



v01

Brand Guide



Where creativity
meets community.

Learn. Share. Connect

01 About Creators Club

Uniting Excellence,
Building Community.

Welcome to the Creators Club – the exclusive and modern hub for creative minds! This is not just about acquiring skills; it's about being a member of an exclusive community that sets the standard. Under the guidance of Keanu Visuals, director, editor, and VFX artist, we provide sophisticated tutorials in entertaining English-language videos to immerse you in the world of creative excellence.

In the Creators Club, you'll encounter not just like-minded individuals but a team of top creators characterized by a shared mindset – the belief that we can propel each other forward and mutually benefit.

003

LEARN. SHARE. CONNECT

Learn.

Unlock Your Creative Potential.

Dive into comprehensive tutorials and courses led by industry experts. Transform your passion into expertise.

Share.

Be Part of a Creative Force.

Join a community where ideas flow freely. Share your projects, get constructive feedback, and collaborate.

Connect.

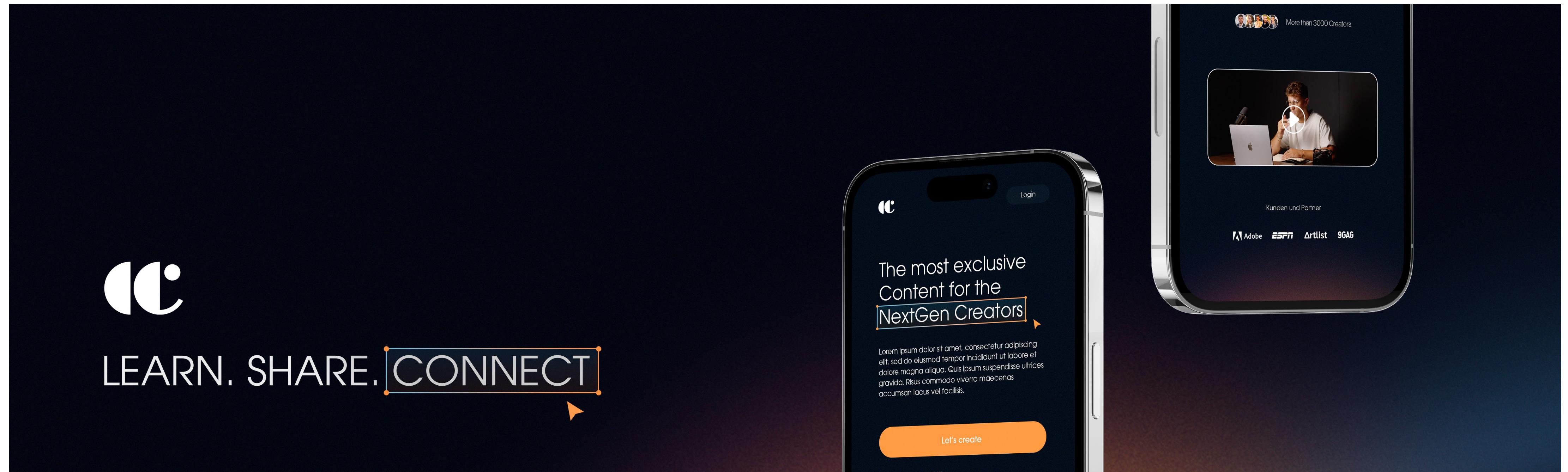
Build Lasting Creative Bonds.

Expand your network. Connect with fellow creators, industry leaders, and potential collaborators.

Creators Club

A place where creativity meets community.

004



02

Mission + Vision

Welcome to the new creative home, where every day is an opportunity to explore, innovate, and redefine creativity.

Mission

Our mission is to equip creators with the most in-demand skills for digital content creation. We focus on making learning accessible, enjoyable, and top-quality, so creators can enhance their craft and stand out in today's vibrant content landscape.

Vision

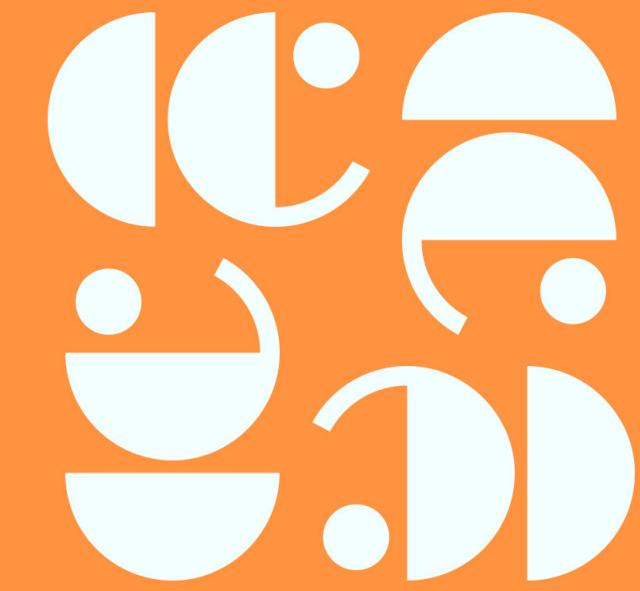
Our vision is to create the go-to digital hub for creators. A place where learning from experts is engaging and interactive, where creators can find opportunities to collaborate, and where everyone is encouraged to grow and excel through challenges and community support.

006

Where creativity
meets community.



More than 3000 happy Creators



Brand Tone & Voice

Voice

Professional yet Approachable.

While rooted in expertise, our voice should be welcoming and accessible. It's about striking a balance between being a reliable source of knowledge and a friendly mentor. We speak with clarity and confidence, but always in a way that feels like a conversation among peers.

Tone

Encouraging and Inspirational.

Our tone should always uplift and motivate. We're here to empower creators, which means our communications should leave them feeling inspired and ready to take on new challenges. We use language that is positive, enthusiastic, and supportive.

007

Across all platforms, our goal is to make every interaction with Creators Club enriching, inspiring, and enjoyable. We're not just building a community; we're nurturing a space where creativity thrives and every voice matters.

Modern and Relatable.

We resonate with a young, creative audience, so our language should be current, dynamic, and in tune with contemporary trends in content creation. However, it should remain clear and avoid overly technical jargon unless necessary.

