Moraga
Country Club

Visual Design & Branding

MORAGA
COUNTRY CLUB

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About the Club

The new Moraga Country Club clubhouse opened in 2012 and was the final piece of an elaborate puzzle, making Moraga Country Club the outstanding facility it is today. The architecture of the building replicates the early Californian Mission Style with stucco exterior, tile roof and decorative iron and woodwork. The interior and exterior designs are one with its surroundings and is the jewel of the club.

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Logo Explorations

Moraga is a small town in the San Francisco East Bay region. Known for its lush green landscape and surplus of trees, the beginning of this re-branD project seemed obvious - to encapsulate the essence of the club and its surrounding region in its logo.

Final Logo

Further exploration solidified the direction of trees and petals in the final design. The logo, in all its forms, emulates the iconic tree that stands in the middle of the country club's golf course.

Clearspace

Forbidden Usages

Skew/Distortion

Non-Pallete Color Change

Rotation

Shape Changes

Minimum Size

0.5in - height
0.3/0.15in - type

Full Color

Reverse

Monochromatic

Mono Reverse

Color Usage/Typeography

Seaweed Blue
C87 / M30 / Y42 / K5
R54 / G131 / B140
Hex# 36838C

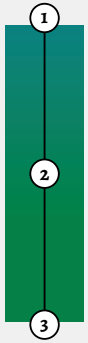
Seafoam Blue
C93 / M18 / Y69 / K4
R35 / G140 / B114
Hex# 238C72

Forest Green
C98 / M11 / Y100 / K2
R0 / G151 / B76
Hex# 00974C

Ivory
C1 / M2 / Y3 / K0
R249 / G246 / B242
Hex# F9F6F2

Beige
C9 / M22 / Y36 / K0
R224 / G198 / B168
Hex# E0C6A8

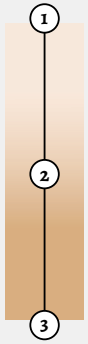
Tan
C4 / M20 / Y37 / K0
R235 / G206 / B169
Hex#EBCEA9



Full Color Gradient
90° angle

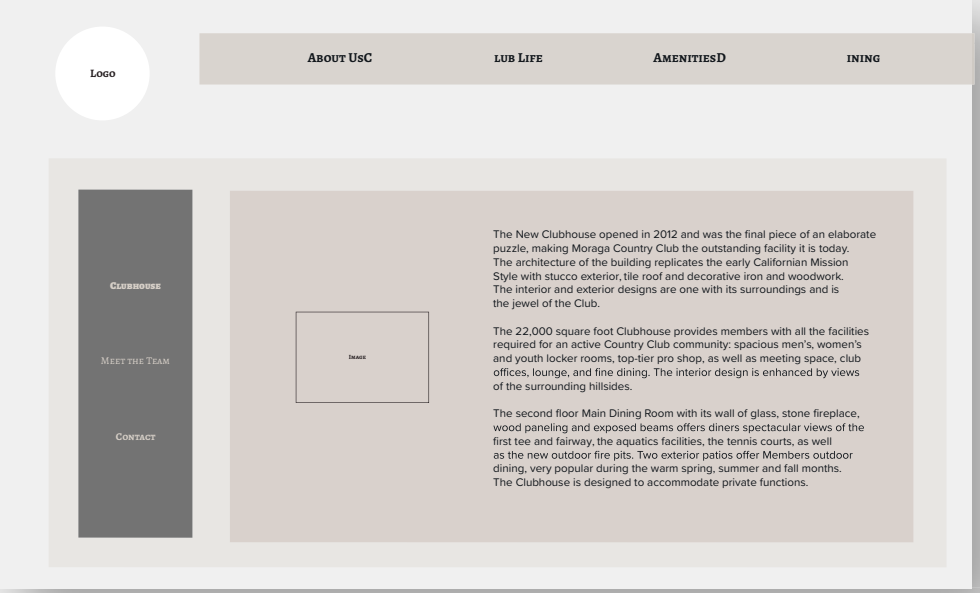
1. Seaweed Blue
2. Seafoam Blue
3. Forest Green

