Brand Guidelines

Visual Identity Style Guide

VERSION 2 01/12/2026 STUDIO 207

Welcome to PCCOC's Visual Guidelines

This document is here to guide you through the basic elements of our visual identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable, and meaningful experience for the members of the Pike County Chamber of Commerce.

Contents

Mockups

03 Mockups

Our Logo

06 Logomark
07 Clearspace
08 Lock Up 1
09 Clearspace
10 Lock Up 2
11 Clearspace
12 Co-Branding
13 All Lock Ups
14 Logo Colors
15 Logo Don’ts

Brand Colors

17 Our Colors
18 Color Pairings
19 Color Hierarchy
20 Color Schemes

Typography

22 Primary Typeface
23 Body Copy
24 Typesize Relationships
25 Type Overview
26 Leading & Tracking

Social Media

29 Social Media Profiles

Additional Info

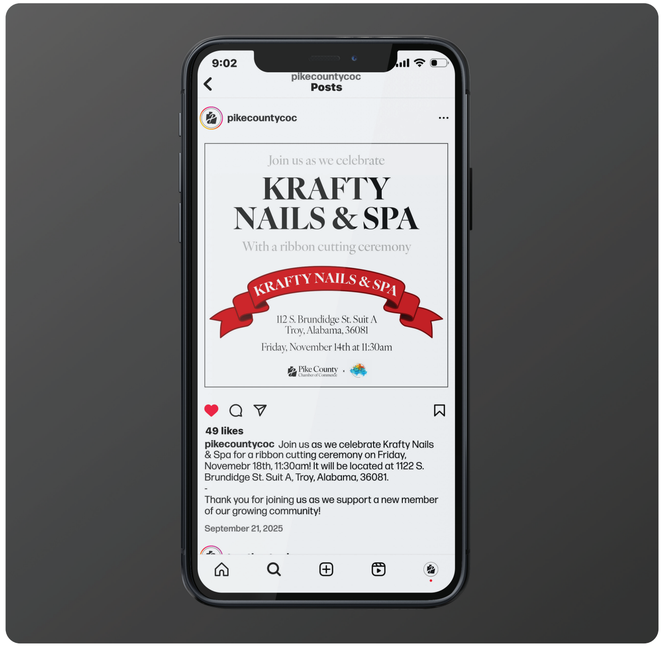
30 Additional Information

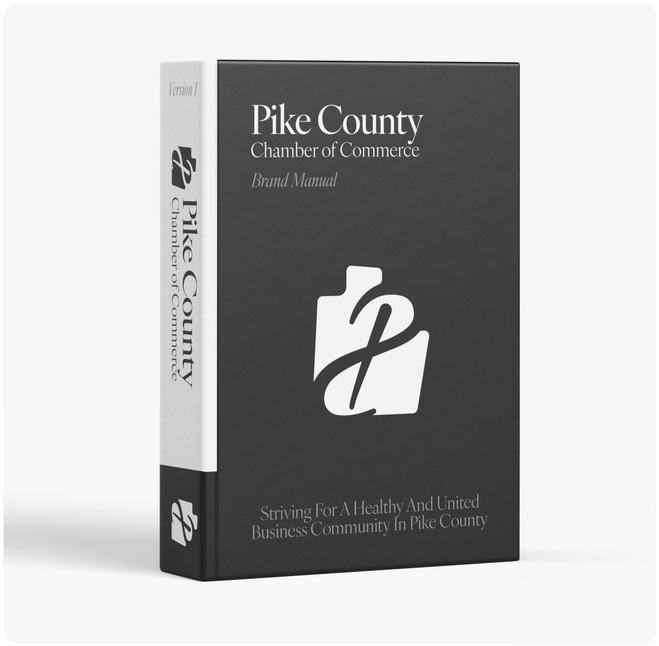
PCCOC

Pike County
Chamber of Commerce

PIKE COUNTY
Chamber of Commerce

Pike County Chamber of Commerce
Chamber of Commerce
Pike County Chamber of Commerce


