



GREATER
GREENVILLE
CHAMBER

The GREATER GREENVILLE CHAMBER logo visually communicates connection, collaboration, and a shared purpose among the business community, the city, and the county, and reinforces the chamber's role in linking businesses, organizations, and people for collective success.

Together, the logo embodies the spirit of shared achievement — showing the chamber as the connector that brings together diverse sectors for a unified vision of growth and prosperity in the Greater Greenville area.



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The stylized “G” symbol — composed of overlapping, interlocking arcs — represents unity and connection. The continuous circular motion implies movement, progress, and inclusivity, emphasizing that the chamber serves as the central link among businesses throughout Greenville and Pitt County.



Each arc can be seen as symbolizing a different part of the region: businesses, organizations, and people coming together.

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The *green* in “GREATER” represents the chamber’s signature color, symbolizing growth and opportunity. The *dark green* in “GREENVILLE” reflects the city’s identity, while the *blue* in “CHAMBER” represents Pitt County. Together, these colors illustrate the strong partnership and collaboration among the chamber, city, and county — all working toward shared prosperity and community success.