



BRAND MANUAL

THE NEW BRANDING & DESIGN GUIDELINES
FOR THE CLUBHOUSE

CORPORATE DESIGN MANUAL V1 | 12.07.2020

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THE
**BRAND
MANUAL.**



The Clubhouse
Brand Manual
Guidelines

Version: v1 // 2021

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BRANDING & DESIGN MANUAL

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THE

**THESE GUIDELINES
DESCRIBE THE
VISUAL AND
VERBAL ELEMENTS
THAT REPRESENT
THE CLUBHOUSE
BRAND.**

// INTRODUCTION



YOUR BRAND GUIDELINES

These guidelines describe the visual and verbal elements that represent **The Clubhouse** brand. This includes your name, logo and other elements such as color, type, and graphics.

Sending a consistent and controlled message of who you are is essential to presenting a strong, unified image of your company. These guidelines reflect **The Clubhouse's** commitment to integrity, honesty, and community.

The Clubhouse brand, including the logo, name, colors and identifying elements, are valuable company assets.

You are responsible for protecting them by preventing unauthorized or incorrect use of the elements presented in this manual.

SEAN STRATTON
Brand Designer



WELCOME

THE LOGO.

LOGO INTRODUCTION

LOGO INTRODUCTION

The Clubhouse logo is the key building block of your identity, the primary visual element that identifies you. The signature is a combination of the the symbol itself and your company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Clubhouse logo comprises two elements, the logo symbol and logo type. The symbol is an image of a hashtag and elephant tusks. It was requested by the founder.

The logo type was chosen for its highly legible style, which has been further enhanced by the use of upper case letters.

The corporate logo is presented through the use of color as well as shape and form. The two primary colors are Almost Black and Light Grey. They were chosen for their strong combination - modern - classic - timeless.

The secondary colors have been selected to stand out and guide users through the Clubhouse experience.

RECOMMENDED FORMATS:

.eps | .ai | .png | .svg

1

THE FULL LOGOTYPE



2

THE FULL LOGO TITLE



2) The Logo Title
Chosen for its highly legible style, which has been further enhanced by the use of upper case letters.

3

LOGO DARK VERSION



3) The Logo Dark Version
Will be used when the background color is Almost Black.

4

LOGO LIGHT VERSION



4) The Logo Light Version
Will be used when the background color is any other color besides Almost Black.

ATTENTION:

Use of any stylized, animated, hand drawn, or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.

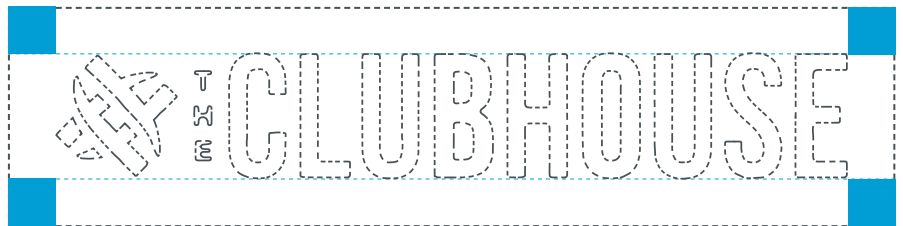
LOGO CONSTRUCTION & CLEARSPACE

LOGO CONSTRUCTION & CLEARSPACE

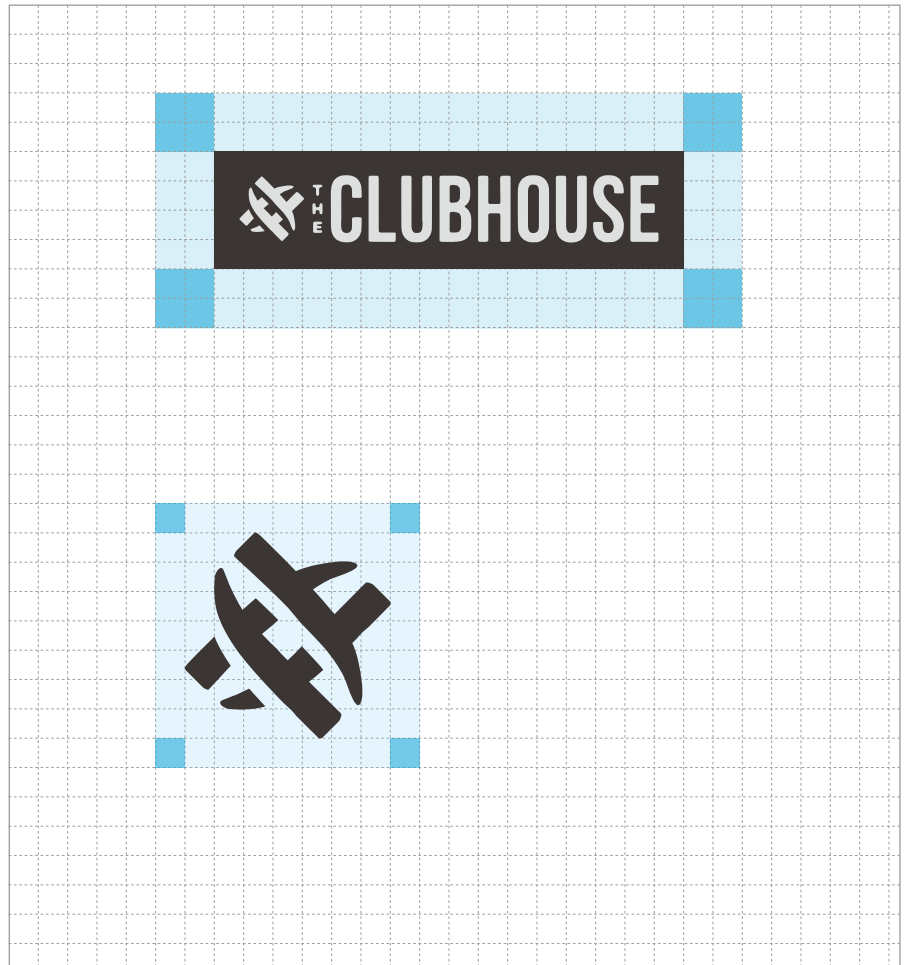
It is important to keep the Clubhouse logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other

graphic element or message can be positioned in relation to the logo itself and your company name – they have a fixed relationship that should never be changed in any way.

LOGO DIMENSIONS



CLEARSPACE



Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

APPLICATION ON A BACKGROUND



Logo Version A



Logo Version B



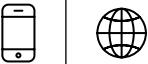
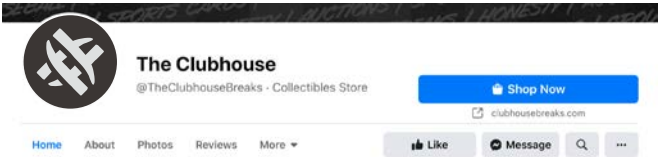
Logo Version C



Logo Version D

SOCIAL MEDIA

Icon
Grey Icon, Black Background



LOGO DOWNLOAD LINK

Link
<https://www.dropbox.com/sh/pzklkir07cvi-blz/AACsCIRtcnsyJ5kdUbmhP53Za?dl=0>



THE

BRAND TYPEFACE.

NEUUE

HELVE

THE BRAND TYPEFACE AND HISTORY

01.2

HELVETICA NEUE

**DESIGNER:
MAX MIEDINGER**

-

THE FONT

In 1983, D. Stempel AG redesigned the famous Helvetica typeface for the digital age, creating Neue Helvetica for Linotype: a self-contained font family. Today, this family consists of 59 different font weights. The Neue Helvetica font family is available as desktop fonts and as webfonts.

