

Brand Guidelines



Grow PA in words

Grow PA

When using *Grow PA* in writing, always separate the two words and abbreviate Pennsylvania to *PA*.

Mission

Grow PA is a statewide initiative that convenes people and organizations throughout Pennsylvania to establish a modern economic growth agenda.

Tagline

Driving economic growth in the keystone state.

Priority Areas

Grow PA conversations are primarily structured around the following opportunities for growth in the Commonwealth:

- **Infrastructure**
- **Health Care Innovation**
- **Post-Secondary Education**

Acknowledging the Chamber

Any event or meeting presented under the *Grow PA* brand must include the following language on all printed and digital materials:

Grow PA is a statewide initiative organized by the Chamber of Commerce for Greater Philadelphia that convenes people and organizations throughout Pennsylvania to establish a modern economic growth agenda.

To learn more, visit Grow-PA.com.

Website

Grow-PA.com

Social media

#GrowPA

Please tag the Chamber of Commerce for Greater Philadelphia (@ChamberPHL) where possible so we can amplify your social media activity on our channels.

If you have any questions about these materials please reach out to the Chamber's marketing team at marketing@chamberphl.com.

Using the Grow PA Logo

Primary Logo



Secondary Logo



Logo Restrictions and Misuses



Logo shown in proper use.



Do NOT stretch or distort the logo.



Do NOT add words.



Do NOT place over busy backgrounds.



Do NOT place color logo over competing colors.



Do NOT contain logo inside shape.



Do NOT introduce new or altered colors into the logo.



Do NOT alter size relationship.

Grow PA Color Palette and Typefaces

Color Palette



CMKY
50/0/20/0
RGB
120/205/209
HEX
#78ccd0



CMKY
75/10/30/0
RGB
25/171/181
HEX
#19abb5



CMKY
90/40/40/10
RGB
0/116/132
HEX
#007384



CMKY
95/65/50/30
RGB
14/72/88
HEX
#0e4758



CMKY
0/10/80/0
RGB
255/223/79
HEX
#ffde4f



CMKY
0/30/100/0
RGB
253/185/19
HEX
#fdb813

Typefaces

For collateral and promotional materials, the entire font family of Avant Garde Gothic can be utilized as needed. Variations include:

Body Copy

Tide Sans 300
Tide Sans 300 Italic
Tide Sans 500
Tide Sans 500 Italic
Tide Sans 700
Tide Sans 700 Italic

Headlines

Utopia Regular
Utopia Italic
Utopia Bold
Utopia Bold Italic
Utopia Black Headline

Alternate

Franklin Gothic Book
Franklin Gothic Book Italic
Franklin Gothic Medium
Franklin Gothic Medium Italic
Franklin Gothic Heavy
Franklin Gothic Heavy Italic

Grow PA Graphics



HTML Email Header



Facebook Event Header



Facebook/LinkedIn Post



Twitter Post

If you need custom web graphics (ex: newsletter, website, etc.) please reach out to the Chamber marketing team (marketing@chamberphl.com) and we will accommodate your request if timing and complexity allows.