

The
Ad
Club

July 2024
v 1.0

Brand Guidelines

Visual identity system
For internal use only



The
Advertising
Club
Bangalore

This document contains guidelines for **The Advertising Club, Bangalore**. The guide assists you with all the following elements in order to maintain consistency across all materials and logo applications.



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Logo



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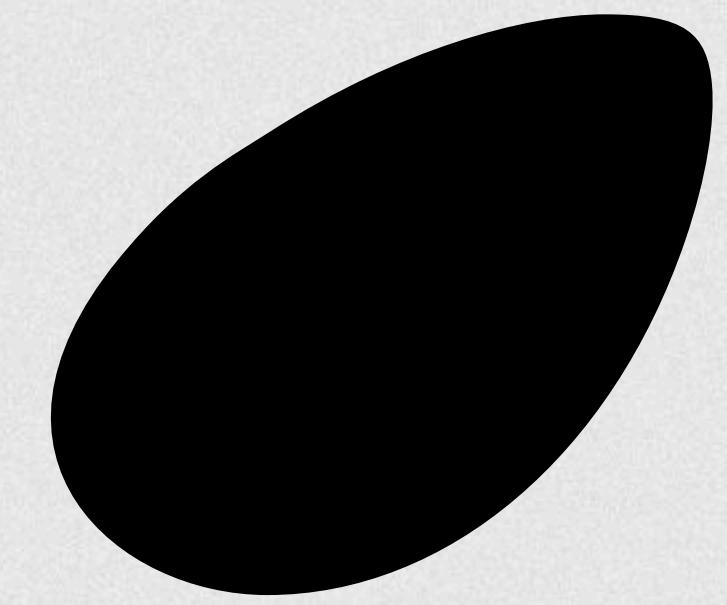
Brand Guidelines

O/A



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The Parts



‘ THE RAINDROP ’



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The
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LOGO TEXT

1.1. Types



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Stacked



The
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The Advertising Club Bangalore

Horizontal

1.2. Icon Types



Stacked



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Horizontal

1.3. Types In Monochrome



Stacked



Stacked



Horizontal



Horizontal



1.4. Icon Types In Monochrome



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Stacked



The Advertising Club Bangalore

Horizontal

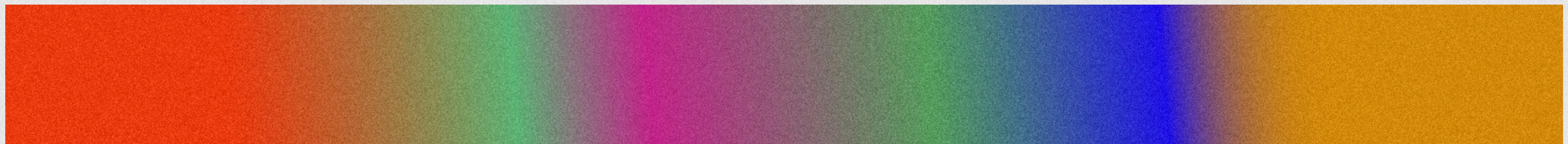


1.4. Icon Types In Monochrome



1.5. Logo Colour Specifications

The Logo Text consists of a gradient of colors at 225 degrees with 25% vector grain, and the rain drop contains a fill of Black (Or Grey). The design follows the following specification (HEX Provided, Check Index in color section for Pantone and CMYK)



DD2E03



6EC587



C32489



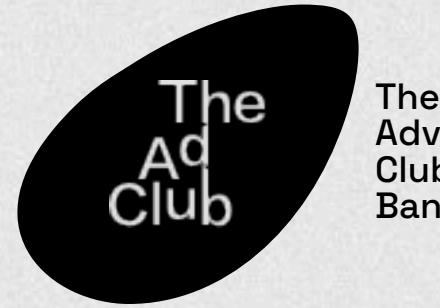
559C5E



3532E2

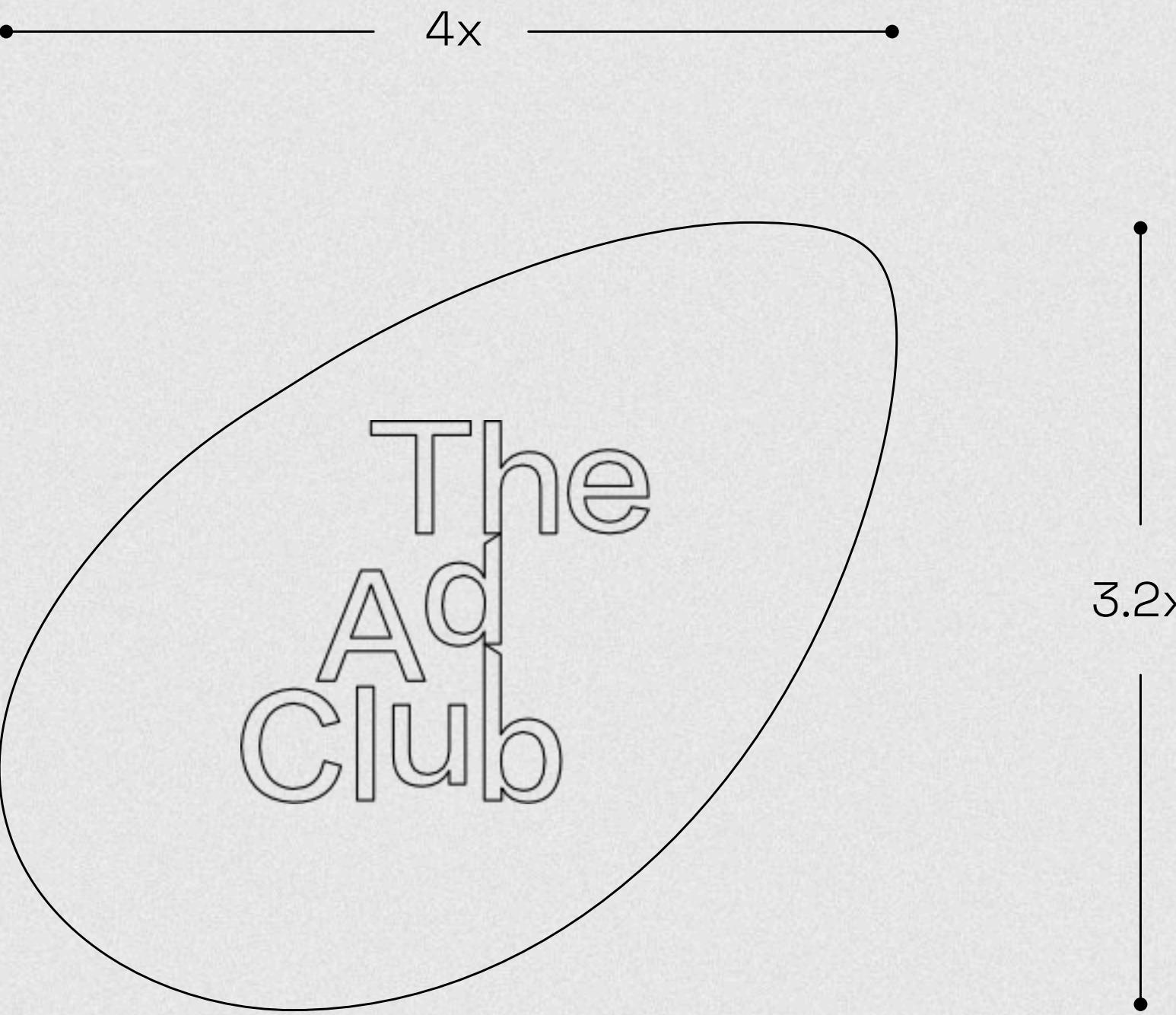


D68C0D



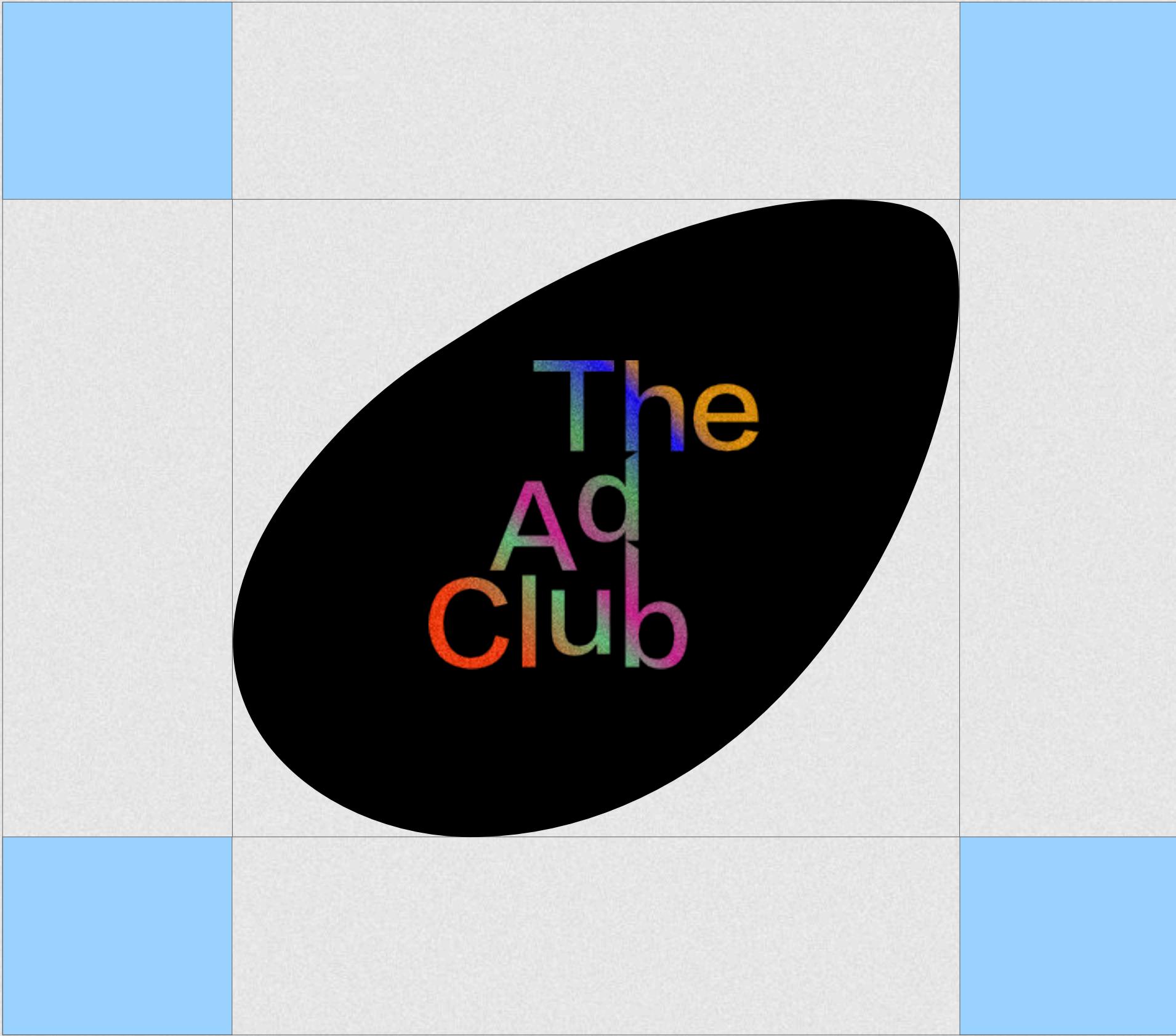
1.6. Symbol construction

The symbol is built using proportions. It is important that you never alter it.



1.7. Safe space

The whitespace around the logo is extremely important. It helps to keep things clear, professional and visible from far. Please respect the minimum whitespace recommended for the best use of the logo possible.