It's original numbering system for the weight designations came from Adrian Frutiger's numbering system for the Univers family. The basic font weight, Neue Helvetica Roman", is at the heart of this numbering system. The designation "55 Roman" forms the central point. The first figure of the number describes the stroke thickness -- 25 for ultra light to 95 for extra black. The second figure gives information on the width and orientation of the font -- "Neue Helvetica 53 Extended" or "Neue Helvetica 57 Condensed," for instance. The printer fonts are named as Helvetica Neue.

Neue Helvetica sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication. Neue Helvetica is one of three Helvetica typeface families from Linotype. The Neue Helvetica family had been extended with the range of eight compressed weights.

THE TYPEFACE

AND ITS STRUCTURE

Typography plays an important role in communicating the overall tone and quality of your brand. Careful use of typography reinforces your personality and ensures clarity and harmony in all Clubhouse communications. I have selected Helvetica Neue and Roboto, which helps project a simplistic strength for the entire Clubhouse identity, as the primary and secondary typefaces.

MAIN TYPEFACE HELVETICA NEUE

DESIGNER :
MAX MIEDINGER

-

THE FONT

Helvetica Neue sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication. Helvetica Neue is one of three Helvetica typeface families from Linotype.

TYPE EXAMPLES HELVETICA NEUE

H E L V E T I C A
N E U E

Condensed

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Black

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special

! “ § \$ % & / () = ? ` ; :
ı “ ¶ ¢ [] | { } ≠ ÷ ‘
“ Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ¢
√ ~ μ ∞ … – ≤ < > ≥ ~ ‚ ‹ ◊

TYPOGRAPHY AND HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. A good rule of thumb is sticking to the [Fibonacci Sequence](#). Using these ratios as a guide when deciding the hierarchy between font point (pt) sizes: 5, 8, 13, 21, 34, 55, 89, 144, 233, 377.

Paragraphs

This text is reserved for copy text and huge text amount. Take it, use it.

Roboto Regular
8 pt Type / 12 pt Leading

Roboto Regular
11 pt Type / 15 pt Leading

HEADLINES

FOLLOW THE RULES OF DESIGN TO GET AWESOME RESULTS.

Helvetica Neue Bold - Capital Letters
11pt Type / 10pt Leading

MUCH MORE THAN AN INTERESTING HEADLINE!

Helvetica Neue Bold - Capital Letters
13pt Type / 16pt Leading

SUPER HEADLINE

Helvetica Neue Condensed Black - Capital Letters
34pt Type / 31 pt Leading

SPECTACULAR.

Helvetica Neue Condensed Black - Capital Letters
55pt Type / 53 pt Leading

HEADLINE.

Helvetica Neue Condensed Black - Capital Letters
89pt Type / 78 pt Leading

THE
**BRAND
COLORS.**

THE PRIMARY COLOR SYSTEM AND COLOR CODES

PRIMARY COLOR SYSTEM

-

Color plays an important role in your brand identity. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Clubhouse brand identity across all relevant media. Check with your designer or printer to ensure the corporate colors are always consistent.

PRIMARY COLOR ALMOST BLACK

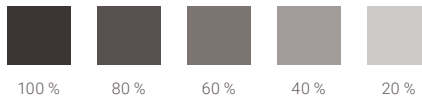
-

COLOR CODES

CMYK : 63 60 64 65
Pantone : BLACK 7 C
RGB : 61 57 53
Web : #3D3935



COLOR TONES



THE GRADIENT



PRIMARY COLOR GREY

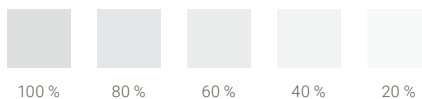
-

COLOR CODES

CMYK : 10 3 0 0
Pantone : 7541 C
RGB : 217 225 226
Web : #DEE0E0



COLOR TONES



THE GRADIENT



Explanation:

The Clubhouse has three official colors: Almost Black, Grey, and Light Blue. These colors will become a recognizable identifier for your company.

Usage:

Use them as the dominant color palette for all internal and external visual representations of the brand.

YOUR

**COLORS
ARE VERY
IMPORTANT.**

COLOR

THE PRIMARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

-

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for the Clubhouse brand. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

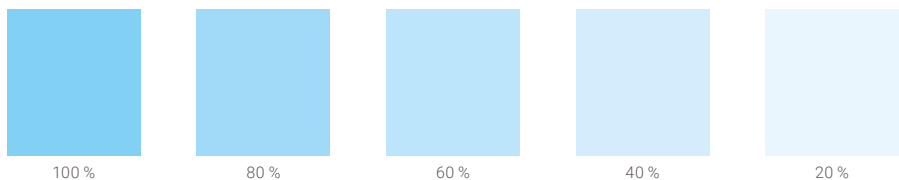
Use them to accent and support the primary color palette.

SECONDARY COLOR LIGHT BLUE

-

COLOR CODES

CMYK : 42 0 0 0
Pantone : 636 C
RGB : 139 211 230
Web : #83D0F5



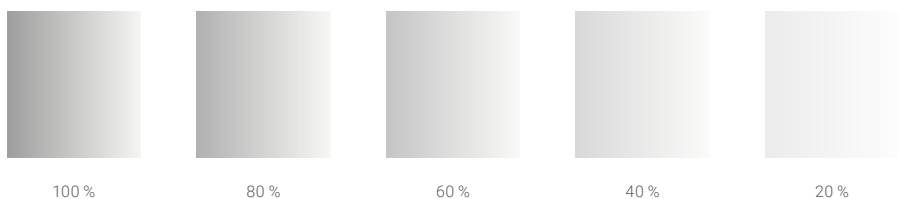
PRIMARY GRADIENT MID GREY TO LIGHT GREY

-

GRADIENT COLOR CODES

Mid Grey

CMYK : 39 31 31 9
RGB : 159 159 159
Web : #9F9F9F



Light Grey

CMYK : 5 2 6 0
RGB : 245 246 242 246
Web : #F5F6F2

THE

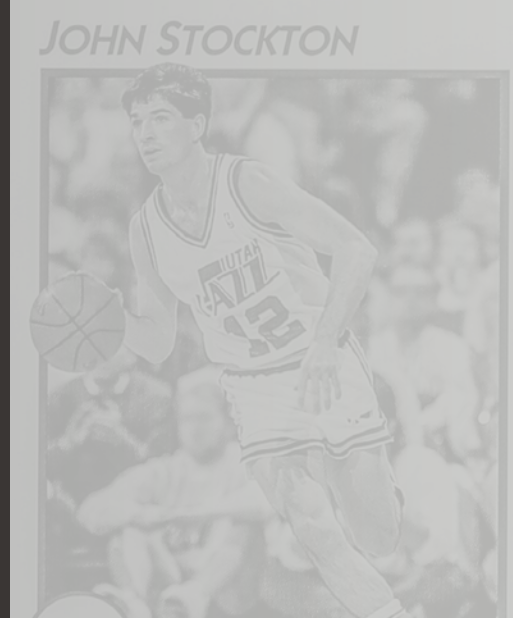
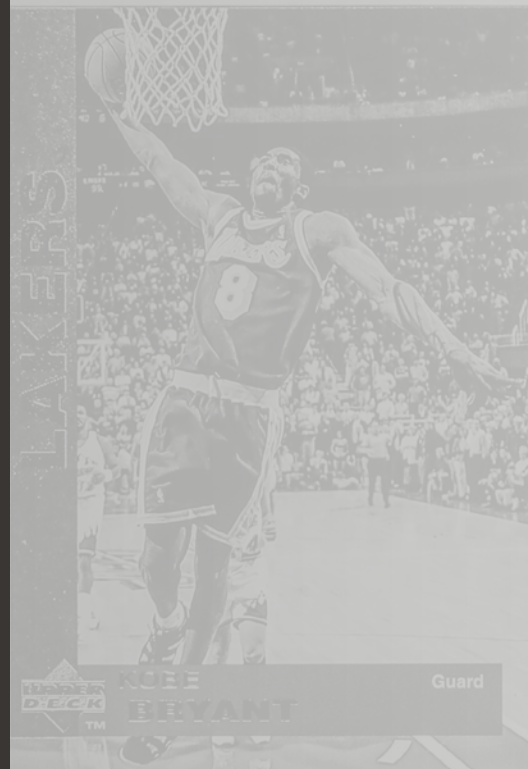
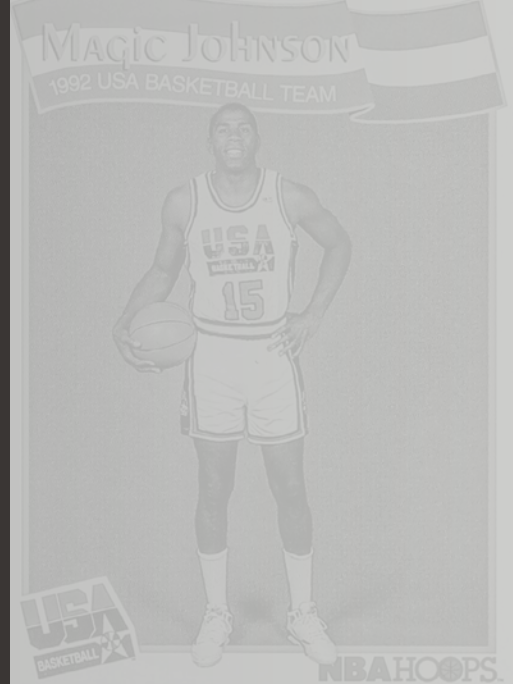
BRAND AESTHETIC.

