

The background of the entire page is a photograph of a historic, multi-story brick building with arched windows and a gabled roof. The building is slightly out of focus, creating a sense of depth. The sky is overcast and grey.

W E L C O M E T O

Downtown
CHATHAM
MA

2026 Brand Manual

Welcome to **The NEW LOGO**



LOGOTYPE

The typographic signature uses custom letters inspired by Downtown Chatham's multi-story buildings and the currents of the Thames River.

The logotype can be used as one solid colour when placed on top of a solid colour background or an image that provides enough contrast from the text.



MINIMUM SIZE

SCREEN: 100 PIXELS

PRINT: 1 INCH

The logotype should always be legible. Never use it at sizes smaller than specified.

CLEAR SPACE

To ensure visibility and impact, always maintain a minimum clear space defined by the size of the logo's "B" around the logo. No text, graphics, or other elements should intrude on this area.



Welcome to

The NEW LOGO



PLEASE DON'T...



Change the colour of the logo to a shade not listed in the colour guide.



Squash the logo.



Recreate the logo using a different font.



Move the word placement.



Outline the logo.



Change the logo's spacing or proportions.



Place the logo over a busy background.

Welcome to **The NEW LOOK**

BRAND COLOURS

Welcome to the wonderful world of colour. With the rebrand Downtown Chatham BIA has the freedom to express themselves through a wide range of retro inspired hues that work well together no matter how they're paired.



HEX #DD826F
RGB 221, 130, 111
CMYK 11, 58, 54, 0



HEX #9C2328
RGB 156, 35, 40
CMYK 25, 97, 90, 22



HEX #C45728
RGB 196, 87, 40
CMYK 17, 78, 100, 6



HEX #EBA736
RGB 235, 167, 54
CMYK 7, 37, 91, 0



HEX #F3E7C0
RGB 243, 231, 192
CMYK 5, 6, 28, 0



HEX #9FD1C9
RGB 159, 209, 201
CMYK 37, 2, 23, 0



HEX #069396
RGB 6, 147, 150
CMYK 82, 23, 42, 2



HEX #015F73
RGB 1, 95, 115
CMYK 93, 52, 41, 18



HEX #6E7C64
RGB 110, 124, 100
CMYK 58, 38, 64, 14



HEX #91A09D
RGB 145, 160, 157
CMYK 46, 29, 36, 1



HEX #231F20
RGB 35, 31, 32
CMYK 0, 0, 0, 100



Welcome to

The **NEW LOOK**

Branding Fonts:

Brand fonts help create a consistent, recognizable look and feel across everything Downtown Chatham shares.

POPPINS FAMILY

Poppins is the primary typeface, chosen for its clean lines, friendly shapes, and excellent readability across all sizes and formats. It strikes a balance between modern and approachable, making it well-suited for both headlines and body copy while reflecting the energy and character of Downtown.

Thin, Light, **Medium, Bold, Black**

CATCHY MANAGER FAMILY

Catchy Manager is the decorative typeface, used to add personality, charm, and a touch of flair to select headlines or accent moments. Its playful serif style nods to Downtown Chatham's historical past while feeling fresh and expressive rather than stuffy.

Regular