1.8. Do's

Logo shape can be used without the logo text if required. The logo can also be zoomed to fill an area as long as two conical sides are visible



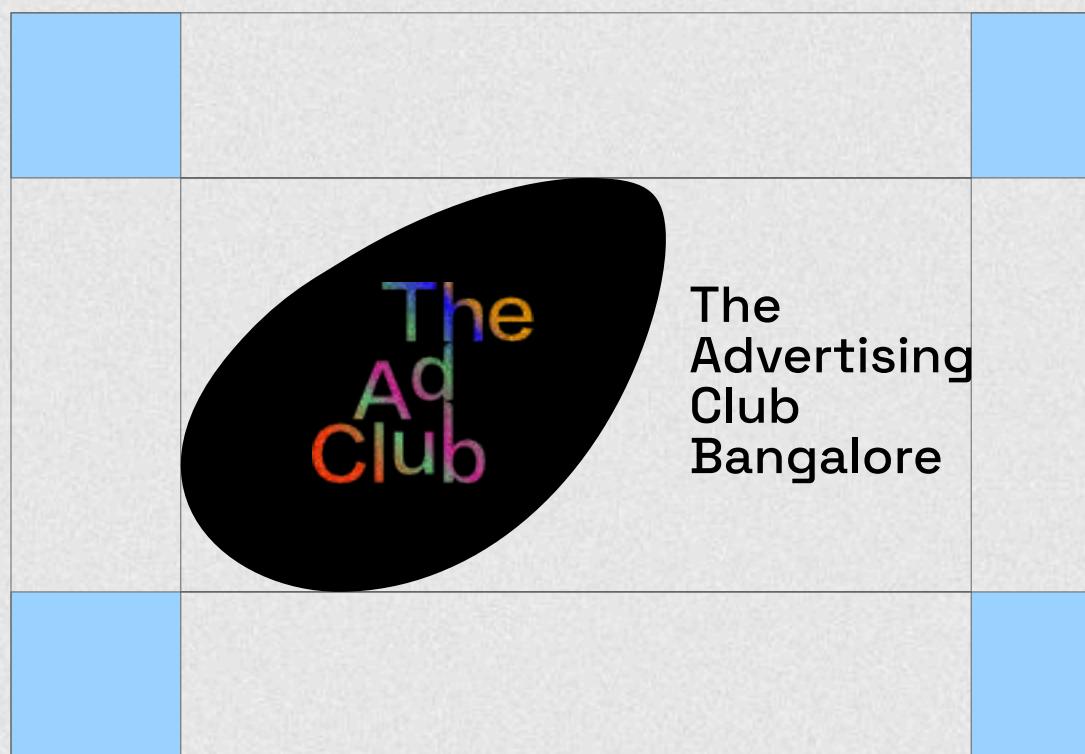
1.9. DONT's

DO NOT add drop shadows or tilt to the logo.



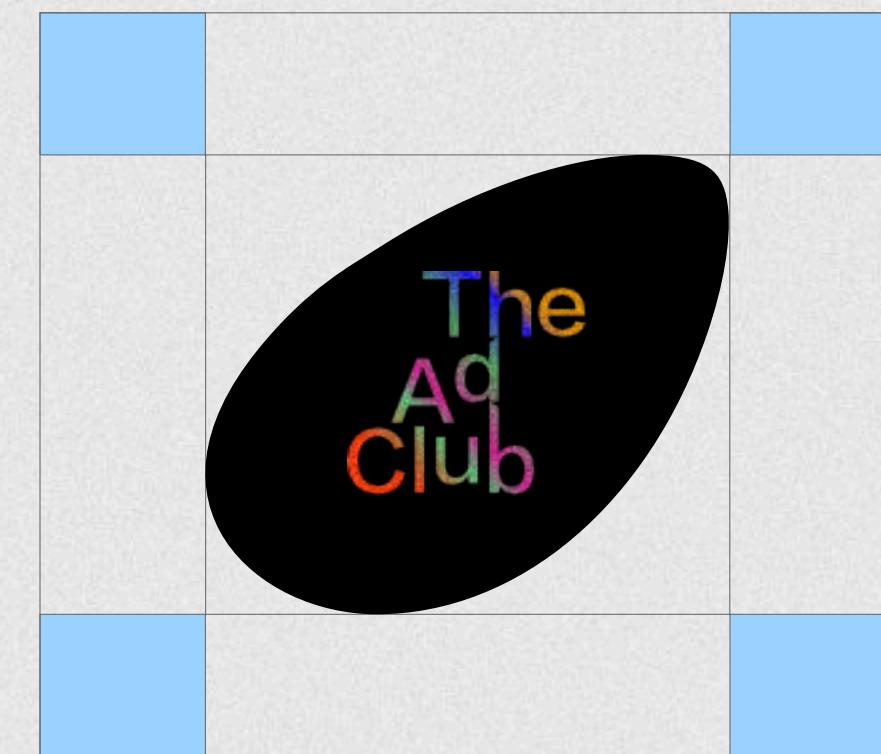
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1.10. Alignments



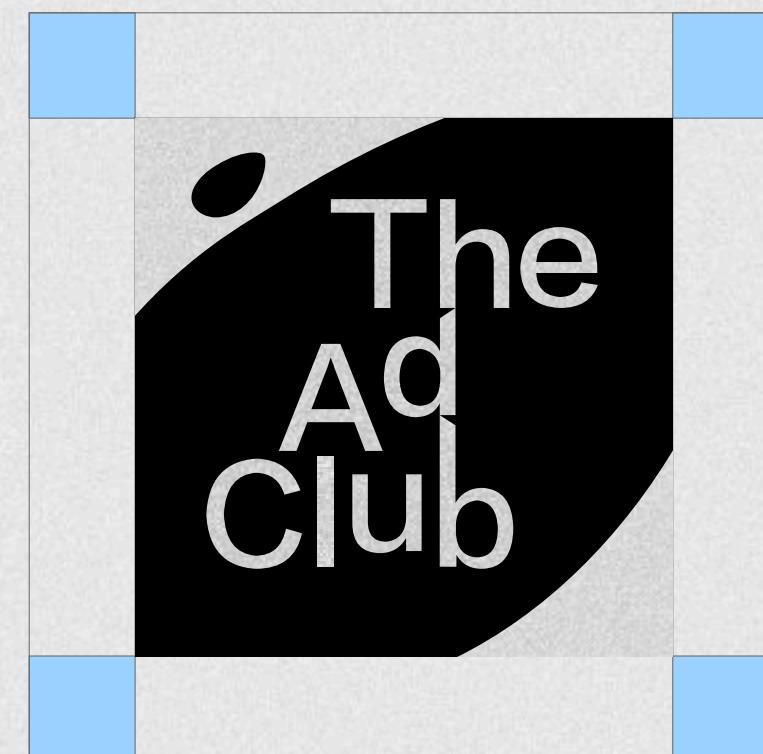
Horizontal lockup

This is the main logo lockup. Use it in all situations except when there is not enough space.



Safe space

The whitespace around the logo is extremely important. It helps to keep things clear, professional and visible from far. Please respect the minimum whitespace recommended for the best use of the logo possible.



Vertical lockup

This is the secondary logo lockup. It works great for tight spaces.