Alegreya SC
Bold
1.70/1.05in



Reverse Color Gradient
90° angle

1. Ivory
2. Beige
3. Tan



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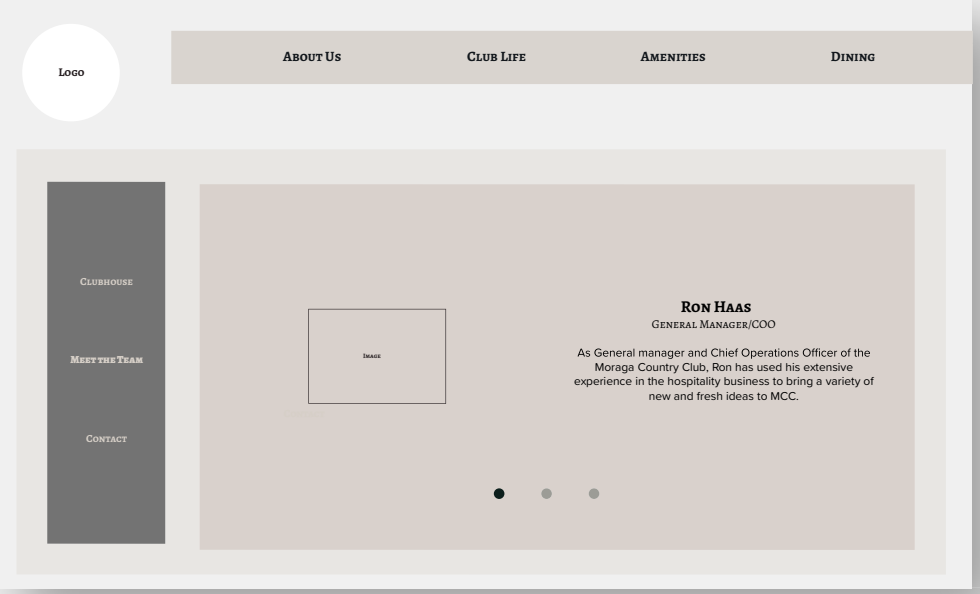

