

A heart-shaped collage of various icons representing different aspects of life. The icons include a house with a bell, a car, a game controller, a lightbulb, a castle, a lighthouse, a smartphone, a camera, a boat, a wind turbine, a graduation cap, a golf club, a strawberry, a fork and knife, a heart with a cross, and several gears. The text 'AAAAA' is written in a stylized font across the middle of the heart. The entire collage is set against a dark blue background.

This style guide has been prepared by The Malting House Design Studio to protect the Dundee and Angus Chamber of Commerce brand and ensure that all materials created are consistent with the brand and business strategy.

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The new Dundee and Angus Chamber of Commerce logo comes from the desire to update the brand and give it a sense of place, representing the local businesses and industries and to celebrate all that the area is renowned for. The map pin brings all the elements together, pinpointing region.

**Dundee
& Angus
CHAMBER OF
COMMERCE**



The primary logo

The primary logo for Dundee and Angus Chamber of Commerce comes in three variations - horizontal, landscape and stacked.

The three variants allow the logo to be used in a range of different spaces.

Large or small, the logo should be instantly recognisable wherever it is used. Never alter the logo in anyway.

The logo can be used on any digital or printed media. See digital folder for artwork. File formats included are: ai, eps, jpg, pdf, png

**Dundee
&Angus**
CHAMBER OF
COMMERCE



Horizontal



Dundee &Angus
CHAMBER OF COMMERCE

Landscape



**Dundee
&Angus**
CHAMBER OF
COMMERCE

Stacked

The full colour logo

The full colour logo for Dundee and Angus Chamber of Commerce can be used on a white background only.

See digital folder for artwork. File formats included are: eps, jpg, png

**Dundee
&Angus**
CHAMBER OF
COMMERCE



Horizontal

Dundee &Angus
CHAMBER OF COMMERCE



Landscape

**Dundee
&Angus**
CHAMBER OF
COMMERCE



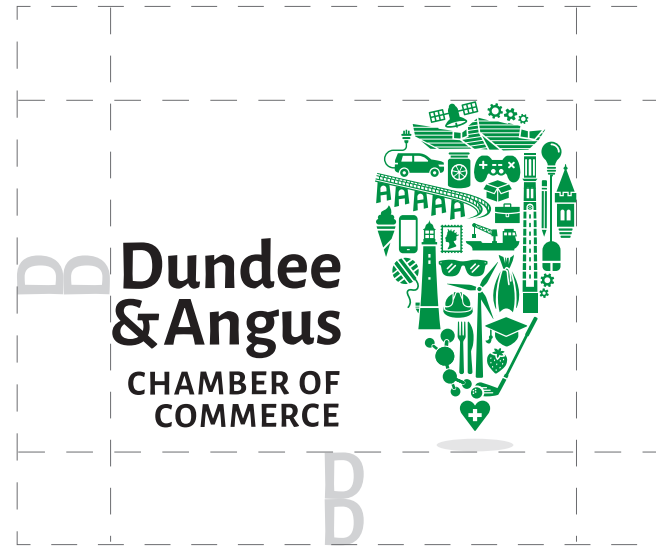
Vertical Stacked

Logo clear space

It is important not to clutter the logo by placing it too close to the edge of a page or by surrounding it with other design elements.

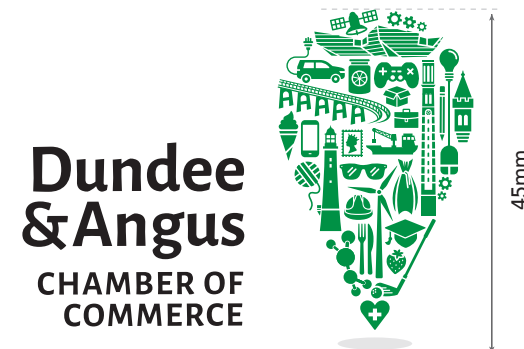
Please allow a minimum clear space around the logo equivalent to twice the height of the letter D.

The dashed box marks the allocated clear space; nothing should intrude into this area.



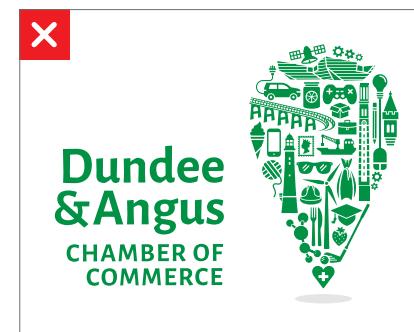
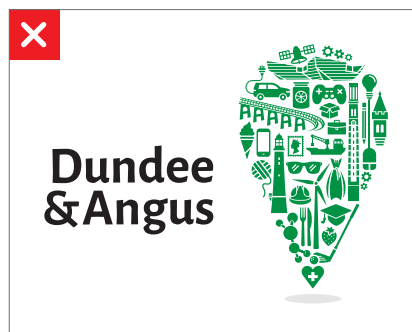
Minimum size

To ensure all elements are clear and visible never use the logo smaller than the size indicated. This applies to all variations of the logo.



Logo dos and don'ts

In order to maintain the integrity of the logo, it should always be used in the correct proportions. Do not squash, stretch, change the proportions or re-colour the logo.



Primary colour palette

These are the colours used in the Dundee and Angus Chamber of Commerce logo along with their values for CYMK, RGB and HEX.

Green
C90 M10 Y100 K10
R0 G138 B56
#008A38

Black
C0 M0 Y0 K100
R29 G29 B27
#1D1D1B

White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Secondary colour palette

These are the colours used in the Dundee and Angus Chamber of Commerce logo along with their values for CYMK, RGB and HEX.

Orange
C0 M62 Y81 K0
R239 G122 B57
#EF7A39

Red
C10 M94 Y96 K2
R211 G43 B28
#D32B1C

Pink
C4 M94 Y0 K0
R225 G32 B133
#E12085

Purple
C79 M100 Y22 K14
R85 G36 B103
#552467

Turquoise
C70 M0 Y40 K0
R56 G182 B171
#38B6AB

Lime Green
C40 M0 Y100 K0
R175 G202 B11
#AFCA0B

Typefaces

Alegreya Sans is the chosen typeface. Using it consistently on all applications will strengthen the brand and create familiarity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alegreya Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alegreya Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alegreya Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alegreya Sans Italic

Design elements

The icons from the logo can be used as a watermark as shown on the certificates. The watermark should be used as a tint in the colours below.

Icons



Green

C90 M10 Y100 K10
R0 G138 B56
#008A38

Map pin dot



Grey

C0 M0 Y0 K40
R178 G188 B178
#B2B2B2

