



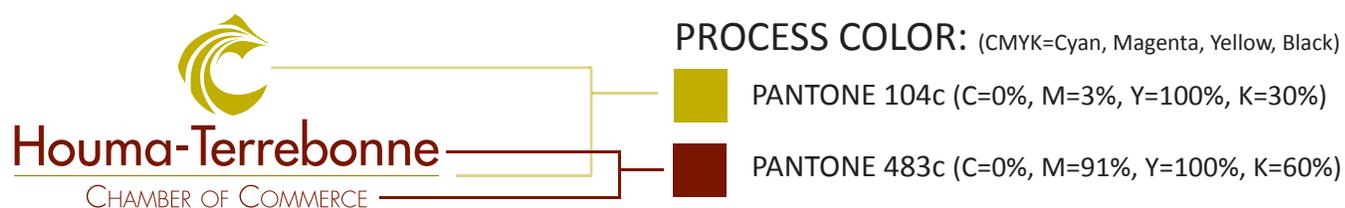
Houma-Terrebonne

CHAMBER OF COMMERCE

LOGO STYLE GUIDE

COLOR LOGO SPECIFICATIONS

FOR USE ON A LIGHT BACKGROUND



BLACK AND WHITE LOGO SPECIFICATIONS



FOR USE ON A DARK BACKGROUND



The white Houma-Terrebonne Chamber of Commerce logo is for use against a black or dark color background on which the color logo does not stand out.

SPACE SPECIFICATIONS



Allow 1/2 of the total height for spacing on all sides of the logo.



The print version of the logo can be reduced to a minimum of 1.5" wide. A smaller version of the logo can only be used when the surface area of the object demands it (pens, for example).

INCORRECT LOGO VARIATIONS

It is not permitted to substitute typeface or positioning, modify scaling of elements, nor to modify color designation.

LOGO USAGE POLICY

Only Chamber members in good standing may use the Chamber logo in advertising with approval of the Chamber's Communications Director. The logo available for membership use is provided by the Chamber and may not be redrawn, re-proportioned, modified or altered in anyway. The Chamber's Communications Director must approve the context of logo usage prior to any ad being published. The Chamber reserves the right to revoke the privilege of using the Chamber logo at any time if it is believed to adversely effect the image of the Chamber or if the member falls out of good standing.

LOGO FILE FORMATS

For any printed applications, the Chamber logo should be provided to the printer in .eps format. This format is created specifically for printing. The quality of the final output will be greatly reduced if another format such as .jpg, .tif, .bmp, etc. is used for printing. For any electronic applications, the Chamber logo should be provided for output in either .jpg or .gif format. These formats are created specifically for electronic media and should never be used for any printed materials. If you do not have a copy of the logo in one of these formats, please contact the Communications Director for the proper file.

QUESTIONS

Houma-Terrebonne Chamber of Commerce, 6133 Highway 311 Houma, LA 70360 Phone: (985) 876-5600; Fax: (985) 876-5611 or www.houmachamber.com.