

# The Climbing Clan Brand Guide

Rebrand 2019

[climbingclan.com](http://climbingclan.com)



# Primary Logo

Please do not crop, stretch or distort the logo and please choose a colour, black or white logo depending on the background colour of your marketing materials, as seen in the examples shown here.

## Minimum Sizes

To ensure that the slogan is always legible, it should never be used below the following sizes:

Print: 30mm x 10.4mm

Digital: 150 pixels x 52 pixels



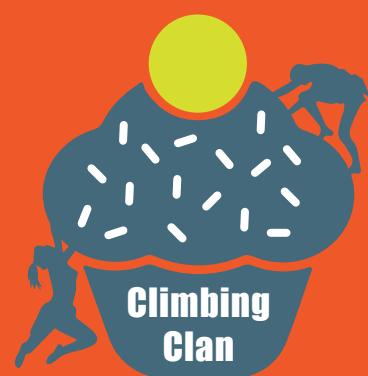
On White



On Teal



On Yellow



On Red

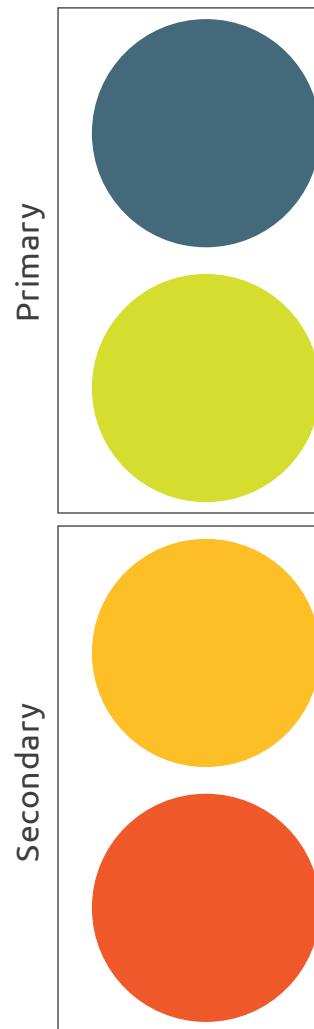


Black /White



Black /White

# Colour Palette



Teal

C: 75 M: 46 Y: 35 K: 20

R: 60 G: 106 B: 126

#3C6A7E

Lime

C: 20 M: 0 Y: 100 K: 0

R: 221 G: 219 B: 0

#DDDB00

Yellow

C: 0 M: 26 Y: 100 K: 0

R: 252 G: 192 B: 0

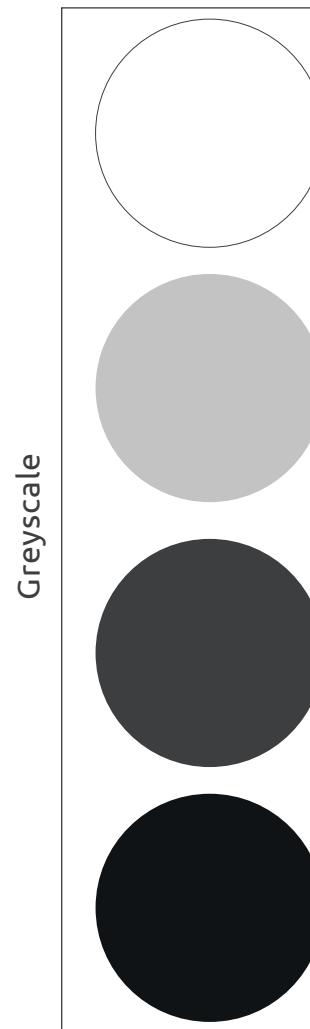
#FCC000

Tomato

C: 0 M: 80 Y: 95 K: 0

R: 232 G: 78 B: 27

#E84E1B



White

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

#FFFFFF

Grey

C: 19 M: 15 Y: 16 K: 0

R: 205 G: 204 B: 204

#CDCCCC

Slate

C: 0 M: 0 Y: 0 K: 87

R: 68 G: 68 B: 68

#454444

Black

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

#000000

## Typography

The main Climbing Clan font is Ubuntu which is a free font and should be easy to download on both Mac and PC. We suggest, in order of preference, a medium or bold weight for headlines and a light or regular weight for the main copy. As a secondary option, should the Ubuntu font be unavailable, please use Arial.

Headings

**Ubuntu**  
medium /bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9  
#!@€\$%^\*&()

**Aa Bb Cc Dd Ee Ff Gg Hh Ii**  
**Jj Kk Ll Mm Nn Oo Pp Qq**  
**Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**  
**#!@€\$%^\*&()**

Copy

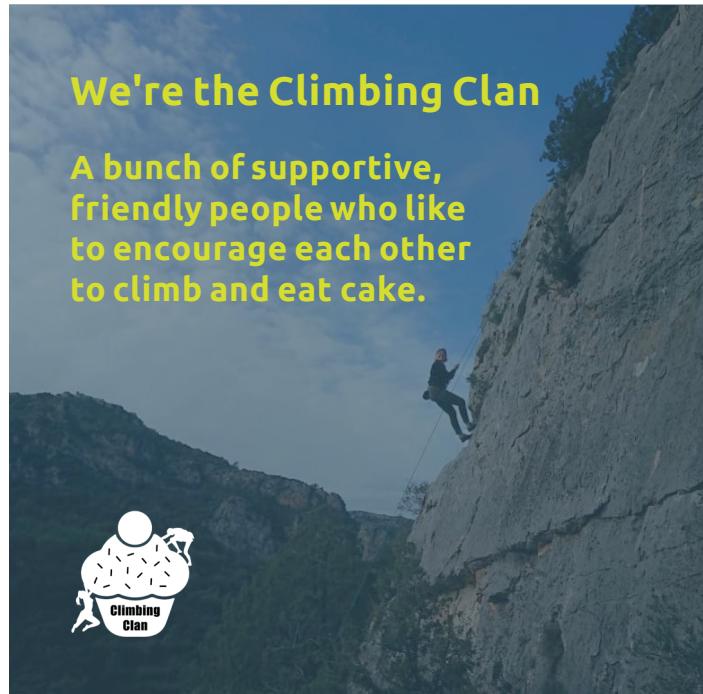
**Ubuntu**  
medium /bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9  
#!@€\$%^\*&()

**Aa Bb Cc Dd Ee Ff Gg Hh Ii**  
**Jj Kk Ll Mm Nn Oo Pp Qq**  
**Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**  
**#!@€\$%^\*&()**

# Style

These are examples of social media assets that can be created using this brand guide. We suggest combining a block colour, logo and image format to maximise brand awareness whilst using relevant images.



We're the Climbing Clan

A bunch of supportive,  
friendly people who like  
to encourage each other  
to climb and eat cake.



The Climbing Clan

Join us for our Wednesday evening indoor climb



The Climbing Clan

Book onto our Spanish sport climbing week

# Merchandise

These are examples of ways the logo and brand colours can be used on merchandise.





For all marketing and branding  
enquiries, please contact  
[hello@climbingclan.com](mailto:hello@climbingclan.com)

[www.climbingclan.com](http://www.climbingclan.com)

 @theclimbingclan

 @climbingclan