



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



W/B

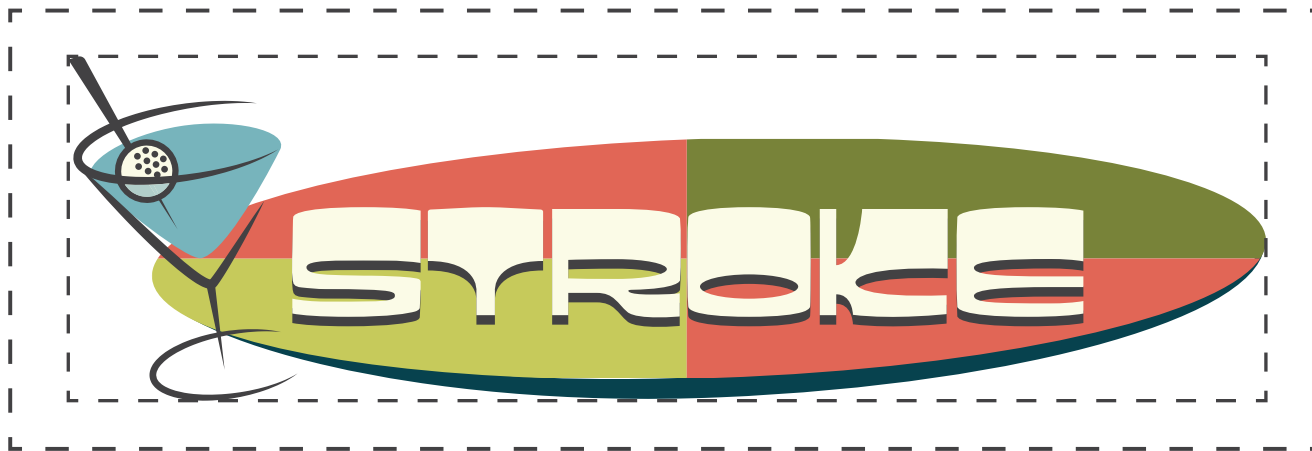
STROKE

Wordmark Only

BRAND STYLE GUIDE | LOGO SPECIFICATIONS

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



VEtGAS 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:

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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:

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Thank You.

