

THE
CAPTAIN'S
CLUB

**BRAND
GUIDELINES**

April 2021, Version 1

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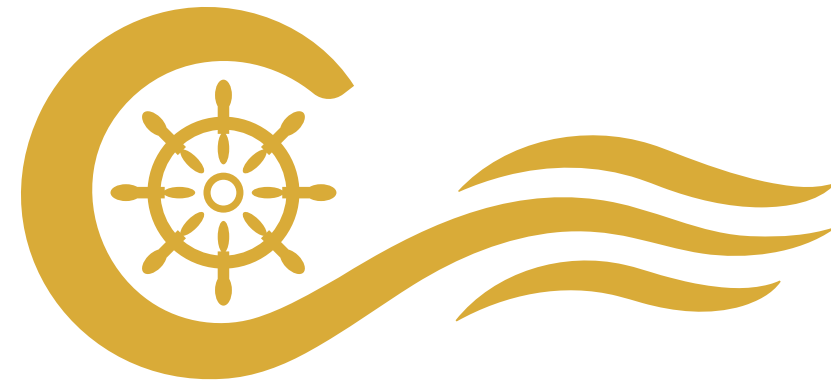
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THE CAPTAIN'S CLUB

1.1 PRIMARY LOGO

This is the primary logo which will be used alongside all collateral pertaining to The Captain's Club.

