

## THE LOGO



The Greater Hernando County Chamber of Commerce logo is a cornerstone to our identity. The typography within the logo has been customized, and we kindly request that you utilize the full logo provided on the Chamber's official website or as directly shared by our dedicated Chamber staff. Please refrain from making any modifications to the logo, including but not limited to alterations in color or proportions.

### DO NOT



Stretch or otherwise change the proportions of the logo

### DO NOT



Change the color(s) of the logo

### DO NOT



Change the size or placement of elements of the logo

### DO NOT



Place the logo on a busy or patterned background

### DO NOT



Change or attempt to recreate the logo with different fonts/colors

### DO



Use the reversed (white) logo when a light-colored background is unavailable

## COLORS

### Primary Colors

#### Chamber Blue

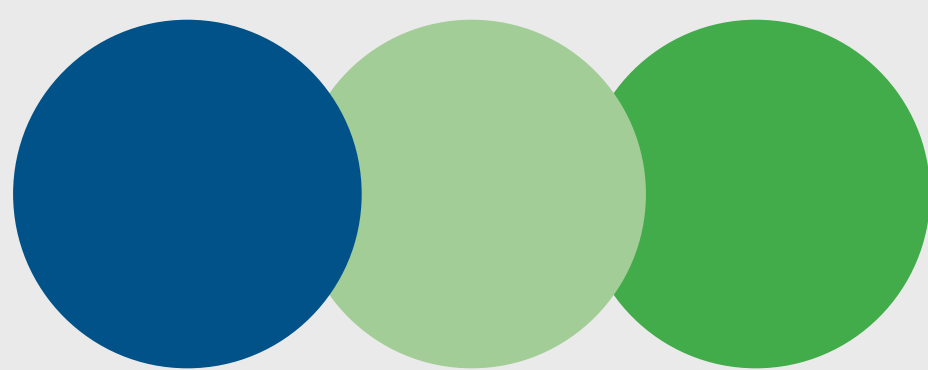
**PMS 2955**  
RGB: 0, 56, 101  
HEX: #003865  
CMYK: 100, 82, 34, 23

#### Chamber Green

**PMS 360**  
RGB: 108, 194, 74  
HEX: #6CC24A  
CMYK: 60, 0, 95, 0

The primary colors for the Greater Hernando County Chamber of Commerce logo are defined by PMS (Pantone Matching Systems, a universally recognized color standard).

### Secondary Colors



**Light Blue**  
RGB: 0, 82, 137  
HEX: #003865  
CMYK: 100, 72, 21, 5

**Mint Green**  
RGB: 163, 205, 151  
HEX: #A3CD97  
CMYK: 38, 0, 51, 0

**Vivid Green**  
RGB: 66, 172, 75  
HEX: #42AC4B  
CMYK: 75, 6, 100, 0

## Fonts

Primary font is **Montserrat**, a versatile typeface with a wide range of styles.

## HEADINGS

should be in lighter-weights at large sizes compared to body text.

Body text should be in middle weights with **bold/heavier weights** and *italics* to emphasize and create sub-headings.

We encourage the prominent use of the "Proud Member of the Chamber" logo in your branding to convey your affiliation with the Chamber, enhancing the credibility of your business.

### Horizontal Version

**Proud  
Member**

