

BRAND GUIDE

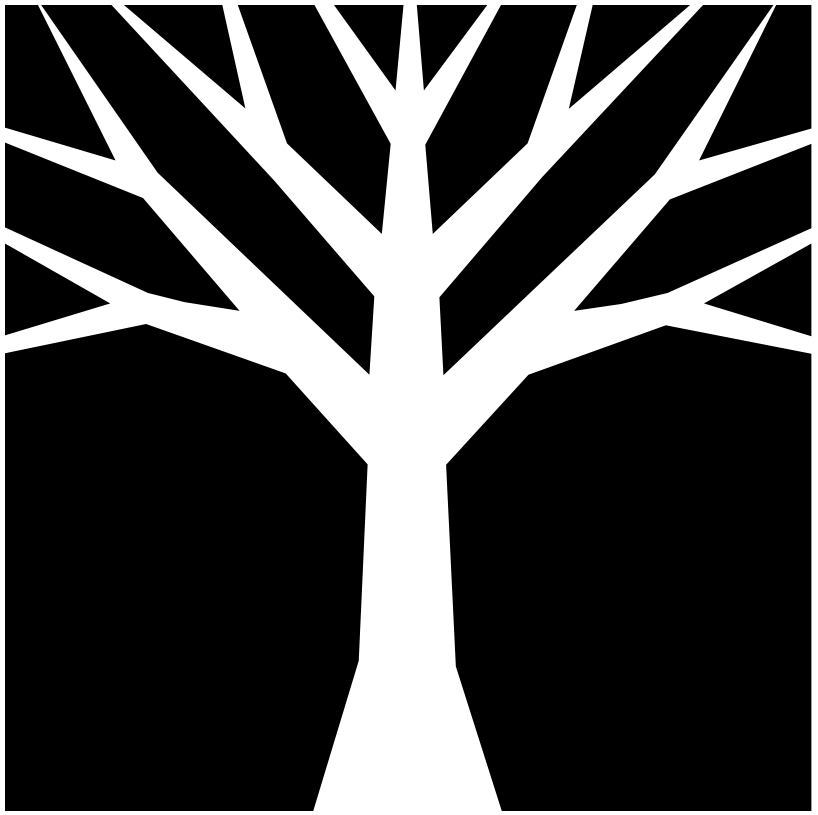
VERSION 1.0, NOVEMBER 2026

CONTENTS

The idea	3
Logo	4
Color	9
Type	11
Voice	12
Imagery	13
Applications	14
Production	16
Files	17

THE IDEA

One company, many branches. Chamberlin Enterprises is the trunk that Chamberlin Studio, CardPal, David's School and Scrabble Word Checker grow from, and the logo says so: a great tree cut out of a solid block, like a cornerstone.



THE LOGO

The Chamberlin family tree, cut out of a solid square, with CHAMBERLIN ENTERPRISES drawn from the Chamberlin Tile face (Saira) at its own weight. Every arm of the E, L and T is cut clean on one angle, so the letters look cut from the same block as the tree, and the T's bar reads as a canopy. In the stacked logo both lines of the name are exactly the square's width.

WHO IT IS FOR

Anyone looking up the company behind Chamberlin Studio, CardPal, David's School and Scrabble Word Checker: clients, partners, banks and the people David works with.

PERSONALITY

PLAIN STEADY LASTING

Never: flashy, busy.

LOGO



First choice for wide spaces: letterhead, documents, slides, a sign.

LOGO VERSIONS



Logo

First choice for wide spaces: letterhead, documents, slides, a sign.



Stacked

The website's title, square and tall spaces: covers, the top of a page, a sticker.



One line

The website's header, email headers and signatures, narrow banners.



Name only

Where the tree is already nearby or there's no room for it: a footer line, the back of a card.



The tree

Profile pictures, the app icon, favicons, a stamp or an embossed seal.

COLOR VERSIONS



White

The everyday version, as on the website: on black and dark photos.



Black

On white paper and light backgrounds, and one-color jobs: engraving, stamps, embossing, newspaper.

CLEAR SPACE AND SIZE



Keep clear space around the logo on every side, at least **x**, where x is the height of the capital letters. Nothing else, including other logos, text or the edge of the page, goes inside it.

SMALLEST SIZES

Version	Print	Screen
Logo	30 mm (1.18 in) wide	150 px wide
Stacked	20 mm (0.79 in) wide	100 px wide
One line	45 mm (1.77 in) wide	200 px wide
Name only	25 mm (0.98 in) wide	110 px wide
The tree	6 mm (0.24 in) wide	16 px wide

Below these sizes details fill in or disappear. Use the symbol instead.