Engaging and Interactive.

Encourage interaction and engagement. Our tone should invite questions, discussions, and community involvement. We're not just speaking to our audience; we're starting a dialogue with them.

03

Brand Logo

The Emblem of Innovation and Community:

The Creators Club Logo

Our logo is more than a visual mark; it's the beating heart of the Creators Club brand. It represents our commitment to nurturing a space where creativity is boundless, collaboration is standard, and growth is continuous. It is not just a symbol; it's a promise – a promise to support every creator's aspiration to learn, share, and excel.

In every instance where our logo graces a screen, a piece of content, or merchandise, it stands as a testament to our mission: to foster a world where the art of creation is accessible, enjoyable, and community-driven. It encapsulates the essence of Creators Club – a beacon for innovation, a symbol of unity, and a source of inspiration for creators everywhere.



Creators Club

010

Primary Lockup

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit

CREATORS CLUB



Creators Club

011

Logo Trademark

Our trademarks indicate registered
property rights in certain countries.

For each version of the brand logo, there is
a registered service mark version for use:
You can find these exports in the attached
files.



Creators Club®

REGISTERED TRADEMARK

*Lorem ipsum dolor sit amet, consetetur sadipscing elitr,
sed diam nonumy eirmod tempor invidunt ut labore
et dolore magna aliquyam erat, sed diam voluptua. At*

Color Variation

For each brand logo, there are multiple color variations for use on different types of backgrounds, shades, and colors.

When in doubt, use the most readable version of the logo for the available background.

For printed versions, special care should be taken to ensure that the logo is readable on the final medium or material used.

Two-Color, Light



Icon: Creators Club original
Wordmark: Creators Club Original

Two-Color, Dark



Icon: Creators Club Original
Wordmark: Creators Club Original

Single Color, Dark



Icon: Creators Club Dark
Wordmark: Creators Club Dark

Single Color, Light



Icon: Creators Club White
Wordmark: Creators Club White

013



Creators Club

VERTICAL LOCKUP



Creators Club

PRIMARY LOCKUP



ICON-ONLY

Creators Club

WORDMARK LOCKUP

Scalable Identity System

Attempting to place the same mark on both a billboard and the base of an espresso cup is a challenge. The identity is designed for flexibility, consistency, and brand recognition. We have provided various logo lockups to cover every conceivable space.

Instead of trying to fit one logo into a space that is too small or overcrowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only brand, make sure the brand name is visible near or in conjunction with the symbol. For example, an espresso cup with the icon design on the inside should be accompanied by a hang tag or a box where the brand name is clearly visible.

This will help to strengthen brand awareness across multiple touchpoints.

014

Vertical Lockup



Creators Club

The vertical variant was specifically designed for vertical efficiency and is perfect for larger areas and areas where a centered layout would be a better fit.