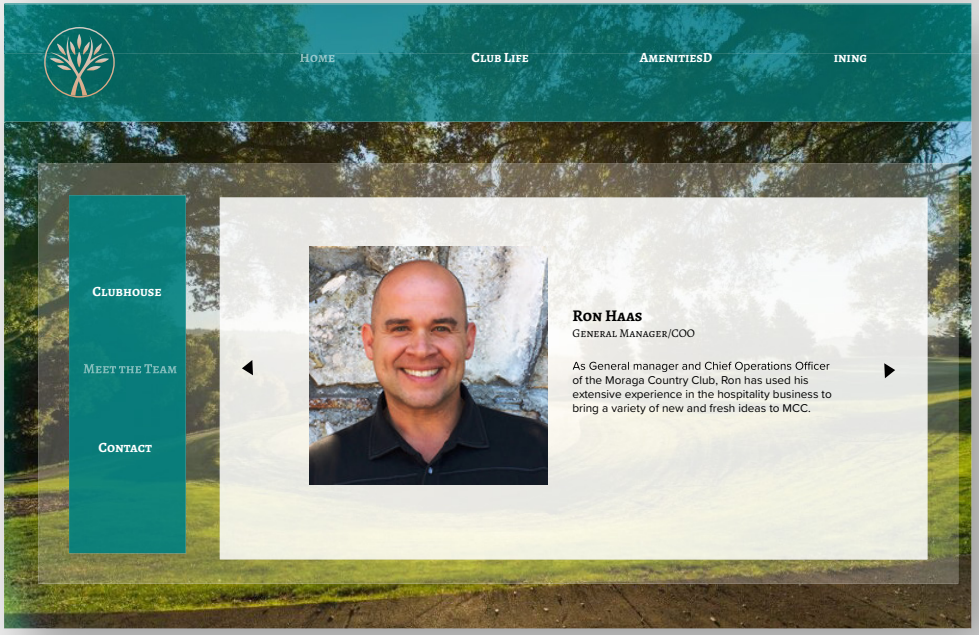

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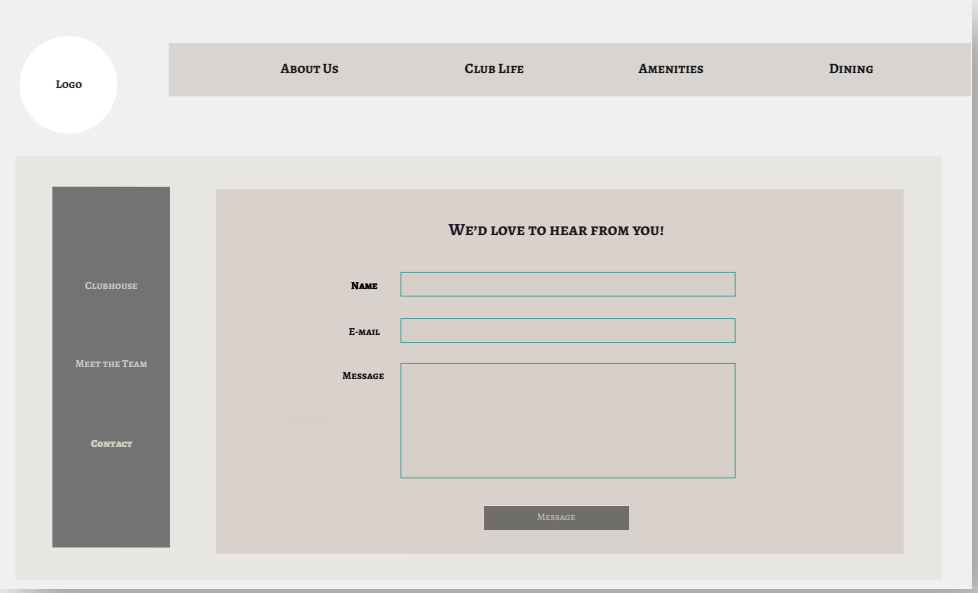

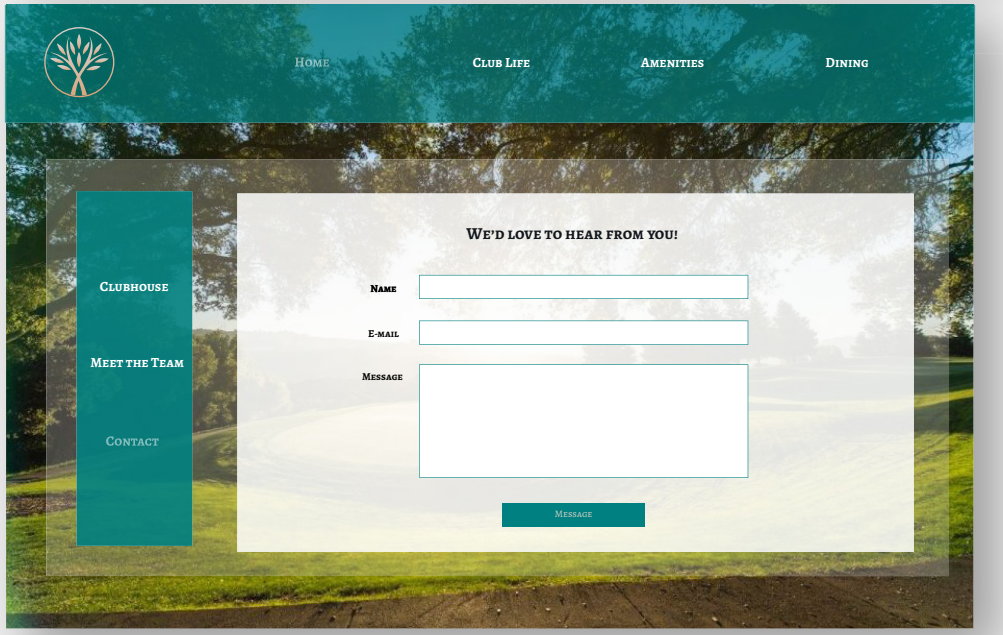

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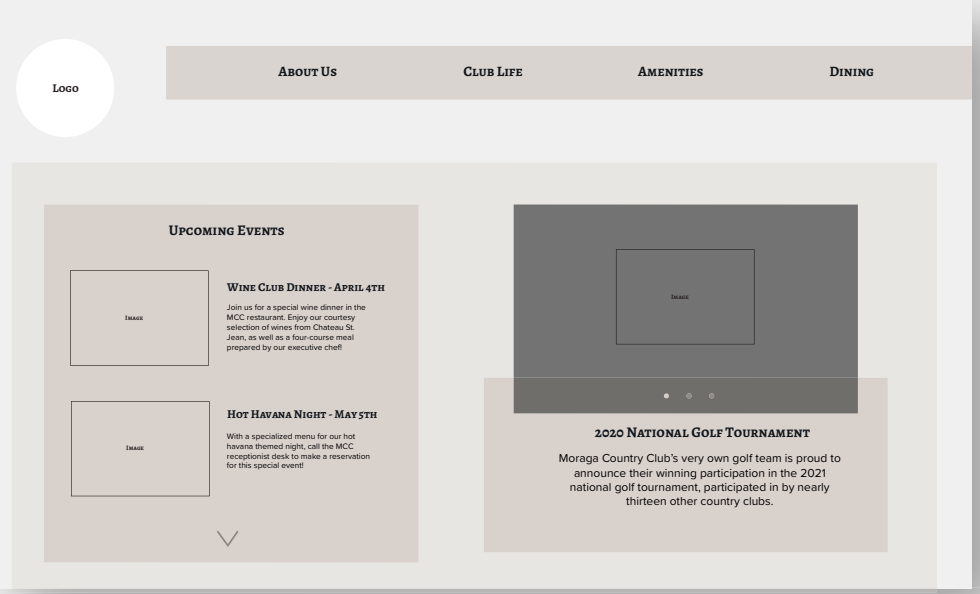

