



# BRANDING STYLE GUIDE

October 2011

# ARTWORK GUIDELINES

- ✚ North Essex logo must appear on the advertisement, flyer, banner or any other type of media at a size of about medium to large.
- ✚ The NECC brand “swoosh” shall appear on the advertisement either as a bounding element or as a watermark.
- ✚ A lot of different fonts exist and can be used when creating an ad, but when it is recommended that if possible to stick to the Optima and Optima Bold font. Sizes can vary depending on title, body etc.
- ✚ The purpose of the advertisement should be made clear and concise with as little jargon as possible.
- ✚ If applicable, logos for the advertisement or banners or such shall be placed in the middle of the ad or middle top of the ad.
- ✚ Any sponsors of the ad shall have their logo placed on the same level as the NECC logo. The sponsor ad shall not be larger than the NECC logo nor shall it be more prominent. Ex: NECC Small and bottom right, sponsor large and top mid.
- ✚ Colors shall be kept two tone for the add and shall blend well with each other. (Exceptions include when color is the main focus or necessity of the ad, such as pink for breast cancer awareness or red for valentines day.)

## **When a logo is not used and the property is referenced or mentioned, the following are approved Terms:**

- ✚ North Essex Chamber of Commerce
- ✚ NECC
- ✚ NECCNJ

## **Terms Not Approved:**

- ✚ NE Chamber of Commerce
- ✚ N.E.C.C.
- ✚ N.E.C.C.N.J.
- ✚ Essex Chamber of Commerce
- ✚ NEC of Commerce

## Sample Flyer following Branding Guidelines



### W2W Fall Networking Event

Tuesday, October 4th, 2011

**6-8pm @ Lakeland Bank**

49-53 Bloomfield Ave.

Caldwell, NJ 07006



#### Guest speaker for this event:

Rose DiMeo, CEO of Hampton-Clarke/Veritech, Inc.

Meet a woman who took her dream and created a million dollar company!

#### Sponsored by:



We thank Lakeland Bank for their sponsorship.

There will be no fee to attend this event.

PLEASE RSVP IN ADVANCE TO:  
North Essex Chamber of Commerce  
Call: 973-226-5500  
email@northessexchamber.com



## Taste of Essex



## Marketing Committee



## President's Reception





Wednesday, Oct. 27th, 2010, 6-10 pm

## Highlawn Pavilion

Eagle Rock Reservation, 1 Crest Dr., West Orange

**\$75 by October 1st; \$95 after that date**

*Join fellow members of  
the NECC and of our  
community at large for  
the Second Annual  
Casino Night!*

# Monte Carlo Casino Night

- An entertaining variety of games, including roulette, craps, poker and Texas Hold'em
- A lavish menu offered by the glamorous Highlawn Pavilion (cash bar)
- Valuable prizes and sports/celebrity silent auction
- Come dressed in costume appropriate for an evening in Monte Carlo and be entered in a special raffle prize!
- A portion of the proceeds support the Chamber's Scholarship Foundation

**REGISTER ONLINE** at [www.NorthEssexChamber.com](http://www.NorthEssexChamber.com)  
or RSVP by Monday, 10/25 (email@northessexchamber.com or 973-226-5500).  
North Essex Chamber of Commerce,  
3 Fairfield Ave., West Caldwell, NJ 07006

Sponsored by:



Created by Creative Mind Consulting Group



A Summer's  
Night  
in *Spain*

Thursday, Aug. 19th, 2010, 6 to 8ish pm  
**Chef's Lab**, 345 Bloomfield Ave., Montclair, NJ  
Come see a cooking demonstration,  
followed by a tasting of the dishes (buffet style).  
Members: \$48 Non-Members: \$60

North Essex  
Chamber of Commerce  
**EMERGING LEADERS  
COMMITTEE**

**A Summer's Night in Spain**  
RSVP by Monday, 8/16 (email@northessexchamber.com or 973-226-5500).  
North Essex Chamber of Commerce, 3 Fairfield Ave., West Caldwell, NJ 07006

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_



North Essex Chamber of Commerce  
Phone: 973-226-6500 Fax: 973-403-9336  
Created by Creative Mind Consulting Group