

Greater Manchester Chamber of Commerce:: Brand Strategy

The Greater Manchester Chamber of Commerce (GMCC) is a leading force in improving the economic health, business environment and vitality of the Greater Manchester area. As the largest chamber in New Hampshire, it represents over 1,000 businesses in the ten communities of Auburn, Bedford, Candia, Derry, Goffstown, Hooksett, Litchfield, Londonderry, Manchester and Merrimack, New Hampshire.

challenges

The GMCC is known for their support of vital business, advocacy, cultural, revitalization, and educational concerns of the community. The chamber's visual image, however, no longer represented the organization's leading position in the community. The challenge was to realign the organization's image with today's business climate. GMCC needed to:

- Translate the existing brand equity into the new design
- Resonate with Chamber members and the community
- Collectively represent the values, determination, strength, and principles of members

- Reflect the rich traditions and solid business foundations of the Greater Manchester area
- Express and build upon the theme that the Queen City is where history invites opportunity, and where GMCC ensures opportunity exists.

solution

The creative strategy included a multi-tier approach to address each of the organization's concerns. On the most basic level, the overall visual shape of the identity was maintained, but the outdated imagery was replaced with contemporary symbols of the City's revitalization that resonated more with businesses and community leaders. Imagery of the Mill Yard and the River were used

to leverage the character and history of the City and express the strength and spirit that is Manchester. Historic brick red and Amoskeag green hues complimented the design by incorporating the rich tones that typify the areas Mill Yard on the river.

New letterhead along with accompanying corporate communication materials were designed. A newly formatted over-sized newsletter template gave the organization uniformity across all their communications.

In addition to the brand strategy, ActiveEdge developed brand guidelines to ensure a consistent reproduction and presentation of their new look.

results

The distinctive new mark characterizes the uniqueness of the GMCC and illustrates the integral part it plays in the Greater Manchester area. The mission and personality of the organization is symbolized through a memorable visual identity that speaks to Chamber members and the community that capitalize on the longstanding equity of the former mark.

deliverables

- Creative Strategy
- Creative Design
 - Identity Development
 - Corporate identity package
 - Newsletter design
- Creation of brand guidelines and CD with templates



**GREATER
MANCHESTER**
Chamber of Commerce

SHOWN ::

- Corporate Identity
- Letterhead
- Mailing labels
- Business Cards
- Notecards
- CD
- 11x17 Newsletter design
- 4' x 8' Floor Banner

