

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

Appendix

See attached documents for example of planned execution:

- CURRENT LOGOS, HISTORIC LOGOS
- LETTERHEAD
- SUB-BRANDS
- CHAMBER OVERVIEW & HISTORY (operate St. Pete Store, own/operate stpete.com, etc.)
- CHAMBER STRATEGIC PLAN & GROW SMARTER
- TERMS & CONDITIONS

Chamber Logos



Secondary Logos/Icons



Councils & Programs



Signature Events



Chamber Overview

The St. Petersburg Area Chamber of Commerce®, originally founded in 1899, now serves over 1,800 member businesses and organizations. Continually identifying ways to create and enhance opportunities to do business in St. Petersburg, the Chamber works to improve the local economic climate and to build a thriving business environment. The Chamber represents perspectives of local business in St. Petersburg, providing and fostering leadership on important business and community issues.

In partnership with the City of St. Petersburg, the Chamber supports entrepreneurial growth via the St. Petersburg Greenhouse. The Chamber also collaborates with the City and other partners to showcase local artists and makers via The St. Pete Store & Visitors Center, attached to the Chamber building.

More information can be found at stpete.com.

Business Card

BRITTANY WALSH
Membership Operations Director

THE CHAMBER BUILDING
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ST. PETERSBURG
CHAMBER



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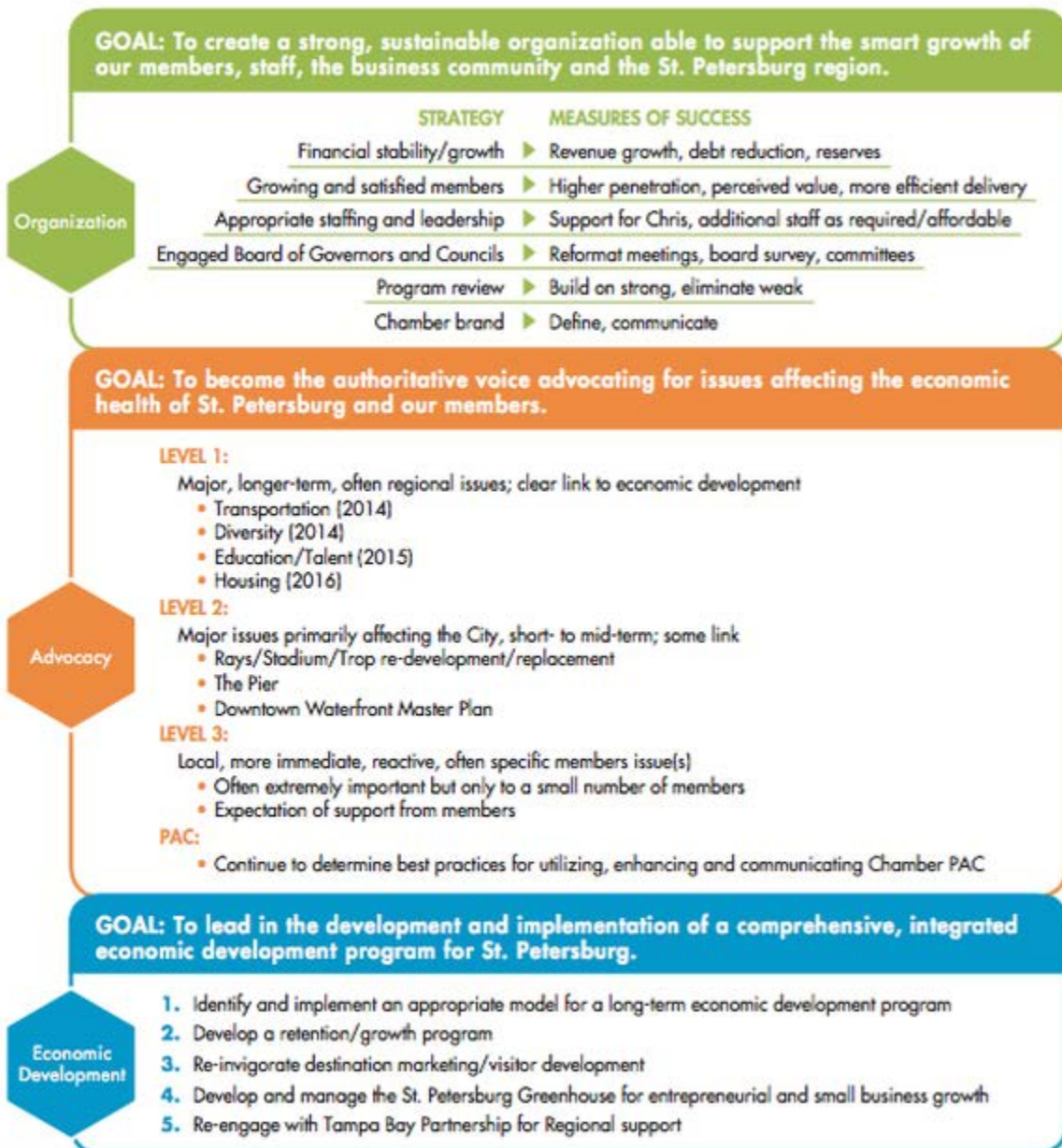
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Innovation. Excellence. Inclusivity. Accountability. Integrity.

STRATEGIC PLAN 2014-2016



Official Rules and Terms and Conditions

Any individual, group of individuals or company (“Contestant”) that participates and provides submissions for the Branding Brief competition (“Submission”) of the St. Petersburg Area Chamber of Commerce Inc. (“St. Pete Chamber”) are subject to the following terms and conditions.

1. The term “Product” means artwork, including all visual and auditory components, logos, color palettes, symbols, icons, concepts, diagrams, drawings, copy write, trademark and intellectual property rights.
2. The Submission of Product to the St. Pete Chamber constitutes Contestant’s express acceptance of these Official Rules and Terms and Conditions. The term Submission includes the initial provision of Product and any follow-up or subsequent provision of Product.
3. In all cases, the Product contained in a Submission becomes the exclusive property of The St. Pete Chamber and will not be returned.
4. By providing a Submission of Product, the Contestant warrants that Contestant is the sole designer, creator, and owner of the Product and further warrants that the Product does not contain information considered by Contestant’s place of business or any other third party to be confidential.
5. The Product contained in or provided as part of a Submission shall be deemed to be conveyed to the St. Pete Chamber and the St. Pete Chamber will have full and complete ownership and right of use of the Product and any related ancillary byproducts. The St. Pete Chamber will be entitled to use, modify, license and/or register such Products without further compensation or authorization.
6. Each Contestant agrees to release and hold the St. Pete Chamber harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Contest or resulting from acceptance, possession, or use of any prize, including, without limitation, personal injury, death, property damage, and claims based upon intellectual property infringement, publicity rights, defamation, or invasion of privacy.
7. The St. Pete Chamber retains the absolute right in its sole discretion:
 - to determine and select Finalists and the ultimate winner of the \$10,000 Prize, \$2,500 Corporate Level Sponsorship Package at Annual Meeting, Website Exposure, 1 Year Base Level Chamber membership/1 Year renewal credit equivalent for members, for the competition;
 - to waive any requirements considering the submission and selection of a winning Proposal;
8. The St. Pete Chamber further reserves the right to terminate the competition and select no winner.