Logo Usage

Primary Logo

The Lansing Regional Chamber of Commerce (LRCC) logo is the central element of the LRCC brand. It is our most powerful visual brand asset, and immediately communicates who we are as an organization.

These characteristics include authorized artwork, minimum size, protected area, and proper coloration.

Always use authorized artwork. Consistent reproduction of the logo is essential in reflecting the personality of the brand. Therefore, the correct use of our logos is key to maintaining a professional and coherent brand.

The horizontal lockup (shown below) is the primary version of the logo. When possible, this version should be used. When horizontal space is limited and vertical space is more plentiful, a vertical lockup is available.

Full Logo Signature or Primary Logo

Logo Usage

Vertical Logo

The vertical logo uses all the same elements from the full logo signature, but has been rearranged to conserve horizontal space.

To maintain our brand identity, the vertical logo should only be used when necessary. Always use your best judgment when determining which lockup is best.

Secondary Vertical or "Stacked" Version

Color Palette

Print & Web

The LRCC color palette was created to convey a visual uniformity throughout all communication materials. Consistent color usage across all media is integral to the brand identity. Shown here are approved color formula variations for LRCC in several print and digital formats. No other color specifications should be used.

PRIMARY

Eaton Emerald
PMS 7725
HEX 008752
R0 G135 B82
C100 M0 Y85 K100

Michigan Avenue Blue
PMS 307
HEX 0068a6
R0 G104 B166
C100 M40 Y0 K20

Seymour Silver
PMS Cool Grey 6
HEX a7a8a9
R0 G0 B0
C0 M0 Y0 K40

Black
PMS Black
HEX 000000
R0 G0 B0
C0 M0 Y0 K100

White
PMS Trans White
HEX ffffff
R255 G255 B255
C0 M0 Y0 K0

SECONDARY

Clinton Cobalt
PMS 541 C
HEX 003b71
R0 G59 B113
C100 M78 Y32 K22

Greenly Green
PMS 567 C
HEX 153e35
R21 G62 B53
C85 M51 Y70 K54

TERTIARY

REO Red
PMS 187 C
HEX aa182c
R170 G24 B44
C23 M100 Y88 K15

Capitol Khaki
PMS 4665 C
HEX cda787
R205 G167 B35
C0 M0 Y0 K100