 Includes (1) reserved table of ten, 4 Month website banner ad, logo on flyer and all marketing materials, recognition in program and at luncheon.

**BUSINESS SPONSORS - \$2,500**  
 Includes (1) reserved table of ten, 2 Month website banner ad, banner ad in e-newsletter, logo on flyer and all marketing materials, recognition in program and at luncheon.

**Send high resolution .jpg logo to [kristy@ftchamber.com](mailto:kristy@ftchamber.com)**  
 Deadline to be in event program is Friday, January 27th.  
 For further information contact Kristy Favata at 954.462.5380 or [kristy@ftchamber.com](mailto:kristy@ftchamber.com)

**INDIVIDUAL SEATING**  
 Members \$85.00 / Non-Members \$100.00  
 Go to [www.ftchamber.com/annualmeeting](http://www.ftchamber.com/annualmeeting) to register online  
 Or Contact: Kristy Favata | 954.462.5380 | [kristy@ftchamber.com](mailto:kristy@ftchamber.com)  
 NOTE: Walk-ins will be charged an additional \$25.00 at the door

**SPONSORS**  
**BUSINESS**  
 TRIPP SCOTT, Carnival, GRAY ROBINSON, DASZKAL BOLTON, fxe, PORT EVERGLADES, BB&T

**CHAIRMAN'S CIRCLE MEMBERS**

# EMAIL & MARKETING MATERIALS



955px Wide X 90px Tall

## SIGNATURE EVENTS

### WEB BANNERS

There are three sizes of web banners, 955px wide x 90px tall, 133px wide x 133px tall and 600px wide x 218px tall.

The banners follow the same brand standards for Signature Event stated on page 6 of this document. The only exceptions being, they need not include the Chamber logo, as they only appear on the Chamber's web site and the 133px wide X 133px tall banner need not include the Presenting Sponsor logo/s, as the size of the banner does not allow for it.



600px Wide X 218px Tall



133px Wide X 133px Tall

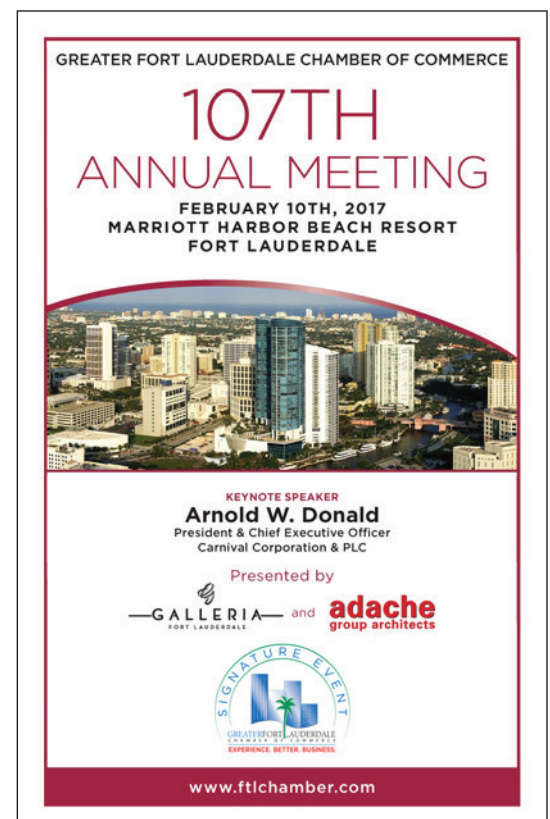
### PROGRAM BOOKLET

The event's program booklet must follow the same brand standards for Signature Event stated on page 6 of this document.

### On the Cover

The event name must be displayed prominently as well as the Presenting Sponsor logo/s and the Chamber Signature Event logo.

### Front Cover





# EMAIL & MARKETING MATERIALS

## SIGNATURE EVENTS

PROGRAM BOOKLET *Continued*  
On the Back Cover

There are two sets of options for the back cover.

OPTION 1 - The Presenting Sponsor logo(s) should appear at the top of the page, labeled with the words "Presented by" and be larger than the other accompanying Sponsor logos which will follow.

The Sponsor logos should be listed and labeled by their degree of sponsorship.

Below the Sponsor logos the Chairman's Circle member logos.

OPTION 2 - This option is to allow for program content that requires more than the inner pages, as well as the instance when there are too many Sponsors and there is an insufficient amount of space to accommodate logos.

In this case the Sponsors are listed alphabetically by their degree of sponsorship on the left side of the page and continued on the lower right if needed. The Chairman's Circle are listed alphabetically on the right side.

## Back Cover Option 1

## Back Cover Option 2

DOWNTOWNER OF THE YEAR RECIPIENTS	
1980 E. Birch Wiley	1998 John T. Loos
1981 Virginia Young	1999 William V. Keith
1982 Neil Sterling	2000 Douglas P. Eagon
1983 Donald Singer	2001 Bob Van Fleet
1984 J. Edward Houston	2002 Gale Butler
1985 Joan Mikus	2003 Mark Nerenhausen
1986 Jack Moss	2004 Jeff Falkanger
1987 Court Lantaff	2005 Bob Bekoff
1988 Tom Gustafson	2006 Patsy Menutti
1989 Tom O'Donnell	2007 Cindi Hutchisson
1990 Buddy Lochrie	2008 Tim Petrillo and Alan Hooper
1991 Marty Kurtz	2009 Denny O'Shea
1992 Terry Stiles	2010 Mike Jackson
1993 H. Wayne Huizenga	2011 John P. (Jack) Seiler
1994 E. Clay Shaw	2012 Jim Blosser
1995 George I. Platt	2013 George Hanbury II, Ph.D.
1996 Dr. Anthony Cantanese	2014 Romney Rogers
1997 C. Douglas Coolman	2015 Michael Weymouth

