



Las Vegas

SinCity

Chamber of Commerce

Media

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■ WELCOME TO THE SINCITY CHAMBER OF COMMERCE — LOGO & PHOTOGRAPHY STYLE GUIDE

Welcome to the official SinCity Chamber of Commerce Logo & Photography Style Guide—your resource for using our brand’s visual assets with clarity, consistency, and pride.

As Las Vegas’s boldest, most inclusive business chamber, our logo and imagery represent more than just a name—they symbolize the energy, innovation, and diversity that define our members and mission.

This guide was created to help our partners, members, and media outlets use the SinCity Chamber of Commerce logo, graphics, and official photos in ways that respect our brand integrity while amplifying the visibility of our vibrant community.

Whether you're designing a flyer, printing signage, posting on social media, or sharing press coverage, following these guidelines ensures that our message stays strong, recognizable, and on-brand across every platform.

All approved graphics and photos in this guide are available for public use in member promotions, media features, and community initiatives—just follow the simple rules outlined here to help us maintain a consistent and professional presence.

If you have any questions, need custom sizes, or require official vector files, our Public Relations team is ready to help!





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SINCITY CHAMBER OF COMMERCE — LOGO & PHOTOGRAPHY STYLE GUIDE

PUBLIC USE NOTICE

All SinCity Chamber logos, graphics, and official event photos showcased in this guide are available for public use in media, promotions, event announcements, and member marketing.

Note: Public use must follow these guidelines to protect brand integrity.



FILE REQUEST REMINDER

Always ask for the original vector logo file when producing printed materials. This ensures correct scaling, color accuracy (CMYK or Pantone), and the sharpest reproduction—especially on large formats like signage or promotional merchandise.

"A strong, positive self-image is the best possible preparation for success."



The Sin City Chamber is looking for open minded professionals who want to nurture a positive, accepting community – and have a blast doing it!
Our mission is to give you a voice in the community



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SINCITY CHAMBER OF COMMERCE — OFFICIAL BRAND COLORS

The SinCity Chamber of Commerce logo must always be reproduced using the official brand colors shown below. These colors reflect the energy, strength, and bold personality of our Chamber. When producing print, digital, or merchandise materials, always use the exact color values provided to maintain consistency and visual integrity.



OFFICIAL BRAND COLORS

<i>Color Name</i>	<i>RGB</i>	<i>CMYK</i>	<i>HEX</i>
Red	R: 250 G: 22 B: 19.	C: 0 M: 98.3 Y: 100 K: 0.	#FA1613
Dark Red.	R: 219 G: 13 B: 11.	C: 7.57 M: 100 Y: 100 K: 1.36.	#DB0D0B
Black.	R: 0 G: 0 B: 0.	C: 100 M: 100 Y: 100 K: 100.	#000000

⚠ Color Usage Guidelines

- ✓ Always use official colors as shown above.
- ✓ Apply CMYK values for print materials and RGB/HEX for digital applications.
- ✓ Ensure contrast when placing the logo over backgrounds.
- ✗ Do not substitute other reds, use gradients, or apply unapproved shades.
- ✗ Avoid adding shadows, outlines, or effects unless pre-approved.

📌 Special Notes

- For large format printing or apparel production, request vector files with Pantone equivalents for precise output.
- For co-branding or special applications, submit design proofs for approval.

PRINT & RESOLUTION GUIDELINES

When using the SinCity Chamber of Commerce logo for print applications (e.g., business cards, signage, banners, apparel, stationery):

- Always use the logo at a minimum of 300 DPI to ensure high-quality output.
- The logo must be provided as a vector file (AI, EPS, or SVG) or as a high-res PNG or PDF.

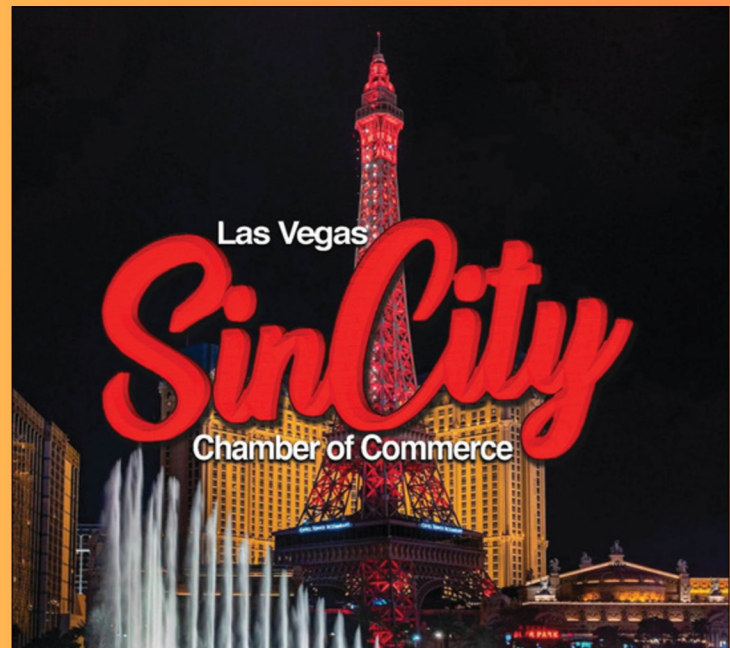
Ask before you print!

- If you do not have the official vector file, or if you need help with sizing for large-scale formats, please contact:

Charles Spady, Public Relations

✉ chuck.ocdstudios@gmail.com

☎ 404-907-6477



LOGO GUIDELINES

Use the official logo colors only. Refer to the approved Red (RGB 250-22-19 / CMYK 0-98.3-100-0), Dark Red, and Black values shown on Page 4 of this guide.