PLEASE DON'T

Don't stretch or squeeze it.

Don't rotate or tilt it.

Don't change its colors.

Don't add shadows, glows or effects.

Don't turn it into an outline.

Don't place it where it's hard to see.

Don't crowd it: keep the clear space.

Don't put it on busy photos without a calm area behind it.

COLORS

BLACK

HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

The page. Chamberlin Enterprises lives on solid black: the website, covers and cards.

WHITE

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

The logo and headings on black.

STONE

HEX #D4CEC2
RGB 212 206 194
CMYK 15 13 18 0

Body text and the line under the name on black.

TAUPE

HEX #B3AB9D
RGB 179 171 157
CMYK 27 25 31 0

Small print and labels on black.

CHARCOAL

HEX #161513
RGB 22 21 19
CMYK 0 0 0 100

Panels and pop-ups on the black page.

HOW MUCH OF EACH



Black White Stone

CMYK values: ICC: Generic CMYK Profile, K only (neutral black), paper white. Ask your printer for a proof before a large run.

READABLE PAIRS

Pairs that are easy to read. **AA** works for body text, **AAA** is better, **AA large** only for big headlines (24 px and up). Pairs not shown are too faint for text.

White on Black 21.0 : 1 AAA	**Stone on Black** 13.4 : 1 AAA	**Taupe on Black** 9.2 : 1 AAA	**Black on White** 21.0 : 1 AAA
Charcoal on White 18.2 : 1 AAA	**Black on Stone** 13.4 : 1 AAA	**Charcoal on Stone** 11.7 : 1 AAA	**Black on Taupe** 9.2 : 1 AAA
Charcoal on Taupe 8.0 : 1 AAA	**White on Charcoal** 18.2 : 1 AAA	**Stone on Charcoal** 11.7 : 1 AAA	**Taupe on Charcoal** 8.0 : 1 AAA

TYPE

CHAMBERLIN ENTERPRISES

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0123456789

Saira Expanded Display. Headings, always in capitals. On the website it is Saira at width 125 and weight 690, the face the name is drawn from; Saira Expanded is the same letters for apps that can't set a width.

Weights: 700. Free under the SIL Open Font License; files are in the Fonts folder.

Buttons, labels and small print.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0123456789

Commissioner Sans. Everything else: body text, links, buttons and small print, as on the website.

Weights: 400, 500, 600. Free under the SIL Open Font License; files are in the Fonts folder.

HEADLINE

A line that sets the scene

Body text is set at 11 to 12 points in print and 17 px or more on screen, with generous line spacing so it is easy to read.

CAPTION OR LABEL

VOICE

Plain and short, in David's own words: what each business is, and where to find it.

DO

- Name each business and say what it does in one line.
- Keep sentences short.
- Point people to the business they came for.

DON'T

- Hype words or big promises.
- Numbers or claims that aren't published.

ABOUT US, IN A PARAGRAPH

Chamberlin Enterprises is David Chamberlin's company in Harbor Springs, Michigan: the home of Chamberlin Studio, CardPal, David's School, and Scrabble Word Checker.

SHORT BIOS

Instagram David Chamberlin's company in Harbor Springs, Michigan. Chamberlin Studio, CardPal, David's School, Scrabble Word Checker.

Short David Chamberlin's company in Harbor Springs, Michigan.

PHOTOGRAPHY

No photography is needed: the brand is the black page, the white block and the name. When a picture is used, it is a real photo of the work or the place, dark and calm.

AVOID

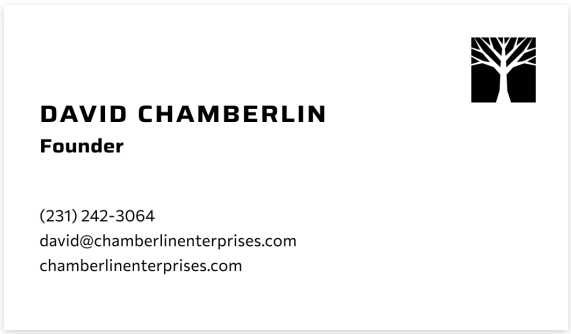
Stock photos shown as our own.

Gradients, glows and busy backgrounds behind the logo.