LOCKUP ASSEMBLY

Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam



3,8 cm or
100px

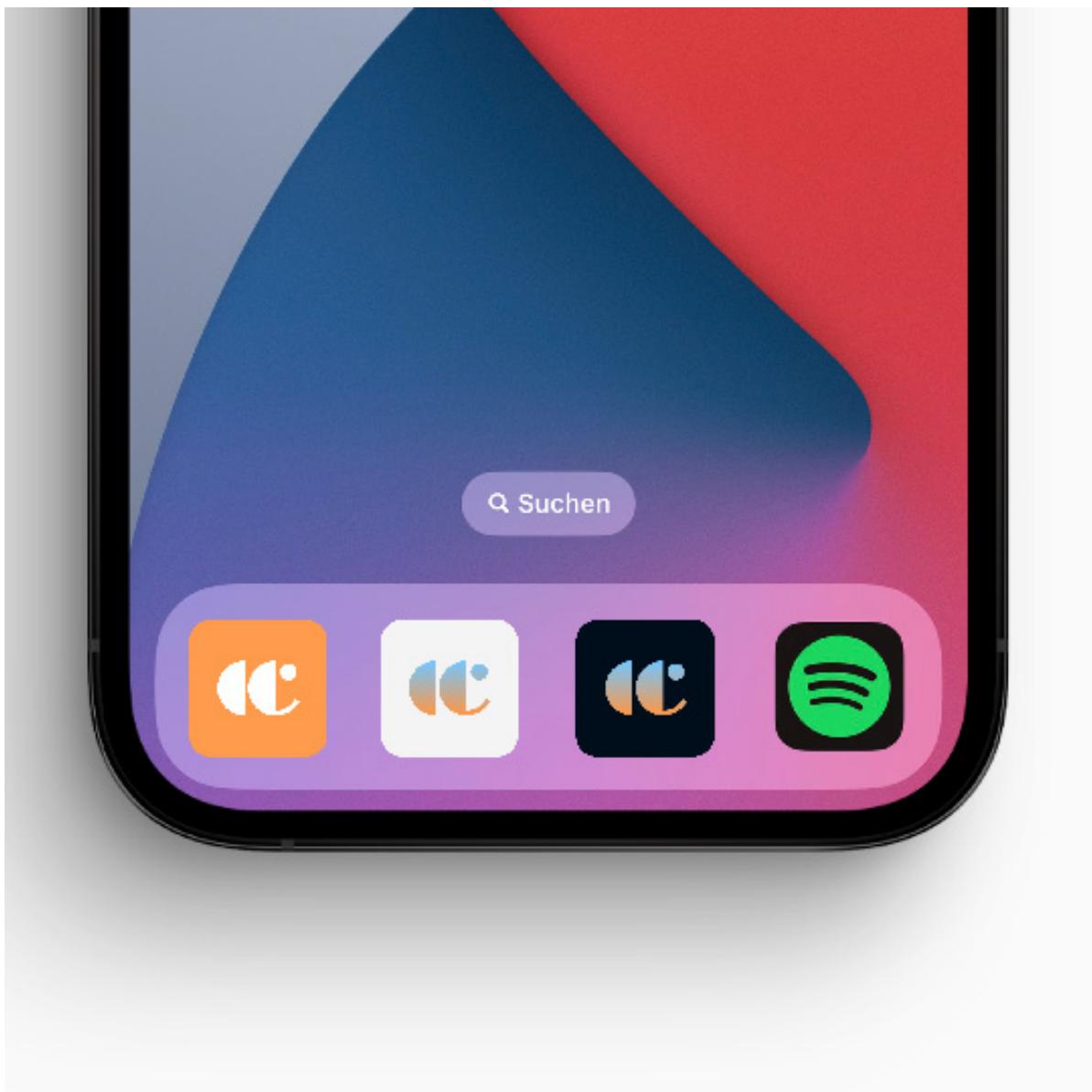
Creators Club

MINIMUM SIZE

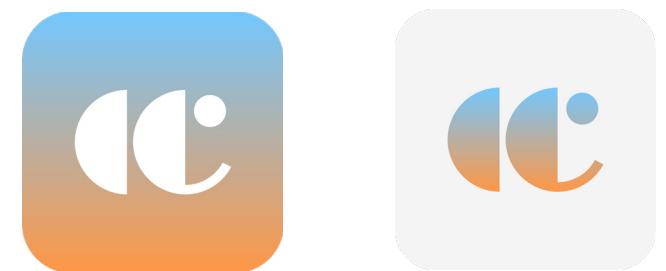
This version is not intended for extremely small sizes. The minimum height is 3.8 cm for print applications and 100 pixels for digital applications.

Icon-Only Lockup

015



App Icon



COLOR USAGE

When the symbol is used as a standalone element, it can adopt any acceptable combination of our colors.



1,9 cm o. 50px

MINIMUM SIZE

The minimum height is 1.9 cm for print and 50 pixels for digital applications.

016

Wordmark Lockup

Creators Club

When space is limited, the Creators Club wordmark can be used instead of a full brand logo.

This logo is designed for small spaces and prints known for their readability challenges, such as small engravings.

Creators Club | 0,6 cm or 18px

MINIMUM SIZE

This wordmark is designed for particularly small spaces. The minimum height is 0.6 cm for print and 18 pixels for digital applications.

Logo Size

Maintaining an optimal and minimal logo size is crucial for brand readability and overall brand recognition.

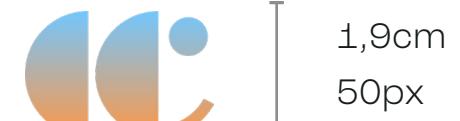
The appropriate logo size often depends on the application. However, to maximize readability, try to use the largest size (within reason) for each listed logo version.

Under certain circumstances, it may be acceptable to use the minimum size. Never reproduce our logos smaller than the minimum sizes listed on this page.

Minimum sizes



1,9cm
50px



1,9cm
50px



0,6cm
18px

PRIMARY LOCKUP

The minimum height is 1.9 cm for print and 50 pixels for digital applications.

ICON

The minimum height is 1.9 cm for print and 50 pixels for digital applications.

WORDMARK

The minimum height is 0.6 cm for print and 18 pixels for digital applications.



3,8cm
100px

VERTICAL LOCKUP

The minimum height is 3.8 cm for print and 100 pixels for digital applications.

018

Whitespace

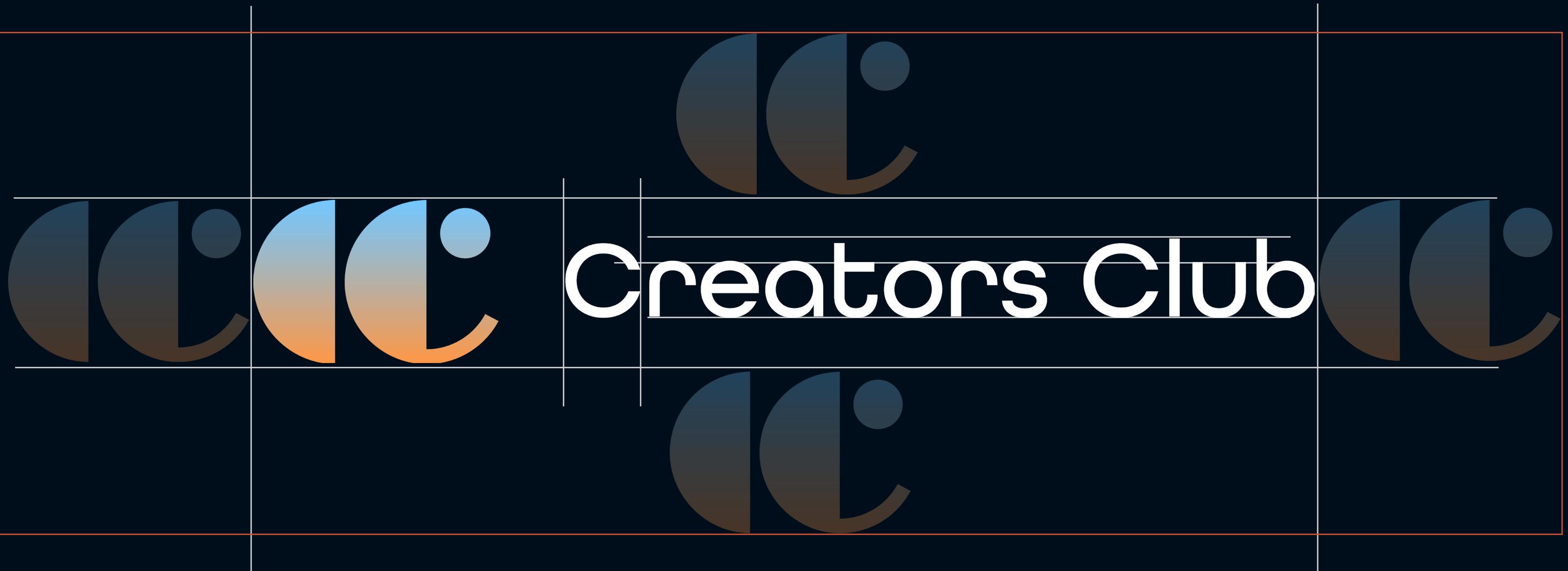
Whitespace or negative space is the area that surrounds the logo and is completely free of other graphic elements.

This space allows the logo to stand out from the rest of the elements on the page and ensures readability even at small sizes.

Generally, the clearer or more negative the space around the logo, the better.