Maintain proportions at all times. Do not stretch, skew, or distort the logo (see “Before / After”).

Use the black/white version only where color is not possible.

Keep clear space around the logo. Allow padding equal to the height of the “S” in SinCity on all sides—especially on signage, shirts, and business cards.

✗ Do not:

- Recolor the logo to unapproved colors (e.g., no green or gradient fills).
- Add effects like drop shadows or outlines unless pre-approved.
- Overlay the logo on busy backgrounds without sufficient contrast



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PHOTOGRAPHY & GRAPHICS GUIDELINES

Official photos, illustrations, and graphics (including cityscape backdrops, chips, and skyline icons) must be used unaltered—do not crop out credits, watermarks, or logos.

Always credit “SinCity Chamber of Commerce” on official media when shared in press or online.

Co-branding (adding partner logos/text) on SinCity visuals is permitted only with written approval from the Chamber’s Public Relations team.



SINCITY CHAMBER OF COMMERCE — LOGO CLEAR SPACE

To protect the visibility and impact of the SinCity Chamber logo, always maintain a minimum clear space around it. This ensures the logo isn't crowded by text, graphics, or other design elements, and helps it stand out across all uses—from print to digital.

Minimum Clear Space Rule

The minimum clear space is defined by the height of the letter "S" in the SinCity wordmark. This space must be maintained on all sides of the logo.

LOGO CLEAR SPACE



How to Apply Clear Space

- No text, images, or graphic elements should enter this protected area.
- Use the clear space rule for all applications: business cards, signage, social posts, apparel, digital ads, etc.
- For small-scale use (under 1" width), ensure the logo remains legible with clean space and contrast.

✗ Do Not

- Place the logo too close to other logos or type.
- Squeeze the logo into tight spaces without the required padding.
- Overlap it with busy patterns, photos, or background elements without sufficient contrast.



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DO NOT STRETCH, DISTORT, OR RECOLOR THE LOGO

To preserve the integrity of the SinCity Chamber of Commerce brand:

- ✓ Always scale proportionally. Hold SHIFT (or your design tool's equivalent) when resizing.
- ✓ Use only official brand colors: Red, Dark Red, and Black.
- ✗ Do not stretch, squash, or skew the logo.
- ✗ Do not recolor the logo using gradients, different shades, or any unapproved colors.
- ✗ Do not apply effects (e.g., shadows, glows, bevels, or 3D treatments).
- ✗ Do not crop or isolate parts of the logo (the wordmark must always appear in full).

Don't stretch the logo



Don't change the colors of the logo



CORRECT



INCORRECT

Visual Example (recommended for your PDF/media kit)

Include side-by-side images of:

- Correct use: Proportionally scaled logo
- Incorrect use: Stretched wide / squished tall / distorted logo

For print-ready or digital-approved logo files:
Contact Charles Spady, Public Relations
✉ chuck.ocdstudios@gmail.com | ☎ 404-907-6477



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■ SINCITY CHAMBER OF COMMERCE — LOGO USAGE FAQ

1. Can I change the color of the logo to match my flyer/theme?

No. The logo must be used only in the official brand colors: red, dark red, and black. If your background requires an alternate treatment, use the approved black or white version instead.

2. Can I place the logo over a photo or pattern?

Yes, but only if there's enough contrast. The logo must remain clearly visible and unobstructed. Avoid placing it over busy textures or low-contrast images.

3. Can I resize the logo?

Yes, but always scale it proportionally. Do not stretch, compress, or distort it in any way.

4. Can I add effects like shadows or outlines?

No. Do not apply effects, bevels, glows, or other stylistic treatments. Keep it clean, bold, and on-brand.

5. Can I crop the logo or use just part of it (like just "SinCity")?

Never. The logo must be used in full, as a single graphic. Cropping, slicing, or altering the wordmark breaks brand guidelines.

6. Can I use the logo on merchandise or clothing?

Yes! But please use high-resolution files (300 DPI) or vector formats (AI, EPS, or SVG) to ensure quality. For shirt or product printing, request the official production-ready file from PR.

7. How do I request a vector or print-ready file?

Contact:

✉ Charles Spady, Public Relations – chuck.ocdstudios@gmail.com

☎ 404-907-6477

8. Can I co-brand with the SinCity Chamber logo alongside my business logo?

Only with approval. Co-branding requests must be reviewed by the Chamber's Public Relations team. Provide a mockup and context for approval.

Bonus Tip:

If you're unsure how or where to place the logo—ask first. We'd rather help than fix it after it's printed.



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FINAL NOTES — LET'S KEEP IT BOLD, CLEAN, AND CONSISTENT

Thank you for using the SinCity Chamber of Commerce Logo & Photography Style Guide to help protect and promote our brand. Every time you use our logo, colors, and photography the right way, you help strengthen our message and amplify the vibrant, inclusive spirit of the Chamber. By following these guidelines, you're not just using a logo—you're representing a community that's bold by design, built on innovation, inclusion, and impact.

If you're ever unsure how to apply these rules, reach out before publishing, printing, or posting. We're here to help ensure the SinCity Chamber of Commerce always looks its best.

Contact for Approvals & Files

For logo files, print-ready artwork, co-branding requests, or design assistance:

Charles Spady, Public Relations



One Last Reminder

- ✓ Stick to the official colors and proportions
- ✓ Use approved clear space
- ✓ Maintain logo integrity
- ✓ Ask for vector/print files for production
- ✓ Represent the Chamber with pride