Graphics



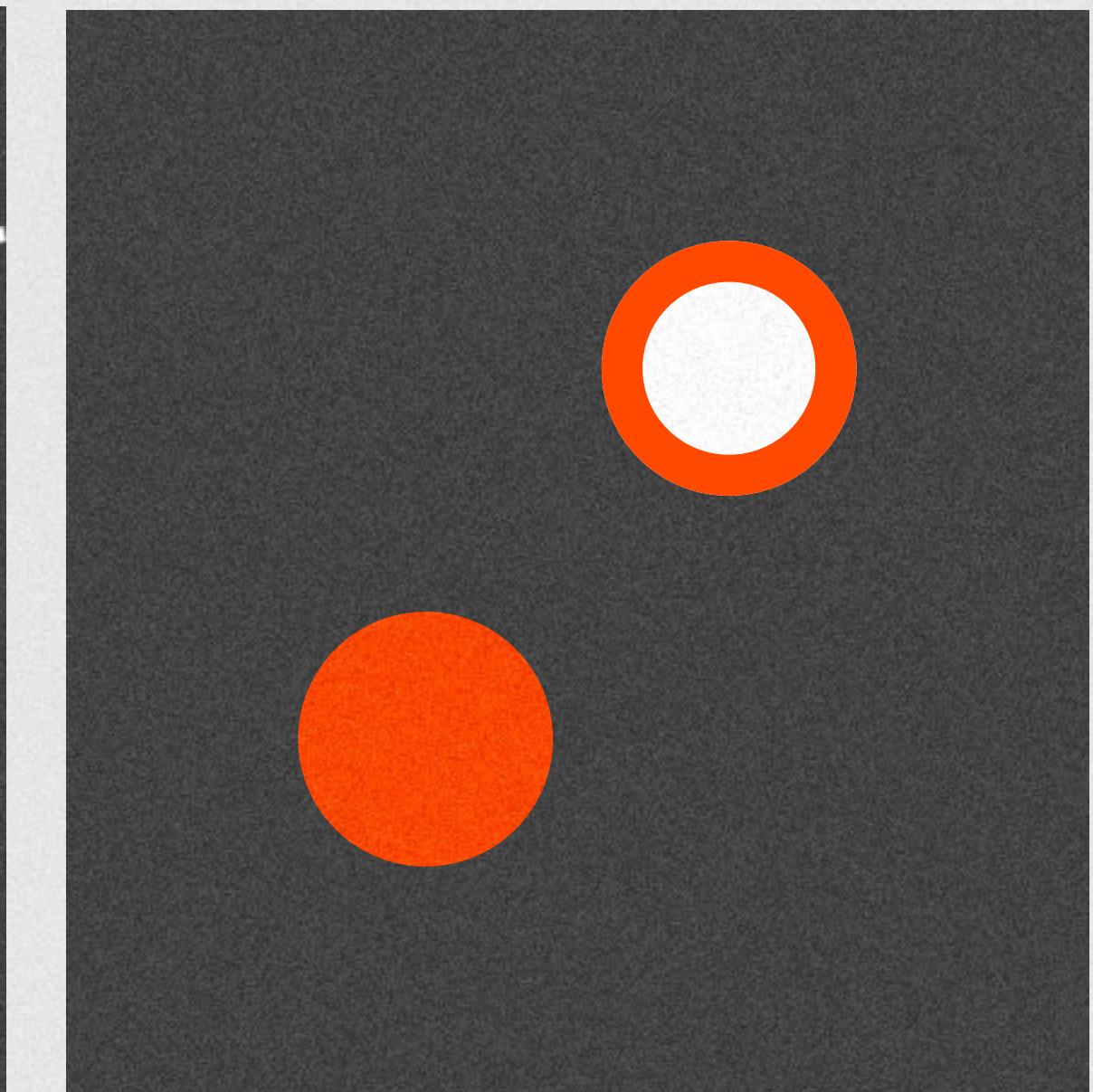
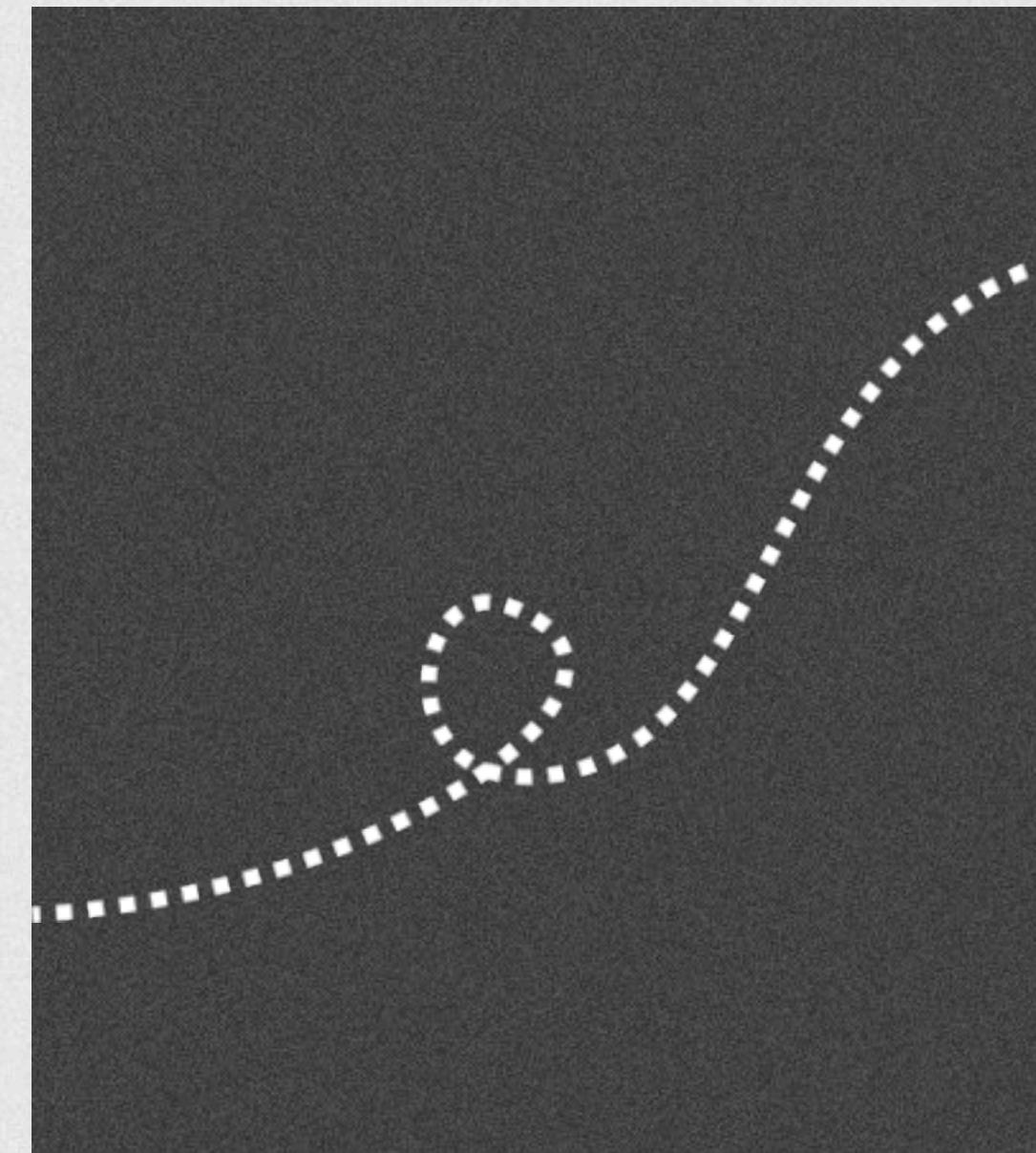
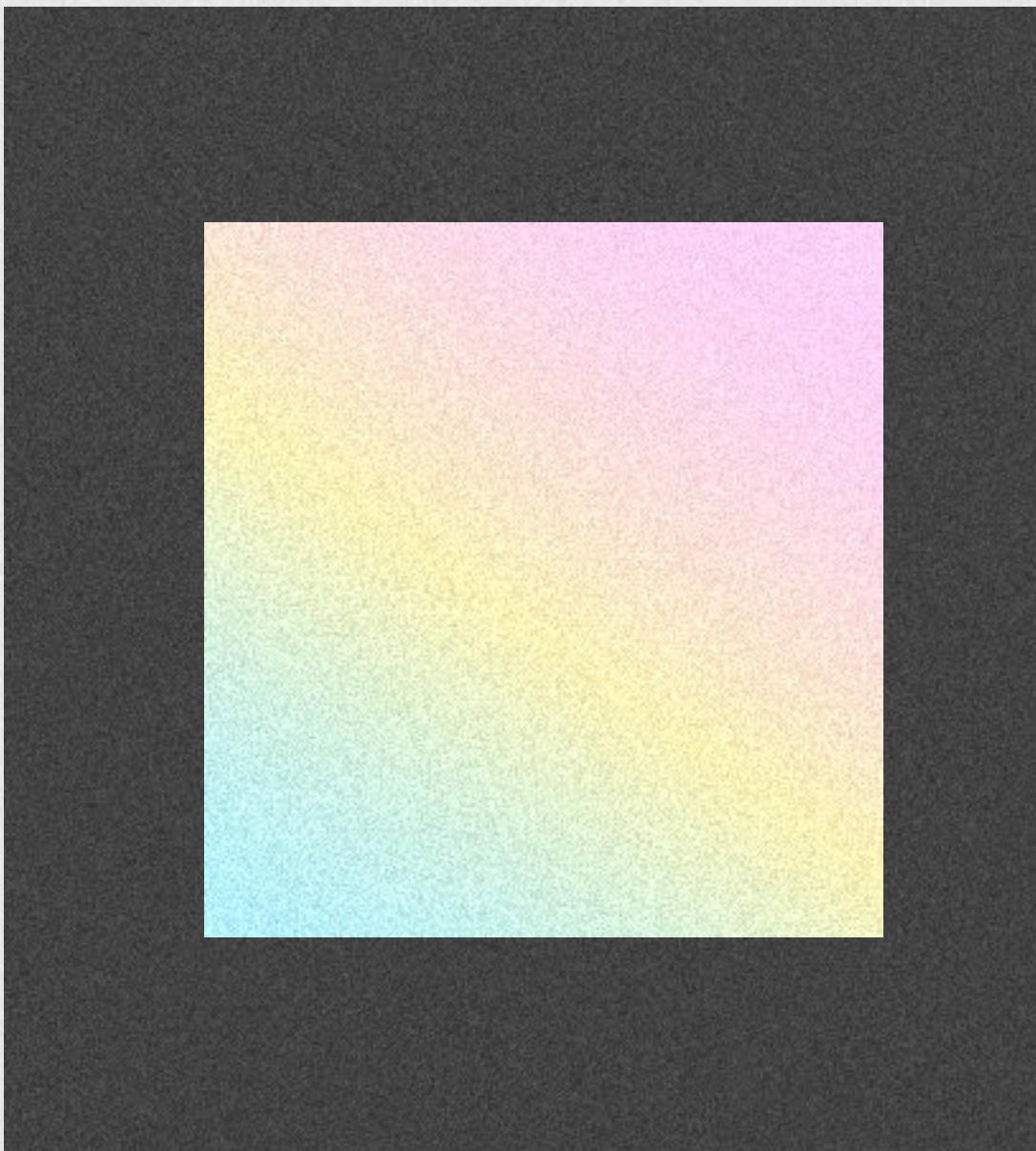
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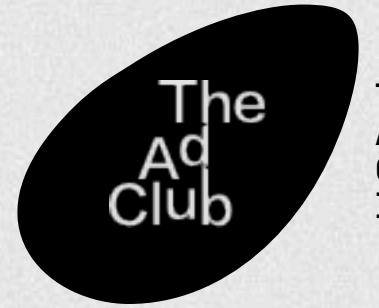
2.1. Icons

The Following Icons have been made to use by the designer in appropriate situations.



2.1. Icons

The Following Icons have been made to use by the designer in appropriate situations.



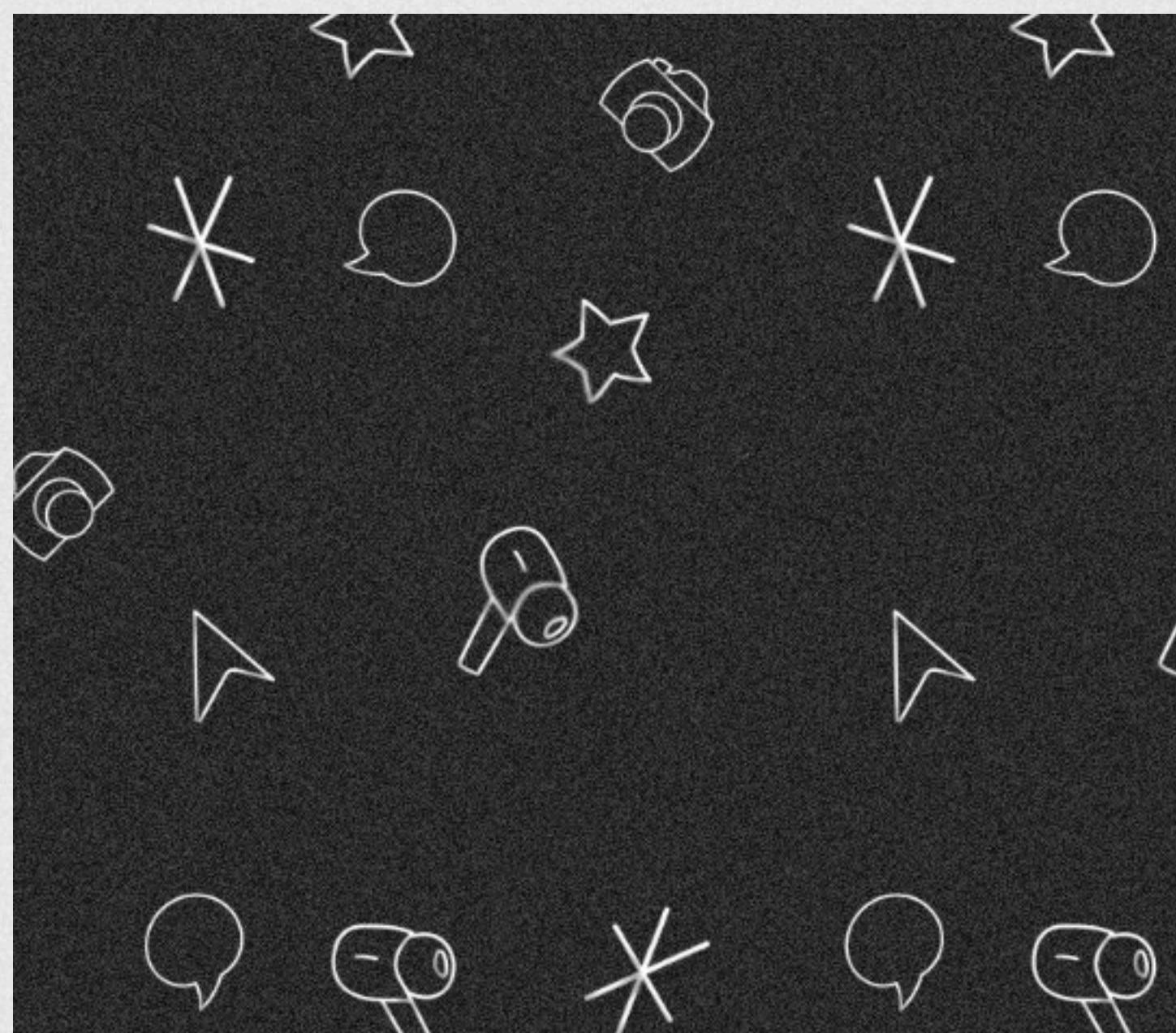
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2.1. Icons

These custom Icons have been made to use by the designer in appropriate situations.

2.2. Patterns



2.3. Pattern Example



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Imagery



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03

A photograph of a person's hands holding a black book. The book has gold lettering on the cover. The title 'The Art of War' is visible, with 'The' in blue, 'Art' in green, and 'War' in red. The person is wearing a light-colored shirt.

“A picture is worth a thousand words”

Using images is a great way to convey a message without saying a word. Use beautiful, high-resolution images on the subject whenever you get an opportunity.

