



Brand Book

Greater Bentonville Area
Chamber of Commerce

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The Brand

“The mission of the Greater Bentonville Area Chamber of Commerce is to serve our members as the voice of the business community; to promote planned economic growth; to foster community interaction and provide information, leadership and support in the Bentonville community and region.”

The Greater Bentonville Area Chamber of Commerce is a voluntary organization of business and professional men and women who have joined together for the purpose of promoting the civic, commercial and industrial progress of our community.

The area's economic well-being is directly related to the caliber of work done by the Chamber. That is why the Greater Bentonville Area Chamber of Commerce has a major impact on business, development and future growth of the area.

The Bentonville Chamber was formed in 1926 and became the Bentonville/Bella Vista Chamber of Commerce in 1979. In 2017, the Chamber became the Greater Bentonville Area Chamber of Commerce.

The Chamber is an independent, non-profit business organization representing the Bentonville area. It's an organization with more than 1,000 members and is governed by a Board of Directors that is representative of the range of businesses among the organization's membership. The Chamber is operated by a paid staff, and it is not run by operated independently of the city, county or state.



Greater Bentonville Area Chamber of Commerce Logo and Mark

The Chamber logo contains two moving and cyclic connection points signifying the duality of business and community. The dark blue color in the top connector represents heritage, pride, loyalty and stability - the pillars in which Bentonville is built. The lighter blue represents the arts, culture, and landscape of our stunning greater area and its continued vitality. The lighter orange connector represents our community's energy, enthusiasm, and trajectory for growth coupled with the darker orange supportive ribbon signifying the strong leadership of our community in past, present, and future providing foundational wisdom, support, and opportunity.

This look for the Greater Bentonville Area Chamber of Commerce provides a clean and robust face that charts the course of continued vibrancy and success of the people, businesses, and organizations that call our communities home.



Full Color

The ideal use of the Chamber logo and mark is full color, 100% opacity, and on a white or transparent background.



White Variant

Use of the white variant is encouraged in situations where the primary mark colors serve as the background for the imagery and would otherwise cause mark features to go unseen.



Black Variant

The black variant may be used in situations where the Chamber logo is presented with other organizations who present logos in monochromatic color schemes.



Logo Icon

The Chamber Logo Icon

The Chamber logo icon serves as a suitable replacement for the mark and tagline in circumstances where the mark alone is approved.

- All attempts should be made to preserve the integrity of the mark by incorporating the essential colors.
- Do not separate the mark/logo from type in an attempt to restack the icon either horizontally or vertically.
- All modifications to the Chamber mark must be approved prior to print or publication by the Director of Marketing and Communications.
- All variants of the GBACC logo are available in .png format and may be obtained by emailing info@greaterbentonville.com.



Colors



Blue

H200 S100 B57
L38 A10 B35
C92 M56 Y22 K6
R0 G96 B145
#006091

Orange

H18 S82 B86
L56 A48 B53
C9 M74 Y91 K1
R219 G93 B39
#db5d27

Grey

H38 S11 B88
L87 A1 B8
C14 M14 Y22 K0
R225 G216 B201
#e1d8c9

Black

H0 S0 B0
L0 A0 B0
C0 M0 Y0 K0
R0 G0 B0
#00000

H195 S100 B90
L65 A22 B41
C73 M12 Y0 K0
R0 G171 B230
#00abe6

H33 S88 B97
L71 A32 B70
C0 M50 Y91 K0
R247 G148 B29
#f7941d

H30 S3 B91
L91 A0 B2
C10 M9 Y11 K0
R233 G229 B225
#e9e5e1

Typography

**At the intersection
of community and
economy, we exist
to build a 21st century
economy.**

At the intersection of
community and economy,
we exist to build a 21st
century economy.

At the intersection of
community and economy,
we exist to build a 21st
century economy.

