

# GRCA

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**GREATER  
READING**  
Chamber Alliance

# 2024

BRAND STANDARDS

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# LOGOS

## STANDARD



PMS  
7466C



PROCESS  
BLACK



## ONE COLOR



PMS  
7466C



## SOLID BLACK



PROCESS  
BLACK



## REVERSE/WHITE



BLACK BOX FOR VIEWING PURPOSES ONLY

# FONTS

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## PRIMARY

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### MONTSEERRAT

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

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abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

### MONTSEERRAT

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

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## ACCENT

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*Meranie*

*A B C D E F G H I J K L M*

*N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

# COLORS

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## PRIMARY



PANTONE	PMS 7466C	PROCESS BLACK
CMYK	86-0-32-0	0-0-0-100
RGB	0-176-185	35-31-32
HEX	#00B0B9	#231F20

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## WEB/ BY DEPARTMENT

MEMBERSHIP    DEVELOPMENT    EVENTS    ADVOCACY



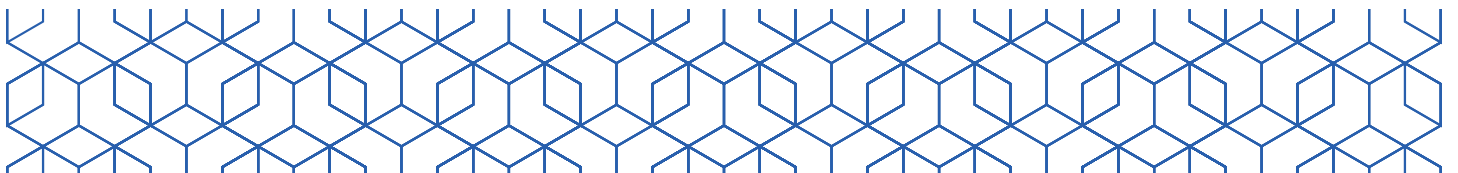
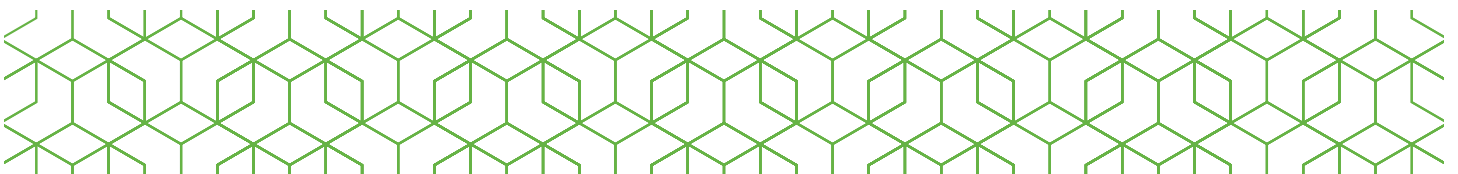
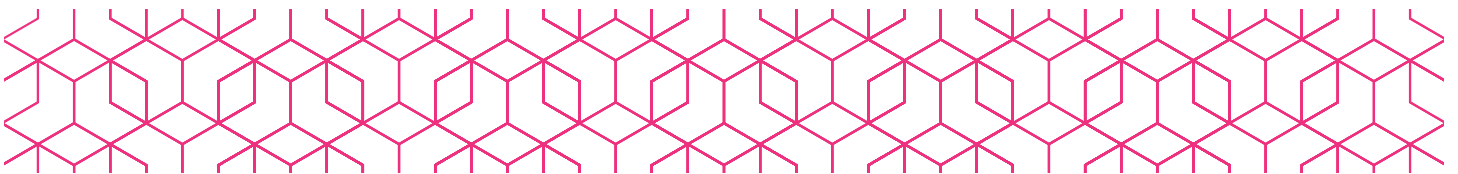
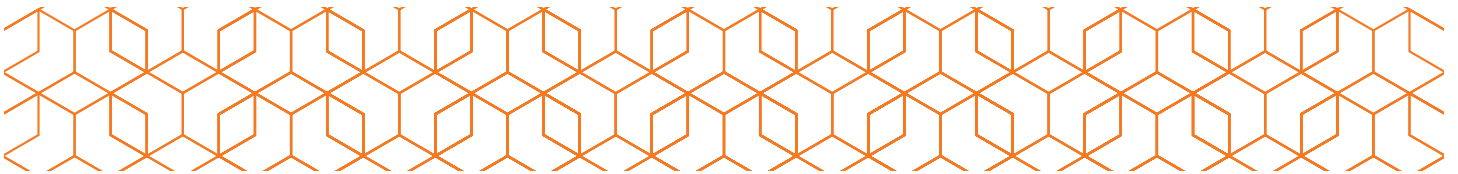
PANTONE	2728C	7737C	213C	021C
CMYK	90-68-0-0	60-0-98-7	0-92-18-0	0-65-100-0
RGB	0-71-187	107-165-57	227-28-121	254-80-0
HEX	#0047BB	#6BA539	#E31C79	#FE5000

# ACCENT ART (VARIATIONS MAY OCCUR)

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GRCA

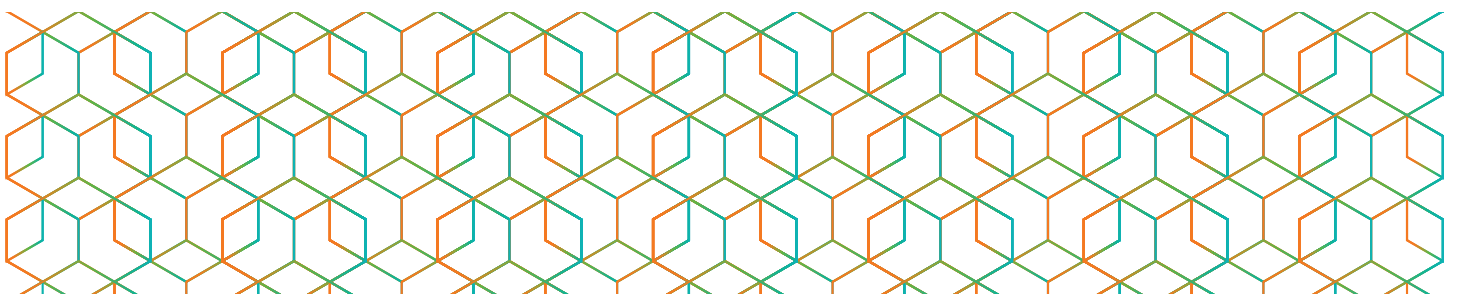
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FBA

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W2W

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