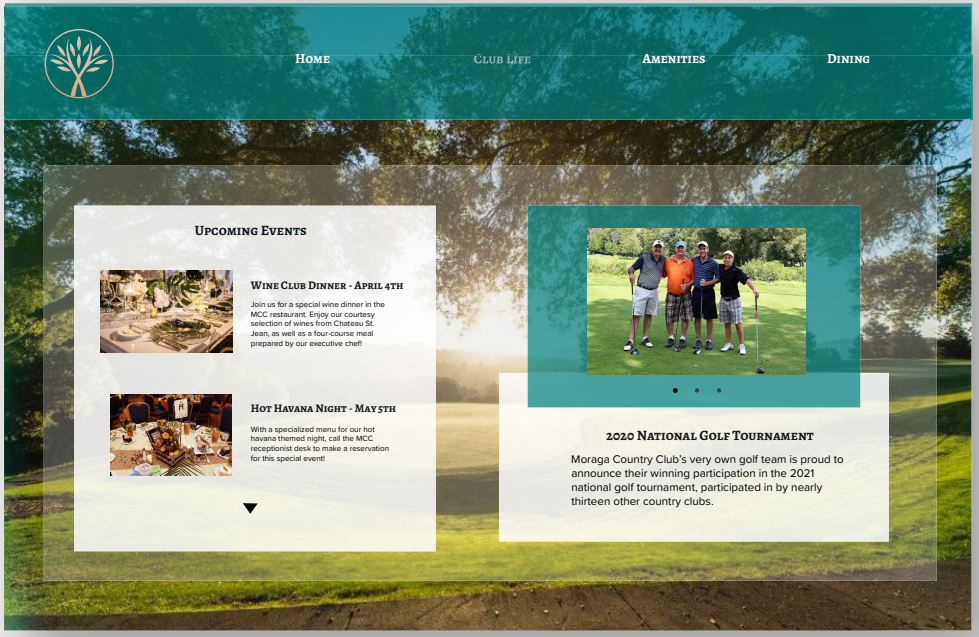

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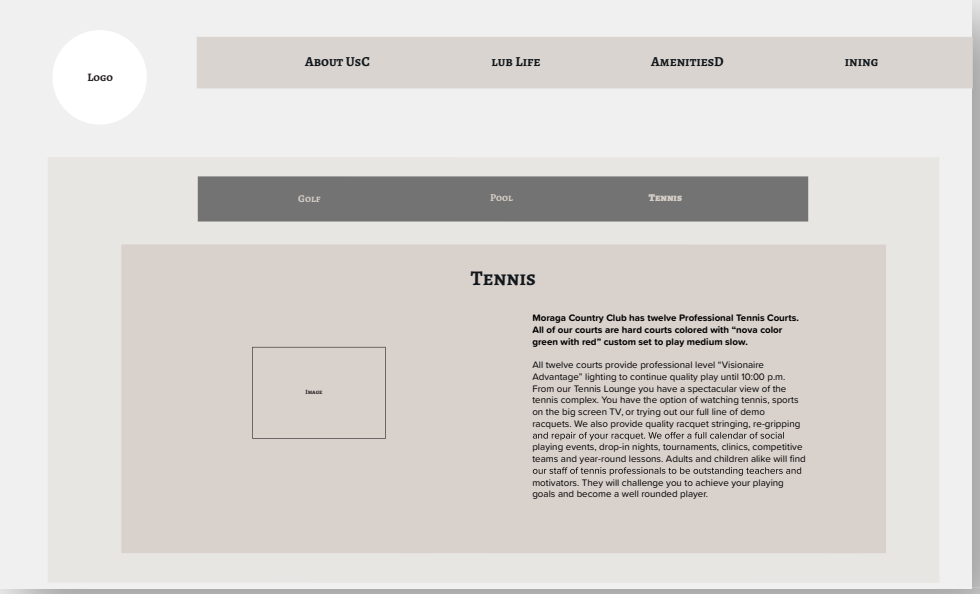

