



# AMERICAN CHAMBER OF COMMERCE IN UKRAINE



## Brand Book

*Key to Your Success*

## Brand Idea



*Uniting Leading Companies from over 50 Nations across the Globe*

**The American Chamber of Commerce in Ukraine (the Chamber)** is the most active and effective non-government, non-profit business association operating in Ukraine. The Chamber is an apolitical organization which strives to work across party lines for the benefit of the internationally oriented business community and ultimately the Ukrainian economy. One of the Chamber's principal activities is to represent the foreign investment community as well as to facilitate the entrance of potential new investors into this market. The Member organizations of the Chamber represent capital from over 50 nations across the globe.

## Logo Usage



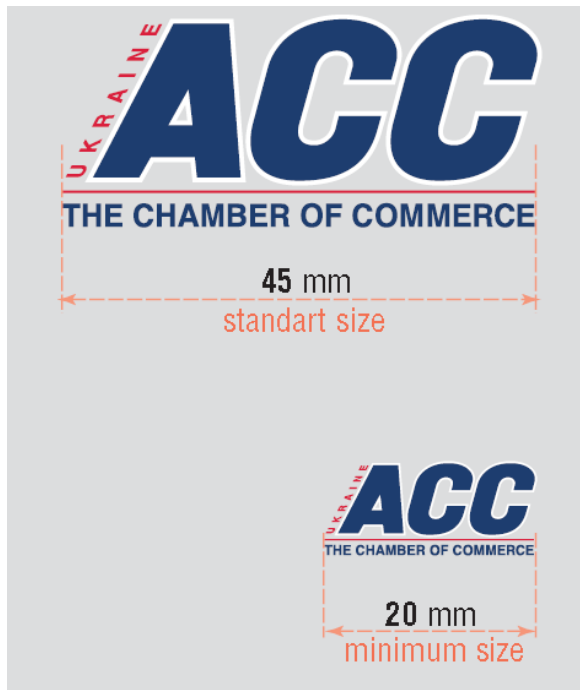
**Exclusion zone** or clear space around the Chamber logo varies in direct proportion to the size of the unit. It is the minimum distance allowed between the logo and other elements such as graphics, type or the edge of the page.

Observing the exclusion zone protects the logo and prevents any other elements from obstructing it.

Regardless the size of the logo always surround it with minimum clear space equivalent to the size of the letter A.

**Size of logo** – to ensure integrity, legibility and clarity, logo should be reproduced in a size that is appropriate to the context in which it is used.

While there is no maximum size specified, logo should be visible but not overwhelming.



## Alternative Logo

Alternative logo dedicated to the Anniversary of the Chamber activity in Ukraine (every 5 years).

Can be used only during the year of Chamber anniversary.

Ukrainian logo can be also used but English logo is prioritized.



## Incorrect Usage



All kinds of distortion are prohibited as well as logo rotating.



Do not use logo on dark backgrounds without white outline around and white text















Do not use logo on cluttered or complicated backgrounds.

## Correct Usage



**Color**

**Black**

black 0%		
black 20%		
black 40%		
black 60%		
black 80%		
black 100%		

## Color Palette

### Basic Colours

**Red**  
Pantone 186 C

**Blue**  
Pantone 2757 C

**Red**  
CMYK  
10,100,80,0

**Blue**  
CMYK  
100,85,30,15

### Complementary Colours

**Red 70%**  
CMYK  
10,70,60,0

**Red 50%**  
CMYK  
0,40,35,0

**Red 20%**  
CMYK  
0,20,15,0

**Blue 70%**  
CMYK  
75,55,20,10

**Blue 50%**  
CMYK  
47,33,10,0

**Blue 20%**  
CMYK  
23,15,7,0

## Typography

Helios font family has been identified as key to the Chamber style.

Tahoma 10 blue (Dark Blue, Accent 1, Darker 50%) must be used in all e-mail correspondence of the Chamber employee.

Helios Light Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789(.,,:? \$#&-\*)

Helios Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789(.,,:? \$#&-\*)*

Helios Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789(.,,:? \$#&-\*)**

Helios Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789(.,,:? \$#&-\*)***



## Branded Materials



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**Board of Directors:** Mr. Bryan Disher, PwC – Chairman; Mr. Sevki Acuner, European Bank for Reconstruction and Development – Vice Chairman; Mr. Graham Tiley, Shell – Vice Chairman; Mr. Jean-Paul Scheuer, Sanofi-Aventis – Treasurer; Mr. Antoine Brun, Procter & Gamble – Secretary; Mr. Grzegorz Chmielarski, McDonald's; Mr. Serhiy Chorny, Baker & McKenzie; Mr. Penko Dinev, IBM; Mr. Steven Fisher, Citibank; Mr. Mikhail Ganevitch, Cargill; Roger Gauntlett, Coca-Cola; Ms. Maria Krasilowez, Tetra Pak; Mr. Dmitry Shymkiv, Microsoft; Mr. Sergey Yanchyshyn, Oracle.

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