On all four sides of the logo, there should be at least as much whitespace as the height of the Funnelspot symbol. Using an element from the logo as a unit of measurement ensures that there is enough whitespace at any size.

Visual Whitespace



Alternate Logo Versions

ICON SIZE

All versions of the brand logo contain a symbol element. Each version of the logo uses its own symbol size to determine the whitespace.



Creators Club



Creators Club

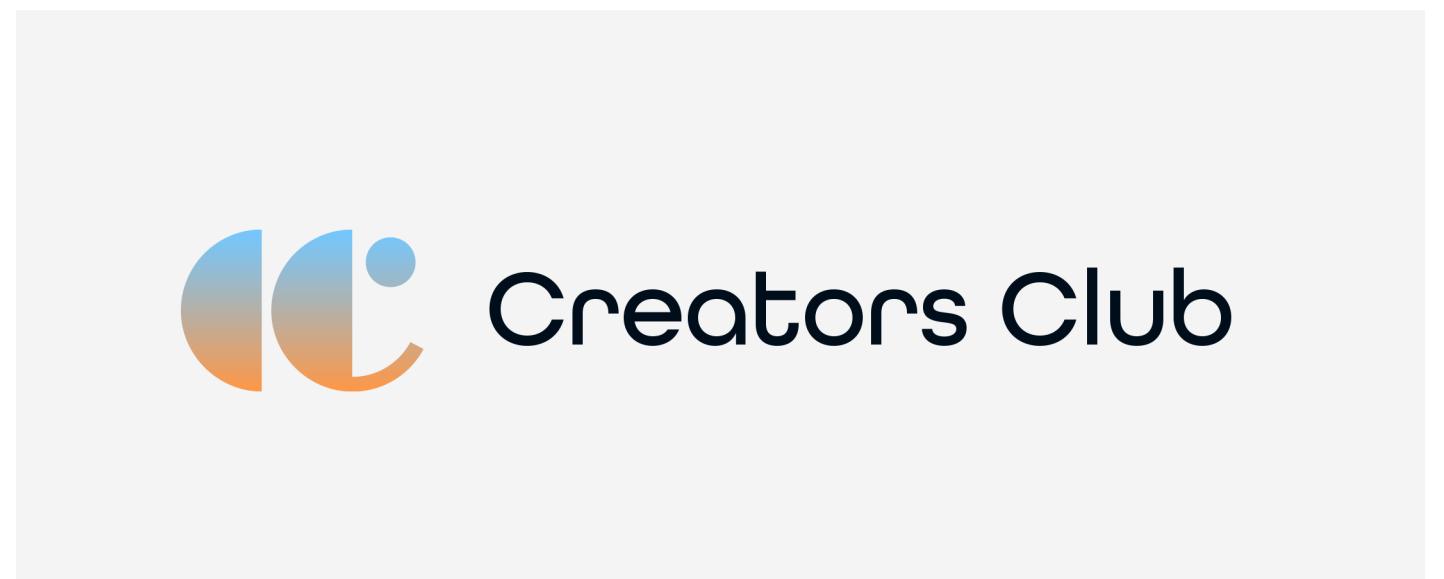
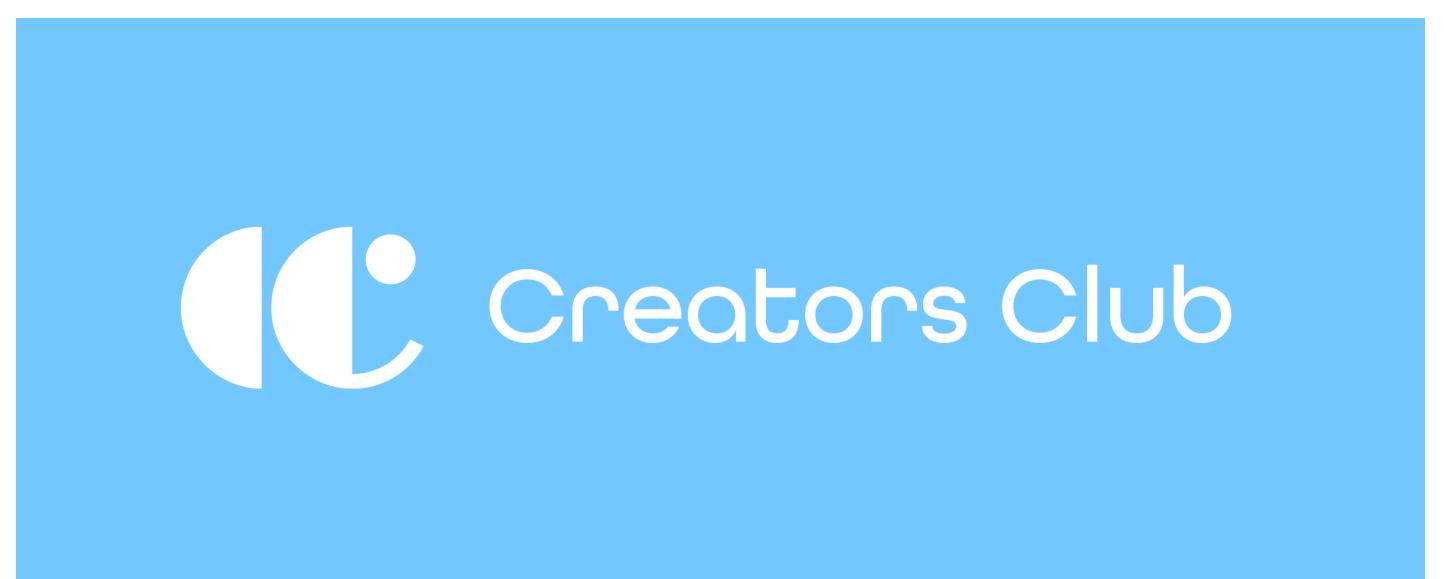
Background Control

019

Contrast is key when it comes to placing the logo on any background. Our logo should not only be readable; it should also make a clear, strong statement when used.

If the contrast between the logo and the background is insufficient, the presence of the logo is diminished.

The logo can be placed on photos, textures, and patterns, provided there is enough contrast to make the logo visible.