9:02
pikecountycoc
Posts
pikecountycoc
Join us as we celebrate
KRAFTY NAILS & SPA
With a ribbon cutting ceremony
KRAFTY NAILS & SPA
112 S. Brundidge St. Suit A
Troy, Alabama, 36081
Friday, November 14th at 11:30am
49 likes
pikecountycoc Join us as we celebrate Krafty Nails & Spa for a ribbon cutting ceremony on Friday, Novemebr 18th, 11:30am! It will be located at 1122 S. Brundidge St. Suit A, Troy, Alabama, 36081.
Thank you for joining us as we support a new member of our growing community!
September 21, 2025


Version 1
Pike County
Chamber of Commerce
Brand Manual
Pike County
Chamber of Commerce
Striving For A Healthy And United
Business Community In Pike County

PIKE COUNTY
ESTD
1981
Chamber of
Commerce

PIKE COUNTY
LOCAL
2025-2026
Your guide to enjoying
Pike County like a local
Pike County
Chamber of Commerce
A publication of the Pike County Chamber of Commerce

Pike County
Chamber of Commerce

Pike County
Chamber of Commerce

Pike County
Chamber of Commerce

Logos

Our Logomark

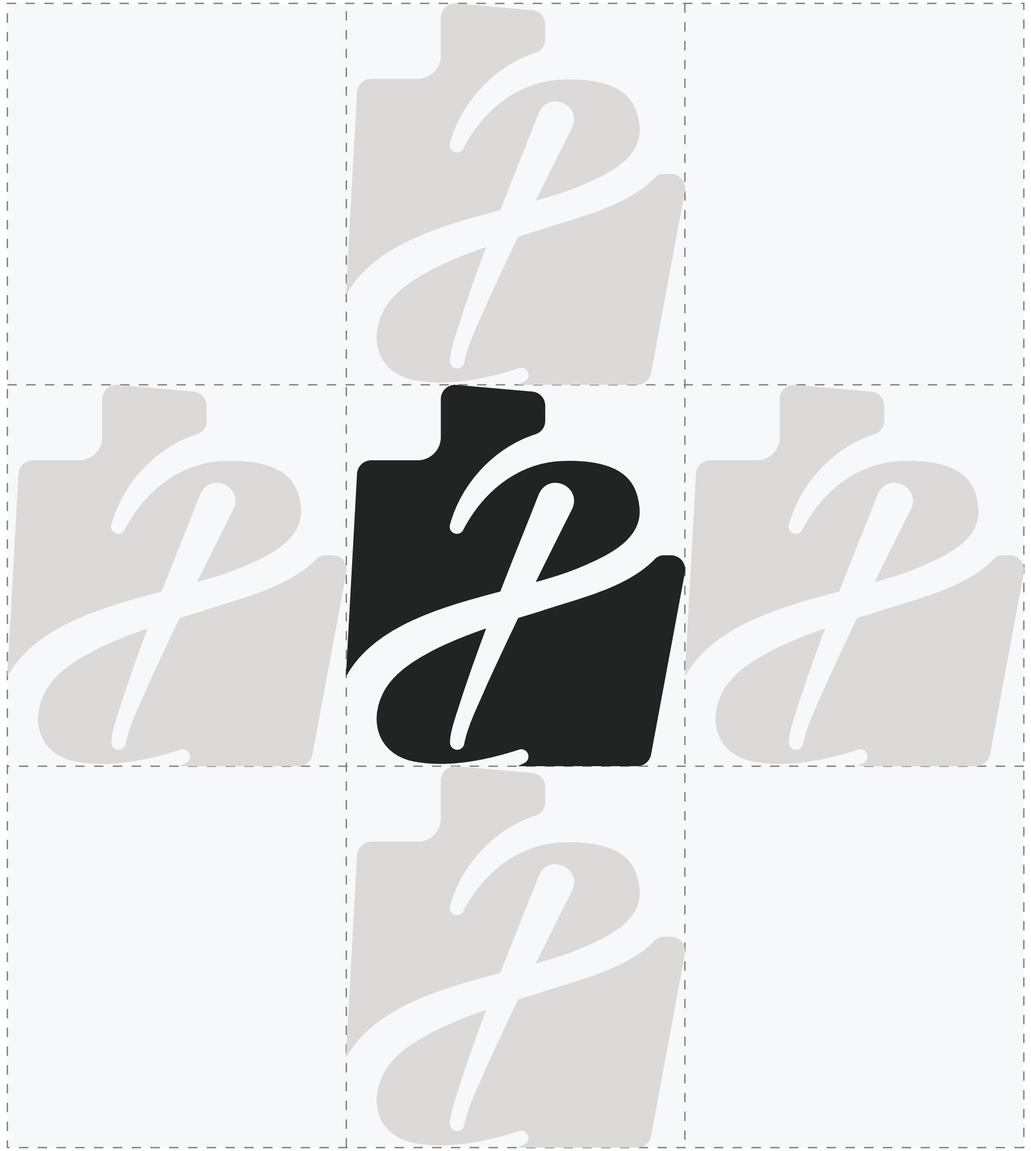
This is our brand's core identifier! This logomark means PCCOC and PCCOC means this logomark. We are a Chamber that is professional, engaging, and most importantly, here to help our communities. This logomark, consisting of a the Pike County shape and a "PC" monogram, should be used wherever the main logo lockups cannot fit.