Corporate Stationery
Letterhead
Business Cards
Envelope
Logo Placement
Brand Images



A GROUP BREAK COMMUNITY.

Cia des etum facea doluptur sum et, quae ea nihicae ero essinul
parumquation et et anditi ipid exped qui dem remquo



THE

**BRAND STATIONERY
LETTERHEAD
BUSINESS CARDS
ENVELOPE
LOGO PLACEMENT.**

THE BRAND STATIONERY

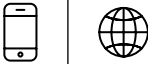
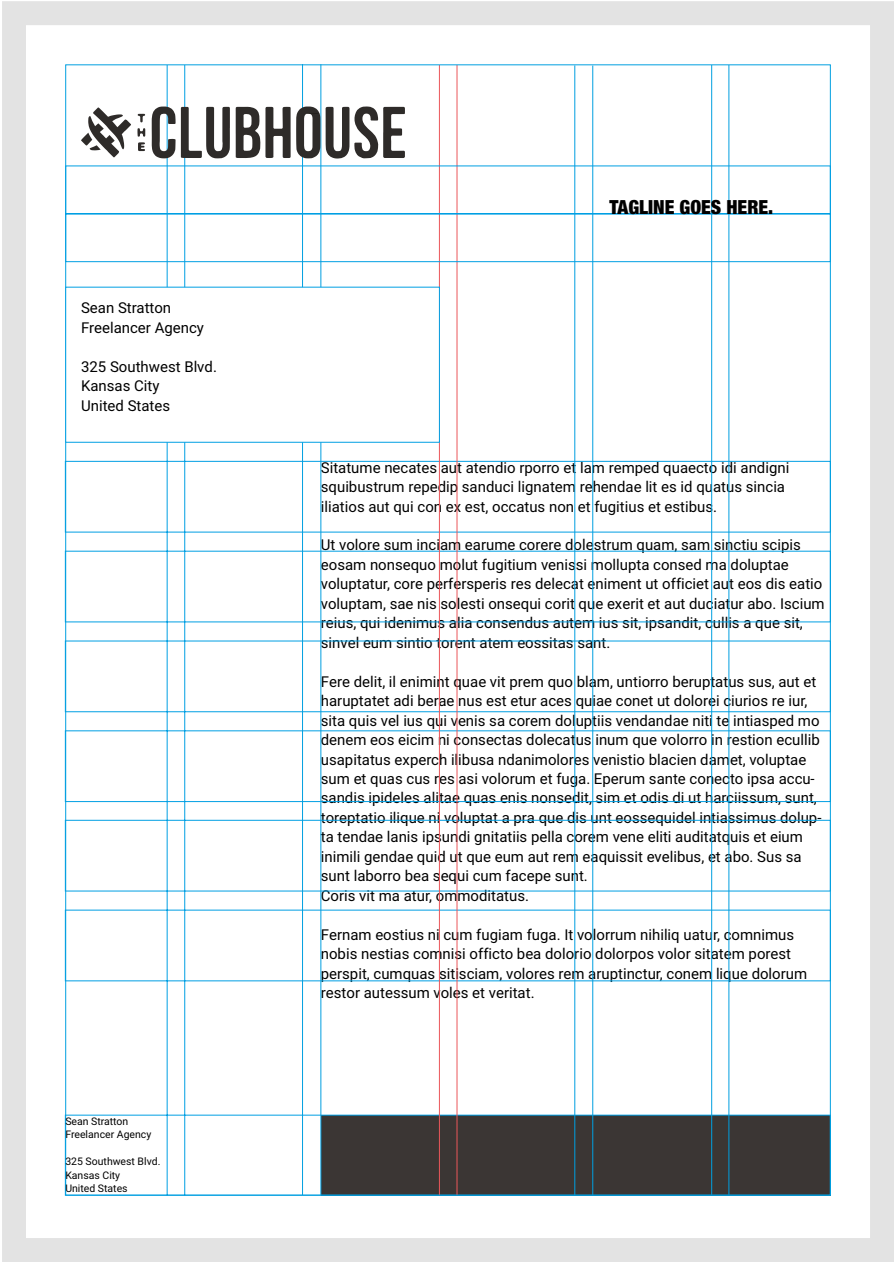
THE CLUBHOUSE LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the Clubhouse stationery system for the front and backside of the letterheads.

Usage:

The letterhead will be used for all official Clubhouse communication.



DOWNLOAD LINK

Link
<https://www.dropbox.com/s/362agyh2twe9n6g/Clubhouse-Letterhead.eps?dl=0>

PARAMETER

Dimensions	Paper Weight	Print
8.5 in. x 11 in.	80# matte white	CMYK

THE CLUBHOUSE BUSINESS CARD AND ENVELOPE

BUSINESS CARDS

-

Dimensions

2 in. x 3.5 in.

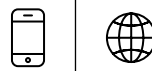
Weight

38pt. Trifecta Black with Velvet Finish

Print

CMYK

Frontside



DOWNLOAD LINK

Link

<https://www.dropbox.com/sh/4yec9x-ssvl04rb/AADlcCUwb4p3UCLE6yDM-Hw-3a?dl=0>

Backside



THE CLUBHOUSE ENVELOPE

-

Dimensions

4.125 in. x 9.5 in.