A



B



C



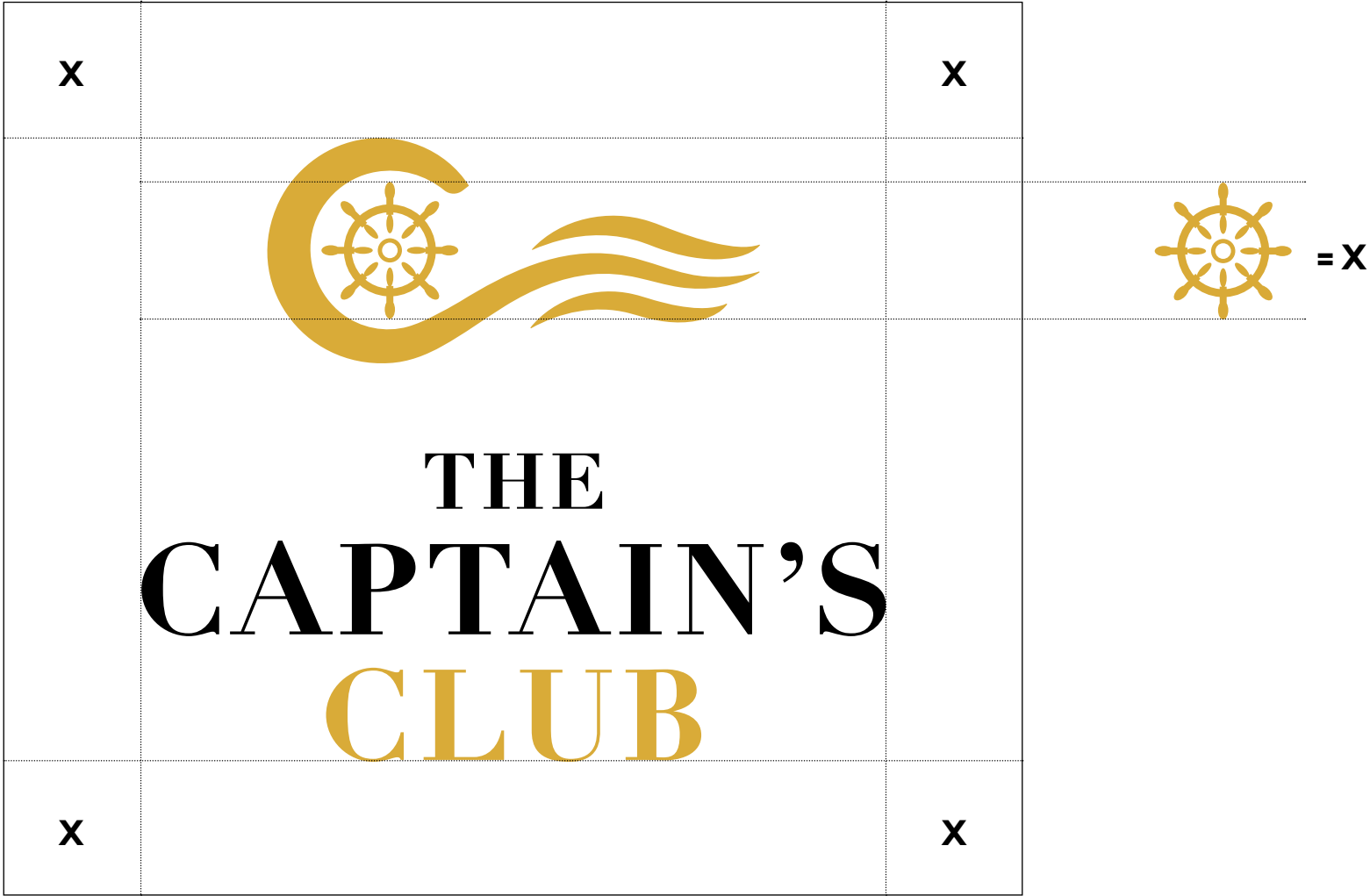
D



1.2 LOGO VARIATIONS

There are four logo variations for logo usage.

- A - The primary logo. Use this logo as often as possible.
- B - Secondary version. Use this logo for horizontal formats.
- C - Horizontal version. Use this logo for extreme horizontal formats.
- D. Wordmark only. For situations where the user is already familiar with the brand.



1.3 LOGO CLEAR SPACE

Follow the clear space shown above.



Do not stretch or resize the logo disproportionately.



Do not recolor the logo. Use assigned pantone, RGB, CMYK versions.



Do not change the position of any of the logo elements.



Do not rotate the logo, always keep it horizontal.



Do not replace the font of the logo.



Do not apply effects.

1.4 LOGO MISUSE

Below are some examples of logo misuse. However, not all possible cases of misuse are illustrated here. That is why it is important to strictly follow the guidelines provided in this manual.

2.1 PRIMARY BRAND COLORS

The Captain’s Club communication collaterals should always have a ratio of approximately 50% goldenrod yellow, 25% black and 25% white space.

This rule may change for print collaterals, where black and white become prominent colours, and goldenrod yellow is used as an accent colour.

50% GOLDENROD YELLOW

Pantone 2006 C
HEX: d9ab38
RGB: 217, 170, 55
CMYK: 0, 22, 77, 0

25% BLACK

Pantone Black C
HEX: 000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

25% WHITE

Euclid Circular Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?&@#£\$¥%/

Euclid Circular Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?&@#£\$¥%¼/

Euclid Circular Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?&@#£\$¥%¼/

3.1 PRIMARY TYPEFACE

Euclid Circular is the primary typeface for English-language branding. Euclid Circular Bold is used for headlines. Euclid Circular Regular for body text.

Cairo is our primary Arabic font. It is a free Google Font.