GOLD SPONSORS	CHAIRMAN'S CIRCLE MEMBERS
Ellis Diversified	Audi Fort Lauderdale
GRAND SPONSORS	AutoNation, Inc.
AutoNation, Inc.	Bank of America
Cambridge Constuction Corp.	BB&T
FSMY, Architects and Planners	Broward Health
Riverwalk Fort Lauderdale	Cambridge Constuction Corp.
Tripp Scott	Eye on South Florida
GENERAL SPONSORS	Fisher & Phillips
Asta Parking, Memories & Ocean Wine & Spirits	FPL
Bank of America	Florida Panthers
Bokampers	The Galleria Fort Lauderdale
BB&T	Gold Coast Fort Lauderdale
Brightline	The Las Olas Company
City of Fort Lauderdale	Lifestyle Publications/SFBW
First International Title/Choice Legal Group	Morrison Brown Argiz & Farra
Fisher & Phillips	Memorial Healthcare
Galleria Fort Lauderdale	Oceanland Investments
Greenberg Traurig	PNC Bank
Holy Cross Hospital	PSAV
Hooper Construction	Riverwalk Fort Lauderdale
Kaufman Rossin	SATO Global Solutions
Kolter Urban	Sunshine Health
Langan Engineering	SunTrust Bank
Lexant Title	Venice Magazine
Lochrie & Chakas	PHOTOS COURTESY OF
Las Olas Company/Riverside Hotel	Ron Glazer, Glazer Photography Inc.
Lifestyle Publications/SFBW	GRAPHIC DESIGN
Macken Companies	S.MARK Graphics
Marrinson Senior Care Residences	PRINTING
Merrimac Ventures	Minuteman Press
Midgard	
Morrison Brown Argiz & Farra	
Ocean Land Investments	
Pro Firefighters	
RIVA Premier Development	
- Bradley Stiles	
SunTrust Bank	

**EXPERIENCE. BETTER. BUSINESS.**

# IMAGE ADVERTISEMENT

All image advertising, electronic and printed, should maintain the same look and feel of the logo to maintain the “Logo Usage” brand standards stated on page 2 of this document.

Advertising will utilize the GOTHAM FONTS which will appear in the preferred colors stated on page 3 of this document, as well as incorporating the “curve” design element which appears in the PMS 340, Green and complimented by the PMS 285, Blue.

The ad is separated into two areas and divided by the “curve” design element. One area, the message area, containing all text and logos. The other area will contain the visual image, either photo or graphic.

The message must include the text “Become a member and EXPERIENCE BETTER BUSINESS today!” as well as the Chamber website, address and phone number.



Where Your Passion for Your Business is Celebrated

The Greater Fort Lauderdale Chamber of Commerce was founded as our community's first trade organization 105 years ago. Since that time the Chamber has worked in support of programs that strengthen companies and create a stronger community while promoting positive change.

**Become a member and EXPERIENCE BETTER BUSINESS today!**

Visit [FTLChamber.com/join](http://FTLChamber.com/join) or call us at **954-462-6000** for more information.



GREATER FORT LAUDERDALE  
CHAMBER OF COMMERCE  
EXPERIENCE. BETTER. BUSINESS.

[FTLCHAMBER.COM/JOIN](http://FTLCHAMBER.COM/JOIN)




512 NE 3rd Ave  
Fort Lauderdale, FL 33301  
[Info@FTLChamber.com](mailto:Info@FTLChamber.com)  
954-462-6000

# EMAIL HEADER

All Email Headers should maintain the same look and feel of the logo to maintain the “Logo Usage” brand standards stated on page 2 of this document.


Email Headers will utilize the GOTHAM FONTS which will appear white against a PMS 285, Blue background as well as incorporating the “curve” design element which appears in the PMS 340, Green.

The Email Header is separated into two areas and divided by the “curve” design element. One area containing the logo. The other area must include the text “Greater Fort Lauderdale Chamber of Commerce” and header title of the email.



GREATER FORT LAUDERDALE CHAMBER OF COMMERCE  
EXPERIENCE. BETTER. BUSINESS.

GREATER FORT LAUDERDALE CHAMBER OF COMMERCE  
**MESSAGE FROM THE PRESIDENT**



Dear

**CALL FOR ACTION**

The Florida House of Representatives is threatening to hurt the very core of our business strategies by eliminating Enterprise Florida and VISIT Florida.

Tomorrow, Feb. 8 at 1:00 pm, the Florida House Careers & Competition Subcommittee will hear PCB CCS 17-01, which will gut both agencies and cut several dozen programs and organizations that have helped Florida be a leader in job growth and economic diversification.

This legislation signals Florida's state government is no longer an active partner in job creation, diversifying our economy or supporting our important tourism sector--critical for Greater Fort Lauderdale's economic base.

Specifically it:

- **Ends economic diversification and tourism marketing efforts in FL**, including eliminating the economic development toolkit, international programs, marketing and small business assistance.
- **Raises taxes**--early estimates show that this legislation could increase taxes by \$89 million. On average, FL households save \$1,535 a year as a result of visitor activity which drives increased revenues.
- **Hurts Jobs**--every 85 visitors account for one (1) job in FL. Enterprise Florida is in the business of attracting high wage jobs and high-growth industries.
- **Decimates Florida's Competitiveness**--Nearly every state has similar programs, and this legislation will eliminate our ability stand up to our competition. In today's economy it takes more than sunshine, beaches and no income tax to lead in growth of our economy.

Some of our business leaders will be in Tallahassee for the hearing tomorrow, however, you can help by contacting committee members by [clicking here](#). Let them know we won't sit back and watch them gut the strong programs for tourism and economic diversification.

Sincerely,

**Dan Lindblade, CAE**  
**President and CEO**

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