



**COVINGTON
BUSINESS COUNCIL**

STYLE GUIDE

Updated January 2024

BRAND POSITION

Member Experience

With a member-centric focus, the Covington Business Council provides access and connections to the dynamic growth of Covington by fostering a culture that promotes one-on-one attention. CBC delivers an experience that is personal and focused on the successs of its members. Covington Business Council provides educational programming, impactful assistance and meaningful opportunities for its members to advance their business and professional growth.

KEY MESSAGES



Approved Key Messages

Covington Focused

We're committed to improving Covington's economic footprint and attracting other businesses who want to grow along with the community.

Relevant Programming

We offer educational and networking opportunities that help members solve real business issues and grow professionally.

- 100 plus program offerings
- Relevant and timely topics focused on local economic development, business, and community service, or nonprofit issues.
- Unique programs, such as after-hours Hard Hat Tours and Nonprofit Lunch and Learns
- Many networking activities such as CBC Connects, referral groups, monthly luncheons, socials, and more.

1-1 Assistance

Members have direct access to Council leaders and the Executive Director, all personally invested in proactively helping businesses - and the city - grow.

Impactful Connections

We're a connection hub that goes beyond networking to help members establish meaningful ties to the right people, decision-makers, businesses and organizations.

Relationship-Driven Culture

As the region's largest local business council, we bring together a wide cross section of entrepreneurs and business, civic, and nonprofit leaders.



BRAND COLORS

Brand Color Palatte



CBC Pink

Pantone 232c
Hex Code: #f03cc4
RGB (240, 60, 196)
CMYK (10, 75, 18, 6)



CBC Yellow Orange

Pantone 1365c
Hex Code: #ffb74e
RGB (255, 183, 78)
CMYK (0, 28, 69, 0)



CBC Yellow-Green

Pantone 2291u
Hex Code: #9dd82c
RGB (157, 216, 44)
CMYK (27, 0, 80, 15)



CBC Medium Turquoise

Pantone 306c
Hex Code: #0ab1e6
RGB (10, 177, 230)
CMYK (96, 23, 0, 10)



CBC St. Patrick's Blue

Pantone 7687c
Hex Code: #1e3e85
RGB (30, 62, 133)
CMYK (77, 53, 0, 48)

BRAND LOGOS

Brand Logos

Vertical Logo



Horizontal Logo



BRAND TYPOGRAPHY

Brand Typography

TRANSACT TEXT
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRANSACT TEXT
STANDARD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRANSACT TEXT
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRANSACT TEXT
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRANSACT TEXT
BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Transact
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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