

GRCA

**GREATER
READING**
Chamber Alliance

2022

BRAND STANDARDS

LOGOS

STANDARD



ONE COLOR



GRAYSCALE



SOLID BLACK



REVERSE/WHITE



BLACK BOX FOR VIEWING PURPOSES ONLY

FONTS

PRIMARY

MONTSEERRAT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

MONTSEERRAT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

MONTSEERRAT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

ACCENT

Meranie

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

COLORS

PRIMARY



PANTONE	PMS 3272C	PMS COOL GRAY 8C
CMYK	100-4-50-0	50-40-38-4
RGB	0-163-154	134-137-141
HEX	#00A39A	#898A8D

ACCENTS



PANTONE	PMS 142C	PROCESS BLACK
CMYK	4-27-83-72	0-0-0-100
RGB	243-189-72	35-31-32
HEX	#F3BD48	#231F20

WEB/ BY DEPARTMENT

MEMBERSHIP

DEVELOPMENT

EVENTS

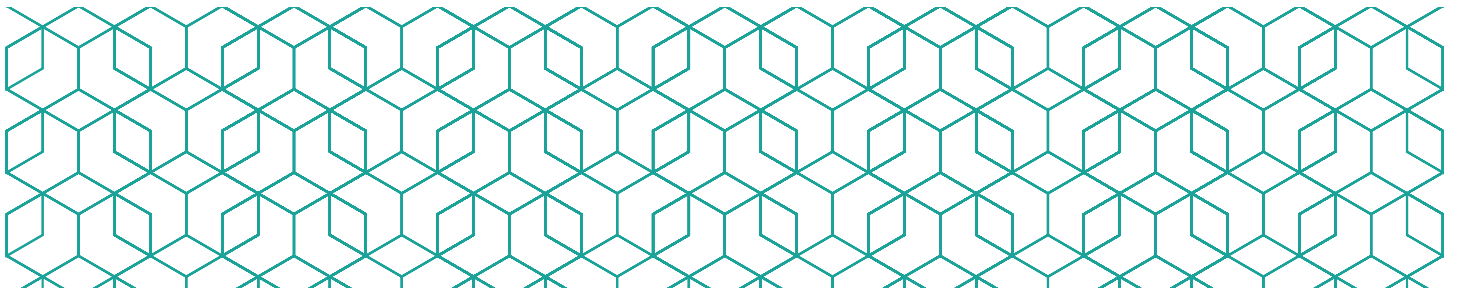
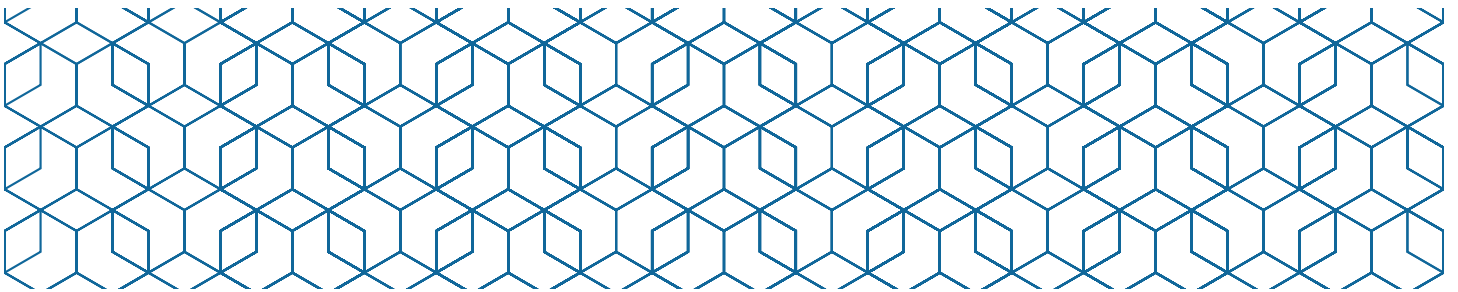
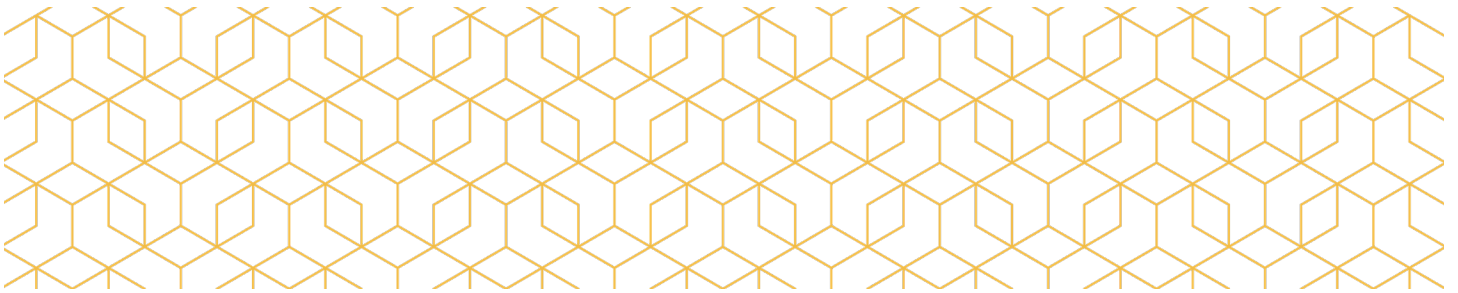
ADVOCACY



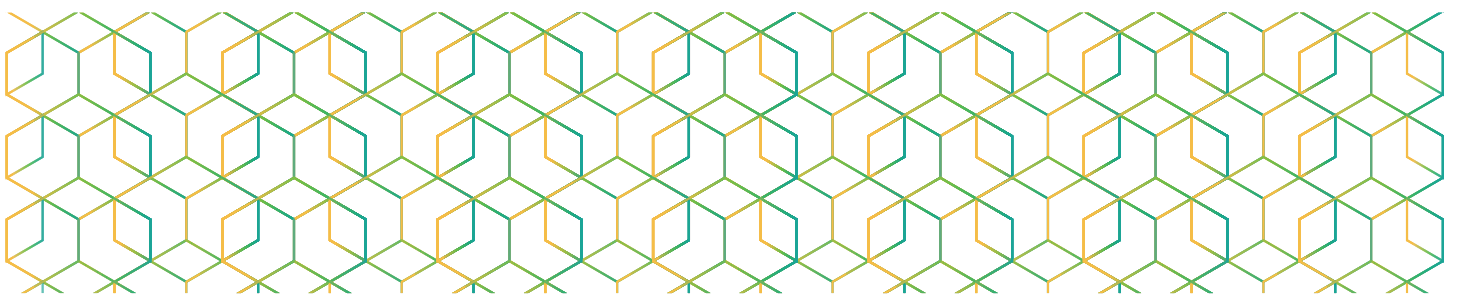
PANTONE	2945C	7740C	2613C	431C
CMYK	93-58-18-2	78-32-100-20	74-100-21-8	60-51-50-19
RGB	0-102-153	60-116-50	98-41-115	102-104-105
HEX	#006699	#3C7432	#6C317F	#666869

ACCENT ART (VARIATIONS MAY OCCUR)

GRCA



FBA



W2W