Header

Primary font and headers
Roboto Bold:

Minimum size: 36 pt.
Spacing: 1.5 x size

Secondary Font

Secondary Font
Helvetica Regular:

Size: 12 pt.
Spacing: 14 pt.

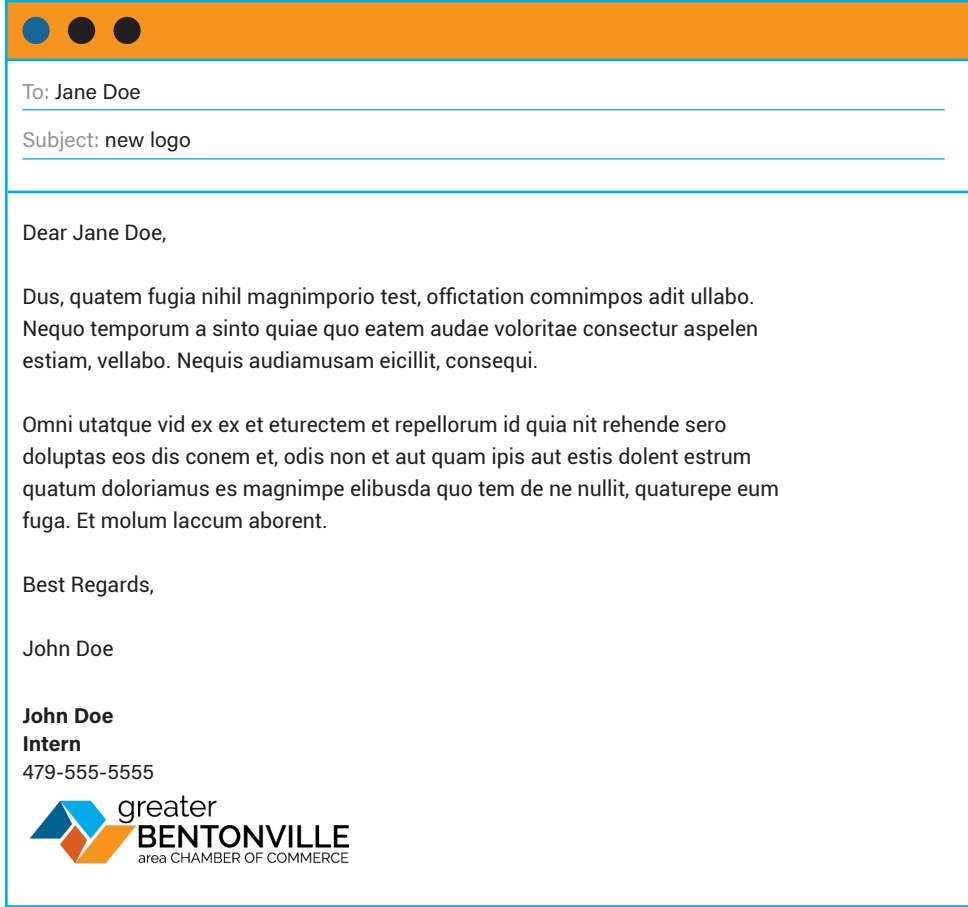
Body

Body Font
Arial Regular

Minimum size: 12pt.
Spacing: 14 pt.

Stationary





Email

All email correspondence should be sent in Roboto Bold, 12pt. font.

Custom email signatures will be provided by the Marketing and Communications department. In the event that custom email signatures are not available, the GBACC logo and mark will be used. The email signature must be hyperlinked to the appropriate location.



702 SE 5th Street, Ste. 40
PO Box 330
Bentonville, AR 72712
Phone (479) 273-2841

Dear Jane Doe,

Dus, quatem fugia nihil magnimporio test, offictation comnimpos adit ullabo. Nequo temporum a sinto quiae quo eatem audae voloritae consectetur aspelen estiam, vellabo. Nequis audiamusam eicillit, consequi.