3.1. Portraits

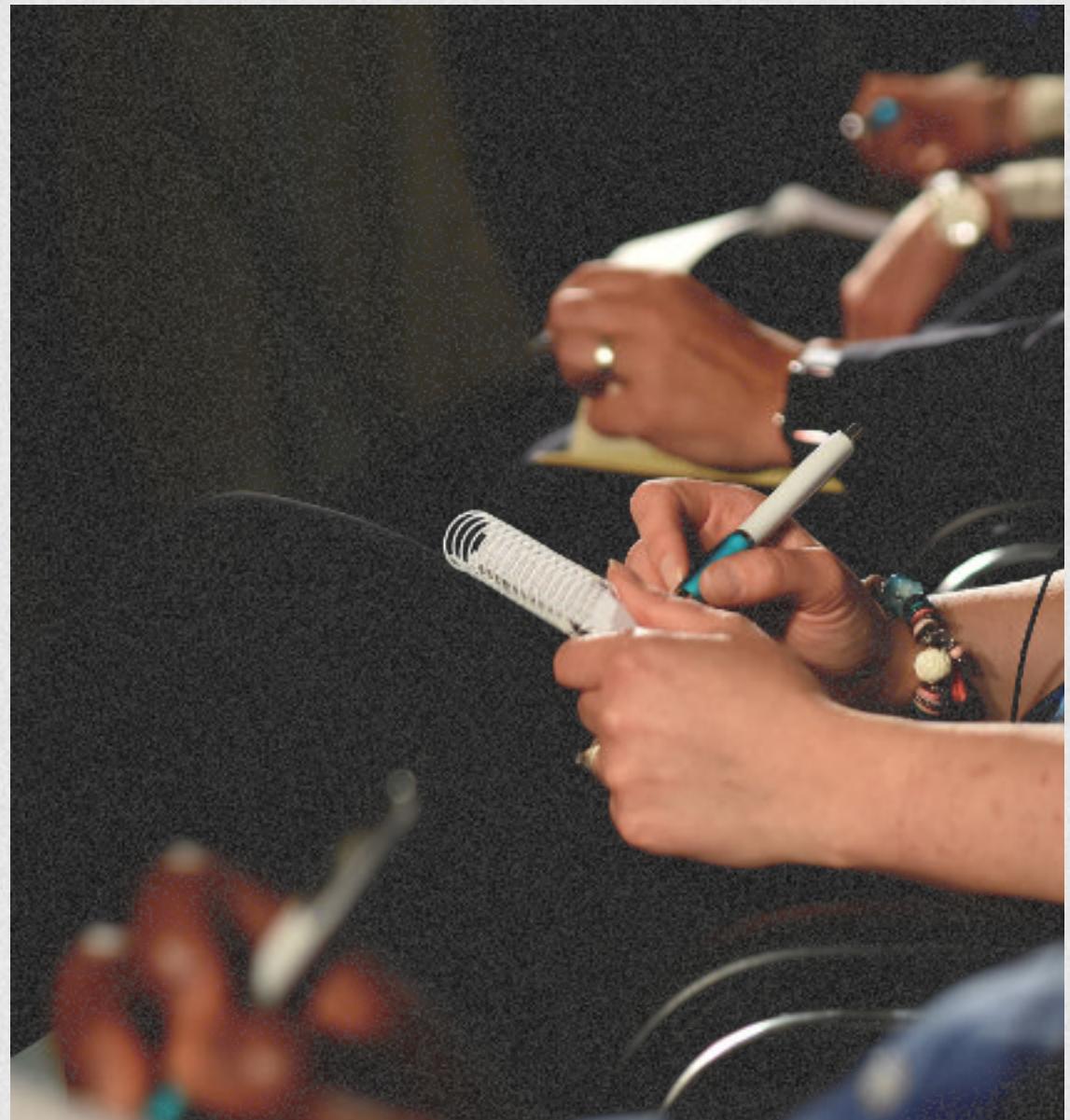
Use a Black and white LUT with 10% grain on professional portraits when being used in context with the brand. This gives an Impact on the personality and, at the same time gives the space for branding and brand colors to “breathe”



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3.2. Image Examples

Use High quality stock or camera footage to convey the message or the “vibe”. Fading the Blacks and adding a little grain is a great and quick way to achieve a contemporary aesthetic.



Business Stationary



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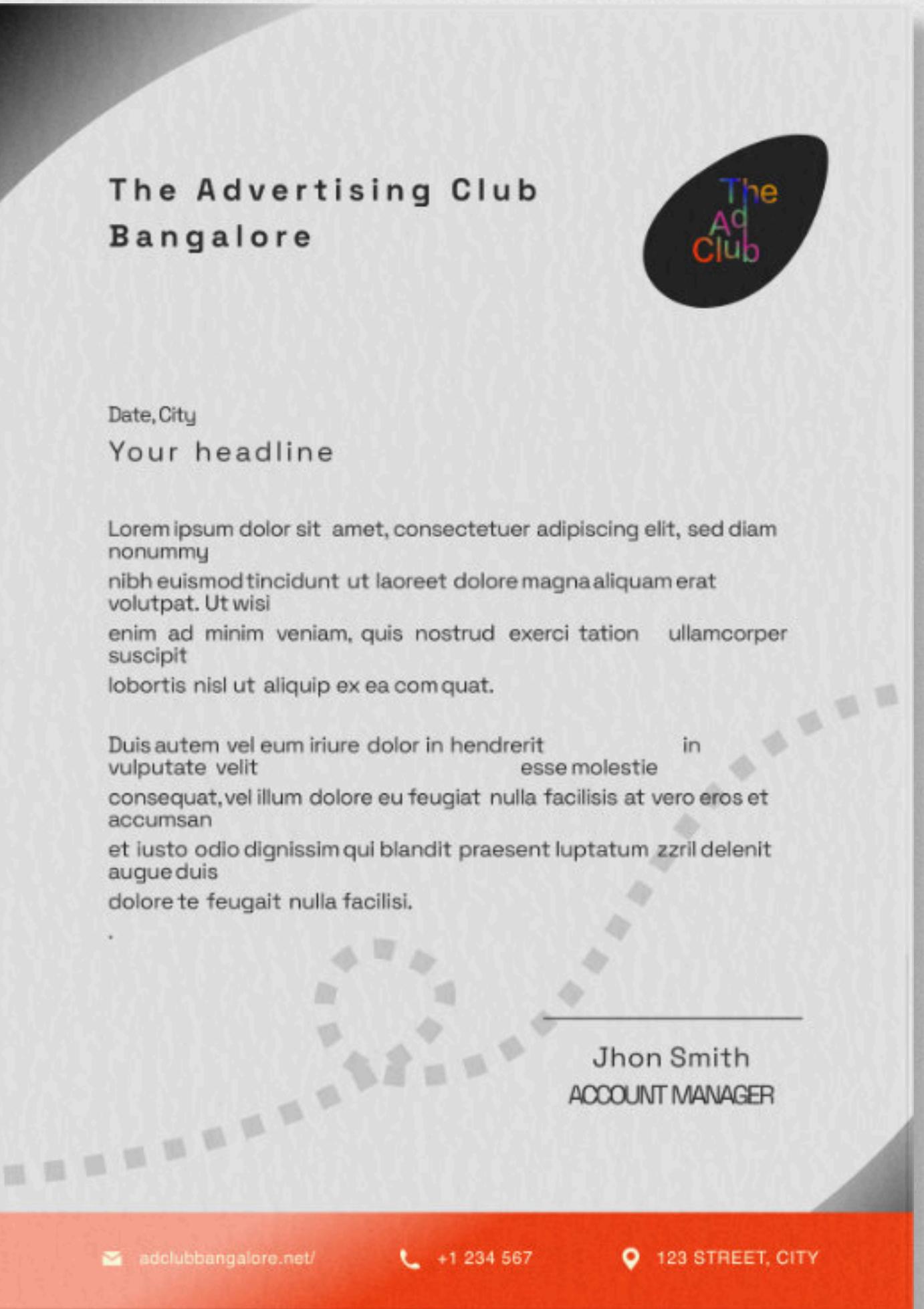


4.1. Envelope



4.2. Business Card

4.3. Letterhead



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Colors



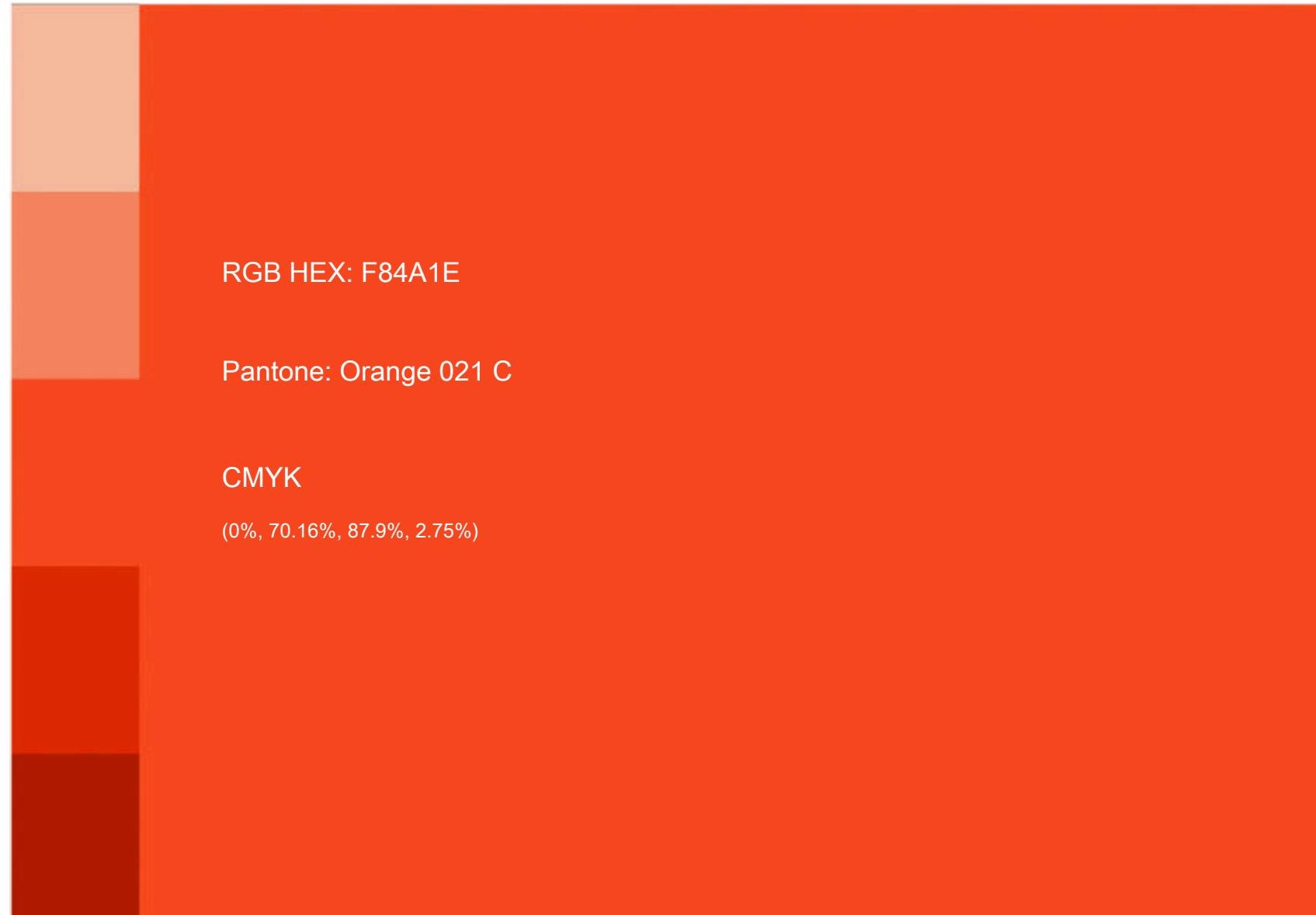
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Brand Guidelines

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5.1. Main Colors

These colors create the overall aesthetic of the brand.



