

BRAND GUIDE



Taking Care of Business!



MISSION

“...to be recognized as the premier business organization influencing Harrison’s and the greater Boone County’s economic and business development through leadership, education, and investor partnerships”

VISION

The Harrison Regional Chamber of Commerce is the leading advocate for business and economic opportunity.

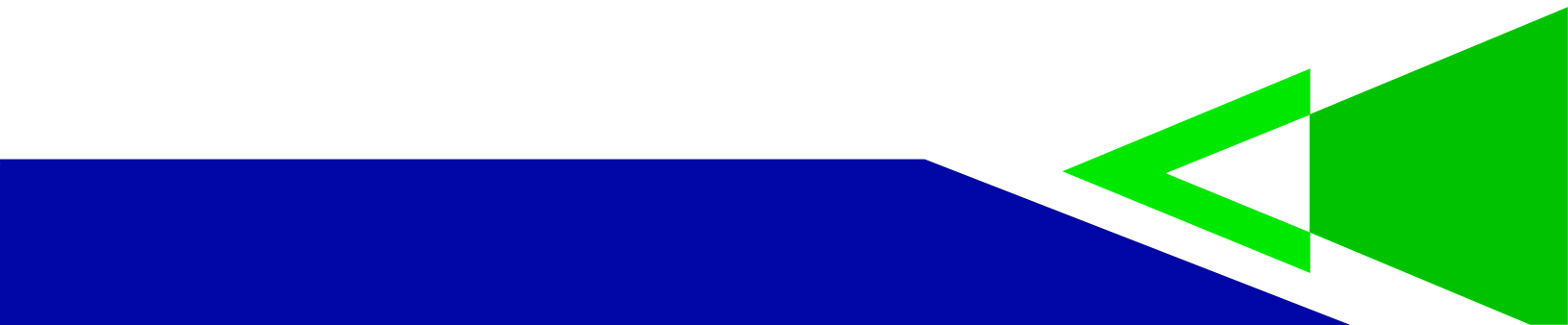
VALUES

We attract diverse businesses, industrial, and community organizations to our area resulting in the attraction of leaders, workforce, talent, investors, and people cultivating our local economy.

We connect area businesses and professionals to numerous networking opportunities through events, seminars, training and engagement groups designed to help our members grow.

We grow local businesses and strengthening our local economy by providing available resources through training, education, coaching, and other dynamic resources designed to stimulate business development, retention and expansion.

We engage our members/investors, the community, City and County leaders and economic development efforts to be the driving force to expand and grow existing businesses, start new businesses and industry, create awareness to shop local, and fully support our local organizations.



LOGO'S & GRAPHICS

Logo



SIGNATURE

Font: Cosmoball Regular



Font:
Cosmoball
Sans

Font: Interstate Bold

LOGO'S & GRAPHICS

The Official Harrison Regional Chamber of Commerce logo is designed to reflect the beauty of our region.

The green of the logo representing the Ozark Mountains which are known for their abundance of sparkling springs, waterfalls, caves and caverns that dominate our skyline.

Paired with the cursive font *Harrison* emulating the winding of the Buffalo River (America's First National River) to our south. A popular destination for outdoor enthusiasts and nature lovers alike.

LOGO DON'TS



We kindly request that you do not:

- Change the colors of the logo
- Change the font of the text
- Rotate the logo
- Change the background of the logo
- Stretch the logo horizontally or vertically

LOGO DON'TS

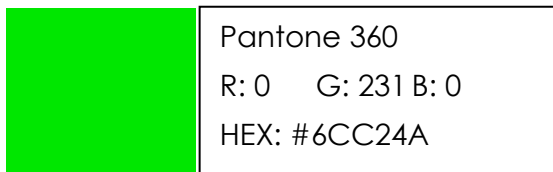
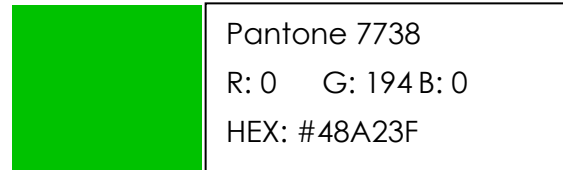
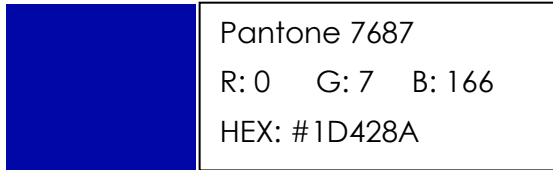


Please note that we are not a city or government run entity. Please do not confuse our logo with that of the City of Harrison branding.