Omni utatque vid ex ex et eturectem et repellorum id quia nit rehende sero doluptas eos dis conem et, odis non et aut quam ipis aut estis dolent estrum quatum doloriamus es magnimpe elibusda quo tem de ne nullit, quaturepe eum fuga. Et molum laccum aborent.

Best Regards,

John Doe

Greater Bentonville Area Chamber of Commerce, 702 SE 5th Street., Bentonville, AR 72712
(479) 273-2841 greaterbentonville.com

Letterhead

The Chamber letterhead is located in the OneDrive and is required for all official Chamber correspondence.

No variants of the logo or mark are allowed and no alterations of Chamber location or contact is permissible.

Fonts are limited to either Helvetica Regular, 12 pt., or Arial Regular, 12 pt.



Zoom/PPT

Chamber branded backgrounds are available for both digital zoom backgrounds and for use as PowerPoint decks. All PowerPoint text must follow previously outlined specifications of font and font size.

Social media

Social media profile icons of any Chamber variant must be a minimum of 150p x 150p.

The round variant of the mark is the only acceptable mark for social media icons and/or favicons.

Never use the logo variant containing text when using the logo as a profile identifier.



Chamber Master

The default fonts of Chamber Master are Helvetica and Roboto. In the event of copying and pasting information from a word processor into Chamber Master, ensure that the font used is Helvetica, 12pt.

We believe Diversity, Equity, Accessibility, and Inclusion are essential to the growth of the Chamber and the Greater Bentonville Area. It is the Chamber's stance to help normalize DEIA through the usage of DEIA verbiage and actions. The Chamber's use of language reflects our commitment to advancing DEIA in our region.

Ableism: Beliefs or practices that rest on the assumption that being able-bodied is “normal” while other states of being need to be “fixed” or altered. This can result in devaluing or discriminating against people with physical, intellectual or psychiatric disabilities. Institutionalized ableism may include or take the form of un/intentional organizational barriers that result in disparate treatment of people with disabilities (PwDs).

Accessibility: The “ability to access” the functionality of a system or entity, and gain the related benefits. The degree to which a product, service, or environment is accessible by as many people as possible. Accessible design ensures both direct (unassisted) access and indirect access through assistive technology (e.g., computer screen readers). Universal design ensures that an environment can be accessed, understood, and used to the greatest extent possible by all people.

Accommodation: A change in the environment or in the way things are customarily done that enables an individual with a disability to have equal opportunity, access and participation.

Ally: A person who is not a member of a marginalized or disadvantaged group but who expresses or gives support to that group.

Bias: Prejudice in favor of or against one thing, person, or group compared with another, usually in an unfair or negative way. Unconscious bias, also known as implicit bias, is defined as “attitudes and stereotypes that influence judgment, decision-making, and behavior in ways that are outside of conscious awareness and/or control”. Work on implicit bias and its relationship to diversity was pioneered by Harvard Professor Mahzarin Banaji (with Tony Greenwald) and includes the Implicit Association Test.

Bigot: A person who is obstinately devoted to their own opinions and prejudices and is intolerant towards other diverse social groups.

BIPOC: An acronym used to refer to black, Indigenous and people of color. It is based on the recognition of collective experiences of systemic racism. As with any other identity term, it is up to individuals to use this term as an identifier.

Black Lives Matter: Black Lives Matter is a human rights movement, originating in the African-American community, that campaigns against violence and systemic racism toward black people. The movement began with the use of the hashtag #BlackLivesMatter on social media after the acquittal of George Zimmerman in the shooting death of African-American teen Trayvon Martin in February 2012.

Cisgender: From the Latin cis-, meaning “on this side.” A person whose gender identity corresponds with the sex the person had or was identified as having at birth. For example, a person identified as female at birth who identifies as a woman can be said to be a cisgender woman.

Color Blind: The belief that everyone should be treated “equally” without respect to societal, economic, historical, racial or other difference. No differences are seen or acknowledged; everyone is the same.