Cairo Bold

ي و ه ش س ق ف غ ع
ض ص ن م ل ك ظ ط زر
ذ خ ح ج ث ت ب ا
٩٨٧٦٥٤٣٢١٠

Cairo Regular

ي و ه ش س ق ف غ ع
ض ص ن م ل ك ظ ط زر
ذ خ ح ج ث ت ب ا
٩٨٧٦٥٤٣٢١٠

Didot Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£\$¥%/

Didot Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£\$¥%/

Scheherazade Bold

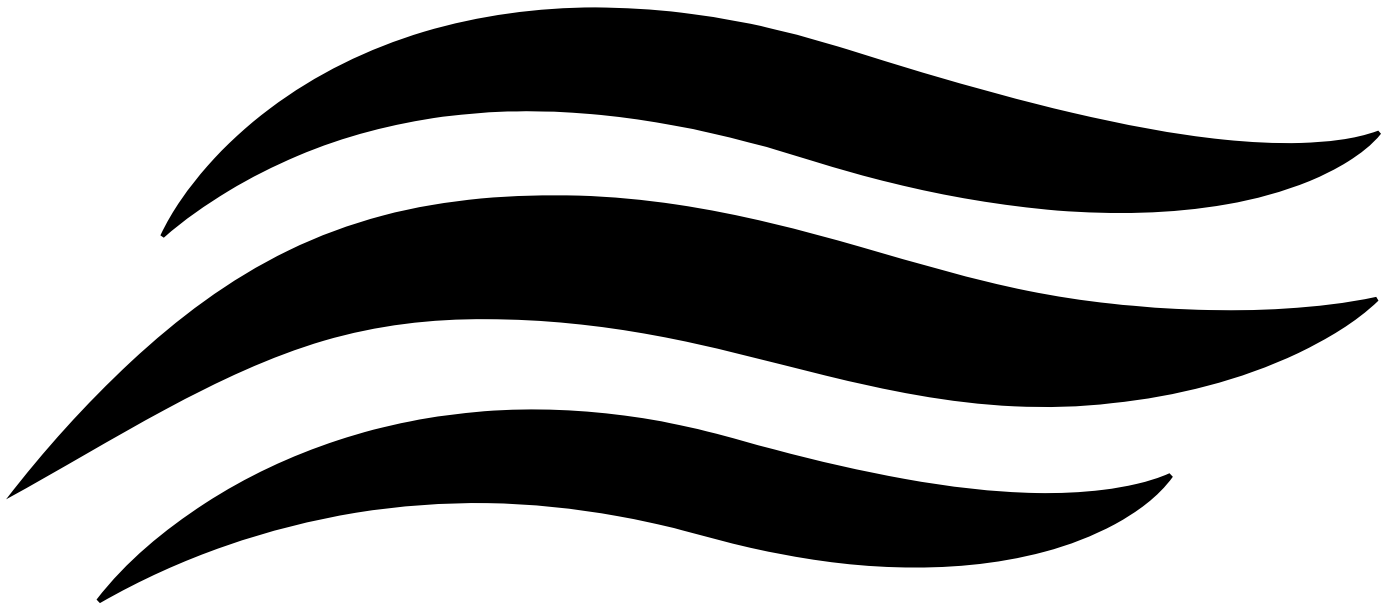
Scheherazade Regular

ي و ه ش س ق ف غ ع ض	ي و ه ش س ق ف غ ع ض ص
ص ن م ل ك ظ ط ز ر ذ د خ	ن م ل ك ظ ط ز ر ذ د خ ح ج
ح ج ث ت ب ا	ث ت ب ا
٩٨٧٦٥٤٣٢١٠	٩٨٧٦٥٤٣٢١٠

3.2 SECONDARY TYPEFACE

Didot is our secondary typeface.
Use only for small details.

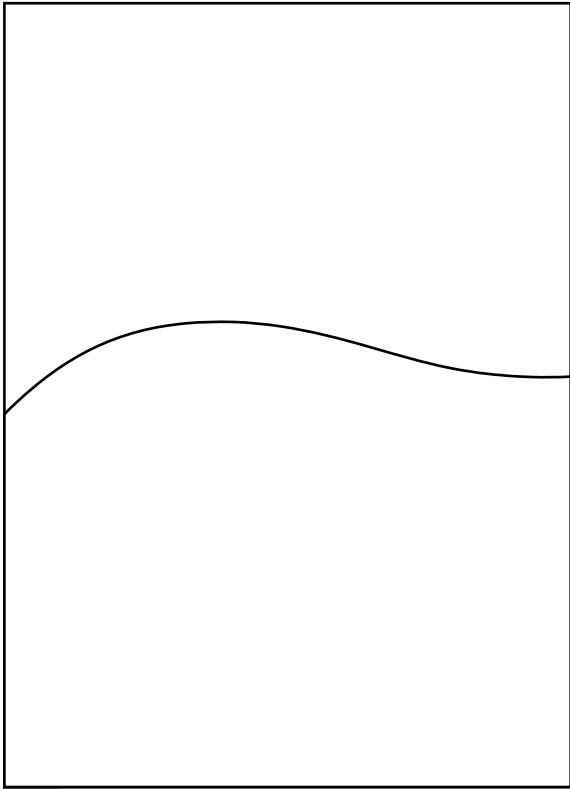
Scheherazade is our secondary Arabic
font. It is a free Google Font.



