



RAINBOW  
CHAMBER

SILICON VALLEY

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## **Rainbow Chamber of Commerce Silicon Valley Unveils a New Look**

**JANUARY 21, 2016, SAN JOSE, CA** — The Rainbow Chamber of Commerce Silicon Valley, the largest LGBT business organization in Silicon Valley, has rebranded and unveiled a redesigned website. Much has changed in the 16 years since the Rainbow Chamber was founded. Major progress has been made toward equal rights for all LGBT people and LBGT-owned businesses have grown and flourished. As we begin 2016, the Rainbow Chamber of Silicon Valley wanted to reflect that progress by unveiling a whole new look.

The new branding and web updates represent a fresh look for the organization and reflects a more modern, business-focused esthetic. The new logo is colorful and consists of 7 colored dots alongside the group name. The 7 multi-colored dots are an homage to the 7 colors of the rainbow flag, reflecting the diversity of the LGBT community. The traditional strong-hued colors have been replaced with a color palette that suggests strength, professionalism and unity. The arrangement of the dots is meant to be evocative of a professional building, as well as a “home” and safe space for LGBT community members and their supporters.

“We are excited about the evolution of our brand,” said Roark Clayton, President of the Rainbow Chamber Silicon Valley. “These changes are just part of the growth of our organization. As our membership increased in strength and numbers, our community represents more small and large businesses. More than ever, businesses in Silicon Valley, and across the US, are stepping up to recognize and support a more diverse workplace.

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About RCCSV

Established in 1999 to give exposure to the LGBT business community, the Rainbow Chamber of Commerce Silicon Valley is the largest not-for-profit corporation in Silicon Valley for LGBT businesses comprised of LGBT and LGBT-supportive business owners and professionals. With over 100 members the Rainbow Chamber of Commerce Silicon Valley has continued to grow and develop member benefits to serve the needs of our dynamic membership. Led by a strong visionary Board of Directors the Chamber has boldly transformed from a grass roots coalition into a polished, professional business association.

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