Cultural appropriation: Originally coined to describe the effects of colonialism, cultural appropriation generally entails adopting aspects of a minority culture by someone outside the culture, without sufficient understanding of its context or respect for the meaning and value of the original. Cultural appropriation done in a way that promotes disrespectful cultural or racial stereotypes is considered particularly harmful.

Decolonize: The active and intentional process of unlearning values, beliefs and conceptions that have caused physical, emotional or mental harm to people through colonization. It requires a recognition of systems of oppression.

Disability: A physical or mental impairment that substantially limits one or more major life activities of an individual; a record of such an impairment; or being regarded as having such an impairment (from the Americans with Disabilities Act of 1990).

Discrimination: The unequal treatment of members of various groups, based on conscious or unconscious prejudice, which favors one group over others on differences of race, gender, economic class, sexual orientation, physical ability, religion, language, age, national identity, religion and other categories.

Diversity: The condition of being different or having differences. Differences among people with respect to age, class, ethnicity, gender, health, physical and mental ability, race, sexual orientation, religion, physical size, education level, job and function, personality traits, and other human differences. Some describe organizational diversity as social heterogeneity.

Diversity v. Inclusion v. Belonging: Diversity typically means proportionate representation across all dimensions of human difference. Inclusion means that everyone is included, visible, heard and considered. Belonging means that everyone is treated and feels like a full member of the larger community, and can thrive.

ERG: Abbreviation for Employee Resource Group. Typically, an employer-sponsored or –recognized affinity group of those who share the interests and concerns common to those of a particular race, ethnicity, gender, or sexual orientation. ERG's are intended to build community, strengthen networks and supportive relationships, and improve the mobility and retention of diverse people.

Equity: Fair treatment for all while striving to identify and eliminate inequities and barriers.

Gaslighting: First popularized in the 1944 movie *Gas Light*, it means a deliberate attempt to undermine a victim's sense of reality or sanity. In a work context, it usually means behaviors that undermine the success, self-confidence, self-esteem or wellbeing of the target. For people in underrepresented or less powerful groups, it is more likely to occur, with more severe and harmful cumulative effects. Tactics can include withholding (critical information, meeting invitations, silent treatment), isolation (exclusion, causing conflict with coworkers), and discrediting (consistently shooting down the target's ideas, ignoring or taking credit for them).

Gender Identity: Distinct from the term "sexual orientation," refers to a person's internal sense of being male, female or something else. Since gender identity is internal, one's gender identity is not necessarily visible to others.

Gender Nonconforming or Gender Non-binary: A way of identifying and/or expressing oneself outside the binary gender categories of male/masculine and female/feminine.

Harassment: The use of comments or actions that can be perceived as offensive, embarrassing, humiliating, demeaning and unwelcome.

Implicit Bias: Negative associations expressed automatically that people unknowingly hold and that that affect our understanding, actions and decisions; also known as unconscious or hidden bias.

Inclusion: The act of creating an environment in which any individual or group will be welcomed, respected, supported and valued as a fully participating member. An inclusive and welcoming climate embraces and respects differences.

Institutional Racism: Institutional racism refers specifically to the ways in which institutional policies and practices create different outcomes and opportunities for different groups based on racial discrimination.

Intersectionality: The complex, cumulative way in which the effects of multiple forms of discrimination (such as racism, sexism, and classism) combine, overlap, or intersect, and their multiple effects on the same individuals or groups.

Latinx: Used as a gender-neutral or non-binary alternative to Latino or Latina to describe a person of Latin American origin or descent.

LGBTQ: An abbreviation for lesbian, gay, bisexual, transgender, and queer.

Microaggression: A comment or action that unconsciously or unintentionally expresses or reveals a prejudiced attitude toward a member of a marginalized group, such as a racial minority. These small, common occurrences include insults, slights, stereotyping, microaggressions can isolate and alienate those on the receiving end, and affect their health and wellbeing.