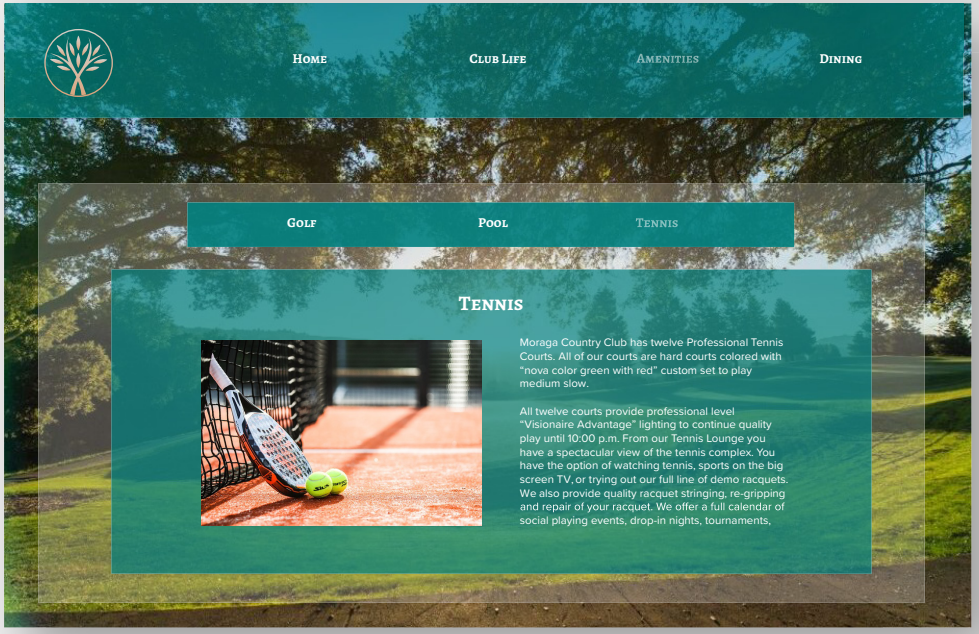

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