The logomark will most often be used as a website favicon and on printed and digital materials.

Clearspace

Clear space is used around a logo to ensure its visibility and impact. It creates a protective area that prevents other elements, like text or graphics, from cluttering or distracting from the logo. By maintaining this buffer zone, the logo remains legible, preserving its integrity across various applications and enhancing recognition.

Our clearspace is defined by the “County” element from our Logomark repeated around the edges. Do not let any elements intrude this clearspace unless approved by the design team.



Logo Lockup

Here is the primary of our two main logo lockups! This slide shows the vertical orientation of our logo. This is primarily used in places with ample space both vertically and horizontally such as chamber ads, website graphics, and other printed materials.

Pike County
Chamber of Commerce

Clearspace

This lockups also need clearspace which is used around a logo to ensure its visibility and impact. It creates a protective area that prevents other elements, like text or graphics, from cluttering or distracting from the logo. By maintaining this buffer zone, the logo remains prominent and legible, preserving its integrity across various applications and enhancing recognition.

Our clearspace is defined by the “County” element from our Logomark repeated around the edges. Do not let any elements intrude this clearspace unless approved by the design team.

Horizontal Logo

This is the second of two logo lockups. This particular orientation of our logo is to mainly be used in places with ample horizontal room such as billboards, page headings, and other digital materials.

Horizontal Logo

Our clearspace is defined by the “County” element from our Logomark repeated around the edges. Do not let any elements intrude this clearspace unless approved by the design team.

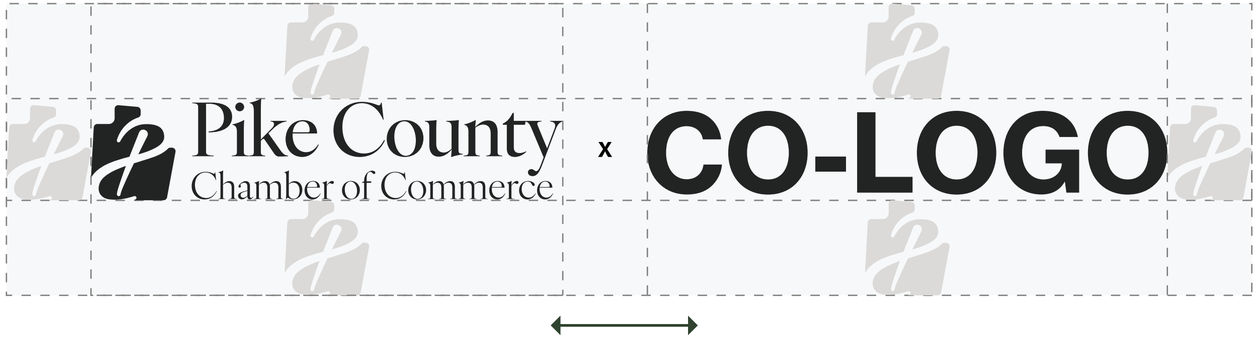
This maintains the integrity of the lockup and improves recognition.

Co-Branding

Co-branding clearspace ensures that both logos in a partnership are displayed clearly and maintain their integrity. By establishing a dedicated amount of space around each logo, co-branding guidelines prevent overlap or clutter, allowing each brand's identity to stand out. Clearspace rules ensure that both logos are visually balanced and aligned, reinforcing the collaboration while preserving individual brand.