Primary

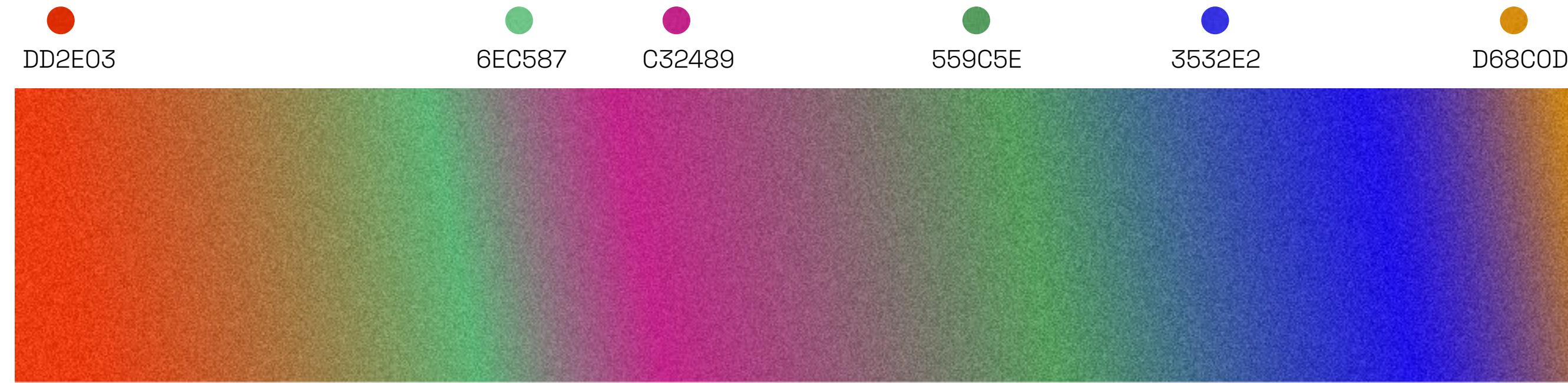


Secondary



5.2. Effect Colors

These two gradients are important for the logo and the background



Logo Gradient

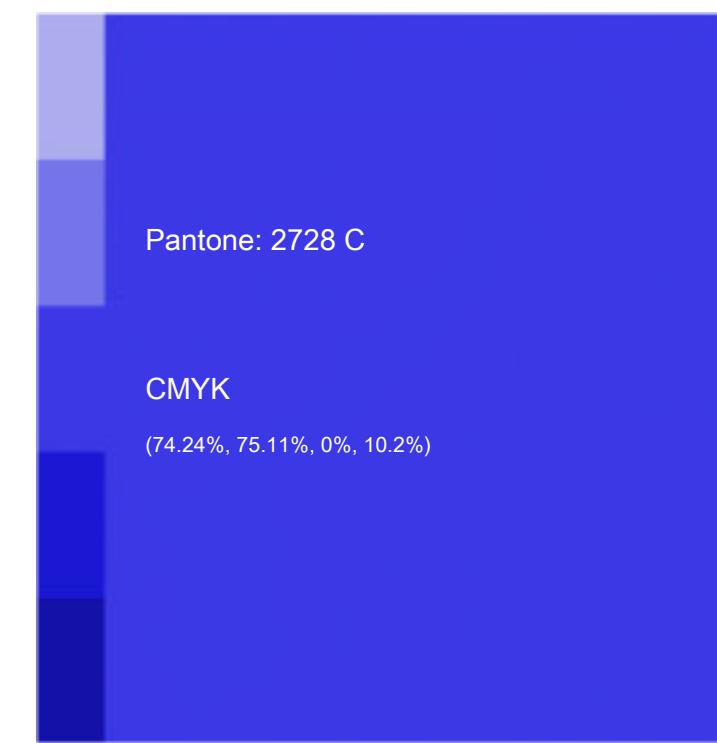
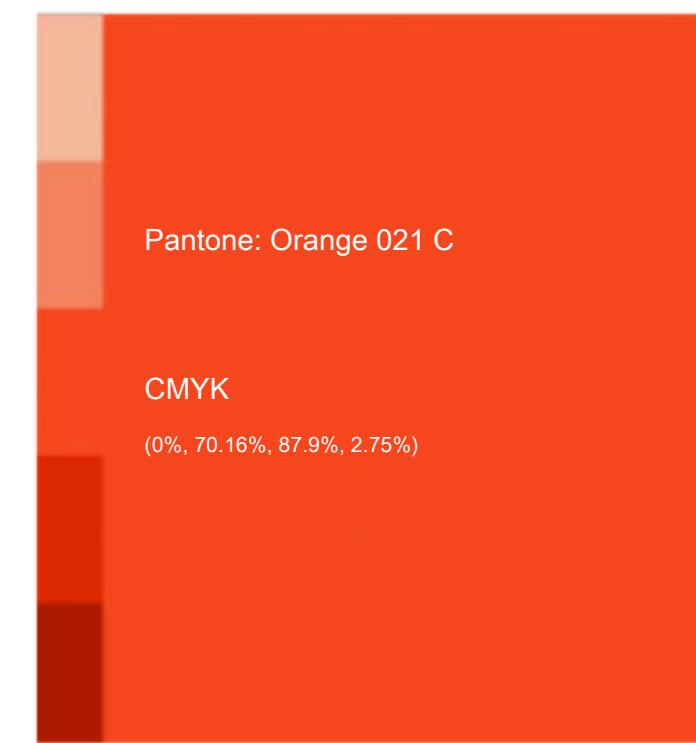
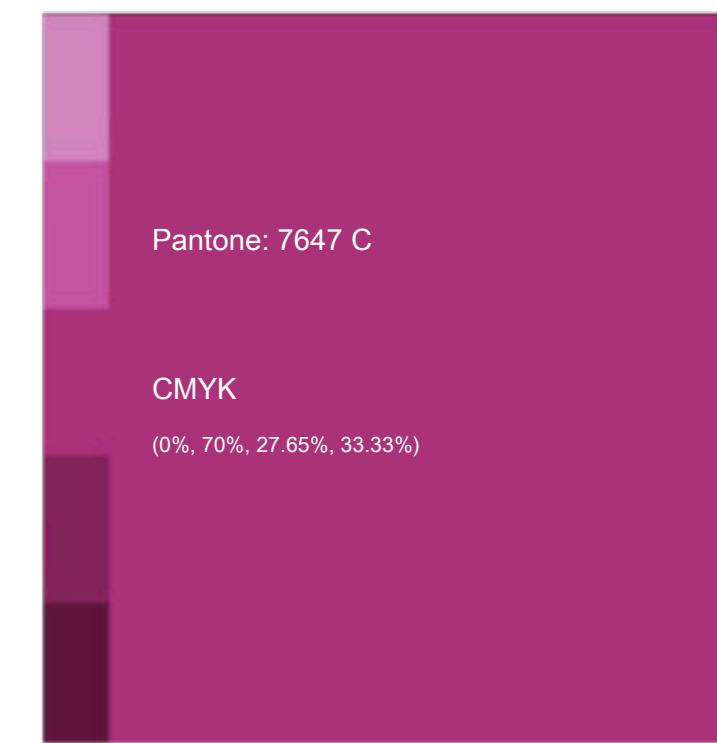
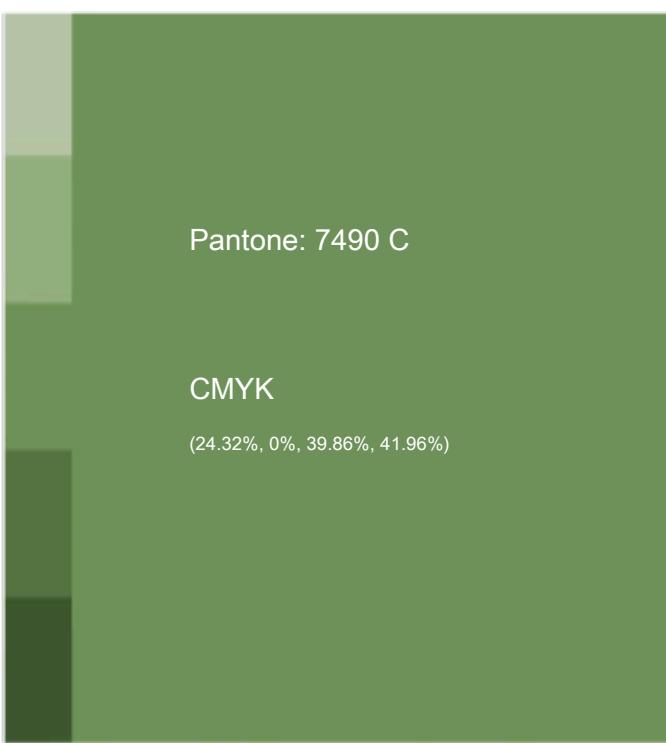
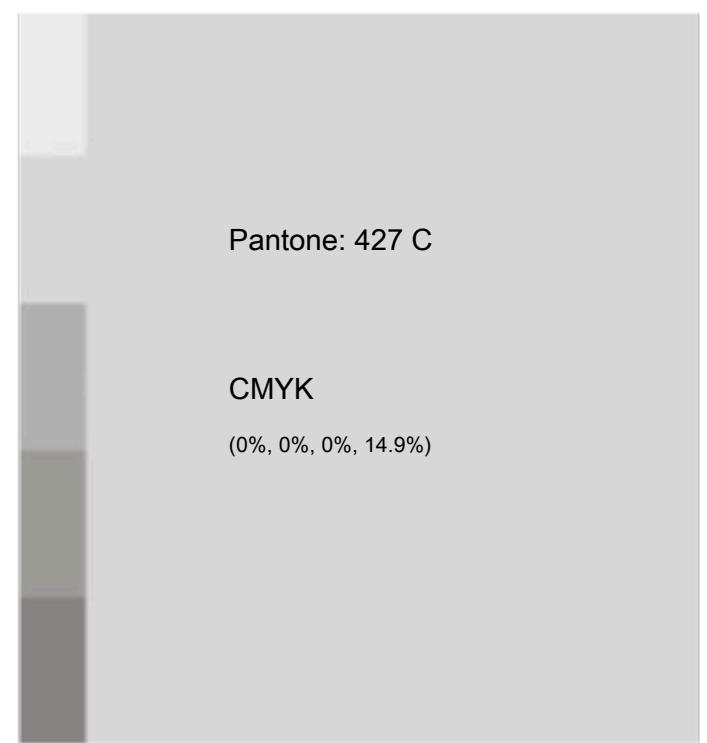
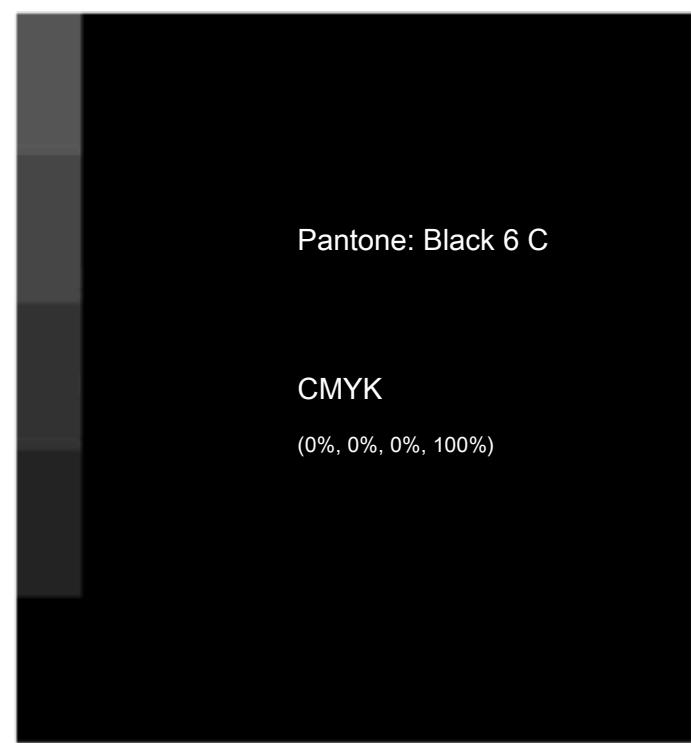


