



# URBAN COUNTRY CLUB

BRAND STYLE GUIDE

# BRAND STYLE GUIDE CONTENTS

Brand Guidelines ensure that the visual design of STROKE brand elements are applied correctly in every application and provide consistency in all communications.

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# BRAND STYLE GUIDE | LOGO SPECIFICATIONS

## Main Logo

- The main logo should be used most often.
- Secondary logos should be used in situations where the main logo will not work due to space limitations or production restraints.
- Logo should be used as a whole, never in parts, unless otherwise specified.
- Logo use must follow color and size guidelines as listed.



# BRAND STYLE GUIDE | LOGO SPECIFICATIONS

## Variations

- These are the approved logo variations and should never be altered.
- On photo or color backgrounds where the approved color logos are not clearly visible, always use a white logo version.



Colour



Gray Scale



Colour Simple



B/W



Wordmark Only



W/B

# BRAND STYLE GUIDE | LOGO SPECIFICATIONS

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## Positioning

The logo should always have the required clearance space on all sides to ensure that no other graphic element interferes with its clarity and integrity.



# BRAND STYLE GUIDE | LOGO SPECIFICATIONS

## Scaling

- To ensure visibility, do not scale the logos smaller than the smallest logo size provided.
- To ensure scaling and quality, do not enlarge the provided JPG logos, always use the EPS or AI files.



1"



1"



1"

# BRAND STYLE GUIDE | LOGO SPECIFICATIONS

## Color Printing

For proper logo execution, follow guidelines for when to use each logo color.

## PANTONE

Use when printing on an offset press and in large runs.

## CMYK

Use in all other printing methods.

(ex: digital press and desktop printer)

## RGB

Use in all digital/online presence. (ex: websites)

## GRAY

Use for black and white required printing. (ex: newspaper)

## WHITE

Use when logo is printed on a solid color background or photograph.



# BRAND STYLE GUIDE | LOGO SPECIFICATIONS

## Incorrect Treatment

Do not alter or distort the logo in any way.

- do not stretch
- do not scale individual elements
- do not adjust spacing
- do not squeeze
- do not skew
- do not apply effects
- do not adjust alignment
- do not use unapproved colours





# BRAND STYLE GUIDE | COLOURS

## Swatches

These are the approved brand colors:



**ARSENIC**

PMS:447  
RGB: 65 64 66  
CYMK: 1 3 0 64  
HEX: 414042



**OLD LACE**

PMS:705  
RGB: 252 251 230  
CYMK: 0 0 8 1  
HEX: FCFBE6



**DESERT SAND**

PMS: 720  
RGB: 238 191 160  
CYMK: 0 19 32 6  
HEX: EEBFA0



**MOONSTONE BLUE**

PMS: 550  
RGB: 118 179 188  
CYMK: 37 4 0 26  
HEX: 76B3BC



**OLD MOSS GREEN**

PMS: 5773  
RGB: 119 130 57  
CYMK: 8 0 56 49  
HEX: 778239



**MYRTLE GREEN**

PMS: 5473  
RGB: 36 105 104  
CYMK: 65 0 0 58  
HEX: 246968



**PASTEL BLUE**

PMS: 558  
RGB: 177 206 201  
CYMK: 14 0 2 10  
HEX: B1CEC9



**VeGAS GOLD**

PMS: 611  
RGB: 198 202 90  
CYMK: 1 0 55 20  
HEX: C6CA5A



**TERRA COTTA**

PMS: 178  
RGB: 223 106 85  
CYMK: 0 52 61 12  
HEX: DF6A55



**WARM BLACK**

PMS: 309  
RGB: 6 165 77  
CYMK: 92 15 0 69  
HEX: 06414D



# BRAND STYLE GUIDE | FILE SPECIFICATIONS

## File Format

For proper logo execution, guidelines for when to use each file type

## AI/EPS

Vector option for use in all printable advertising/marketing media and signage - especially when a transparent background is required. Can be enlarged to any size without losing quality.

## JPG

Use mostly for presentations and email. Do not enlarge as they will appear pixelated and lose quality.

## PNG

Use for websites and email when transparent background is required.



# BRAND STYLE GUIDE | FONT

## Typefaces

These are the approved branding fonts. Never add another font other than those stated.

### Primary:

“Nunito Sans”

### Headline:

**“Displat Gothic 1958”**

### Accent:

**“Thiftage”**

### Web:

“Nunito Sans”

# BRAND STYLE GUIDE | FONT

## PRIMARY

- The approved brand font is Nunito Sans.
- Nunito Sans should be used for most body copy in internal/external communication and correspondence, programs, presentations, etc unless otherwise specified.
- Use the font weights at your discretion for all collateral, signage, presentations, etc.

“Nunito Sans”

Tracking = +10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Nunito Sans

*Nunito Sans*

**Nunito Sans**

***Nunito Sans***

**example:**

**Lorem ipsum dolor**

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet



# BRAND STYLE GUIDE | FONT

## HEADLINE

- The approved headline font is Display Gothic 1958.
- The headline font should be used for all collateral and signage headlines.
- The approved font family weight options as accent are shown here.

**“Display Gothic 1958”**

**Tracking = Opt**

**Leading = +75% of point size**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()**

**Nunito Sans**

*Nunito Sans*

**Nunito Sans**

example:

**URBAN COUNTRY CLUB**



# BRAND STYLE GUIDE | FONT

## ACCENT

- The approved accent font is Thriftage.
- The accent font should be used for all collateral and signage headlines.
- The approved font family weight options as accent are shown here..

"Thriftage"

Tracking = +5pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuv wxyz

1234567890!@#%&^\*()&#

example:

**Cocktails!**



# BRAND STYLE GUIDE | USAGE EXAMPLES



# BRAND STYLE GUIDE | QUESTIONS

## CONTACT:

For any questions or concerns, please contact Jason Burke.

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**Thank You.**