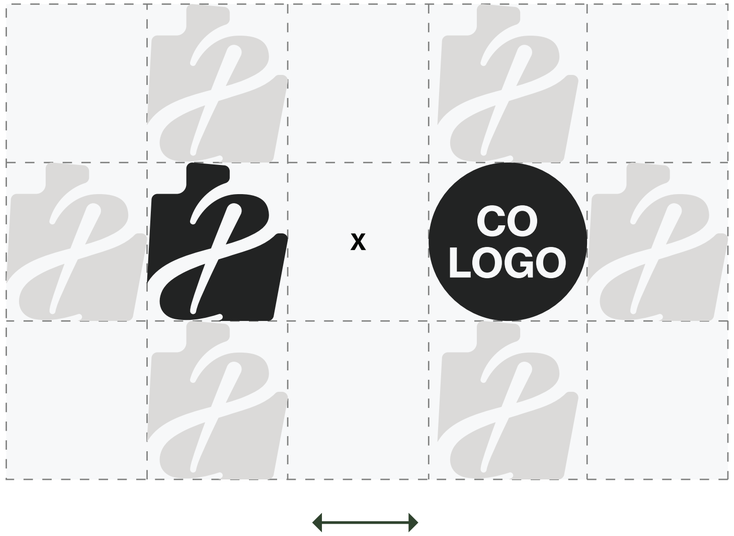
Both our lockup and symbol can be co-branded. To define the clearspace between the logo partnerships, simply dupilcate our clear space and place it next to our logo.

WORDMARK CO BRANDING



Logo Clearspace doubled to define co branding clearspace.

SYMBOL CO BRANDING



Logo Clearspace doubled to define co branding clearspace.

Pike County
Chamber of Commerce

Pike County
Chamber of Commerce

All Logo Lockups

This page shows all the ways our logo and it's variations can be used! Everything from the logomark to lockups to badges, each logo is a part of the PCCOC brand and has the integrity to stand on its own.

Logo Colors

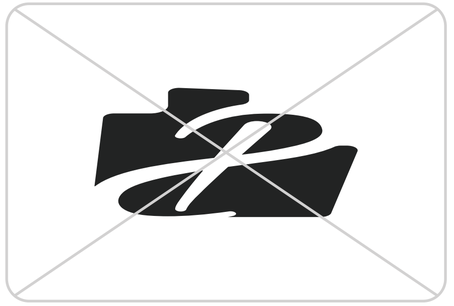
Our Logos must only be colored in our Primary colors of “Troy Slate”, ”Brundidge Grey”, “Goshen Grey” and “Banks White”. Our Logo must not be colored in any other colors unless approved by the design team. Please see the next few pages for more indepth Brand color info.

Logo Dont's

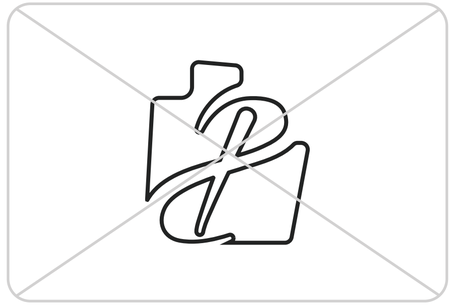
Our Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color, and composition should remain as indicated in this document.

To illustrate this point, some of the more likely mistakes are shown on this page. These rules apply to all elements of the Logo including the logomark and all versions of the Lockups.

This list is meant for illustrative purposes, and should not be considered an exhaustive list of mistakes.

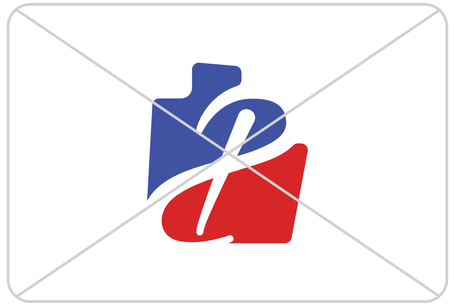


Do not squash or stretch our logo.

