

# THE ST. PETERSBURG AREA CHAMBER OF COMMERCE BRAND IDENTITY COMPETITION BRIEF

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Live Date: **January 17<sup>th</sup>, 2017**  
Submissions Due: **October 3<sup>rd</sup>, 2016**

## Mission

The St. Petersburg Area Chamber of Commerce shall be the preeminent leader of business in order to ensure the economic growth and vitality of our community

## Brand Promise

We offer every member the sense of belonging to our city and the business community. We believe that, by coming together, our members will ensure the continued prosperity and vitality of St. Petersburg.

## Overview

Since its inception 117 years ago, the Chamber has had a series of brand identities which span across a wide array of colors, designs, fonts and stylized icons.

To alleviate this inconsistency, in 2016 the Chamber developed the brand attributes contained within this brief. With this foundation firmly established, the Chamber now is seeking a more relevant, meaningful and sustainable visual identity which better reflects its brand and unique St. Petersburg sense of place.

### Relevant:

- The new Chamber logo should reflect and emphasize the unique sense of place and identity of St. Petersburg vs. the more ubiquitous term 'Chamber'.
- The new Chamber visual identity should effectively translate to the various Chamber sub-brands & event logos.
- The new Chamber visual identity should convey that the Chamber is a vibrant, impactful and forward-looking organization. It should counter misperceptions and stereotypes that Chambers of Commerce are formal, stuffy or outdated.

### Meaningful:

- The new Chamber logo and color palette should have specific meaning and connection to the Chamber brand.

### Sustainable:

- The new Chamber brand identity should be appealing and flexible for today as well as the future, knowing that technology and the mission of the Chamber will continue to advance. The new Chamber identity needs to be able to remain appealing across all screens/devices/mediums and accommodating to future Chamber endeavors, avoiding short-term trendy or inflexible designs.

## Brand Personality

### Who We Are:

- **Joyful Creators** - We create a positive environment for our members
- **Optimistic** - We see potential in our members and champion their unique gifts and talents
- **Unconventional** - We think creatively and inspire members to come together to lead the future
- **Approachable** - We welcome all to our table and value everyone's perspective
- **Curious** - We are willing to try new things

### Who We Are Not:

- **Business as Usual**

## Values

- **Innovation** - We commit to consistently explore new ways to add value to our stakeholders
- **Excellence** - We commit to always seek to be the best that we can be
- **Inclusivity** - We commit to create a collaborative environment where everyone is important and has value to add
- **Accountability** - We commit to take personal responsibility for what we do and what we say we are going to do
- **Integrity** - We commit that all of our actions, big or small, will be conducted in an honest and ethical manner

## Target Audience

Visual identity will need to appeal to wide array of constituents, including members, visitors and the community

## Scope of Work

### CREATE VISUAL IDENTITY FOR CHAMBER

#### I. Upfront Mandatories: **DUE OCTOBER 3**

- Logo lock up (name and symbol) in full color & black/white
- Color palette
- Typeface / font(s) – primary & secondary
- Design Rationale

#### OPTIONAL

- Create tagline
- Explore variations to abbreviate full, legal Chamber brand name (The St. Petersburg Area Chamber of Commerce) within logo lock up
- Supporting design elements - symbols, icons

#### II. Mandatories for Finalists: **DUE NOVEMBER 30**

- Revised logo lock up, color palette and/or typeface based on judges feedback
- Logo color variations: Single tone, one color and gray scale
- Logo size & application variations: Thumbnail size, digital placement mock up
- Sub-brand logos: Integrate new logo design into one logo from each group noted in appendix: Main logo, Proud Member logo (Secondary), Leadership St. Pete logo (Council/Program) and Good 'Burger Awards (Signature Events)
- Recommended supporting design elements – symbols and/or icons

#### III. Mandatories for Winner: **DUE DEC 16**

- All assets with layered files from winning submission transferred to Chamber

## Requirements

- Visual identity should be adaptable and legible across a wide range of sizes (name badges to building signage), formats (print/digital/signage) and sub-brands (Young Professionals, Business Expo, etc.)
- Individual/agency must work or live within St. Petersburg Florida or be an active Chamber member in good standing and be capable of fulfilling a potential engagement to handle ongoing brand work with the Chamber
- Individual/agency agrees to all terms and conditions stated in attached appendix
- Submissions should contain all mandatories noted above, along with a separate page containing the individual/agency name, contact information, brief introduction and relevant examples of prior work by deadlines stated below. Please make submissions via PDF online at **stpete.com/BrandIdentity**. Please direct all questions to the Chamber office, attention of:  
Morgan Brochetti  
Marketing Coordinator  
[mbrochetti@stpete.com](mailto:mbrochetti@stpete.com)  
(727) 388-2908

## Award

- Finalists (Minimum of Three)
  - Recognition at Annual Meeting in January
  - Exposure in wrap-up press release after competition ends
  - 1 Year Base Level Chamber membership for non-members, 1 Year renewal credit equivalent for members
- Winner
  - \$10,000 Cash Award presented at Annual Meeting in January
  - \$2,500 Corporate Level Sponsorship Package at Annual Meeting, including
    - Four box seats and additional six general admission tickets
    - Logo on banner displayed at box
    - 20 beverage tickets
    - Name recognition in newsletter, registration page, event program and signage
    - Premier access and VIP lounge for 2 guests
  - Exposure on website
    - Feature on header and landing page in 'about us' section
  - 1 Year Base Level Chamber membership for non-members, 1 Year renewal credit equivalent for members

## Judging Procedure & Award

The St. Petersburg Area Chamber of Commerce Marketing Committee, along with key Chamber and Board leaders will review and evaluate anonymous submissions and select the finalists and the winner based on how well submissions deliver and align with the Chamber brand attributes, mandatories and requirements stated within this brand identity competition brief. Decisions will be final.

## Key Dates

- Competition Start – **Announcement & Kickoff: Week of August 1<sup>st</sup>**
- Info Sessions: **August 10<sup>th</sup>, 5:00PM – 5:30PM and August 15<sup>th</sup>, 12:30PM – 1:00PM**
- Submissions Due: **October 3<sup>rd</sup>**
- Finalists Selected: **October 28<sup>th</sup>**
- Finalist Submission Due: **November 30<sup>th</sup>**
- Winner Selected: **December 9<sup>th</sup>**
- Launch: **January 17<sup>th</sup>, 2017**