Weight

70# Smooth White

Print

CMYK



CORRECT LOGO PLACEMENT

LOGO PLACEMENT ON VIDEO THUMBNAILS AND FOOTAGE



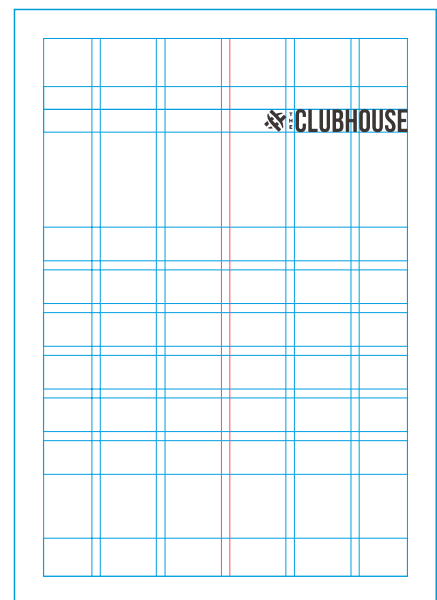
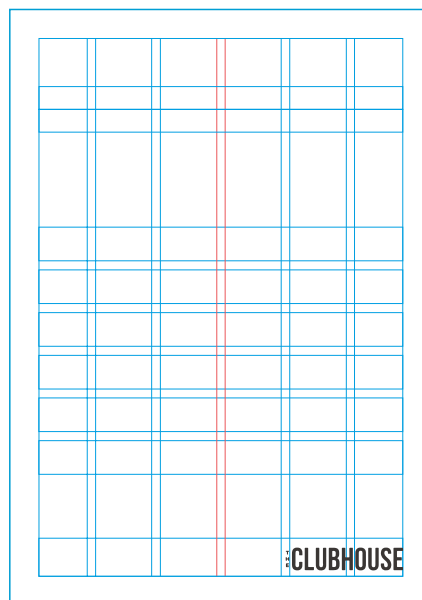
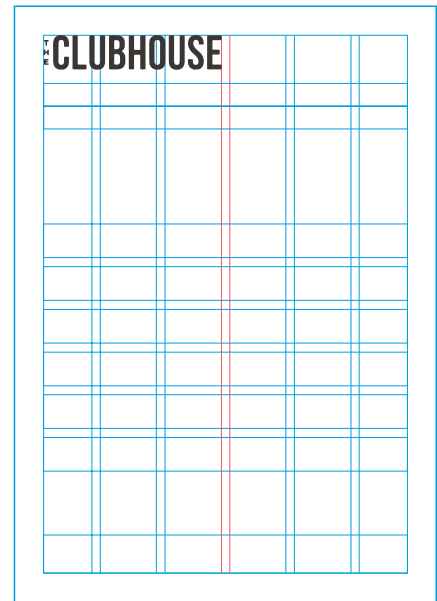
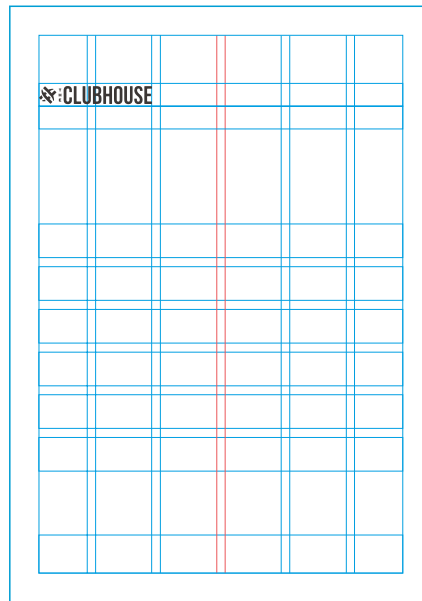
Always place on the upper left hand corner of your video thumbnail image. Never take a screenshot of your video. ALWAYS use an a separate image that makes people want to click on your video. Overlay the logo at a 40% opacity on all break videos.



Overlay your logo at 40% opacity on the bottom right of your videos.

LOGO PLACEMENT ON PRINT

To place the Clubhouse logo in the correct way please use one of the approved styles that are shown below. To place the Clubhouse logo in other ways is not allowed.

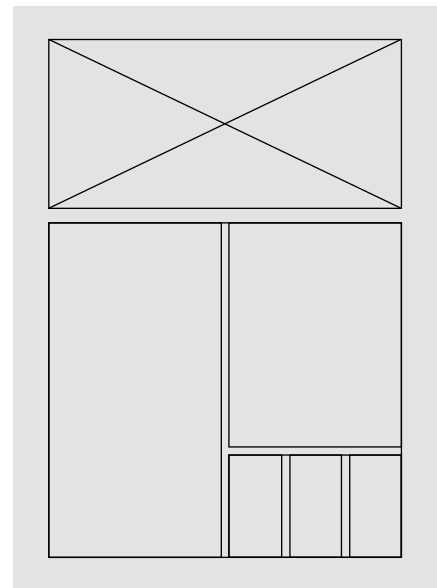
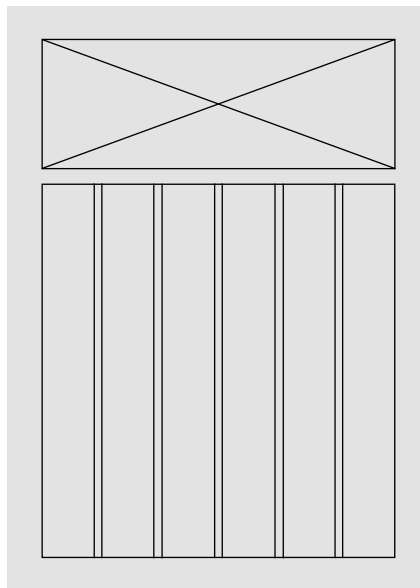
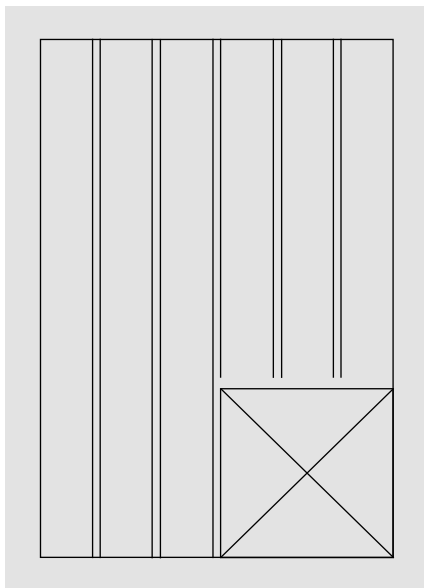
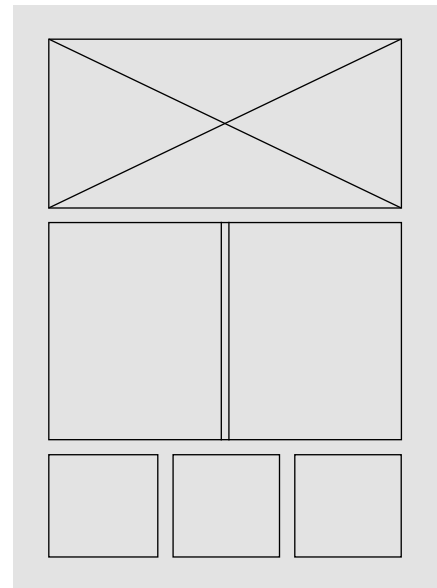
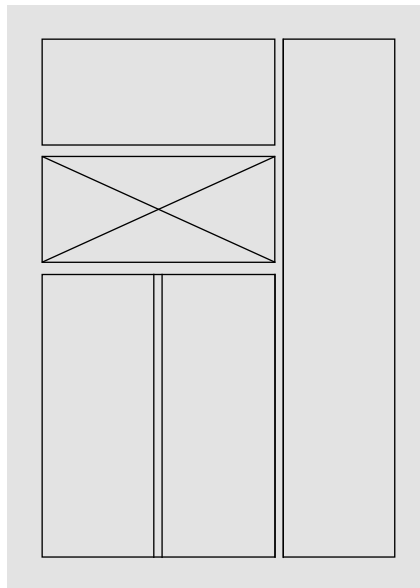


THE GRID.