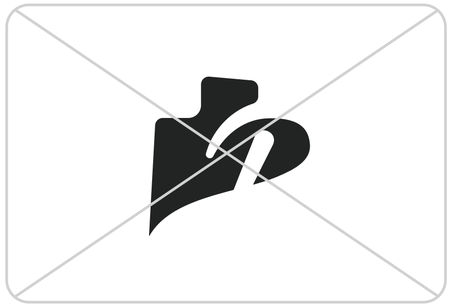


Do not outline our logo.

Do not rotate our logo.



Do not use non-approved colors on our logo.



Do not remove elements of our logo.

Do not let any elements obstruct our logo.

Colors

Brand Colors

Our brands color palette establishes a cohesive and recognizable visual identity for PCCOC. Consistent use of our specific colors across all of our materials helps evoke the right emotions, reinforces brand messaging, and enhances brand recall. It ensures that our brand's look remains uniform across various platforms, from digital to print, creating a strong and memorable association with the brand.

To help PCCOC and the communities you serve better connect this brand to you, we have gone with an easily recognizable color scheme. A slate black, a dark great, a lighter grey, and white.

PRIMARY COLORS

Troy Slate
HEX 252525
RGB 37, 37, 37
CMYK 70, 65, 64, 70
PANTONE 426C

Brundidge Grey
HEX 616161
RGB 97, 97, 97
CMYK 61, 52, 52, 23
PANTONE Cool Grey 10C

Goshen Grey
HEX BBBBBB
RGB 187, 187, 187
CMYK 27, 21, 22, 0
PANTONE Cool Grey 4C

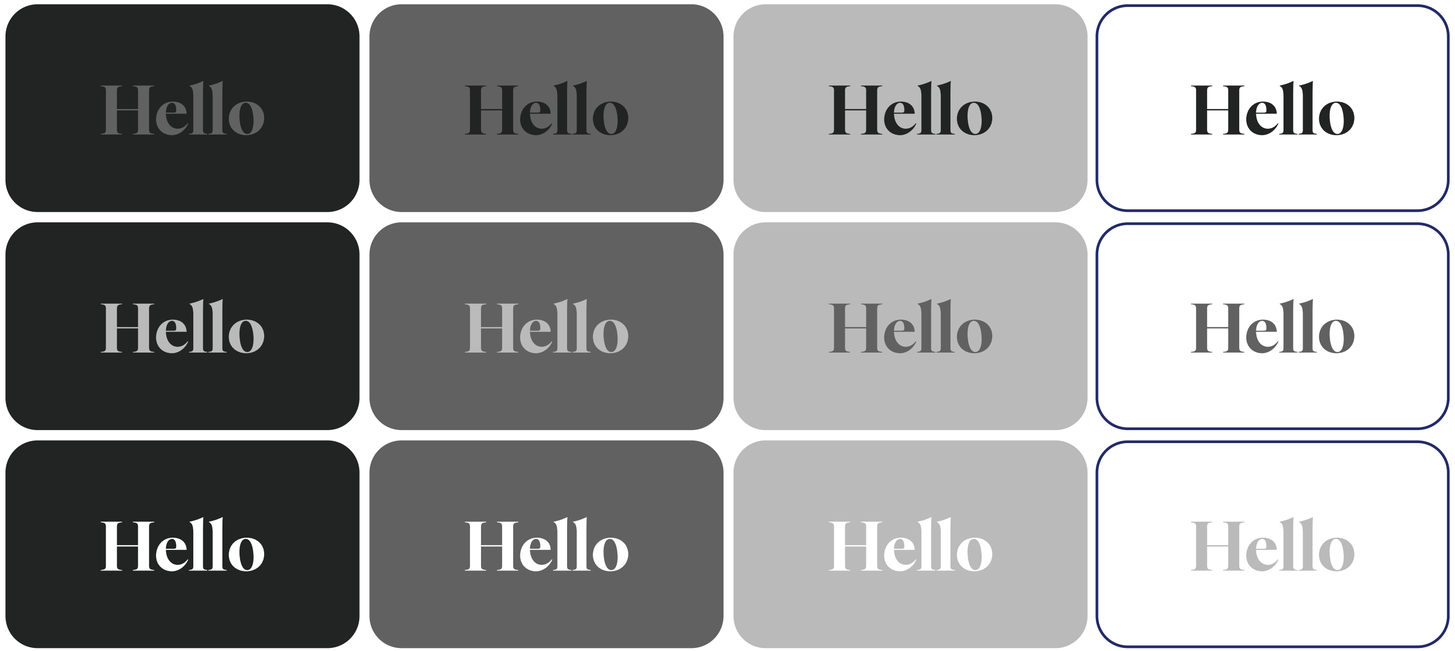
Banks White
HEX FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Color Pairings

When using our brands colors, those shown on the top left are the correct pairings. This is for text and supporting elements.