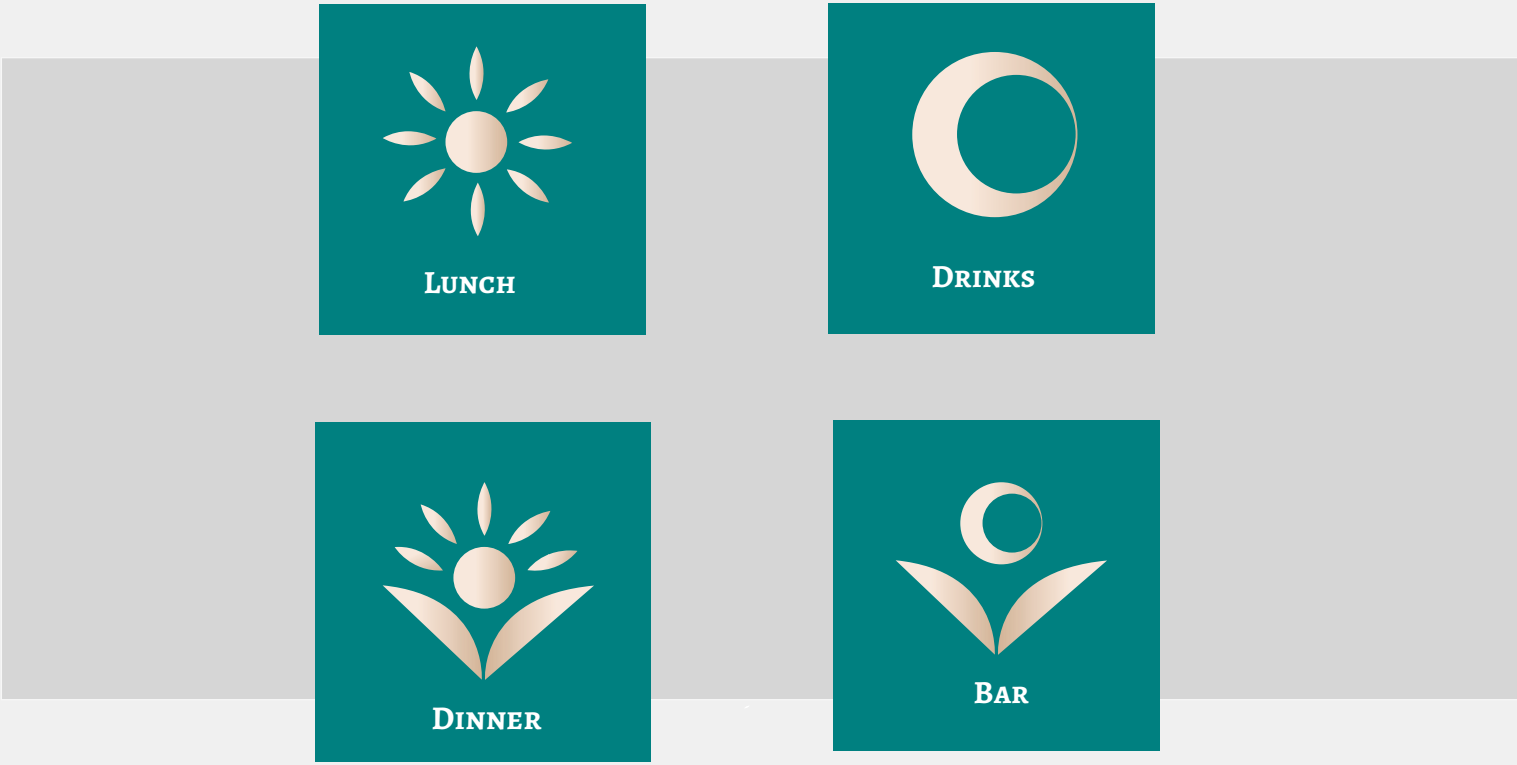
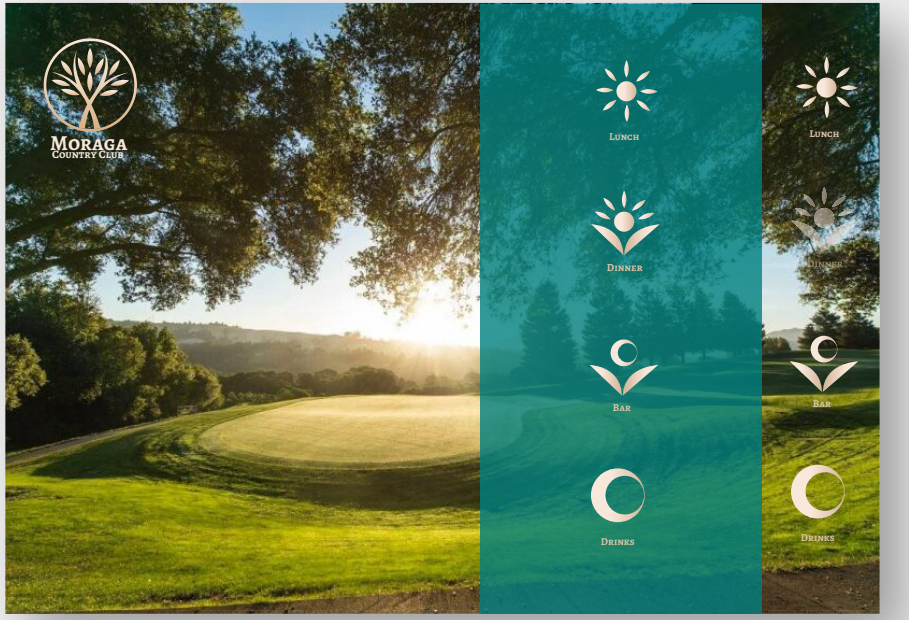
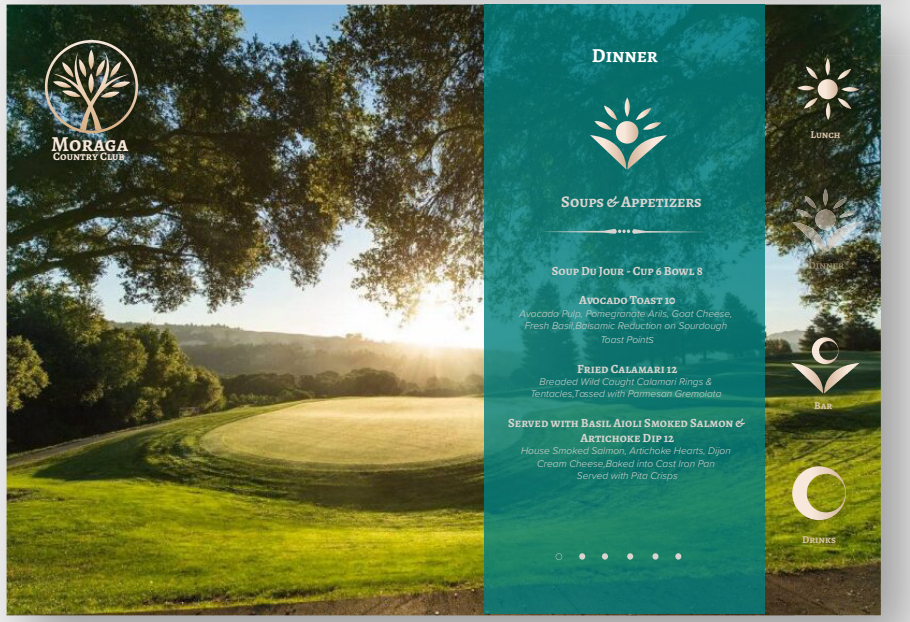

