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AURORA REGIONAL CHAMBER OF COMMERCE LAUNCHES NEW LOGO FOR THE DIGITAL AGE

New Logo Aligns with the Chamber's Values to Always Innovate and Make Big Impacts

(AURORA, IL, JULY 6, 2020) – The [Aurora Regional Chamber of Commerce](#), the voice of and catalyst for business success in the Aurora region, today [unveiled a rebranded logo](#) as part of a renewal to its corporate vision. The new branding will allow the Aurora Regional Chamber to stand out, not only within the ever-growing Aurora and Fox Valley regions, but also in today's digital space.

"We live in a modern, connected world and we wanted the look and feel of the chamber to reflect that," said Jessica Linder Gallo, President & CEO of the Aurora Regional Chamber of Commerce. "While our logo has changed, one thing remains the same—our commitment to the success of business and the success of the Aurora region."

The new Aurora Regional Chamber logo brings a sharp new visual identity, characterizing the brand as modern, energetic and fresh. Using a bold color palette, the brand mark takes inspiration from the definition of the word "aurora," simply put, small lights in the sky, along with the idea of connection and working together. The logo speaks to the Chamber's core beliefs: lead with passion and energy, make big impacts, put people first, value and embrace diversity, and always innovate.

"The Aurora Regional Chamber has grown and evolved over its 100-plus year history, and we felt it was time to change the logo to better reflect who we are and how we connect with today's business world," said Marisa Medgyesi, Earthmovers Credit Union & Aurora Regional Chamber Board of Directors Chairperson. "Our new look is one that stands out, can scale easily and is better-suited to the digital age."

In addition to the new logo, over the coming weeks, the Aurora Regional Chamber will roll out additional brand enhancements, and new and enhanced member tools, including a new website in August. The website will have added functionality that will greatly improve access to and visibility of members. These digital changes come at a time when brand visibility and accurate information are even more vital to business success.

About the Aurora Regional Chamber of Commerce

The Aurora Regional Chamber of Commerce is the voice of and the catalyst for business success. We unite businesses with the community to create economic prosperity while facilitating connections with community leaders. For more than 100 years, we have served the greater Aurora region across four counties (DuPage, Kane, Kendall and Will), and currently represent nearly 600 businesses. We have earned the 5-star accreditation from the U.S. Chamber of Commerce, an honor bestowed on only 1% of Chambers nationwide. Learn more at aurorachamber.com.

CONTACT:

Colleen Doyle
Director of Member Engagement
Aurora Regional Chamber of Commerce
cdoyle@aurorachamber.com
630.222.8176