

For Immediate Release
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Boone County Chamber unveils new logo at special after-hours event

The Boone County Chamber of Commerce unveiled a new logo and tagline at an after-hours networking event on Thursday evening.

The event, held at Centier Bank in Zionsville, the 2018 “Off the Clock” event series sponsor, was well attended, with over 50 attendees, and included drinks and appetizers provided by Boone County Chamber members, People’s Revel Room and Caplinger’s Fresh Catch. Attendees also enjoyed winning giveaways provided by People’s Revel Room and Centier Bank, as well as receiving promotional items featuring the new Boone County Chamber logo.

The new logo was unveiled by Chamber Executive Director Diane Schultz, who explained the symbolism behind the design and the colors used in the logo.

Schultz explained that the logo was designed to represent the mission of the Chamber. The two parts of the gear symbolize the two-fold role the Boone County Chamber plays – bringing together the six Boone County communities and helping local businesses succeed.

“The Chamber carries out these roles as a unified county-wide organization, represented by the two colors coming together to form one gear,” said Schultz. “Just as gears work together to power progress, the Chamber is working with communities and businesses to do the same.”

A new tagline, “Connecting Communities, Advancing Businesses,” was implemented into the logo to reflect the Chamber’s vision for the future.

Royal blue, which was used in the previous logo, was carried over into the new logo to reflect the long-standing history and stability of the Chamber in Boone County. A bright golden yellow was implemented to symbolize the bright future for the Chamber and for Boone County. Dark gray was used to balance the brightness of the other two colors.

The logo was designed by Will Hobick, a Zionsville Community High School student, who is the founder of Hobick Design, a graphic and web design company.

“I was honored when asked to create the logo for the chamber,” Hobick said. “I believe the new logo truly encompasses the chamber’s goal of connecting Boone County.” Hobick said he started his own company to gain experience and expand his networking opportunities. As the youngest business owner among Boone County Chamber members, he said he is happy to have been able to leave his mark on the community through this project.