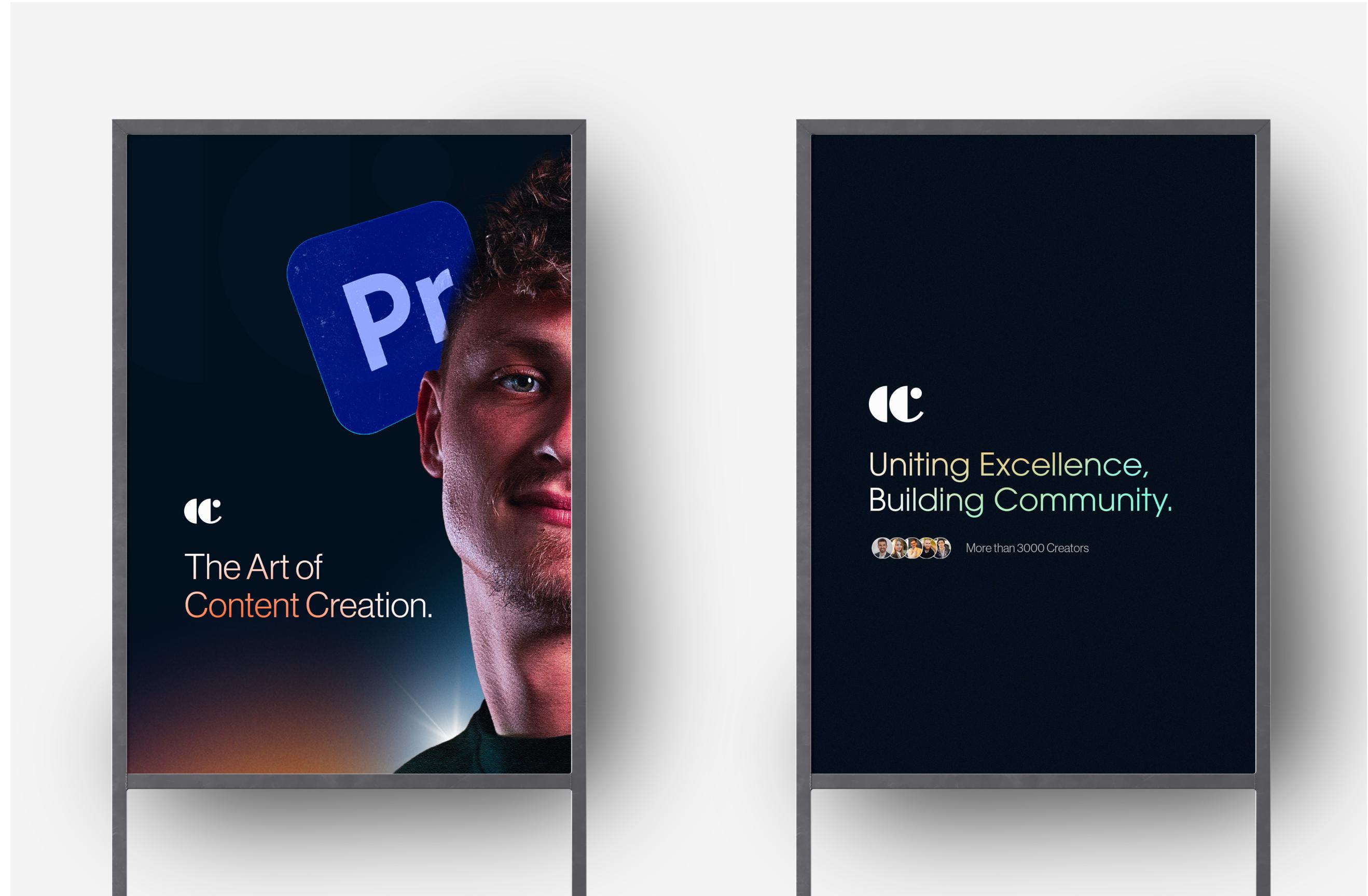
020

The placement of the logo is crucial for a uniform visual style.

Where our logo is placed says a lot about the visual style of our brand. In this chapter, you will find general guidelines on how the logo should be positioned on various touchpoints and media.

021

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.



Placement

022

Merchandise

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt.

Ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Placement



023 Web

On the Creators Club website, the logo is placed in the top left corner of the navigation bar. Do not center the logo in the middle of the screen, not even on small screens.



