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**SAN FRANCISCO CHAMBER UNVEILS NEW LOGO, BRAND IDENTITY**

***Bold New Look and Feel for San Francisco's Largest Business Network***

**SAN FRANCISCO** – The San Francisco Chamber of Commerce today unveiled a new logo and brand identity to better reflect San Francisco's unique and innovative business community. The new branding strategy amplifies the Chamber's vision, and will be integrated into a comprehensive new website and across all Chamber platforms and publications in the months ahead.

"It's a new day at the SF Chamber," said President & CEO Bob Linscheid. "Over the past 160 years, this organization has evolved to serve San Francisco's business community, which is the leading force of entrepreneurialism, invention and collaboration across the globe. Our vision is to foster and bolster these ideals, driving business and economic success. Our new look and feel celebrates the attributes that make us unique and pays tribute to the many industries that support our city's economic prosperity."

The Chamber's vision and brand identity is centered on the principles that matter most to San Francisco's business community and the economy - connectivity, innovation and collective action. The Chamber's new logo, created by celebrated San Francisco designer Primo Angeli with Stapley-Hildebrand, depicts these principles through a mosaic of icons symbolizing the city's distinctive and diverse business landscape. The bold and vibrant mosaic forms a sequence of "C's" denoting the Chamber of Commerce, and eliciting the notions of "city" and "community." The new tagline – "Our City. Your Business." – accompanies the logo conveying the Chamber's two-pronged mission to serve the interests of business and San Francisco.

"We are very excited about our new brand identity," said Greg Cosko, 2013 Chamber Board Chair and President of Hathaway Dinwiddie Construction. "The new logo reflects our mission to attract, develop and support business in our city, and highlights the way we serve our community: as an effective convener, a powerful resource and an unwavering champion of commerce and economic vitality."

The SF Chamber's new logo and tagline are the outcome of a strategic branding initiative led by the Chamber's Board of Directors, President & CEO Bob Linscheid, staff and members to modernize the organization's profile and emphasize the vibrancy of its membership. The project included strategic planning, market research, branding and other areas of focus. The efforts were supported by representatives from member companies including: PhilippeBecker, MacKenzie Communications, Stapley-Hildebrand, Gumas Advertising, BeyondPix Studios, Q&A Research Inc., the San Francisco Giants, Dignity Health and several other organizations.

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“The new logo marks the beginning of a new era for the SF Chamber,” said Peter Gruebele, Chair-elect of the Chamber Board and EVP of Wells Fargo's Regional Commercial Bank in San Francisco. “As our city’s business champion, we will soon introduce new initiatives and programs to more deeply connect the business community, build consensus on major issues and rally behind sustained economic growth.”

The SF Chamber was advised on its brand identity by worldwide design icon Primo Angeli and his San Francisco-based agency partner Stapley-Hildebrand. The design team has received accolades for its work with local and global brands including the Asian Art Museum, Ben & Jerry's, Boudin Bakery, Coca-Cola, Guinness, Hyatt Hotels, Molinari & Sons, the Golden Gate Bridge 50th Anniversary Celebration and many others. The *San Francisco Chronicle* recently declared Primo Angeli “S.F.’s poster boy” in recognition of his acclaimed packaging and poster design in the Bay Area for the past 30 years.

The SF Chamber is San Francisco’s largest and most inclusive business membership organization, representing more than 1,500 businesses – and 200,000 employees – from every size, industry and neighborhood across the city and the region. The Chamber delivers a robust roster of more than 250 annual programs and events designed for personal, professional and business growth. As the leading advocate for local business, the Chamber also promotes a vibrant and friendly business climate. The Chamber’s Foundation partners include: the San Francisco Center for Economic Development, ChinaSF, Leadership San Francisco, and Chambers for Innovation and Clean Energy.

To view the new logo, visit [SFchamber.com](http://SFchamber.com).

High resolution logo images are available upon request. Contact Gwen Oldham at [goldham@sfchamber.com](mailto:goldham@sfchamber.com) or 415.352.8839.

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*Founded in 1850, the San Francisco Chamber of Commerce is recognized as the preeminent business organization for advocacy, networking and economic growth. The Chamber delivers on its mission to attract, develop and support business in San Francisco by representing companies and organizations that make San Francisco a preferred destination for businesses and visitors – and a great place to live, work and visit. For more information, visit [SFChamber.com](http://SFChamber.com).*