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**FOR IMMEDIATE RELEASE**  
**October 28, 2006**

**\*\*\*MEDIA RELEASE\*\*\***

## **Durham Chamber unveils new logo and brand**

DURHAM, NC – The Greater Durham Chamber of Commerce unveiled its new logo and brand at its Centennial Year Gala at the Nasher Museum of Art at Duke University Saturday evening. More than 400 community and business leaders, Chamber members and other invited guests attended the black-tie affair.

“We are absolutely thrilled about the Chamber’s new brand,” said MaryAnn Black, the Chamber’s chair of the board of directors. “This is a positive change for the Chamber. This is not only good for the Chamber, but good for the entire community. The Chamber is making the statement that it will continue to be the leading business organization for Durham.”

The Chamber began the rebranding process in 2005. With the help of The Catevo Group and Rella:Cowan Advertising, the Chamber identified strong values and characteristics to be associated with the new brand. The information was gathered through focus groups, one-on-one interviews and member surveys and input.

The information led to the development of the new logo. The new logo and brand positions the Chamber as a dynamic, bold leadership organization; as a progressive, forward thinking entity in the community and as a catalyst for change.

And while the Chamber continues to maintain an unwavering commitment to its mission - as the organization that helps to create and sustain a healthy economic climate - the time has come for a fresh look. The Chamber’s former logo served as the mark for the organization for more than 20 years.

“Rebranding this vital organization is a recommitment from the Chamber to the community, said Chamber President and CEO Libby Barnes. “It will enable us to better serve our members – through the development of new programs, services and initiatives.”

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### **About the new brand**

The Greater Durham Chamber of Commerce is a dynamic, unifying voice that leads and nurtures a successful business climate, benefiting both Chamber members and the regional community. The Chamber is an organization in motion, representing bold, creative leadership. The new brand not only expresses who we are now, but who we want to be in the future – a forward thinking, progressive organization.