



Clubforce

Identity Guidelines

Version 01. 2018



This is a guidebook for using the new Clubforce identity system. The Clubforce logo is a sophisticated, modern emblem.

The crest is a mark of identity. An emblem of community spirit, strength, support, guidance and teamwork.

Cleanliness and easy functionality are at the core of this identity.

BRAND GUIDEBOOK 2018

This is a guide to the basic elements that make up the Clubforce brand identity system.

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LOGO

Our logo is our most valuable asset. Please use it with care so it represents the Clubforce brand with integrity.

01. POSITIVE

This version has the maximum priority in all materials. If it is not possible to use this version due to restrictions in size, type of application, background colour or settings, please refer to the following pages for alternative uses of the logo.

02. REVERSED

If you have a dark or busy background please use the negative version of the logo.

01



02



LOGO LOCKUPS

The Clubforce logo is compatible in four lockup variations only. With or without the tagline.

01. STACKED (WITH TAGLINE)

The stacked version with tagline is the primary lockup and format for the logo.

02. STACKED (NO TAGLINE)

The logo can also be displayed without the tagline saving space when needed.

03. HORIZONTAL (NO TAGLINE)

The logo can be used horizontally without the tagline again where space is required

04. HORIZONTAL (TAGLINE)

The horizontal lock-up with tagline may be used on stationary such as Letterheads and business cards.

01



02



03



04



PROTECTED SPACE (STACKED LOCK-UP)

Shown here are the rules regarding size and space for the stacked variation of the logo.

01. MINIMUM SIZE

The minimum size this logo can be displayed is 50mm wide.

02. PROTECTED SPACE

"X" represents the clear zone area that the logo should always have.

01



02



PROTECTED SPACE (HORIZONTAL LOCK-UP)

Shown here are the rules regarding size and space for the horizontal variation of the logo.

01. MINIMUM SIZE

The minimum size this logo can be displayed is 50mm wide.

02. PROTECTED SPACE

"X" represents the clear zone area that the logo should always have.

01



02



DO'S & DON'T S

01 – 02. RESPECT PROTECTED SPACE

Please respect the protected space around the text, images and other logos. Our logo needs space to breathe.

03. DO NOT STRETCH

Please do not stretch or distort the logo in any way not defined in this document.

04. DON'T CHANGE ELEMENT SIZE

The logo has an internal coherence in its shape. Please do not modify the size of the different elements that make up the logo.

05. DON'T CHANGE FONTS/COLOUR

Do not modify the color or fonts, they are an intrinsic part of the logo. Do not use the logo in any of the tertiary or accent colors, only the primary color.

01 ✘



02 ✔



03 ✘



04 ✘



05 ✘



DO'S & DON'T S

06. NO EFFECTS

Do not add embellishments like drop-shadows, embossings etc. to the logo

07. DO NOT ROTATE

Do not rotate the logo.

08. DON'T ZOOM IN

Do not take elements of the logo by zooming into any of the letters.

09. DO NOT SEPARATE

The logo should be used as a complete entity and individual letters should not be pulled out from it and used separately.

06 X



07 X



08 X



09 X



COLOR PALETTE

The color palette was chosen because of its freshness and elegance.

Please use the primary color for the logo and only use the tertiary and accent colors to highlight elements in the brand applications.



PRIMARY COLOUR

HEX: 444b59
RGB: 68 / 75 / 89
CMYK: 74 / 63 / 47 / 31
PMS: 5395U



TERTIARY COLOUR

HEX: 60cdae
RGB: 96 / 205 / 174
CMYK: 58 / 0 / 42 / 0
PMS: 338U



ACCENT

HEX: 0062af
RGB: 0 / 98 / 175
CMYK: 92 / 64 / 0 / 0
PMS: 2935U

OUR TYPEFACE

The official type family for Clubforce is Arboria. The semi-rounded sans-serif was chosen for its warmth, stability and clean lines.

Should you wish to add more contrast to communication materials, use other variations of the Arboria family, like Arboria Black and Arboria Light.

Arboria Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@&\$*) 0123456789

Arboria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@&\$*) 0123456789

Arboria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@&\$*) 0123456789

Arboria Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@&\$*) 0123456789



Clubforce
Managing Member Data