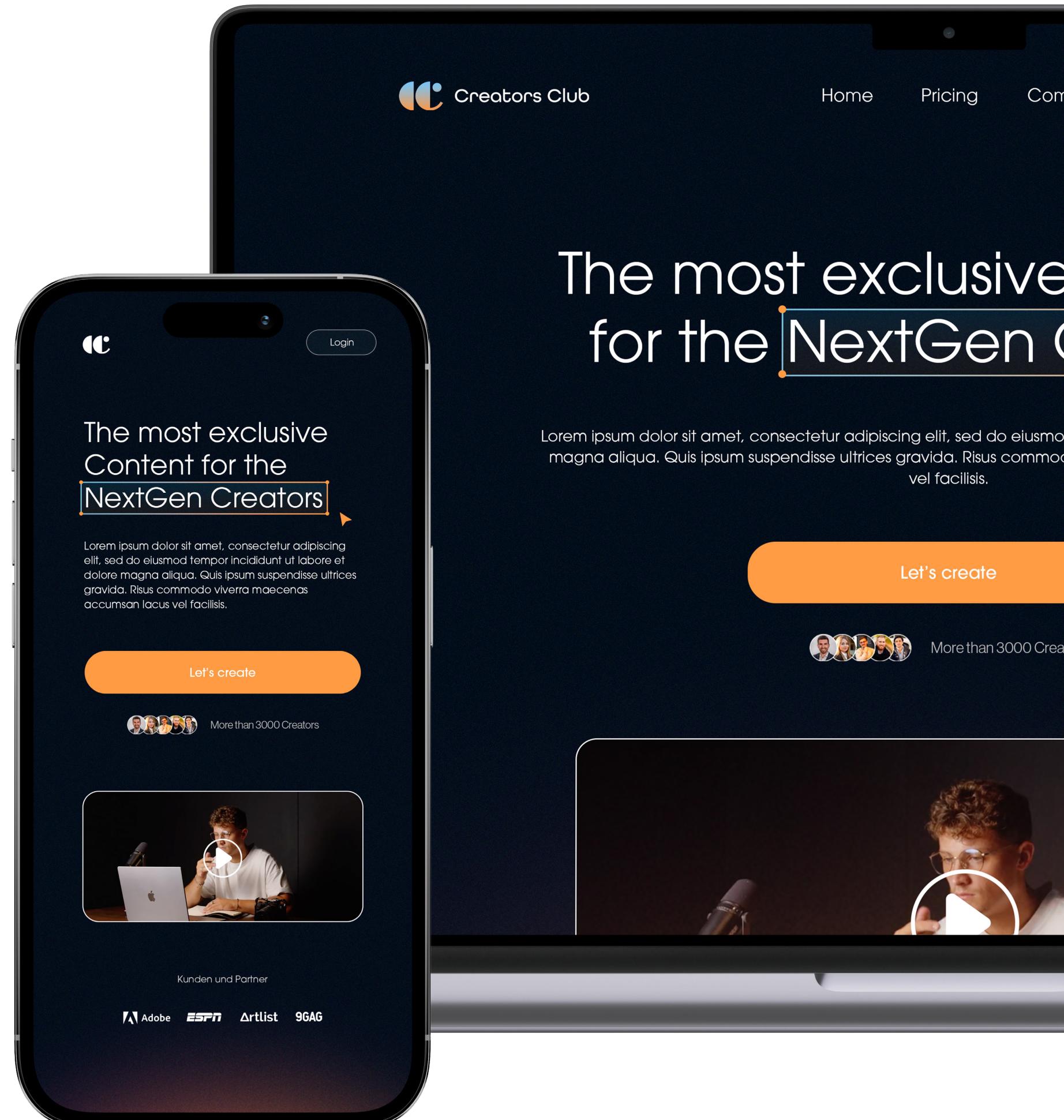
FAVICON

Our favicon – a 32 x 32 pixel icon displayed in the browser next to the URL – is the only other approved use of the symbol in a fixed form.



DEVICE ICON

When the website is saved as a bookmark on the home screen of some mobile devices, this graphic is displayed. The standard size is 192 x 192 pixels.



The most exclusive
Content for the
NextGen Creators

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Let's create



More than 3000 Creators

Placement

Social Media

024

When used as social media avatars, the icon-only logo should be used with the correct spacing on all sides. We have developed two approved avatar images, which you can find here on this page.

They are each approved for round and square avatar shapes of all sizes. While the layout of these avatars should not be altered in any way, approved secondary brand colors can be used to indicate special events and changes.



ICON AVATAR

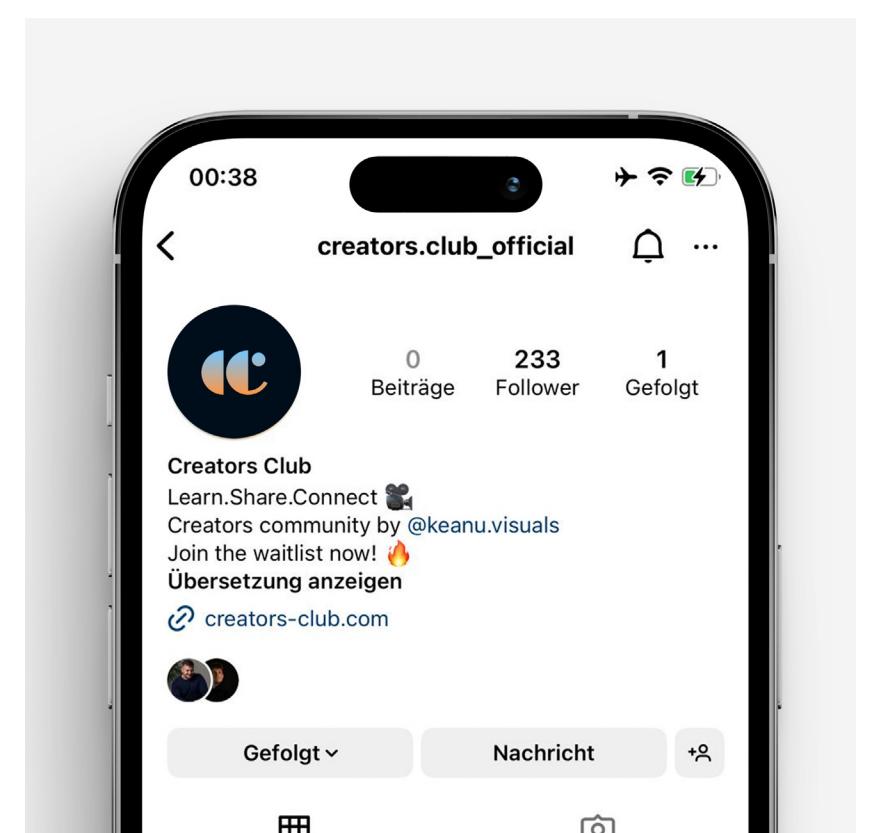
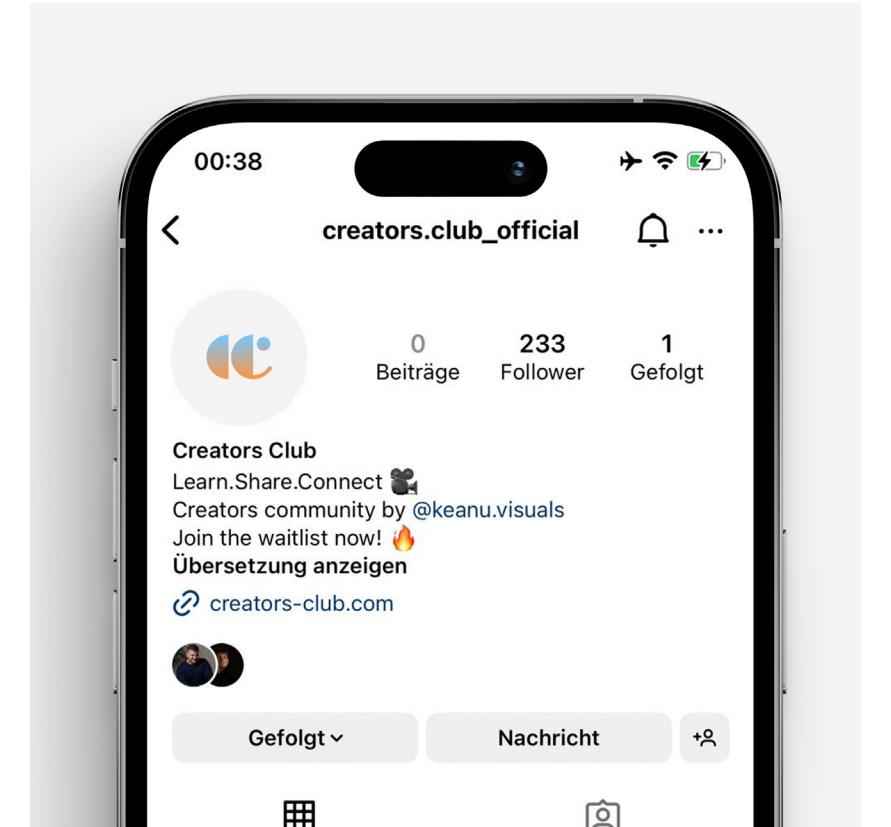


