



# CHIMES

# BRANDING GUIDELINES





## CHIMES CORPORATE LOGO

Chimes corporate logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

### MINIMUM CLEAR SPACE

The minimum clear space (X) around the logo is equal to half the height of the Chimes logo.

For example, if the logo is being used at 2" tall by approximately 4" long, the clear space around the logo should be at least 1" all around the mark. (ie. a logo 4" tall would have a clear space of 2". To create the greatest impact, allow additional space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

### MINIMUM SIZE

The minimum size for the logo is 1.5". A smaller than 1.5" logo should be used only when layout space is extremely limited.

Use the logo at a larger size whenever possible for increased legibility.





## CHIMES CORPORATE LOGO USAGE

The Chimes logo should appear at 100% opacity on solid backgrounds.



Full color on white/light background. This option is the preferred and main logomark for Chimes. The minimum logo size is 1.5".



When full color is not appropriate, full Color options include white, black, or orange. If you are not sure which to use, please reach out to the Development and Communications team.





## CHIMES APPROVED LOGO AND ASSETS

The only Chimes-approved logos include our Empowering Lives, Enabling Futures tagline, no tagline, chimes.org tag and the Holcomb affiliate name.

Please click on the folder icon to access our current approved logos and additional assets folder on Dropbox.

The images in this folder are the ONLY logos and assets that are approved for use. These items are appropriate in style and corporate usage. Use of old logos or assets may be out of date or are inappropriate for the Chimes brand.



**CLICK HERE TO**



**ACCESS LOGOS  
AND ASSETS**



## CHIMES CORPORATE LOGO INCORRECT USAGE



**DO NOT** stretch or distort logo



**DO NOT** rotate or flip logo



**DO NOT** add effects or alter color



**DO NOT** use logo on background color or image that degrades legibility



**DO NOT** use different typeface with the logo



**DO NOT** add additional typeface to the logo



**DO NOT** change the scale between elements or rearrange them

**PRIMARY COLORS**

Pantone 151C  
CMYK: 0-60-100-0  
HTML: #ff7900  
RGB: 255-121-0



Pantone 1375C  
CMYK: 0-45-95-0  
HTML: #FC9F24  
RGB: 255-160-47



Pantone Cool Grey 8  
CMYK: 23-16-13-46  
HTML: #888b8d  
RGB: 136-139-141



Pantone Cool Grey 8 (85%)  
CMYK: 23-16-13-46  
HTML: #888b8d  
RGB: 136-139-141

**SECONDARY COLORS**

Pantone 261C  
CMYK: 62-98-9-45  
HTML: #5A245A  
RGB: 90-36-90



Pantone 302C  
CMYK: 100-43-12-56  
HTML: #004165  
RGB: 0-65-101



Pantone 287C  
CMYK: 100-72-2-12  
HTML: #00338D  
RGB: 0-51-141



Pantone 660C  
CMYK: 91-53-0-0  
HTML: #2A6EBB  
RGB: 42-110-187



Pantone 658C  
CMYK: 39-12-0-0  
HTML: #A7C1E3  
RGB: 167-193-227





The Chimes **headline** and **text** font is Open Sans.

**Open Sans Bold**  
***Open Sans Bold Italic***  
Open Sans Regular  
*Open Sans Regular Italic*

The Chimes **sub-headline** and **text** font is Avenir.

**Avenir 85 Heavy**  
***Avenir 85 Heavy Oblique***  
Avenir 55 Roman  
*Avenir 55 Oblique*

The Chimes **additional text** font is Minion Pro.

Minion Pro Regular  
*Minion Pro Regular Italic*  
**Minion Pro Bold**  
***Minion Pro Bold Italic***

ALTERNATIVE FONTS

The alternative Chimes **headline** and **sub-headline** font is Inter.

Inter Regular  
**Inter Bold**

The alternative Chimes **additional text** font is Times New Roman.

Times New Roman Regular  
**Times New Roman Bold**



Issued by: Chimes Development and Communications

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