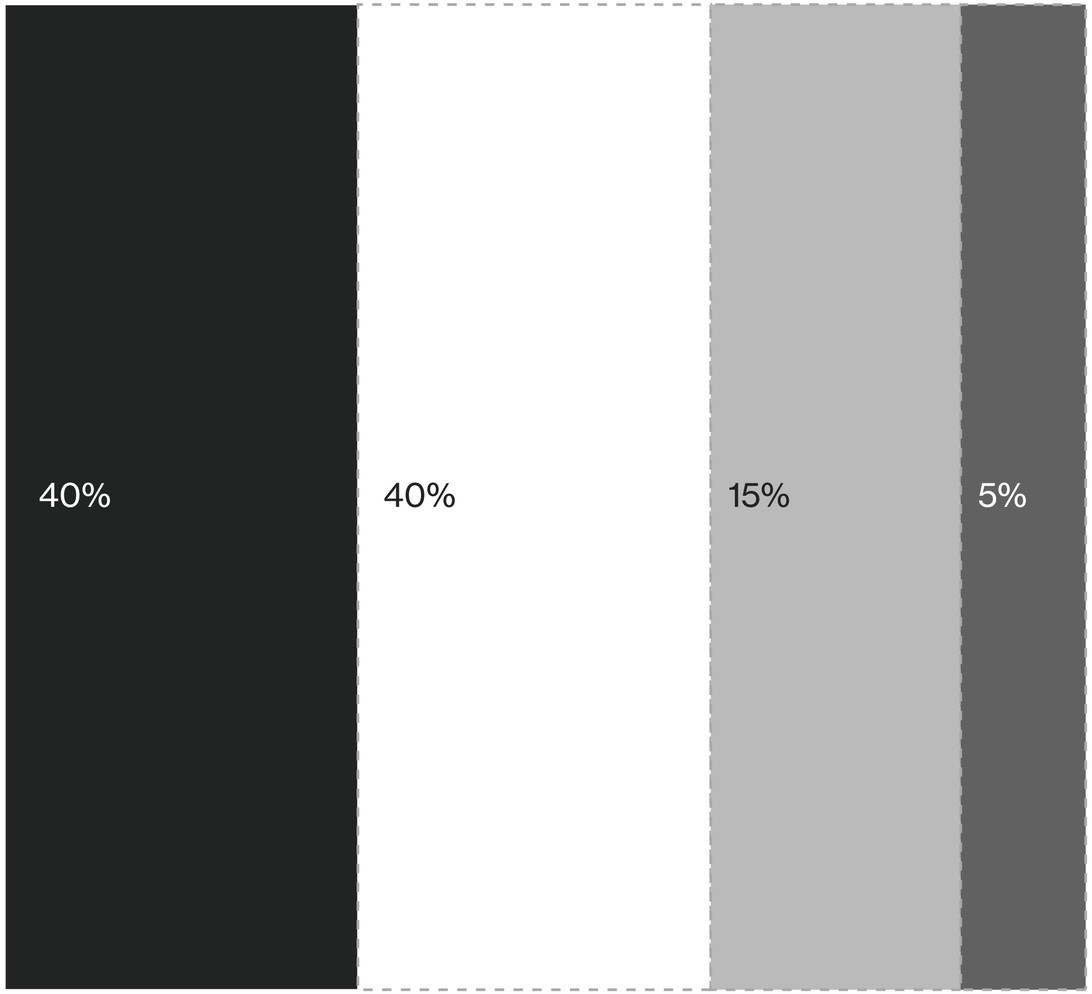
Do NOT introduce any colors outside of our color palette under any circumstances.

