Club Tabby

Logo Style Guide
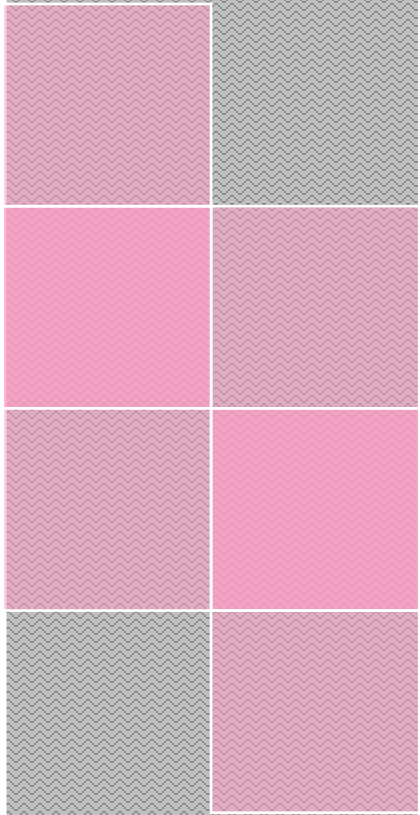
Jerry Paquette
Franchise Beacon

Table of Contents

Introduction

In order to create and maintain the Club Tabby brand and identity, we must be consistent in our communications and set guidelines to protect our image. This Style Guide will help create and preserve a consistent and professional brand image. By using this and following the instructions, you will help promote and expand the Club Tabby brand.

When using the Club Tabby logo remember to:

- Use the logo in the correct layout and dimensions
- Use the correct amount of free space around the logo
- Never use a logo below its minimum size restriction
- Never alter the logo in any way
- Use the correct logo color combinations

To avoid the appearance of unsanctioned partnerships or co-branding, the logo should not be paired with or placed near logos or other corporate entities without prior approval. The logo should not be placed directly adjacent to another company's logo or identifier. The Club Tabby logo and another identifier of any type must be placed within the spacing specified in the Style Guide.

Reproduction of the Club Tabby logo must always be made from the corporate-approved artwork. The logo may not be redrawn, changed or distorted and cannot be reproduced using conventional type faces.

This manual cannot anticipate every possible situation, nor can it spell out every instance where an application may be deemed inappropriate. If you find yourself in a situation that is not outlined in this guide or if you have any questions, please feel free to contact us.

The Club Tabby Full Color Logo

Full Color Logo

Full Color 3D Logo

Free Space

To protect the logo's integrity and legibility, as much "free space" as possible should surround the logo. Free space is an area that contains no text and graphic elements such as imagery, secondary logos and symbols. The diagrams below show the minimum amount of free space that should surround the logo. The rules regarding free space apply to any background. For instance, if the logo is produced on a photograph, then it should be placed on an area of the photograph that will not interfere with or distract from the logo.

Use the height of the lower case letters as a guideline to determine the minimum amount of white space surrounding the Club Tabby logo.

Black & White Logo

The logo can also be produced in black for black-and-white applications.

B&W logo on white background

A negative version of the logo may be produced in white when used on a dark or black background.

B&W logo on black background

Single Color Logo

Single color versions as long as they are done in approved Club Tabby colors of PURPLE, PINK or GREEN (see "Color Usage" for exact colors)

Single color logo - PURPLE

Single color logo - WHITE on PURLE background

Single color logo - PINK

Single color logo - WHITE on PINK background

Single color logo - GREEN

Single color logo - WHITE on GREEN background

Minimum Size Restriction

To maintain the integrity of the logo, a minimum size has been set. Do not use the logo smaller than 1.00"

Minimum logo size 1"

Official Club Tabby Colors

It is important to maintain maximum control over our corporate colors. The chart below shows the logo colors for print, media, and web usage.

PANTONE 526
CMYK: 76, 100, 7, 0
RGB: 101, 45, 137
HEX: # 652D89

PANTONE 225
CMYK: 1, 83, 0, 0
RGB: 235, 83, 158
HEX: # EB539E

PANTONE 376
CMYK: 50, 0, 100, 0
RGB: 141, 198, 63
HEX: # 8DC63F

Creative Treatment

There are times when elements of the Club Tabby logo may be incorporated into designs on promotional items or in marketing campaigns.   Any "creative" treatment of the Club Tabby logo, the corporate colors, and any combinations of those colors may be deemed acceptable on a case by case basis for specific marketing initiatives, fashion designs, etc.. **BUT *must receive approval from Club Tabby Corporate prior to use***.

Examples:

NOTE: Creative treatments of the logo should never be used as a replacement for the official Club Tabby logo on any marketing material, business cards, letterhead, packaging, advertisements, etc... if in doubt, please contact us.

Logo Alteration

Never distort, compress, or alter the shape of the logo.

Never create the logo using an alternate font or design.

Never rearrange or use unapproved colors for the logo.