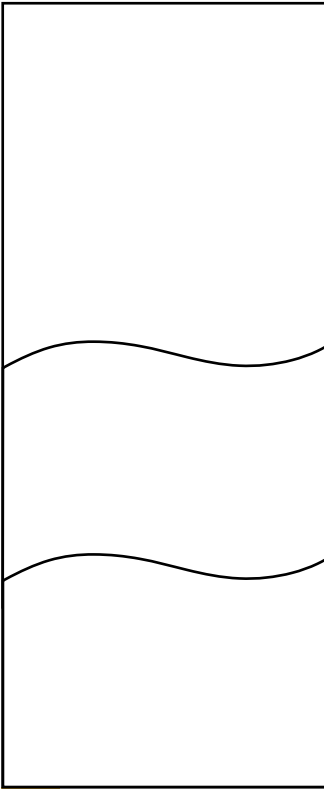
A

GRAPHIC DEVICE

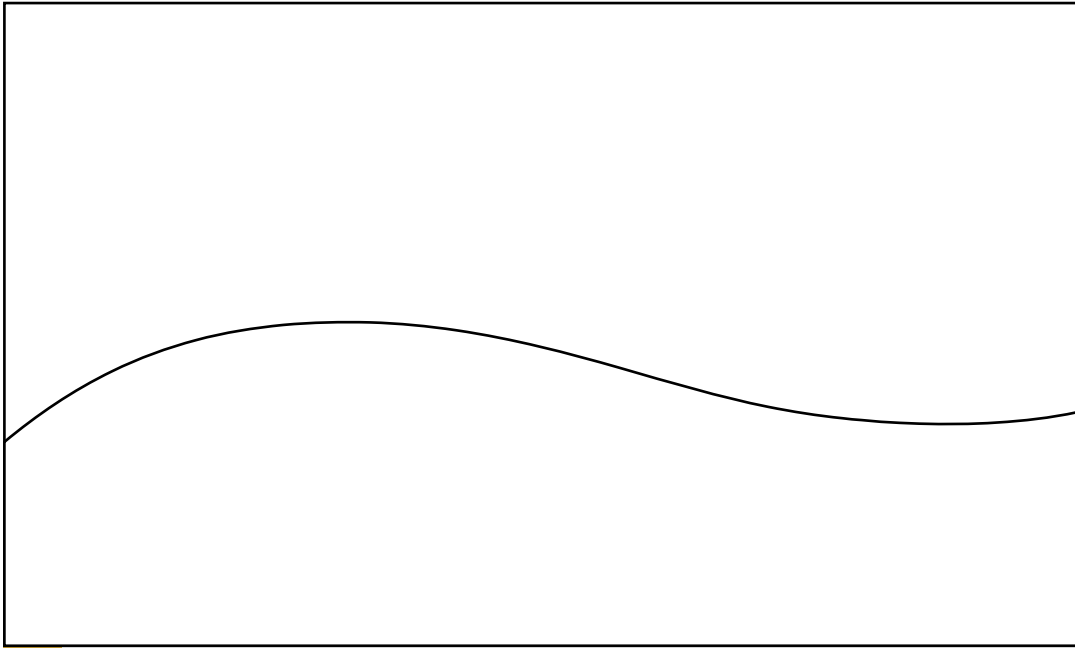
- Samples of graphic device usage
- A - graphic device
- B - A4 layouts
- C - Vertical layouts
- D - Horizontal layouts



B



C



D

SALES BROCHURE

Cover style guide.



Covid-19
Dubai

Notifications
Searches
Favorites
My Chats
Log in or sign up
Sell my car

Motors
Property for Rent
Property for Sale
Classifieds
Furniture & Garden
Mobiles & Tablets
Jobs
Community

Captain your own adventure

800 822 78 thecaptainsclub.ae

Search

Save Search

Dubai

Motors

Boats

> All Categories

Price (AED)

Price from

Price to

Seller type

All Types

Content Language

Show English ads only

Keywords

Search

save search

Advanced Options

Buy & sell Boats online in Dubai, UAE • 365 ads

Brand new & used Boats for sale in Dubai - Sell your 2nd hand Boats on dubizzle & reach 1.6 million buyers today.