CORRECT USAGE



Color Hierarchy

You can see here how PCCOC's colors should be distributed. "Troy Slate" and "Banks White" are primarily used due to their strong contrast and good visual pairing. "Goshen Grey" is largely the supporting color providing variation and hierarchy, and "Brundidge Grey" serves as an addition supporting color.

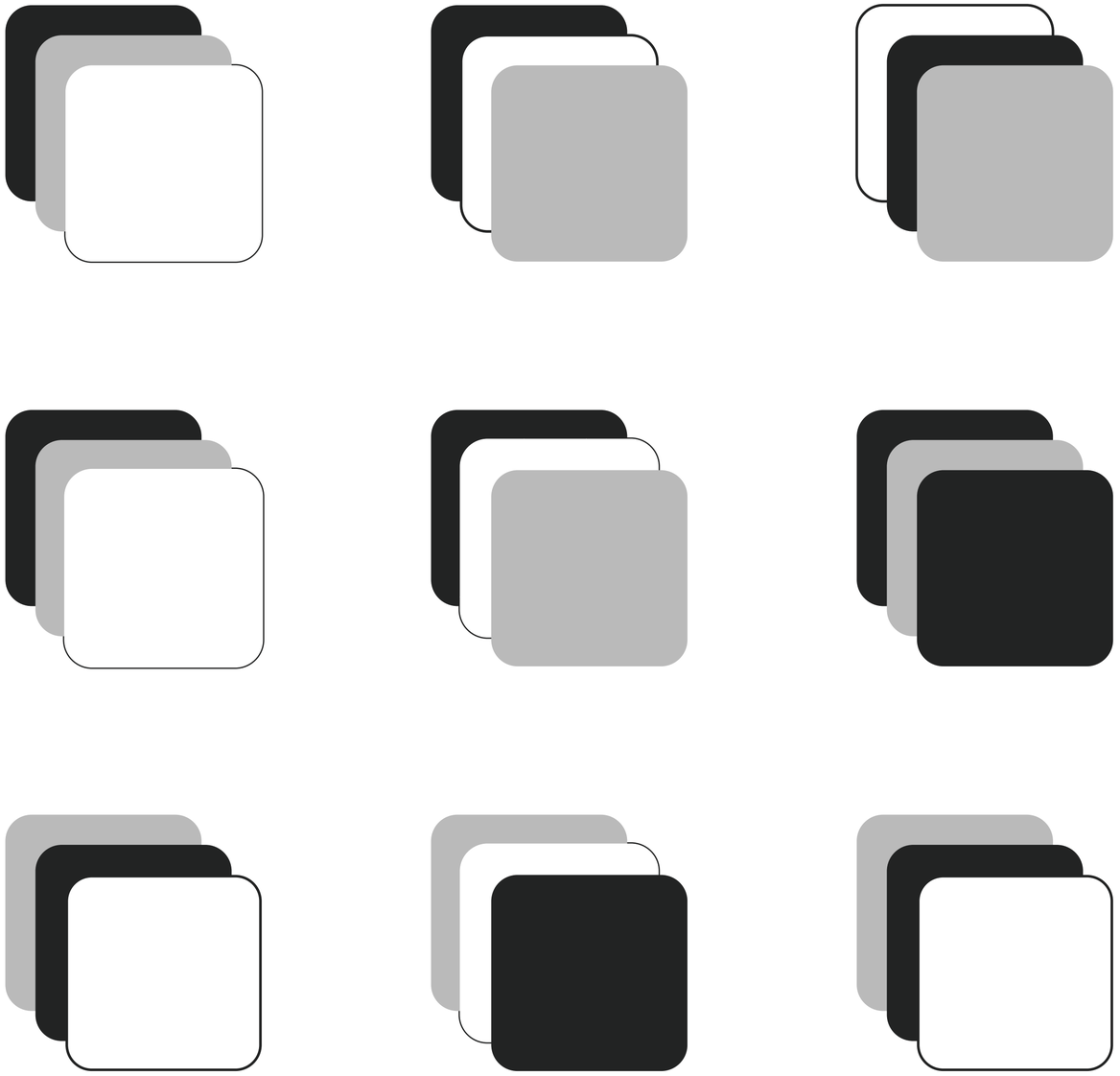


Color Schemes

Here are some examples of suggested color schemes you can use when creating graphics, social media content, marketing materials, or posters for PCCOC.