Background Gradient



5.3. Color code index

Refer to this page for different color codes other than HEX



Social Media



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6.1. Social Media Icon Types

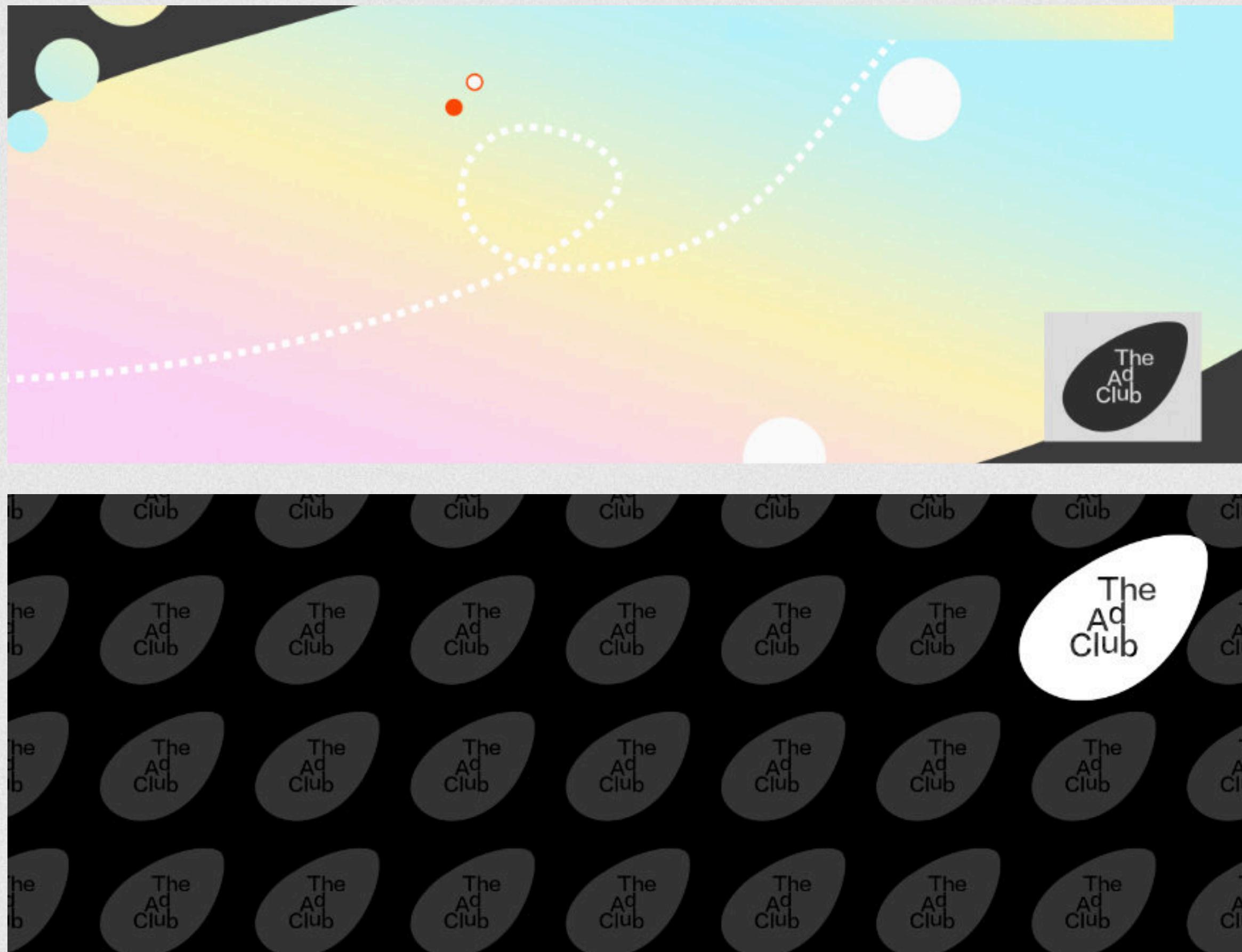
These icons can be used as display pictures or a quick watermark in social media posts



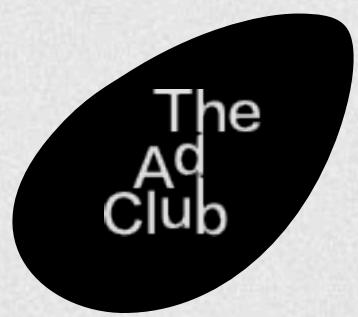
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6.2. Social Media Header Types

Header images to be used in social media accounts such as X or youtube



6.3. Instagram Post Example



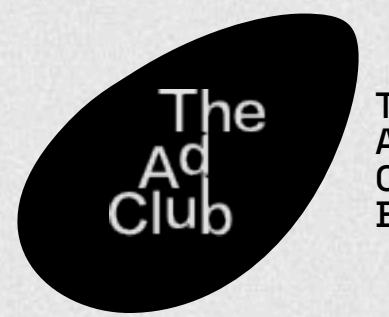
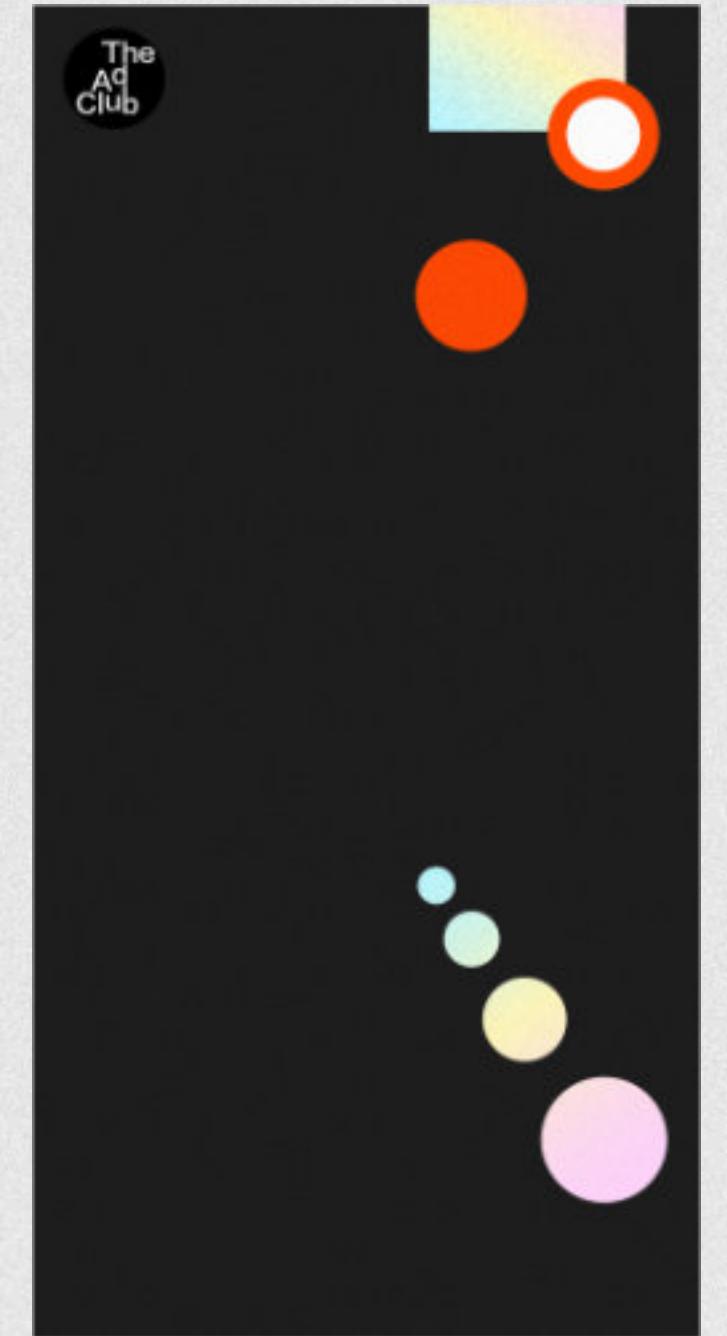
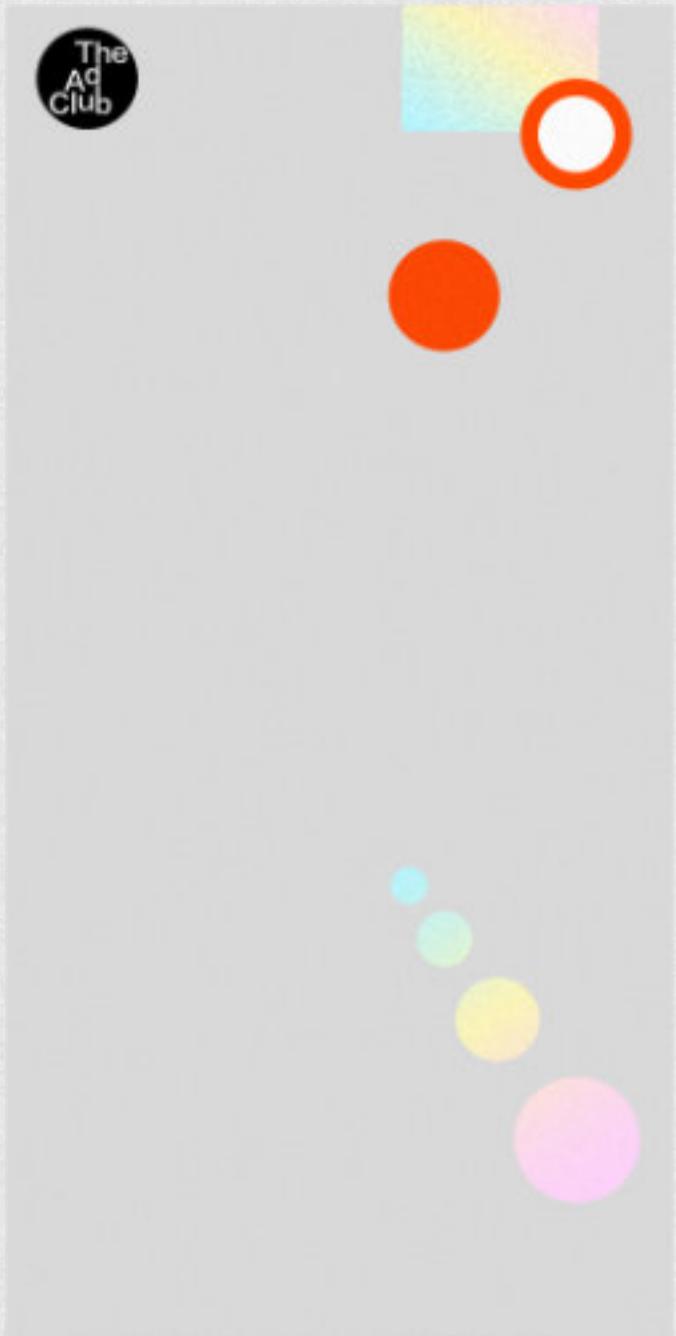
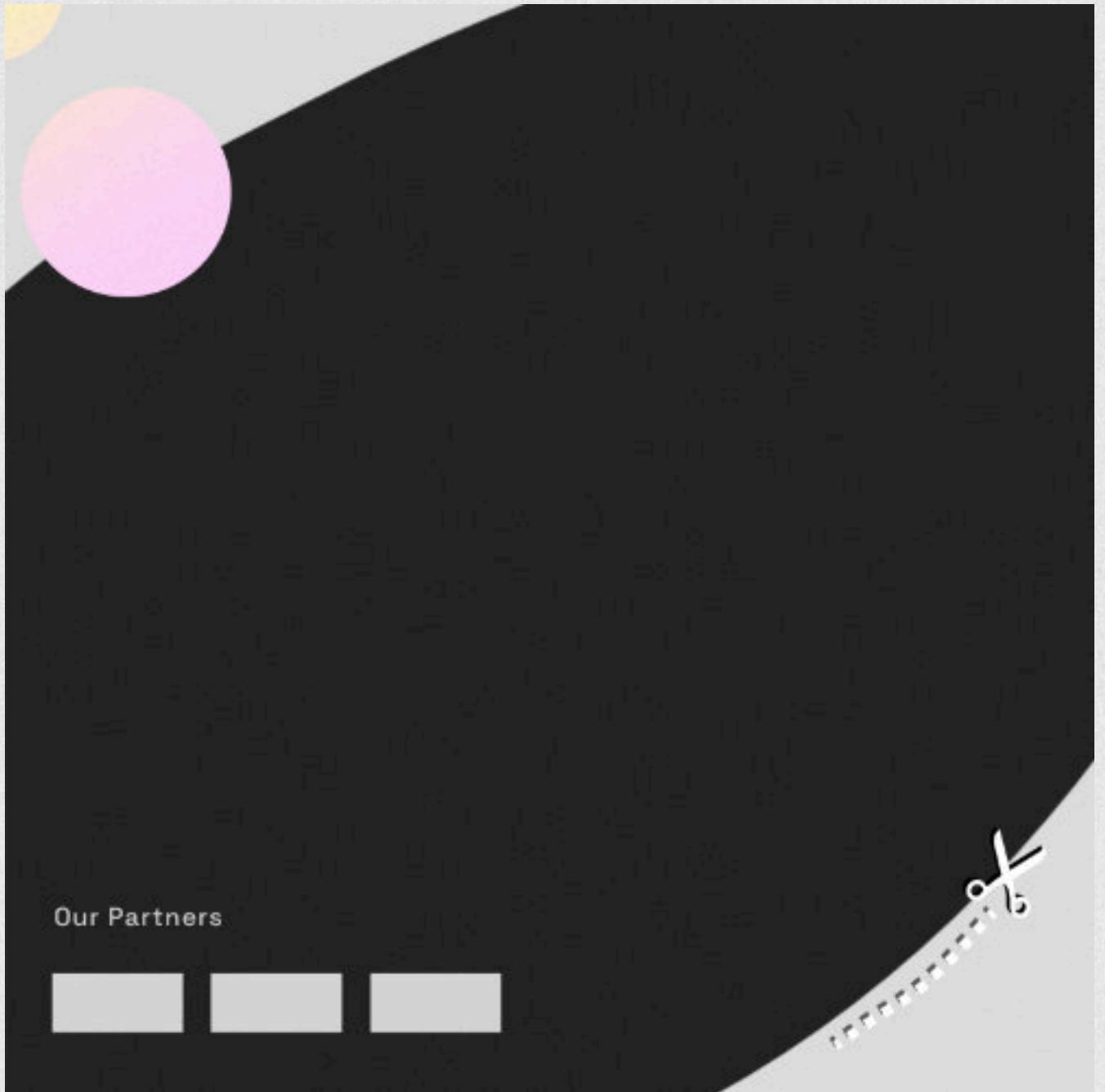
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6.4. Instagram Story Example