Sort: Default

Browse results in: Dubai > Motors > Boats [-]

Motorboats (343)

Sailboats (21)

Row/Paddle Boats (1)

Larson LXI 258

Age: 10+ years
Usage: Normal Usage
Condition: Good
Length: 25-29 ft.

Marina Promenad... 1 February 2021

AED 110,000

Mercury Stingray 18ft Boat with Trailer

Boats > Motorboats > Wakeboarding/Ski Boat
31 January 2021

Age: 2-5 years
Usage: Normal Usage
Condition: Excellent
Length: 15-19 ft.

AED 40,000

thecaptainsclub.ae

thecaptainsclub.ae



FLAG BANNERS

Advertisement in vertical formats style guide.

MOBILE APP

Use of colour and typography style guide.

THE CAPTAIN'S CLUB

☰

Wakeboarding

⊕ Filter

Regal 25 Fasdeck



25 Ft. | 9 People | Toilet Available

The remarkable Regal 25 RX is not only big on fun, but space as well. Featuring the most cockpit space in its class, this boat is bound to accommodate friends and family with plenty of room to spare.

+ KNOW MORE




THE CAPTAIN'S CLUB

☰

Fishing boats

⊕ Filter


Sea Master 31



25 Ft. | 9 People | Toilet Available

The remarkable Regal 25 RX is not only big on fun, but space as well. Featuring the most cockpit space in its class, this boat is bound to accommodate friends and family with plenty of room to spare.

+ KNOW MORE





BUSINESS CARDS

Dimensions: 55 x 85 mm
Special finishes: Gold foil on the front.
UV varnish on the back