Preferred avatar for use on all platforms. All approved color combinations can be used.



WORDMARK AVATAR

All approved color combinations can be used. The wordmark must be visually centered.



Placement

04

Brand Colors

Color sets us apart from others and evokes emotions.

The colors we have chosen for the brand are a key factor in differentiation and brand recognition.

Therefore, it is important that our colors are reproduced faithfully and combined in the right way.

This section will cover these guidelines in detail. Any colors not listed in this section are considered unauthorized.

Primary Color Palette

Cyan Blue

CMYK: 93, 64, 36, 88
RGB: 0, 14, 27
HEX: #000e1b

Reddish Orange

CMYK: 0, 48, 73, 0
RGB: 255, 155, 76
HEX: #ff9b4c

Cyan Blue

CMYK: 47, 13, 0, 0
RGB: 136, 196, 252
HEX: #88c4fc

White Smoke

CMYK: 5, 3, 3, 0
RGB: 244, 244, 244
HEX: #f4f4f4

The colors we have chosen for the brand are a key factor in differentiation and brand recognition.

Therefore, it is important that our colors are reproduced faithfully and combined in the right way.

This section will cover these guidelines in detail. Any colors not listed in this section are considered unauthorized.

027

Use of White & Black

Black and white are important components of the brand palette, primarily for typography. Use muted values of white and black here.

Alabaster

CMYK: 5, 3, 3, 0
RGB: 244, 244, 244
HEX: #f4f4f4



Onyx

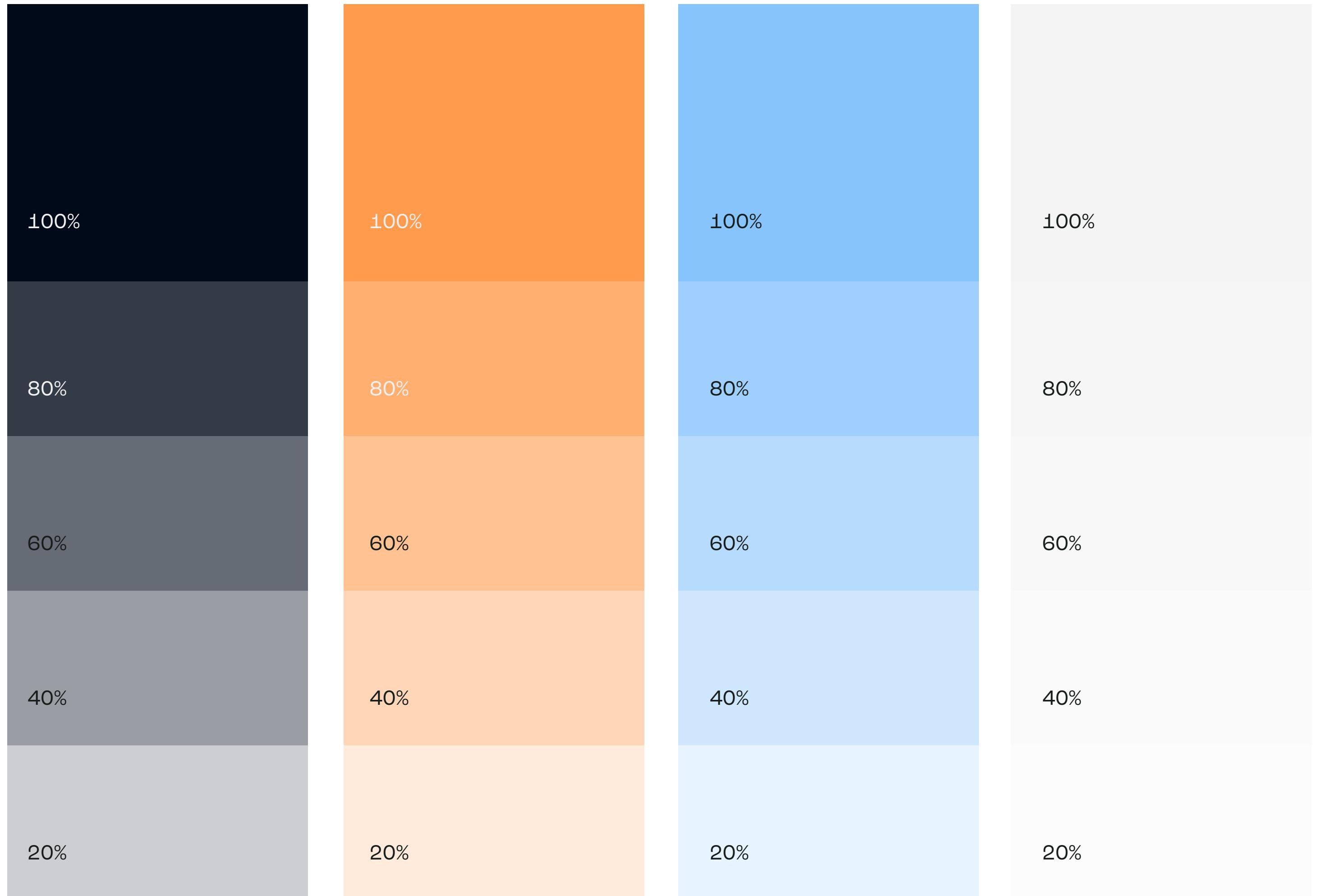
CMYK: 76, 64, 51, 91
RGB: 15, 15, 15
HEX: #0F0FOF

Tints

028

We prefer to use brand colors without modification, but some situations require the use of tints, especially on the internet.