Microaffirmation: A microaffirmation is a small gesture of inclusion, caring or kindness. They include listening, providing comfort and support, being an ally and explicitly valuing the contributions and presence of all. It is particularly helpful for those with greater power or seniority to “model” affirming behavior.

Neurodiversity: When neurological differences are recognized and respected as are any other kind of human differences or variations. These differences can include Dyspraxia, Dyslexia, Attention Deficit Hyperactivity Disorder, Dyscalculia, Autistic Spectrum, and Tourette Syndrome.

Prejudice: A preconceived judgement or preference, especially one that interferes with impartial judgment and can be rooted in stereotypes, that denies the right of individual members of certain groups to be recognized.

Privilege: An unearned, sustained advantage that comes from race, gender, sexuality, ability, socioeconomic status, age, and other differences. For example, readers are invited to “unpack” white and male privilege in papers by Wellesley College’s Peggy McIntosh.

Pronouns: Words to refer to a person after initially using their name. Gendered pronouns include she and he, her and him, hers and his, and herself and himself. “Preferred gender pronouns” (or PGPs) are the pronouns that people ask others to use in reference to themselves. They may be plural gender- neutral pronouns such as they, them, their(s). Or, they may be ze (rather than she or he) or hir (rather discrimination and inequality can more effectively be addressed together. Some people state their pronoun preferences as a form of allyship.

Queer: An umbrella term used by people who wish to describe themselves as neither heterosexual nor cisgender.

Racism: A belief that racial differences produce or are associated with inherent superiority or inferiority. Racially-based prejudice, discrimination, hostility or hatred. Institutionalized racism, also known as systemic racism, refers to forms of racism that are engrained in society or organizations. It is when entire racial groups are discriminated against, or consistently disadvantaged, by larger social systems, practices, choices or policies.

Social Justice: Social justice constitutes a form of activism, based on principles of equity and inclusion that encompasses a vision of society in which the distribution of resources is equitable and all members are physically and psychologically safe and secure. Social justice involves social actors who have a sense of their own agency as well as a sense of social responsibility toward and with others.

Transgender: An umbrella term used to describe a person whose gender identity is something other than their Sex Assigned at Birth (SAAB). The SAAB is a person’s first association with gender, typically based on physical sex characteristics.

URM: An abbreviation for Under-Represented Minorities. Some institutions have defined sub-groups within larger racial/ethnic minority groups that are particularly under-represented relative to their size. For example, in a given field, Mexican-Americans may be an under-represented minority, even if Hispanic people are otherwise proportionately represented.

White Fragility: The privilege that accrues to white people living in a society that protects and insulates them from race-based stress. Robin DiAngelo, author of *White Fragility: Why It’s So Hard for White People to Talk About Racism*, argues that this builds an expectation of always feeling comfortable and safe, which in turn lowers the ability to tolerate racial stress and triggers a range of defensive reactions.

The terms contained in this glossary have been reproduced from the following resources:

▪ Anti-Violence Project. Glossary. University of Victoria.	▪ Potapchuk, M., Leiderman, S., et al. (2009). Glossary. Center for Assessment and Policy Development.
▪ Colors of Resistance. Definitions for the Revolution.	▪ Center for Diversity & Inclusion. Glossary of Bias Terms. Washington University in St. Louis.
▪ Cram, R. H. (2002). Teaching for diversity and social justice: A sourcebook.	▪ Ontario Human Rights Commission. Glossary of human rights terms.
▪ Equity and Inclusion. Glossary. UC Davis.	▪ https://edib.harvard.edu/files/dib/files/dib_glossary.pdf
▪ Potapchuk, M., Leiderman, S., et al. (2009). Glossary. Center for Assessment and Policy Development.	▪ https://environment.uw.edu/about/diversity-equity-inclusion/tools-and-additional-resources/glossary-dei-concepts/



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