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

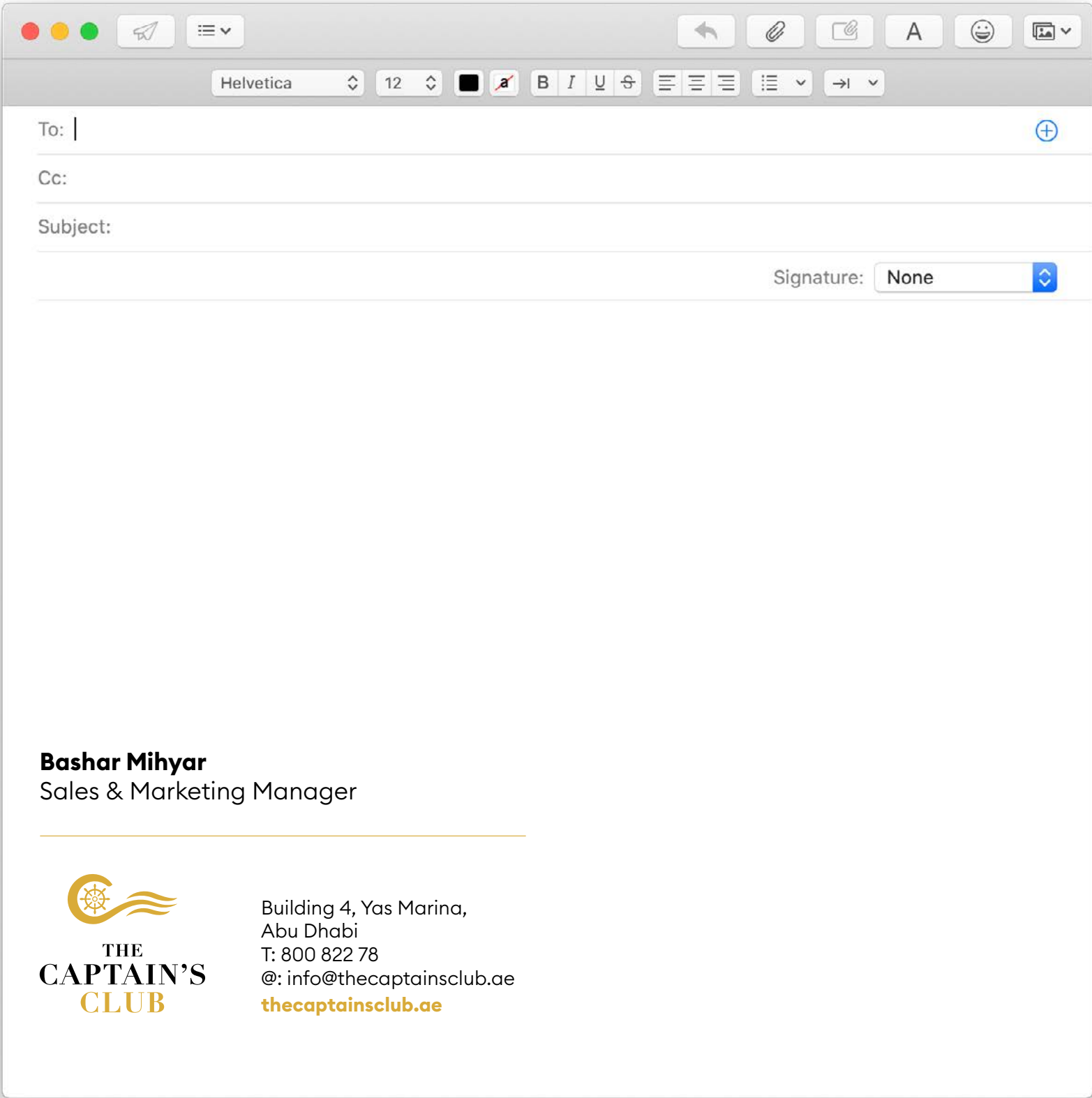
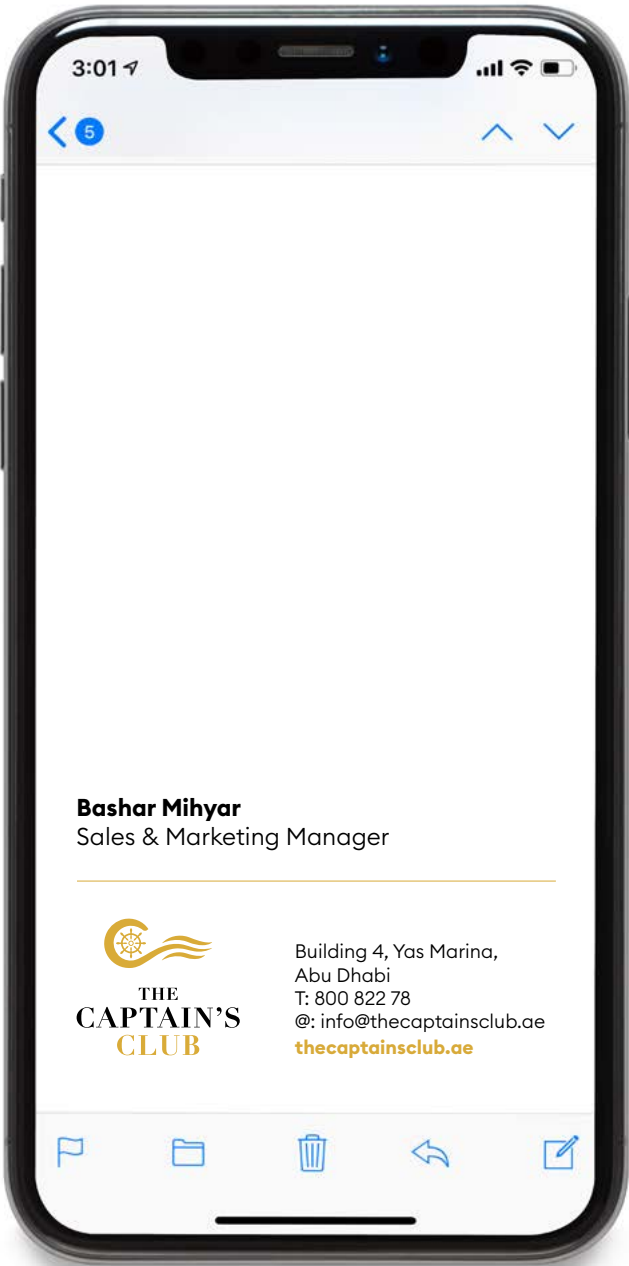
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Ut wisi enim ad minim veniam,

Lorem ipsum dolor



Conceptualized for The Captain's Club
by Xische & Co.