6.5. Templates

Use these templates to quickly sketch up a social media post.



Web

07



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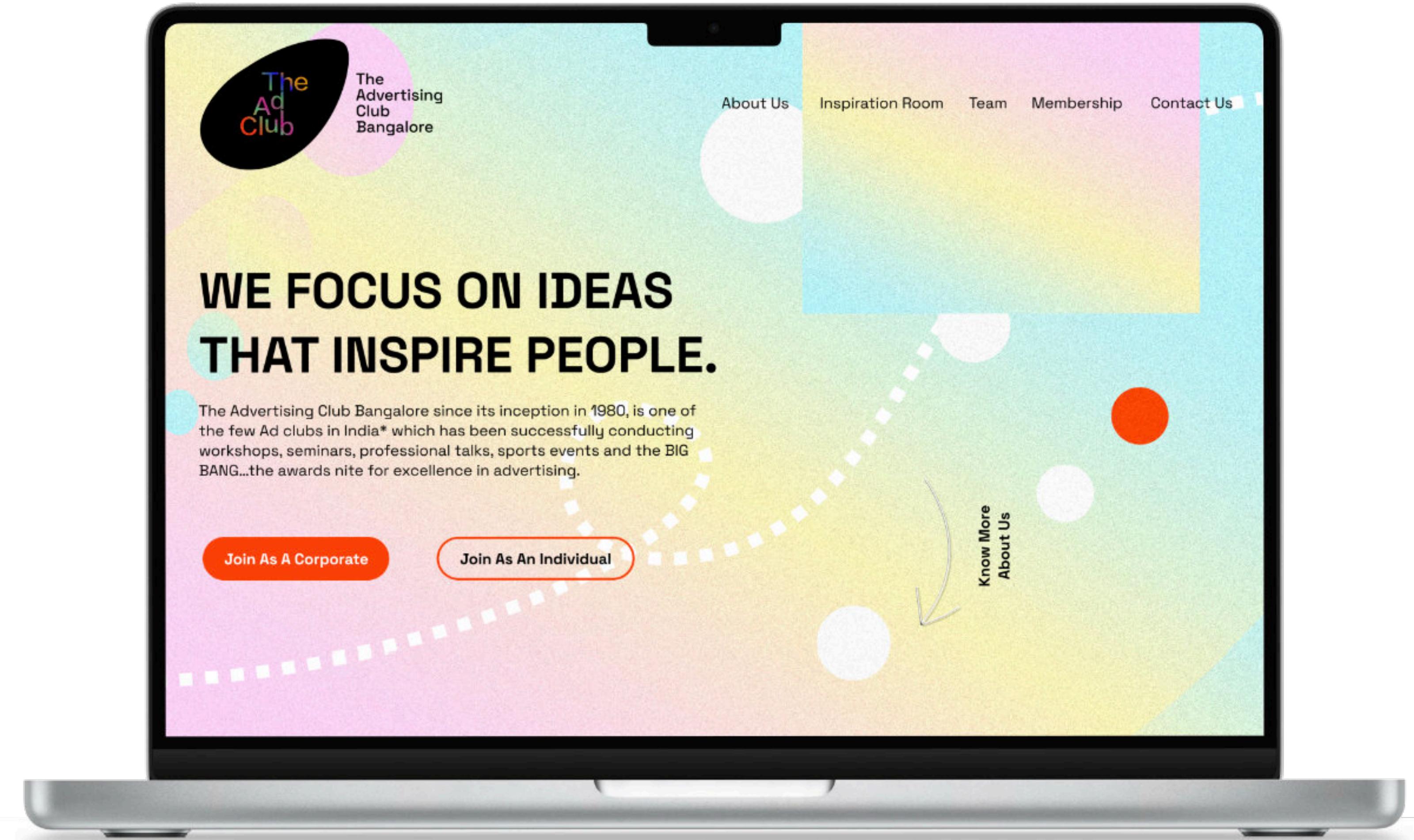
7.1. Email Template



A screenshot of an email template for "The Ad Club". The background is dark. At the top left is the club's logo. A large orange circle is positioned on the right side. The main heading "Welcome to #LogoJam'24" is in white. Below it, the text "SUBMIT YOUR INNOVATIVE BRAND IDENTITY DESIGN" and "FOR #LOGOJAM2024. GREAT PRIZES AND PROFESSIONAL OPPORTUNITIES AWAIT." are in white. A call-to-action "LET'S REDEFINE THE FUTURE OF ADVERTISING TOGETHER!" is also present. At the bottom, there's information about "JOHN DAWSON" as the "EVENT MANAGER" for "THE ADVERTISING CLUB, BANGALORE", accompanied by four colored circles (blue, green, yellow, pink) and a small graphic of a person. Navigation links for "ADSPeAK", "SPORTS", "EVENTS", and "HOME" are at the bottom. The footer contains the website "ADCLUBBANGALORE.NET" and social media icons for Instagram, Facebook, Twitter, and Pinterest. A small note at the bottom says "Don't want these emails anymore? Unsubscribe.".

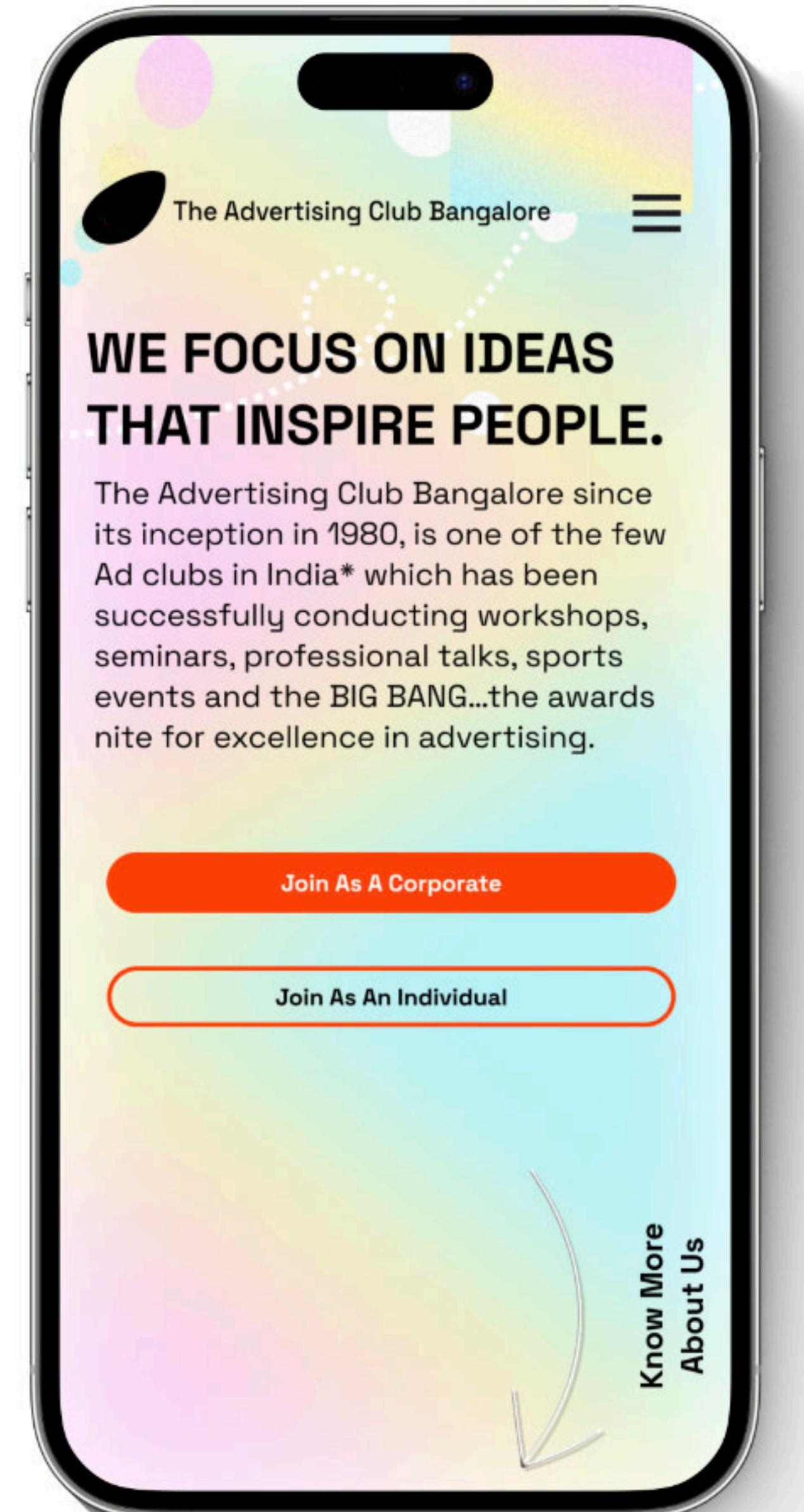
A screenshot of the same email template but with a light gray background. The overall layout and content are identical to the dark version, including the heading, text, call-to-action, staff information, and footer elements.

