



The Cobb Chamber. As one of the most influential business advocacy organizations in Georgia, we are the only organization in Cobb County dedicated to bringing the community and its leaders together to create jobs and strengthen the economy and quality of life so businesses and the community can **achieve more**.

VALUE PROPOSITION

- Creates jobs and drives economic development
- Strengthens the community and the region
- Grows member businesses and nurture leadership
- Connects businesses, government and the community

OUR NEW VISION HIGHLIGHTS THREE PRIMARY AREAS OF FOCUS

COMPRISED OF

MEMBER SERVICES

Membership (biz, non-profit, educators, elected officials, etc.)

Potential members, i.e., those conducting business in Cobb

ECONOMIC DEVELOPMENT

Prospective Companies

Economic Development Partners

ADVOCACY

Elected Officials

Media Outlets

BRAND PERSONALITY

- Dynamic
- Successful
- Energetic
- Vibrant
- Innovative
- Active
- Influential
- Fun
- Helpful
- Professional
- Conservative

The Cobb Chamber signature consists of two components. The “Tri-Linking Mark”, the graphical element that captures the essence of the Cobb Chamber. And the new logo type, “Cobb Chamber.” The logo may be used with or without the tagline “Achieve More.” Both elements combine to modernize the logo in a professional, dynamic and bold way. It distinctly differentiates the Cobb Chamber from others and reflects the high quality of companies we are dedicated to attracting.

