



Clubhouse International Identity Usage Guidelines

The purpose of this document is to ensure correct and consistent usage of Clubhouse International identity. These are valuable assets and can build the brand's visibility and credibility. They should be used with care to present a unified and professional image.

CLUBHOUSE INTERNATIONAL LOGO VARIATIONS

Logo in full color



Logo in black



Logo "bug" in color, black and white, reversed



Logo in solid white, reversed



CLUBHOUSE EUROPE VARIATION

Logo in full color



Logo in black



Logo in solid white, reversed



CLUBHOUSE INTERNATIONAL LOGO COLORS

Logo colors have been carefully selected and should be consistently applied. The logo should only appear in approved primary color configurations and the same configuration should be used within an individual document. When designing communications, never substitute different colors for the logo, and use the secondary palette for smaller design elements or to highlight layout details. Use the colors listed. Graphic design and printing professionals will be familiar with the Pantone Matching System from which these colors were selected. When specifying colors, refer to the Pantone swatch books or provide the reference numbers.



Pantone	PMS194
CMYK	C27 M97 Y69 K20
RGB	R155 G36 B62
HEX	9b243e



Pantone	PMS425
CMYK	C65 M55 Y52 K27
RGB	R87 G90 B93
HEX	575a5d

TYPEFACE

Typography is also an important tool in supporting our brand and establishing a consistent look for Clubhouse International. The fonts Adobe Garamond and Futura Light are used in the logo.

Typeface Characteristics

Adobe Garamond is the primary body copy for marketing communications. Use a combination of the Garamond fonts to create attractive and consistent page layouts or to change typographic emphasis, and use Futura for headlines, with Arial as a substitute if Futura is not available. If Adobe Garamond is not available, and for all corporate documents and templates, use the Times New Roman typeface.

Purchasing The Typefaces

The typefaces are available for on-line purchase from the Adobe Type Library at www.adobe.com/type/main.html

ABCDEFabcdef

Adobe Garamond

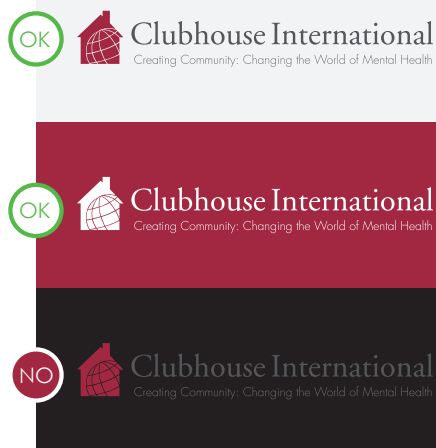
ABCDEFabcdef

Futura Light

PLACING A LOGO ON A COLOR OR A BACKGROUND

The logo colors are an important part of the identity. Use the color version of the logo whenever possible. If it is not possible to use the color version of the logo, use one of the black and white options described. These options allow flexibility when multiple colors are not available or when a colored logo will not work effectively with a specific design. The color logo should never appear on a black or dark background. If a color background is used, it must be light enough to maintain the logo's legibility.

NOTE: A color version of the logo may be placed on a black/dark-colored background, if the gray type is converted to white. In cases of clothing or non-traditional printed marketing materials, variations of the logo such as this are acceptable if approved by Clubhouse International's brand manager.



PLACING A LOGO OVER AN IMAGE OR TEXTURE

The logo may be placed over an image; however, there must be enough contrast between the logo and the background to maintain legibility.



IDENTITY AND LOGO DO'S AND DON'TS

DO

- Refer to the foundation as "Clubhouse International" or "Clubhouse Europe"
- Use approved logo artwork.
- Use approved logo color combinations.
- Use the EPS (encapsulated postscript) file format whenever possible for best results.
- Use the JPEG and PNG files for on-screen and web use only.
- Provide ample space or "breathing room" around the logo when placing it in a layout.

DON'T

- Recreate the logo.
- Alter any part of the logo by changing its proportions or shape.
- Change the color specifications of the logo.
- Place the color version of the logo over a dark or black background.
- Enclose the logo inside another shape or form except for a box.
- Print the logo in JPEG, PNG or low resolution format. It will reproduce poorly.
- Use the logo or logotype in text to replace the words "Clubhouse International" or "Clubhouse Europe."

FOR ADDITIONAL INFORMATION

Clubhouse International brand guide was developed by Monster Design of Kirkland, Washington. For questions regarding Clubhouse International brand guide, please contact: Theresa Stone, Principal. Email: theresa@hellomonster.com Phone: 425.301.0732