7.2. Desktop Mockup



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7.3. Phone Mockup



Typography



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8.1. Primary typeface

Space Grotesk typeface is a brand's primary typeface. Light and Regular should be used for body text. Medium and Bold for headings and subheadings.

Space Grotesk
Bold, Medium
Regular, Light.



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8.2. Secondary typeface

Alternatively, Latinghei TC Demibold and Extralight can be used for body text. Particularly, preferred in all caps

Latinghei TC,
Demibold,
Extralight.

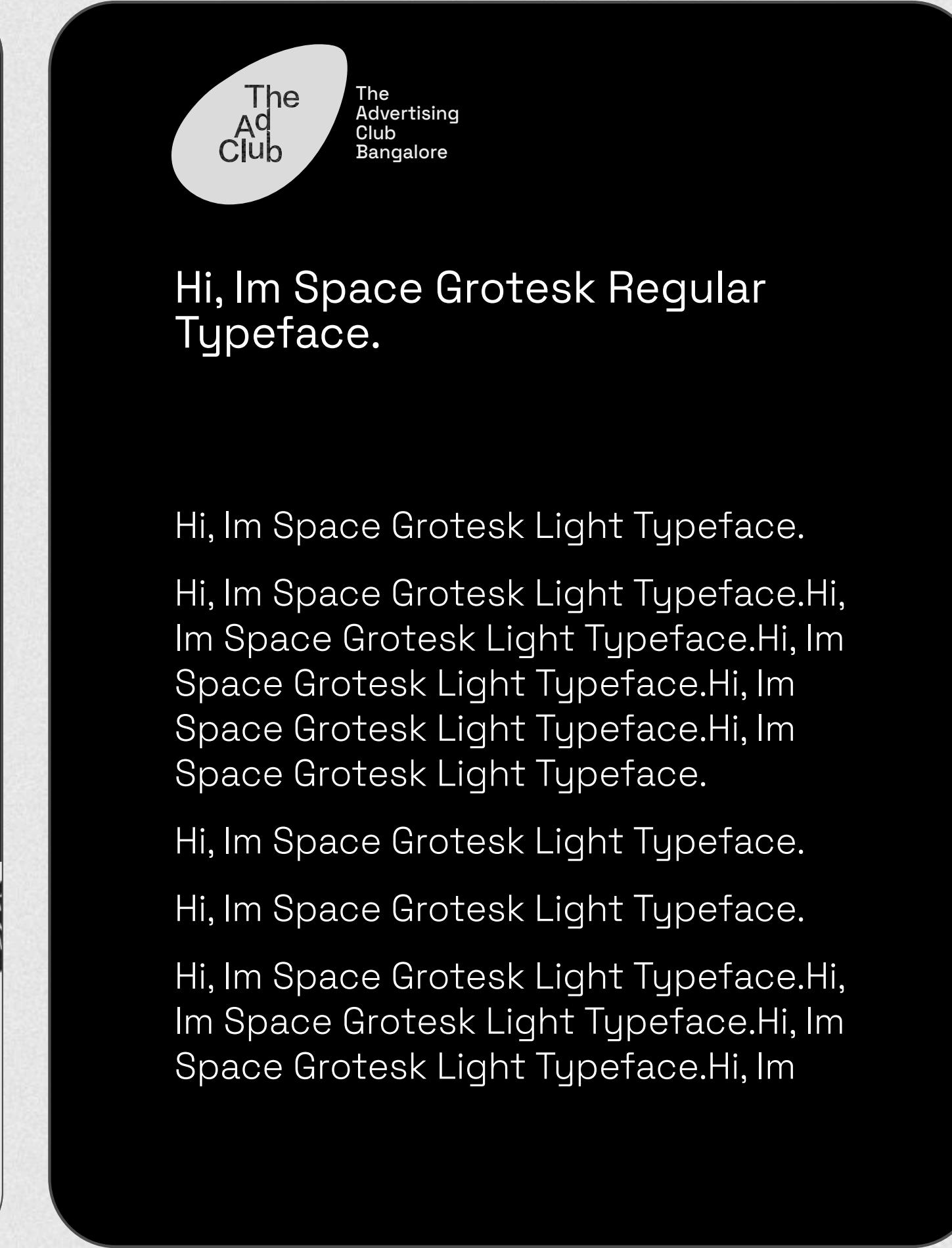
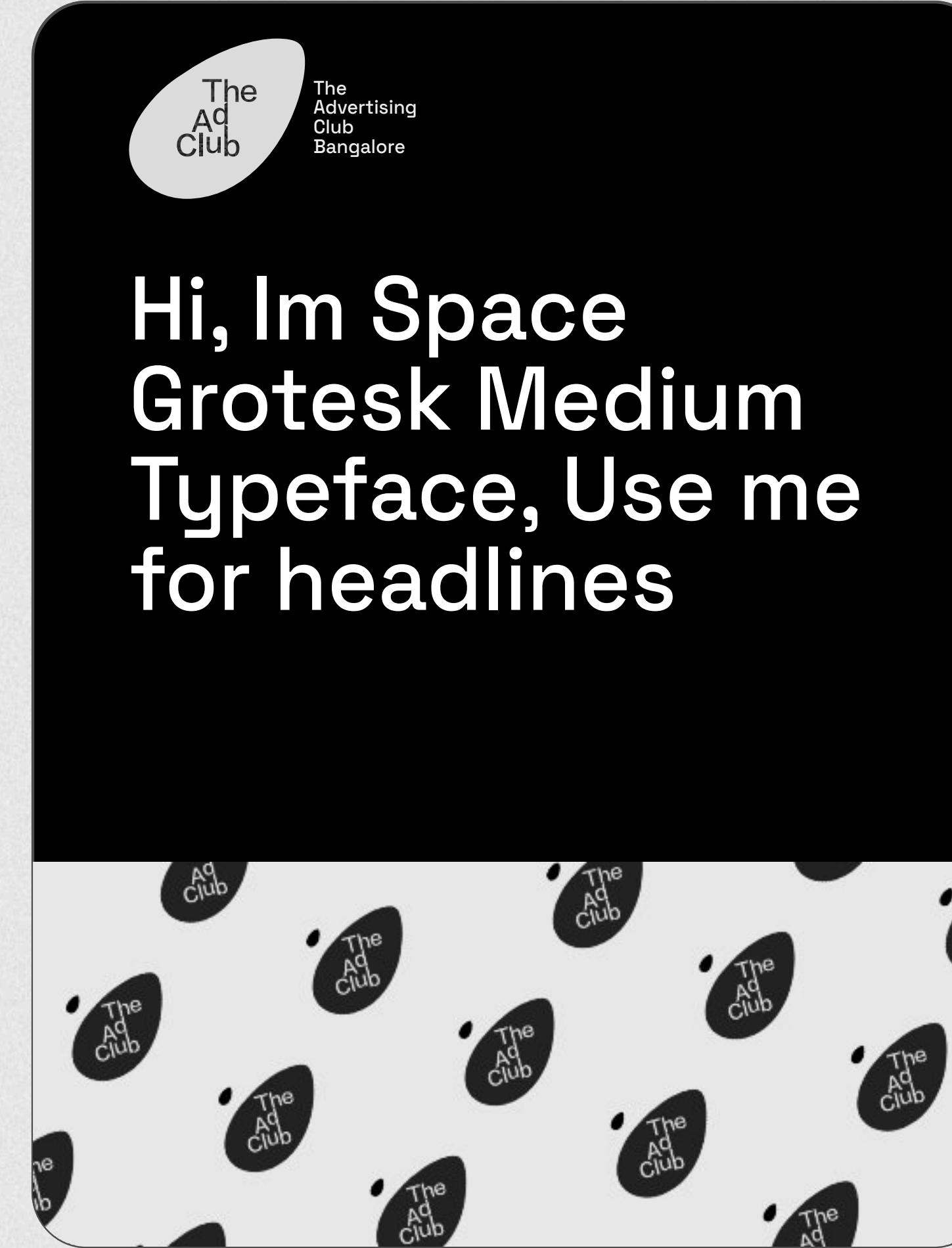


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8.3. Use of type



8.3. Use of type



Event And Merch



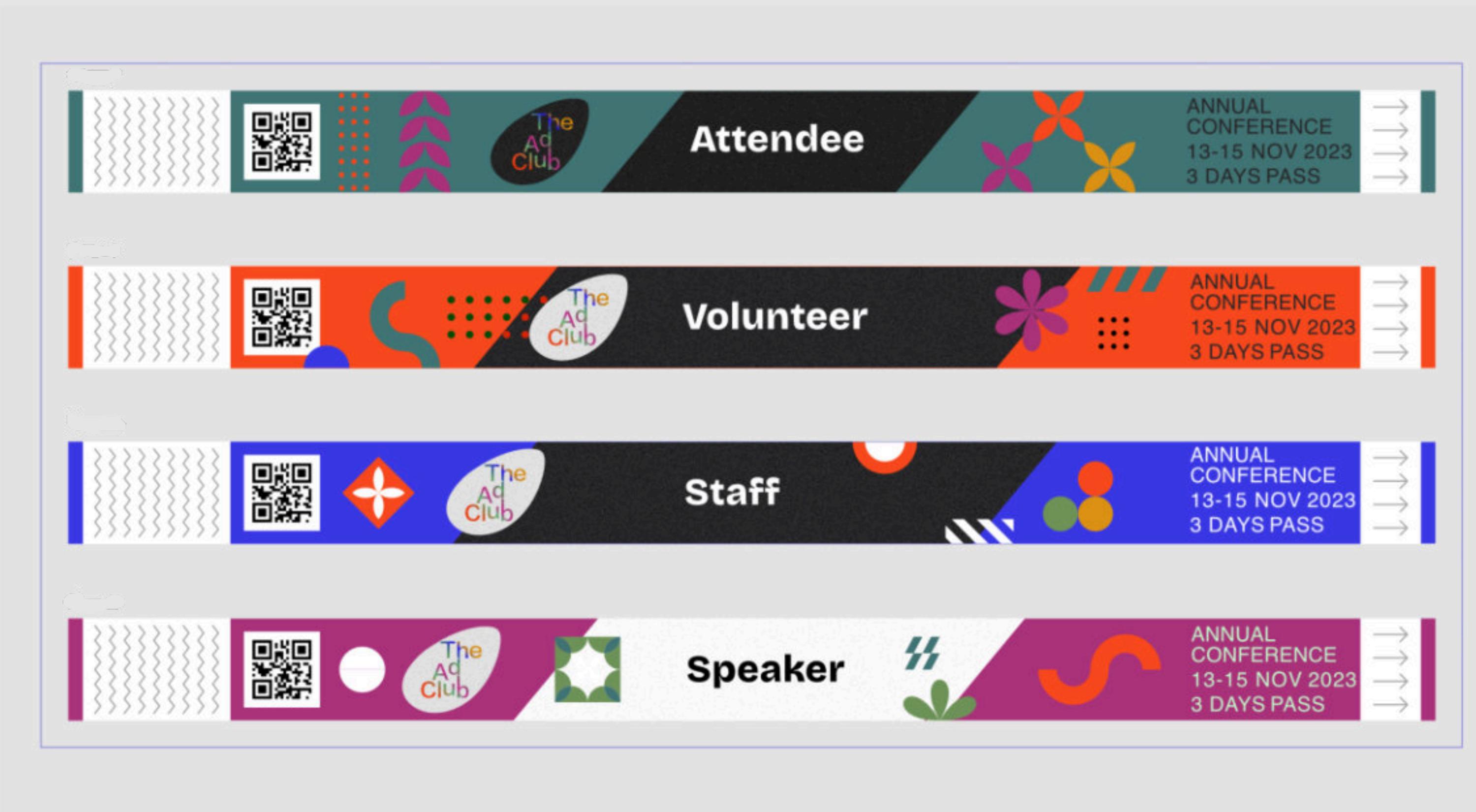
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09

9.1. Wrist Bands

Wrist Bands for Events



9.2. Tote Bag

Tote Bag designs for Merchandising



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Thank You !

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