

For Immediate Release
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GREATER SHREVEPORT CHAMBER UNVEILS NEW LOGO AT ANNUAL BANQUET

The Greater Shreveport Chamber unveiled their new logo and brand story at last night's 109th Annual Banquet.

"Our Chamber has been around for more than 100 years and is an institution with a historic past and an impressive list of accomplishments," said Dr. Timothy J. Magner, president of the Greater Shreveport Chamber. "But while we honor the past, it is also our responsibility to look forward, to pursue our mission with vigor and to serve as a catalyst for our community's future. As we work to create that future, we recognized that it was time for a new look. One that reflects our renewed focus, communicates the energy we possess, highlights the goals we seek and moves us into the next decade."

The shape of the Greater Shreveport Chamber's new mark is comprised of five arrow points focusing inward to form a star. The star is constructed in this way to demonstrate that Shreveport is a destination, truly a hub at the confluence of air, river, rail, major interstates and scenic state highways. Each is represented by a different colored arrow or the varied white spaces between the arrows.

The star also represents how diverse parts can work together to make something great! The range of investors and community partners who work with the Chamber, represent a breadth of people and interests. When those segments work together, amazing things can happen for our community!

Finally, the five points of the star also represent the 5-star accreditation from the US Chamber of Commerce that the Chamber recently achieved, yet again, leading to almost two decades of this rare and important recognition.

The particular shades of each color were chosen for their sophistication and eye-catching contrast. At the bottom of the star and for the word "Chamber," a regal purple was chosen to symbolize royalty and ambition. The blue arrow "landing" in Shreveport is reminiscent of the B-52 aircraft. The green in the logo is indicative of both economic growth and the environmental wealth of our Sportsman's Paradise. The orange is a nod to the creative community here in Shreveport, as well as the growing number of young professionals in our city. And lastly, the red in the star represents the Red River to our east and gives a nod to our history and past logo.

Additionally, the Chamber elected to shorten the name to communicate the broadest brand value. By providing specific emphasis on "Greater Shreveport," the Chamber continues to reflect both its regional footprint and its aspiration to create a truly greater community.

The new look will be rolled out through 2019. "You'll see us use it in various forms throughout the year, and we will have made the complete switch over by the end of 2019," said Erin Smith, Director of Marketing, Communications and Public Relations for the Chamber.

To learn more about the Greater Shreveport Chamber's new brand, contact Erin Smith at erin@shreveportchamber.org or 318-677-2521.

*The new logo is attached in both vertical and horizontal formats.

Since its founding in 1910, the mission of the Greater Shreveport Chamber has been to promote economic prosperity, serve as a business advocate, and celebrate the achievements of the Shreveport-Bossier region. With over 1400 members, the GSCC is designated as a 5-Star Accredited Chamber by the US Chamber of Commerce, one of less than 2% of Chambers across the country honored with this distinction.



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