



**LAGLCC NAMING:** When printed in color is blue and yellow. "LAGLCC" is on top of "Gay & Lesbian Chamber of Commerce." The letters LA are in caps; while "glcc" is in small letters.

### **Typetypes**

General Business Communications should always be written using the Ariel, Helvetica or Times Roman. For invitations, certificates or other communications that may require a more elegant or distinct look, other fonts may be used. However, no more than three different fonts should ever occur on anyone publication.

### **Examples:**

**Arial** – Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Helvetica** – Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Times Roman** – Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### **Numbers:**

Spell out one through nine. Use numbers for 10 or more: Two people moved 100 boxes to tile board room. Spell out a number if it begins a sentence, or rewrite the sentence. Leave out apostrophes when indicating number multiples: In the 1990s, attitudes about smoking shifted among adults in their 50s and 60s. Insert a comma to denote thousands, etc.: 4,000

### **Addresses**

Use the abbreviations Ave., Blvd., St., etc. only with a numbered address: 220 Santa Monica Blvd.

### **Proper Use of Key Words and Phrases**

am, pm: Lowercase, without periods.

### **Time, Date, Place:**

The sequence is always time, date and place. (The mixer will be at 6:30 pm June 9 at Bank of America.)

### **Business Style Letters:**

All letters are to be formatted in standard business style. Flush left, block style paragraphs, single spaced. Date, address block and salutation followed by a semi-colon. Whenever possible, correspondence is to be addressed to an individual. Salutations such as "Dear Chamber member" should be avoided.

### **Letterhead:**

Standard letterhead, which lists the Chamber board of directors, should be used for all official Chamber correspondence and the Chamber logo must always appear on such. It is important to remember that we are one organization and one team all working towards the same goal.



## Logo and Color Usage

### LOGO OPTIONS

The Following are approved uses of the LAGLCC Logo. They are provided for reference in design and can be found on the LAGLCC website. It is acceptable to alter the scale of the logo as long as all words are easily read and the words "GAY & LESBIAN CHAMBER OF COMMERCE" are never smaller than the smallest typeface included on the printed page, or in the case of internet usage, never smaller than 8pxl. It is never acceptable to alter the proportions of the logo. Size may be adjusted as needed.

The Logo may be used in its positive or dropped out as seen below.



### COLOR

The following are the only approved color choices for use with the LAGLCC Logo. They are provided for print (Pantone CMYK scale) and for Video, Web and other multimedia uses known and unknown requiring RBG color scale. **NOTE:** Unless your monitor(s) and printer(s) have been professionally calibrated, the colors you see will vary from monitor to monitor and from different printers.