Lunch
Drinks
Dinner
Bar

Restaurant Menu / Moraga Country Club





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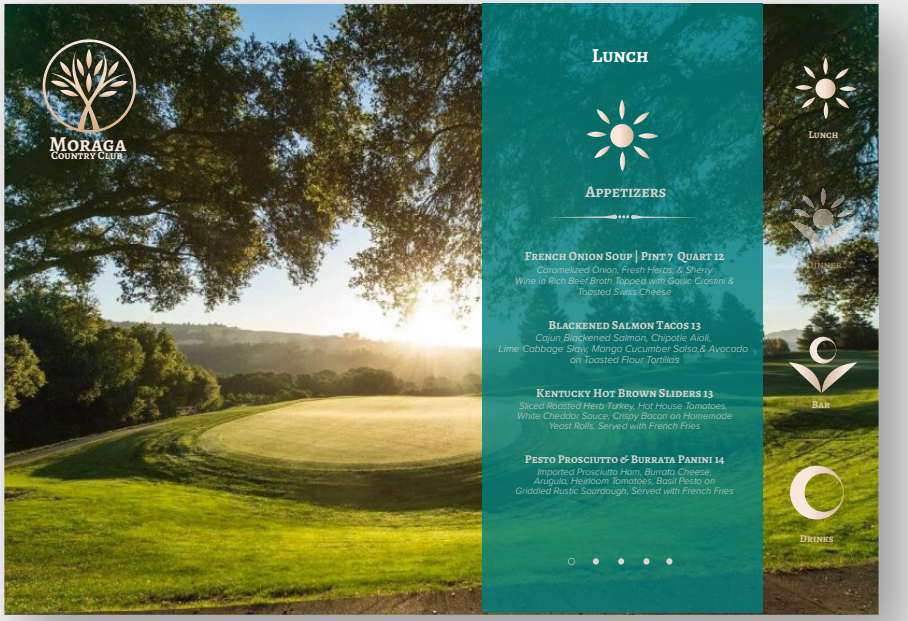
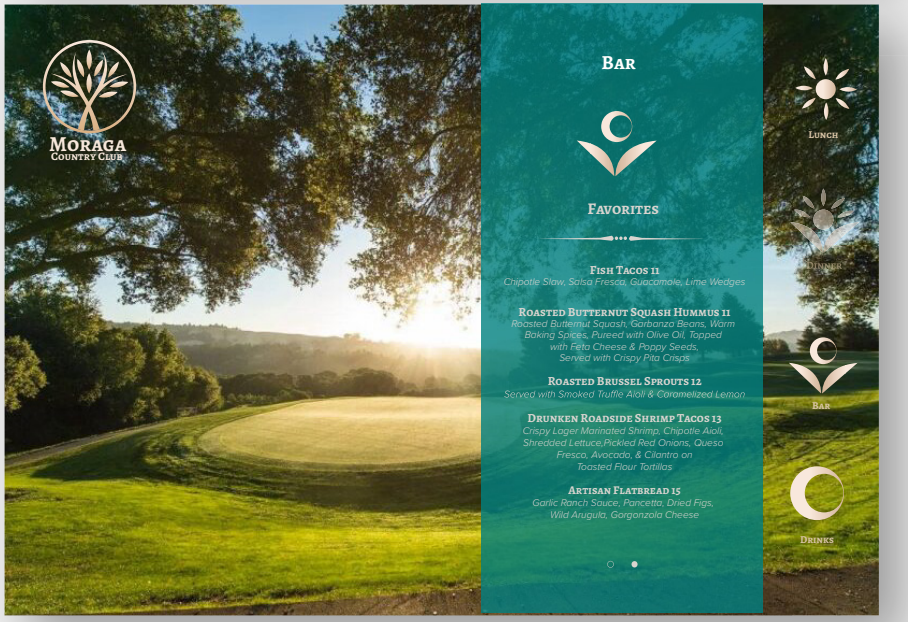
Restaurant Menu / Moraga Country Club