Please also make note of RETIRED logos here



COLOR SCHEME & FONTS



HEADINGS – Century Gothic

SUB-HEADINGS/STANDOUTS – Century Gothic

Body – Century Gothic

STATIONARY, SIGNAGE & POSTERS



Size | Height: 0.93" Width: 1.79"

Position | Centered in Header

Business Cards

(Front)



(Back)



621 E. Rush Street, Harrison, AR 72601 870-741-2659 800-880-6265 www.harrison-chamber.com

Letterhead



VOICE

READABLE – Express what you mean using clear & effective language, easy to understand

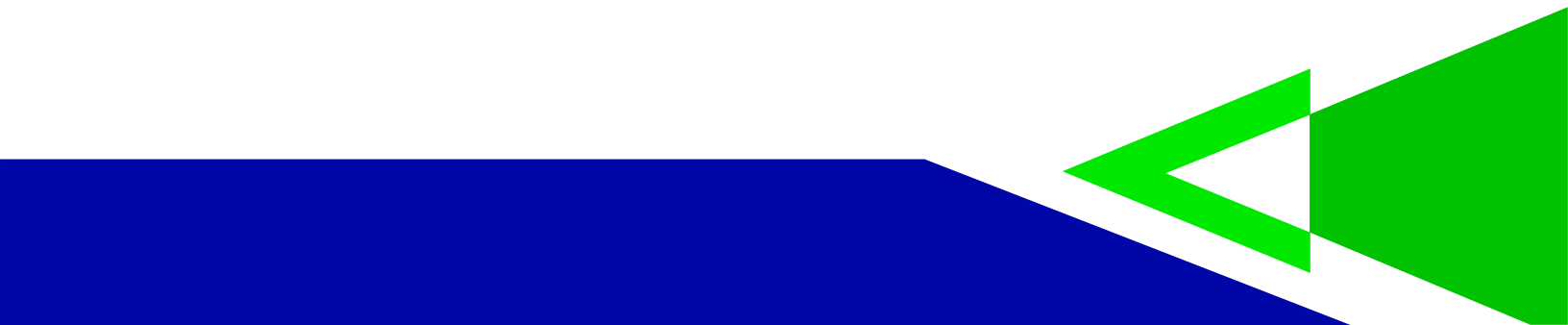
Inviting – Express what you mean all while making the reader feel welcome and important.

Upbeat – Express what you mean while keeping the tone light and positive

Personal/Collaborative – Express what you mean while adding a touch of connection using words like ‘we’ and ‘us’

Warm – We are not a cold & corporate entity, but rather an extension of the warm southern hospitality that is so often associated with our great region

In text referring to the chamber, first use “the Harrison Regional Chamber of Commerce,” then refer as ‘we’ or ‘HRCC’ for the remainder of the document.



SOCIAL MEDIA GUIDELINES

When using social media, we should be tailoring our content to the audience associated as outlined below:

- **Facebook & Instagram**
 - **Posts:** News, Events, Press Releases, Business Impact, Economic Development. We have the most following on these 2 platforms and most everything we do should have reach here.
 - **Examples of Good Content**
 - Top 10 Lists
 - What makes Harrison a friendly business environment
 - Reasons to Shop Local + Campaigns
 - Narrative videos of the story behind businesses
 - Associated with the Chamber/City: Visually displaying pride of the live, work, play atmosphere
 - **Stories:** Used for fun snapshots of what is happening at the Chamber and in the community, live coverage of events, promotions, sharing of stakeholder news and easy social media shoutouts. This is where less 'formal' business information can go.
 - **Examples of Good Content**
 - Other: Visually displaying pride of the live, work, play atmosphere
 - Less formal happenings in the Chamber (meetings, investor visits, beautiful views, etc)
 - **LinkedIn:** Formal business and industry content. Economic development and community development content.
 - **Examples of Good Content**
 - Statistical Articles, LiveStories Data, Press Releases
 - Harrison Strategic and Improvement Plans
 - Business Related Legislation

- **Twitter:** Short commentary and a platform to provide more personal feedback to stakeholders
- **YouTube:** Video productions of 'In the Loop' and other event promotions
- **Newsletter:** Weekly news headlining Chamber/Community information (events, press releases, new investors, renewed investors, etc) and information on community events as necessary. NO ADS
- **E-Blasts:** Used for member to member communications.

HRCC Bylaws | Article 1.9 | Limitations: The Chamber in all its activities, shall be non-partisan, non-sectional, non-sectarian and shall take no part in or lend its influence on the election or appointment of any candidate for public office.



OFFICIAL CORRESPONDENCE

Official statements on behalf of the Chamber shall come directly from the President/CEO (Bob Largent) or the Chair of the Board (Melissa Collins).

To contact the Chamber for official statements:

Bob Largent

President/CEO
Harrison Regional Chamber of Commerce
(870-741-2659)
blargent@harrison-chamber.com

Melissa Collins

Principle Broker
Weichert, Realtors – Market Edge
870-391-9500
melissacollins.realtor@gmail.com



GRAPHICS & SLIDES



In the Loop

A Chamber Update



Taking Care of Business!



Press Release

USE THESE In PowerPoint
and video productions
same for all slides

***Font:** Century Gothic,
BOLD
***Color:** HRCC Blue
Char. Spacing/Size:
Very Loose / 36
Loose / 18

Char. Spacing/Size:
Loose / 36

Char. Spacing/Size:
Very Loose / 40



APPROVAL OF USE

Use of the Chamber logo must be approved by the President/CEO (Bob Largent) before it can be printed, distributed, or released to the public or any individual.

Bob Largent

President/CEO

Harrison Regional Chamber of Commerce

(870-741-2659)

blargent@harrison-chamber.com

To access appropriate vector files and logo graphics please contact our Director, Investors & Marketing (Wilson Marseilles).

Wilson Marseilles

Director, Investors & Marketing

Harrison Regional Chamber of Commerce

(870-741-2659)

wmarseilles@harrison-chamber.com