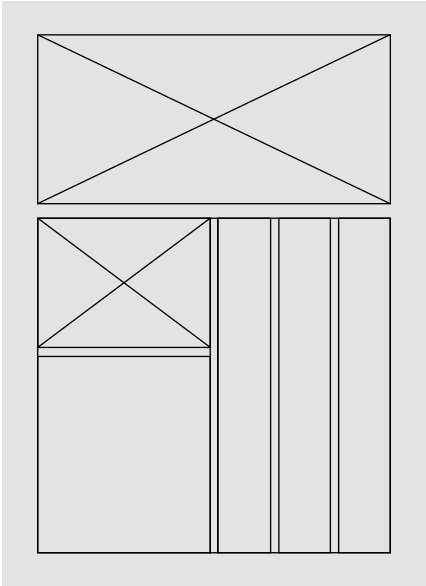
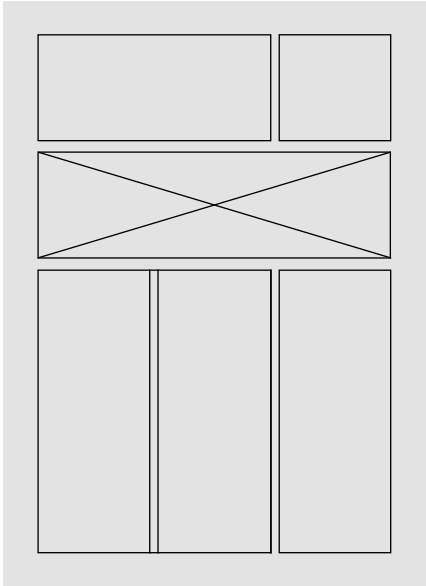
THE CLUBHOUSE GRID LAYOUTS

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

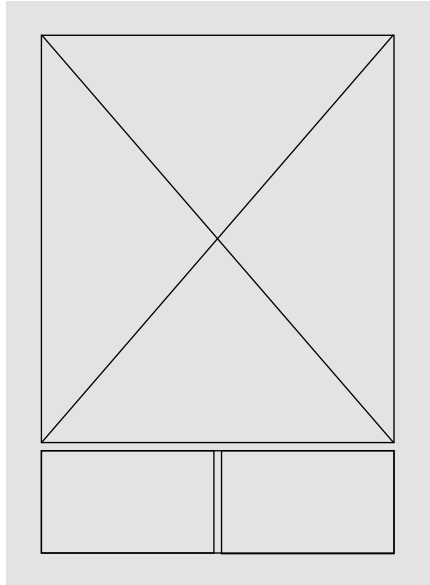
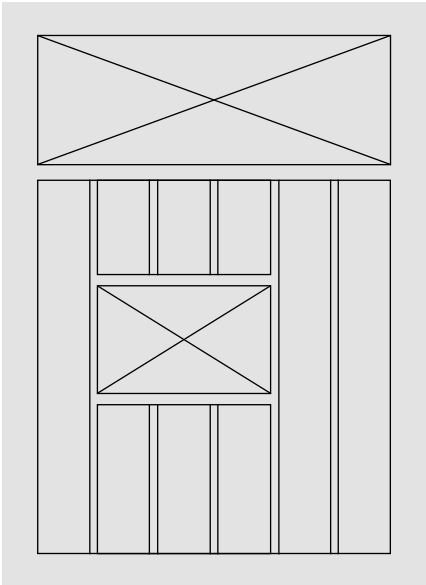
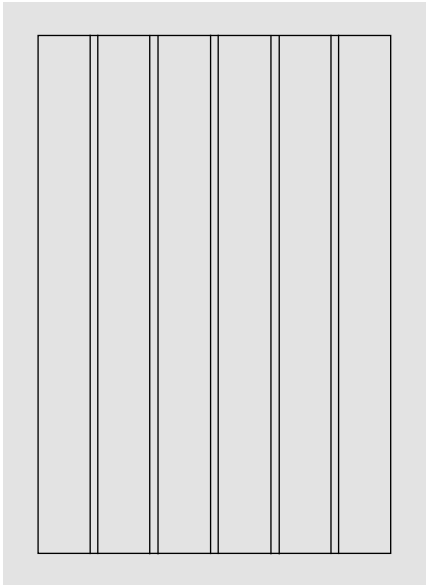
A4 VERTICAL GRID LAYOUT EXAMPLES



THE CLUBHOUSE GRID LAYOUTS



**A4 VERTICAL GRID
SYSTEM EXAMPLES**



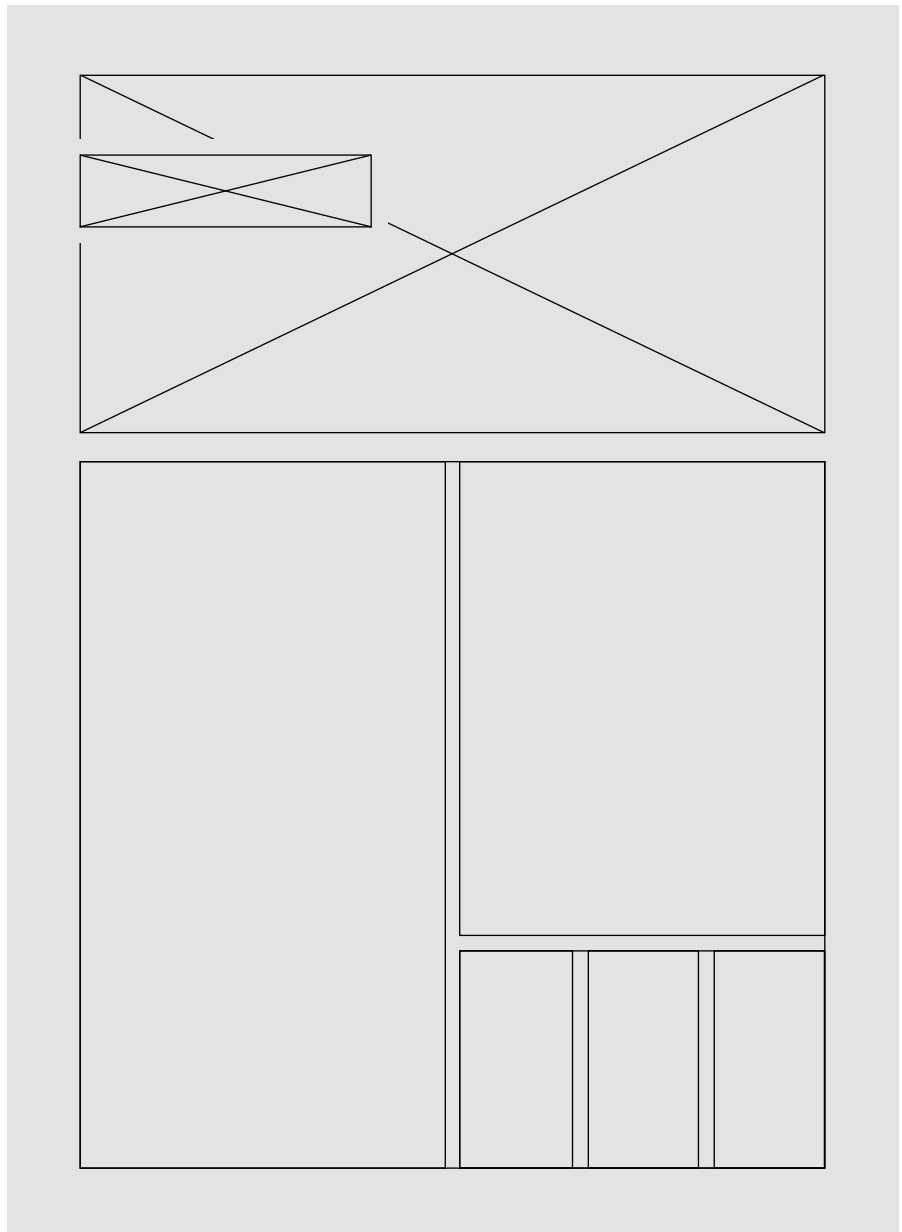
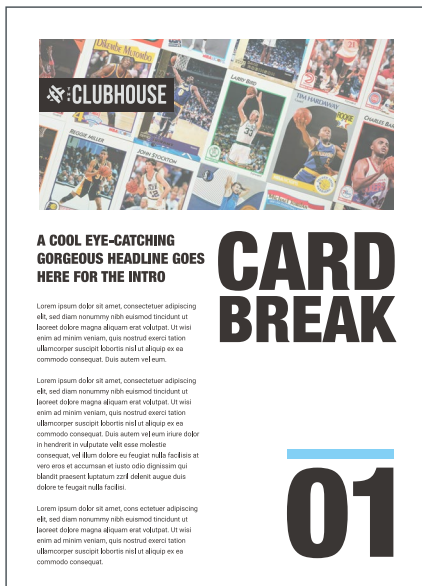
THE CLUBHOUSE GRID LAYOUTS

A3 VERTICAL GRID SYSTEM EXAMPLES

Explanation:

This shows an approved layout with a typography grid for a A3 Poster.