Refer back to page 19 Color Pairings if your not sure on what colors work and do not work.

Background Color
Typography Color
Decorative Color



Typography

Primary Typeface

PCCOC's primary typeface is IvyOra Display. It is a bold typeface that is characterful, profesional, and classic. This typeface should only be used for titles and headings, not body copy.

IvyOra Display has many font weights allowing for ample variation when designing media for PCCOC.

IvyOra Display

Display, Headings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£><

Thin — Aa Bb Cc

Regular — Aa Bb Cc

Bold — **Aa Bb Cc**

Body Copy

Neue Haas Grotesk Text Pro is to be used for Subheadings and longer blocks of text due to its simplicity and readability. This typeface has strong contrast to the heading font which provides a necessary variation when reading longer blocks of text like on websites and printed materials.

This typeface also comes in many font weights which allows for creative choices like highlighting certain words by using bolder or italic fonts.

Neue Haas Grostesk

Subhead, Body, Info, Paragraph

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£><

Roman Aa Bb Cc

Medium **Aa Bb Cc**

Bold **Aa Bb Cc**

Typesize Relationship

When creating layouts using both typefaces, clear hierarchy can be established by making sure subheadlines are no larger than 33% of the ascender height of the headline, and body copy is no larger than 50% of the cap height of subheadlines.

IvyOra display
Headline

Headline

Neue Haas Grotesk
Subhead

Subhead goes here

Neue Haas Grotesk
Body Copy

Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer

Neue Haas Grotesk
Label

Enquire Now

Typesize Overview

You can see the hierarchy of how our typefaces should be used. Our primary heading typeface should never be overused and not too many words in length as this is a display typeface. Using the primary typeface with a thinner weight on subheadings or using the body copy typeface can do the rest of the heavy lifting. The body copy fonts will be used for small, medium, and large bodys of text.

This hierarchy must be present across all our print and digital materials.

Display Leading & Tracking

Spacing can make or break our headings. Leading refers to the amount of space between each line of text. Tracking refers to the space between each letter. It is very important that you use the correct leading and tracking on our primary typeface so it looks correct for our brands visuals; using the incorrect units can make it look unreadible and unprofessional.

Pike County
Chamber of
Commerce

Correct Tracking & Leading

Pike County
Chamber of
Commerce

Incorrect Tracking

PikeCounty
Chamberof
Commerce

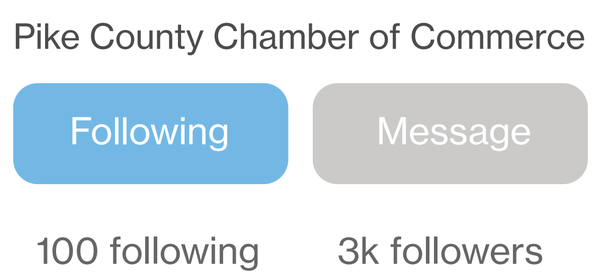
Incorrect Leading

Pike County
Chamber of
Commerce

Incorrect Leading & Tracking

Assets

Social Media



Social Media Example

These are examples of social media profile pictures and headings. For places like Instagram, Facebook, and LinkedIn, the main logo lockups won't fit into a profile picture or are too complicated to be viewed at such a small scale. This is a perfect application for the logomark. The simplicity and professionalism of a logomark in the profile picture and an interesting profile banner is unmatched.

All of PCCOCs social media outlets should feel similar in how the profile picture and profile banners are treated.

Additional Information

Reminder

To ensure consistency and maintain the integrity of our brand, it is essential that all the new brand assets and communications strictly follow the guidelines outlined in this document. These guidelines include the correct usage of our logo, typography, color palette, and imagery. Deviating from these standards can weaken the brand identity and message. Therefore, we kindly request that you review and adhere to these guidelines in all materials. If you have any questions or require clarification, please contact Studio 207 for assistance.

Contact

If you require any assistance please contact the designer of the brand and the creator of this brand guidelines document. Details are below.

Studio 207
info@studio207.design

Thank You!

And always refer back to this document.