For example, when a user hovers over a button on our website, using a change in tint can help confirm their action. If necessary, use a 20% tinting step system and pay attention to readability. Any tint used as a background under 60% requires dark text.

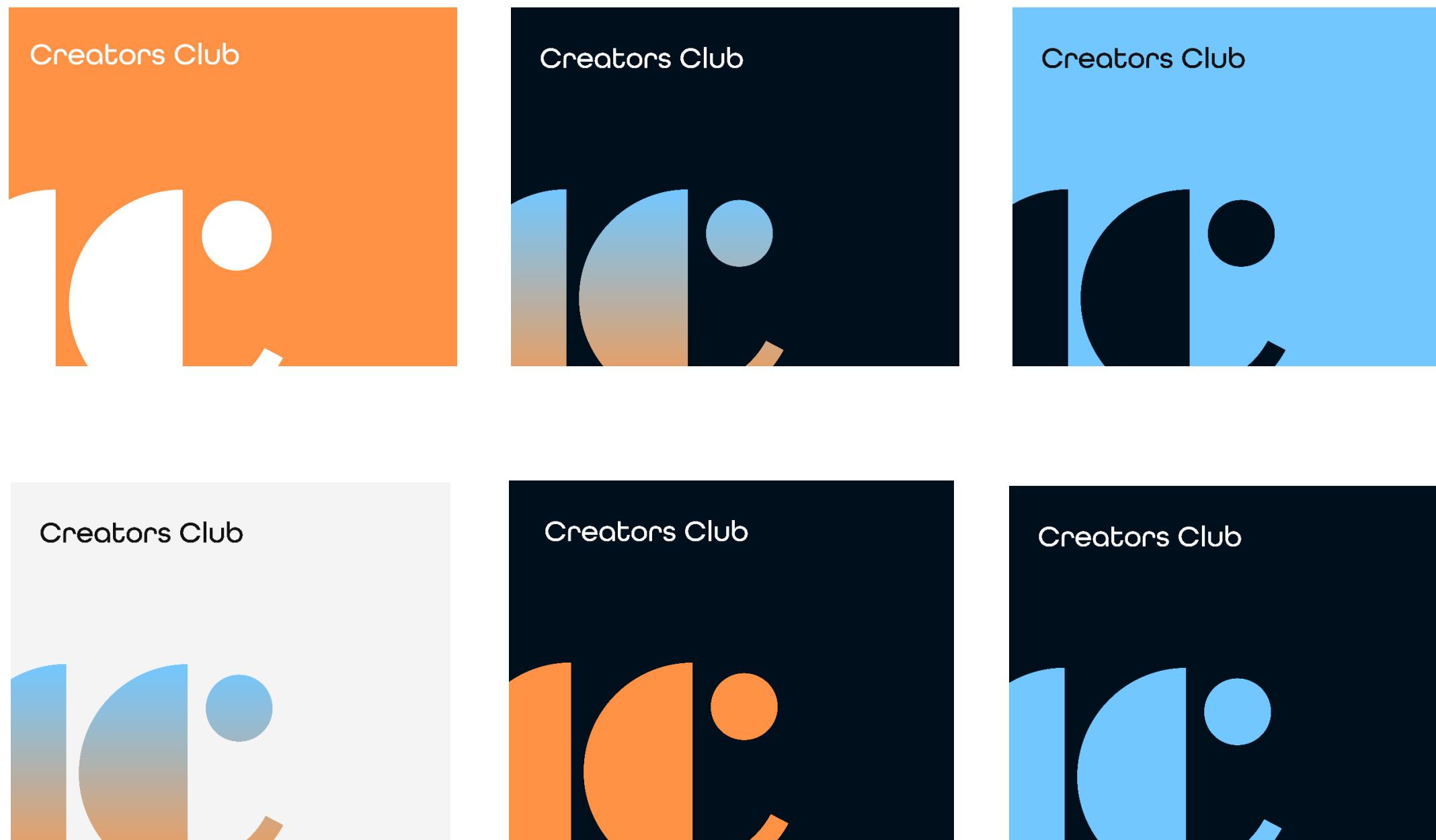


Farben

029

Approved Combinations

Nearly all colors from our primary palette can be used in combination. Strive for readability and contrast whenever possible, especially when designing typography.



05

Typography

ITC Avant Garde Gothic Pro

Few things convey a brand's appearance more clearly than the way letters, numbers, and symbols are composed. We believe typography should strike a balance between readability and interest.

This section covers recommended fonts, how we use typography for clear communication, and some helpful tips for usage. Any fonts not mentioned in this section are considered unauthorized for use.

031

ITC Avant Garde Gothic Pro

Harmonious Combination

For the wordmark, we use the font 'All Round Gothic (medium)'

For everything else, we use the font 'Neue Haas Grotesk Display Pro.'

The combination of fonts we have chosen for all brand executions.

Both fonts are from Adobe Fonts.

ITC Avant Garde Gothic Pro

032

Hierarchy & Weights

Neue Haas Grotesk Display Pro is a variable font, which means you can adjust stroke weights and angles to create an infinite number of stroke variations.

However, we typically stick to these four weights. Use the contrast between heavier and lighter weights to communicate the relative importance of information.

Weights

ITC Avant
Garde Gothic
Pro Book

aåbcçdðeéffghiîjklmñøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!/?&©π®†≈◊™£¢∞§•¤°

ITC Avant
Garde Gothic
Pro Medium

aåbcçdðeéffghiîjklmñøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!/?&©π®†≈◊™£¢∞§•¤°

**ITC Avant
Garde Gothic
Pro Bold**

**aåbcçdðeéffghiîjklmñøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!/?&©π®†≈◊™£¢∞§•¤°**

Creators Club Identity & Style
Guide made by



info@pimpup.io
pimpup.io