Example: Poster A3

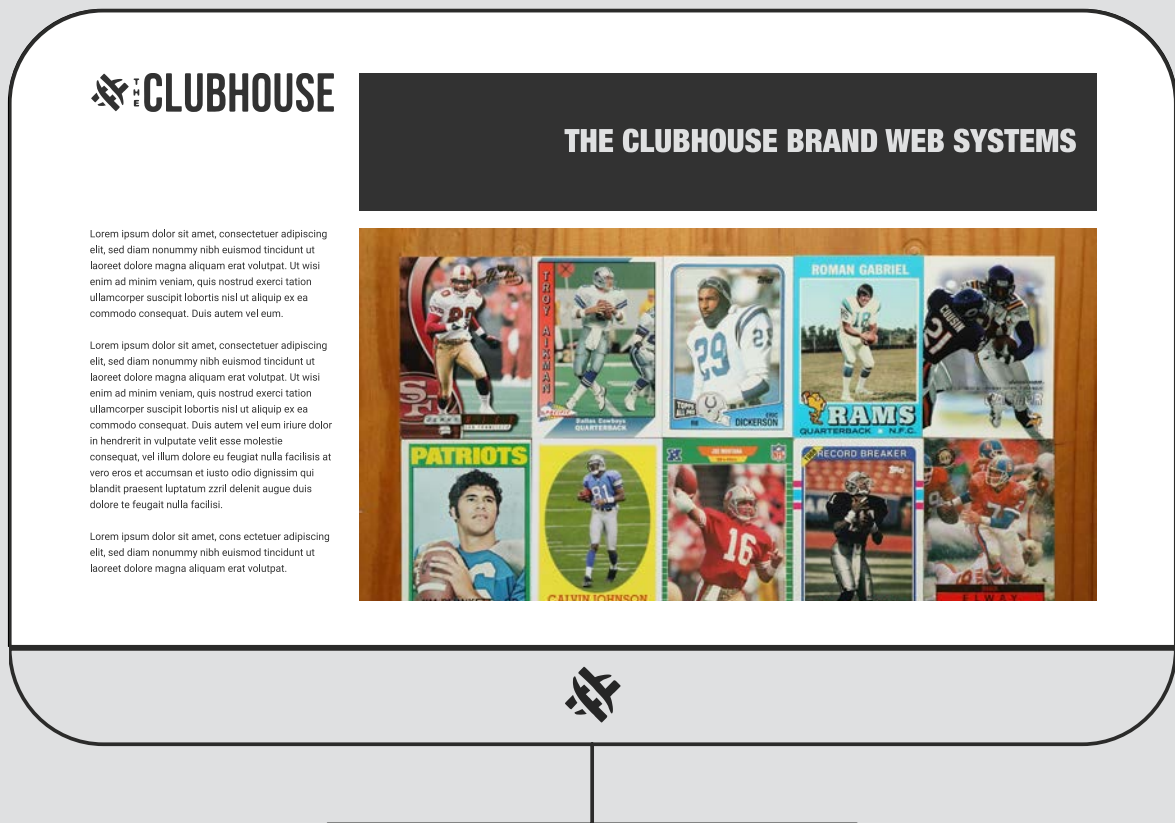


THE CLUBHOUSE GRID

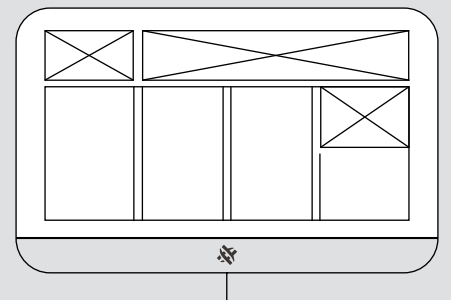
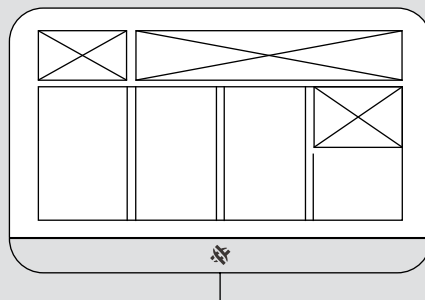
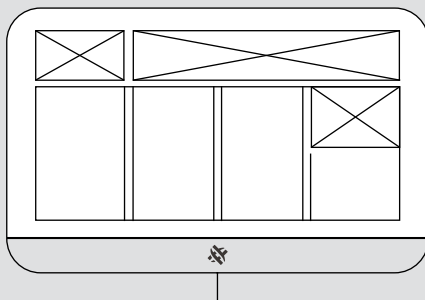
SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

Explanation:

The preview shows an approved layout with a typography grid for a 16:9 Screen. This will be used for presentations in Powerpoint or Keynote.



Examples:

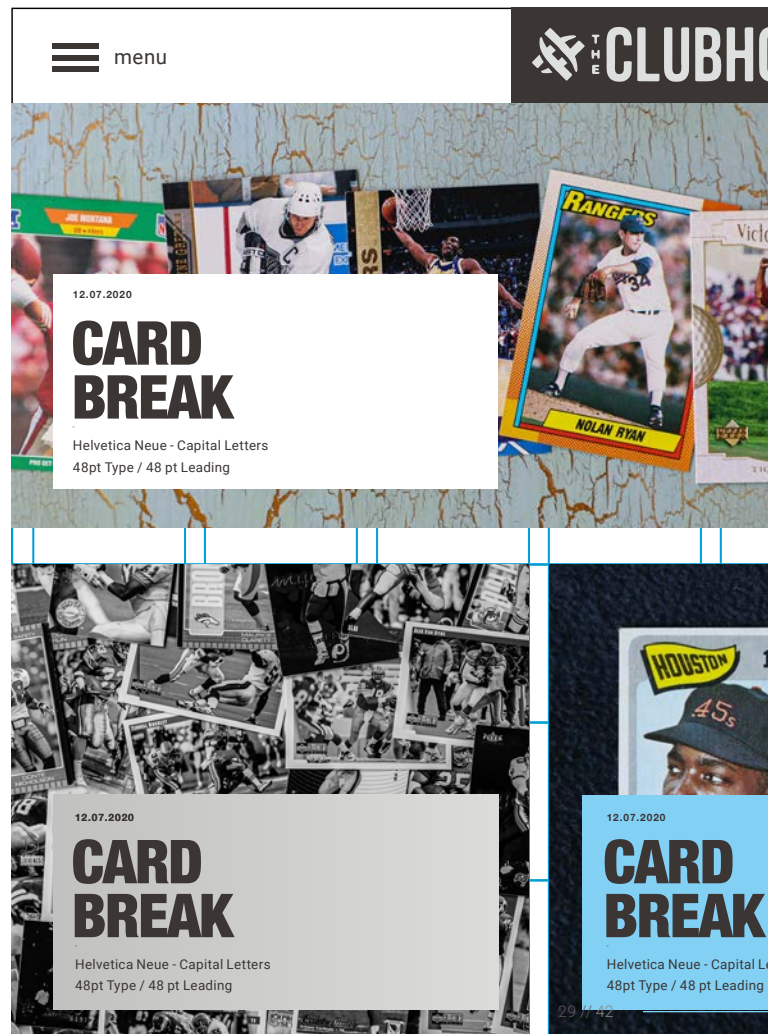
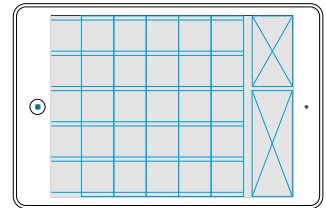
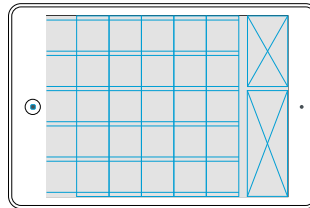
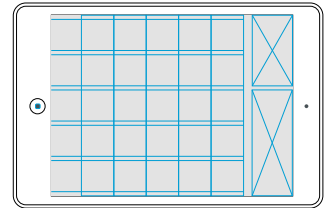
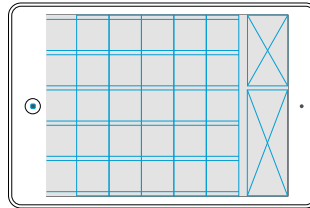
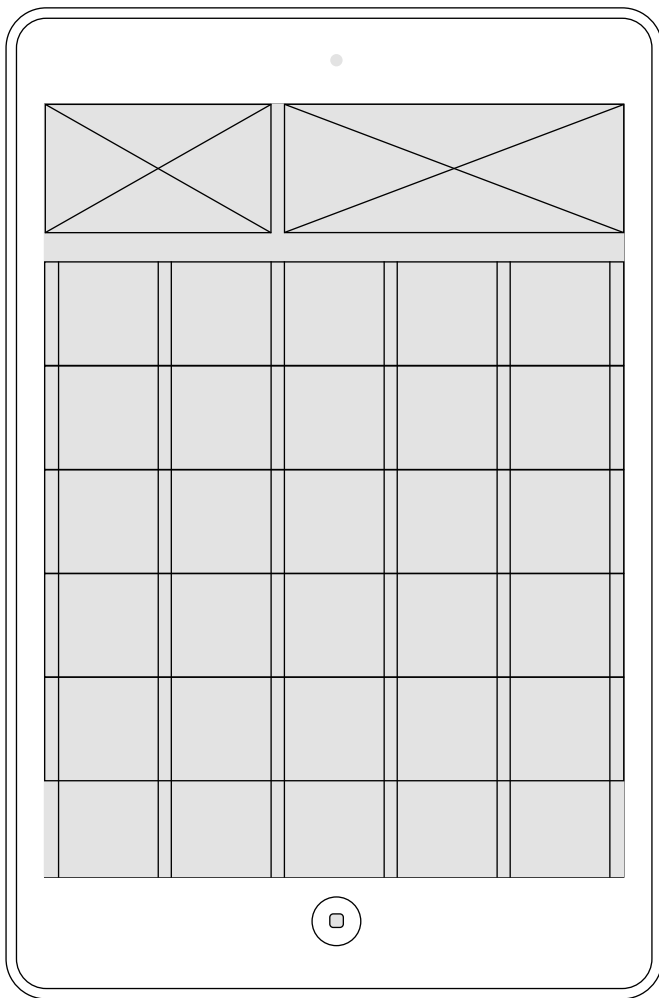


THE CLUBHOUSE GRID

SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

-

TABLET VERTICAL GRID SYSTEM EXAMPLE





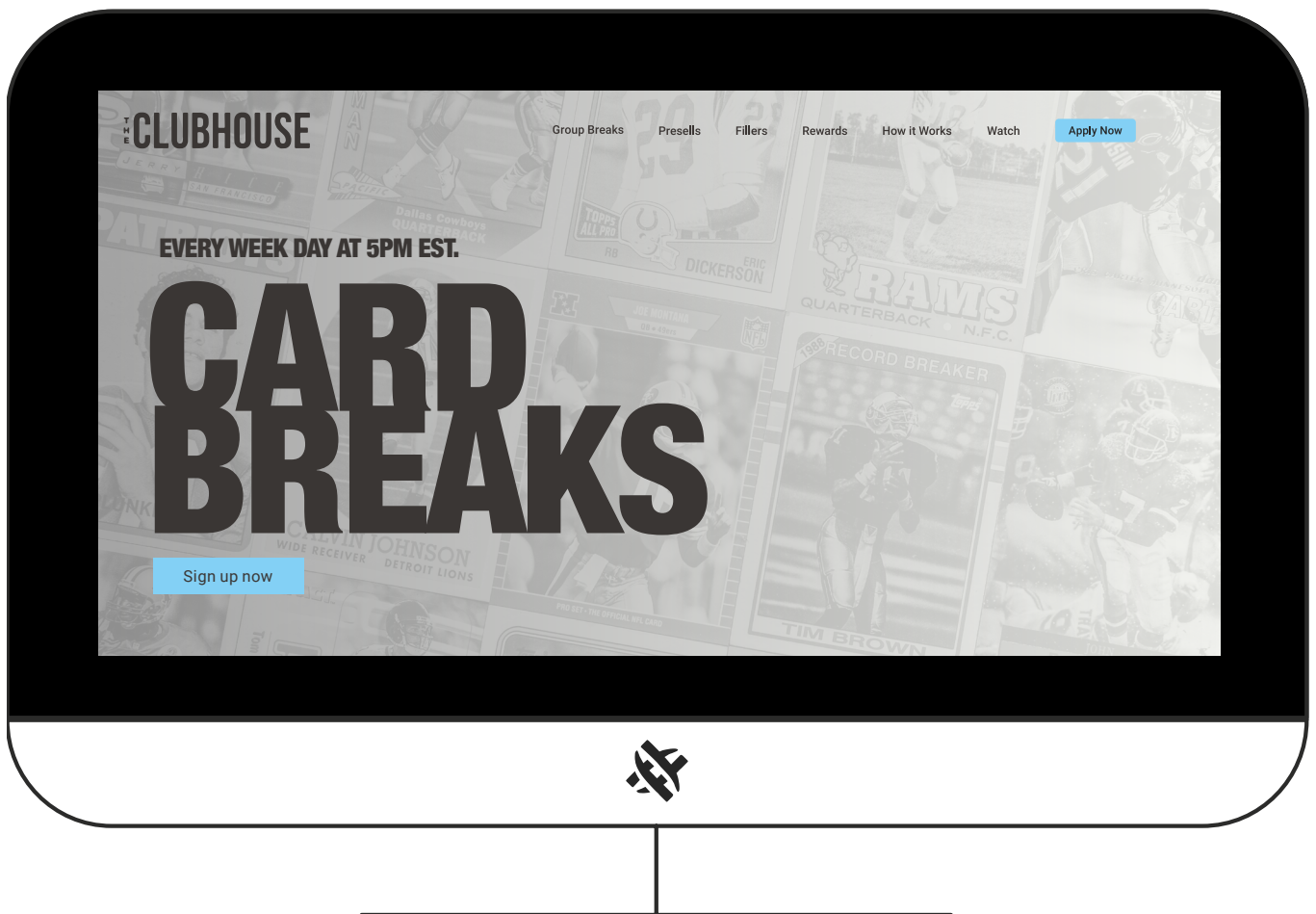
THE CLUBHOUSE WEBSITE

DESKTOP

-

Explanation:

The preview shows what the website could look like on 16:9 Screen. Without a better understanding of your website must-haves, it's hard for me to recommend a certain strategy. Whatever you do, make sure you use the same style elements as this manual.