IN USE



Business card, front



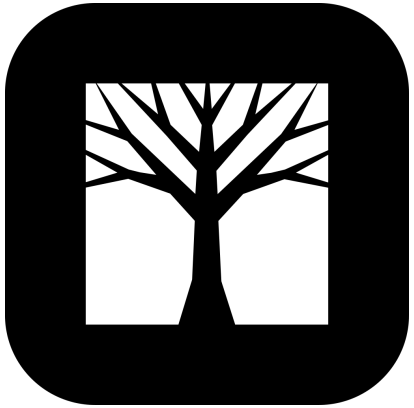
Business card, back



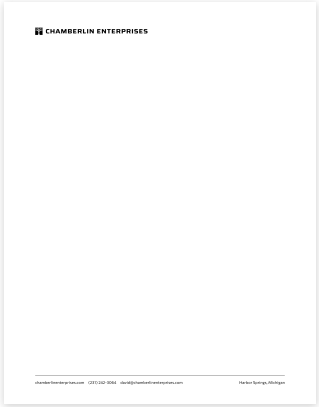
Link preview



Social cover

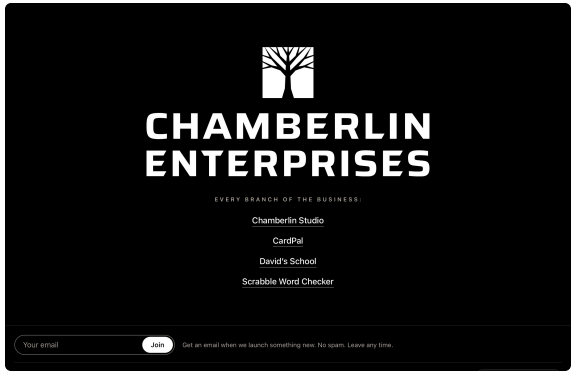


App icon



Letterhead

IN THE WORLD


CHAMBERLIN
ENTERPRISES
EVERY BRANCH OF THE BUSINESS:
Chamberlin Studio
CardPal
David's School
Scrabble Word Checker
Your email
Join
Get an email when we launch something new. No spam. Leave any time.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ENTERPRISES


CHAMBERLIN ENTERPRISES
DAVID CHAMBERLIN
Founder


9:41


CHAMBERLIN
ENTERPRISES

MAKING THINGS

Where it goes	Send this	Notes
Website and apps	**SVG, or PNG**	Use SVG wherever the site allows it. PNG for everything else.
Office printing, Word, Google Docs	**PNG or PDF**	PNG 1000 px or 2000 px wide is plenty.
Professional printing (cards, brochures)	**PDF print CMYK**	Send the print PDFs. Ask for a proof.
Signs, banners, vehicle graphics	**PDF or EPS**	Vector files scale to any size without blurring.
Vinyl cutting, window decals	**One-color PDF or EPS**	Use black or white versions: each is one clean outline.
Embroidery (shirts, hats)	**One-color PDF or EPS**	Keep it at least 2.5 in (6 cm) wide. The symbol works best on hats.
Screen printing (shirts, bags)	**One-color PDF or EPS**	One ink per color. One-color versions print cheapest.
Engraving, laser, foil, embossing	**Black PDF or EPS**	Solid black is what engravers and foil makers expect.
Video and slides	**PNG (transparent)**	Use the reversed or white version on dark footage.

Large dark areas print in rich black (C60 M40 Y40 K100) for depth. Logos and small type print in 100% black ink so they stay sharp.

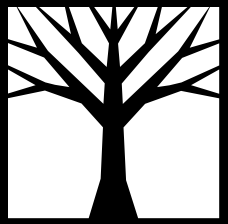
WHICH FILE TO USE

Logo/SVG	Websites, apps, anything on a screen. Sharp at every size.
Logo/PNG	Transparent background. The number is the longest side in pixels.
Logo/JPG	On the background color the version is made for, with clear space.
Logo/PDF	Vector, RGB. Documents, office printers, most print shops.
Logo/PDF print CMYK	Vector, CMYK with the brand values, for professional printing.
Logo/EPS	Vector, for sign shops, embroiderers and engravers that ask for EPS.
Colors	Swatches for Adobe apps (.ase), GIMP and Inkscape (.gpl), CSS, Tailwind and design tokens.
Icons	Favicons, app icons and the lines to paste into a website.
Social media	Profile pictures, covers and banners sized for each platform.
Print	Business cards, letterhead (PDF and Word), envelope, notecard, stickers.
Digital	Email signature, QR codes, video graphics, presentation template.
Fonts	The brand fonts and their licenses.

FILE NAMES

chamberlin-enterprises-*version*-*color*, for example chamberlin-enterprises-logo-black.

- **white** white
- **black** black



Chamberlin Enterprises and its logo are owned by Chamberlin Enterprises LLC.

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Prepared by Chamberlin Studio, chamberlin.studio