HONESTY INTEGRITY FUN.

**A CARD BREAK COMMUNITY
UNLIKE ANY OTHER.**

Y.

THE CLUBHOUSE

JOHN
ELWAY

SAN FRANCISCO
49ERS

TIM BROWN

KENTON



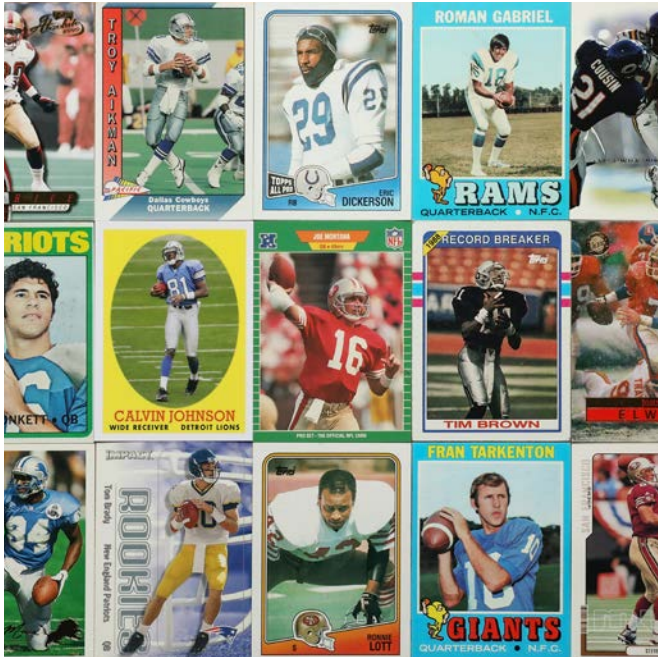
INVITE ONLY GROUP

Apply today at
<https://www.facebook.com/groups/TheClubhouseBreaks/>

THE
**BRAND
IMAGES.**

BRAND IMAGES

Consistent brand images are one of the most important things that separate good brands from great brands. They help establish a recognizable pattern one will associate with your brand. It would be best if you never deviated from them. Pick an aesthetic and stay with it. When you see an image of a cow writing something on a billboard, what is the first thing you think of? Images are a composite psychological impression that connects your audience to your company's values, beliefs, and purpose. You should use various advertising techniques to enhance the Clubhouse image and to improve its desirability as a brand. When you do, make sure they stay high-quality and are consistent.



REQUIREMENTS

- Always photograph cards from an overhead point of view.
- If showing multiple cards, like the picture directly below, all must be keepers.
- Never show the fillers with the keepers.
- When photographing the cards always use the same background.
- When photographing cards, always use professional lighting and be consistent. Don't change your light setup, unless it enhances the photography.
- NEVER crop cards out of a frame unless it is deliberate (showing a pile of fillers).
- Never show the opened cards with the packs. It's ok to show unopened packs on their own as this creates anticipation.
- When cropping for social media, use a 1x1 ratio or 4x5 (vertical) ratio.
- If possible, fill the entire frame with cards (as in the picture to the left).



BRAND IMAGES

EXAMPLES FOR
THE CLUBHOUSE
BRAND IMAGES



BLENDING MODES FOR IMAGES

FOR A CONSISTENT LOOK AND FEEL.

Image effects and blending modes raise the conciseness and the recognizability of your brand. Also, they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and raise application possibilities.

EXAMPLES FOR CLUBHOUSE BLENDING MODES



BRAND IMAGES : PHOTOGRAPHY & VIDEOS

DO THIS:

WHEN PHOTOGRAPHING CARDS

- Always photograph cards from an overhead point of view.
- If showing multiple cards, all must be keepers
- Never show the fillers with the keepers.
- When photographing the cards always use the same background.
- When photographing cards, always use professional lighting and be consistent. Don't change your light setup, unless it enhances the photography.
- NEVER crop cards out of a frame unless it is deliberate (showing a pile of fillers).
- Never show the opened cards with the packs. It's OK to show unopened packs on their own as this creates anticipation.
- When cropping for social media, use a 1x1 ratio or 4x5 (vertical) ratio.
- If possible, fill the entire frame with cards
- Background should be a consistent solid color or background texture. It should not have text on it.
- Do not photograph cards on stands.

When posting a picture of a single card:

- DO NOT CROP OFF CORNERS.
- ALWAYS MAKE SURE IT IS CENTERED.
- NEVER HOLD IT WITH TWO HANDS.

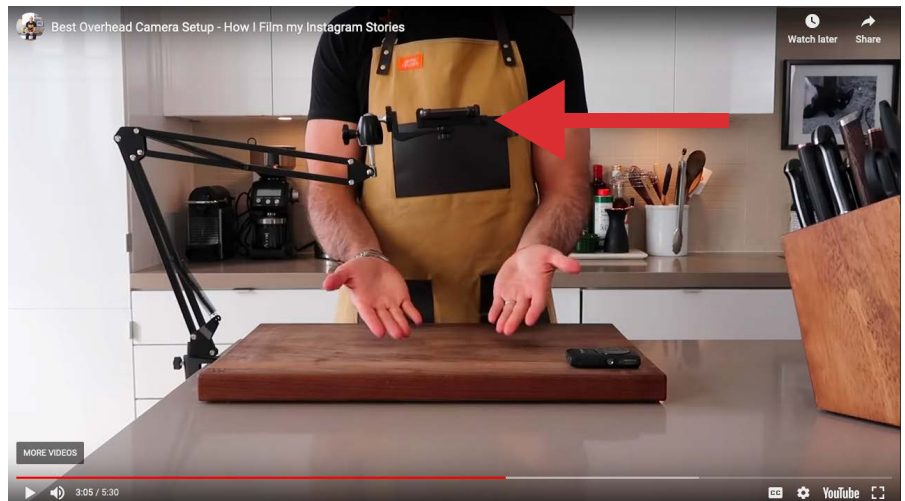
FILMING CARD BREAKS

- Always shoot overhead.
- Always lay cards flat.
- If you don't have one already, buy a nice light and stand OR shoot the video by a large window.
- Use a DSLR or newest iPhone camera.
- Use a good microphone.
- When choosing a surface background think about contrast.

Video Links

1: <https://youtu.be/uzv8bxqvXy8>

2: <https://youtu.be/Dc36N5xuXTc>



BRAND IMAGES : DO NOT DO THIS



A QUICK REMINDER :

Consistent brand images are one of the most important things that separate good brands from great brands. They help establish a recognizable pattern one will associate with your brand. It would be best if you never deviated from them. Pick an aesthetic and stay with it. When you see an image of a cow writing something on a billboard, what is the first thing you think of? Images are a composite psychological impression that connects your audience to your company's values, beliefs, and purpose. You should use various advertising techniques to enhance the Clubhouse image and to improve its desirability as a brand. When you do, make sure they stay high-quality and are consistent.

SUMMARY

BE GREAT.

There are three fundamentals to earning the kind of mental real estate great brands own. Be consistent, treat people with respect, and be interesting.

What's that mean? It means everything we already know, but many of us ignore it when we do our jobs, for some reason.

We shouldn't trick people or purposely dull a message out of fear because being true to your people is more valuable than being understood by the masses. And while I'm at it, one should never be boring.

The low hanging fruit rots first. Reach higher. It pays. And you'll love the view.

I hope you will create an intelligent brand that serves intelligent people a product they truly enjoy. I hope you do it by being consistent, fun, and captivating.

I hope you win because you'll have earned it.

THA

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THANKS

THANK YOU.

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FOR THE CLUBHOUSE.

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