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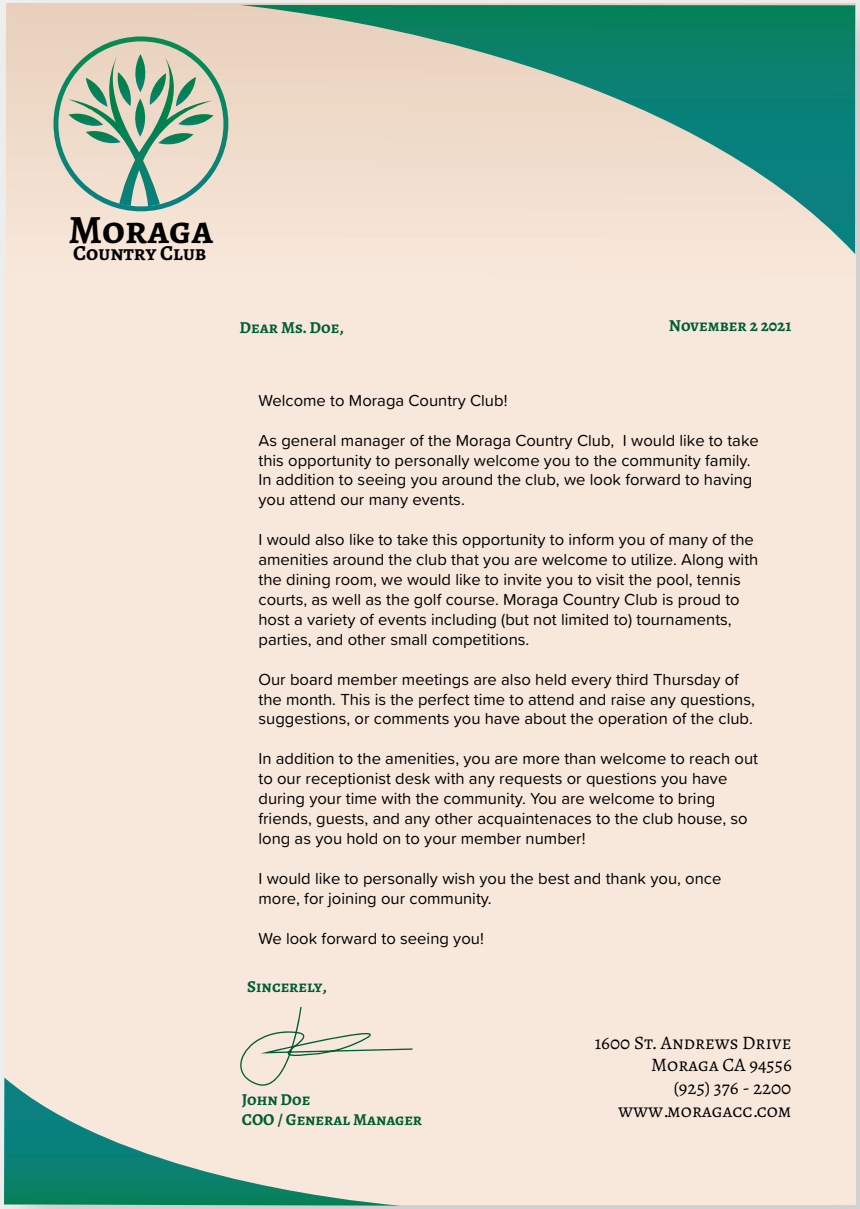
Letterhead / Moraga Country Club



Moraga
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Dear Ms. Doe,

November 2 2021

Welcome to Moraga Country Club!

As general manager of the Moraga Country Club, I would like to take this opportunity to personally welcome you to the community family. In addition to seeing you around the club, we look forward to having you attend our many events.

I would also like to take this opportunity to inform you of many of the amenities around the club that you are welcome to utilize. Along with the dining room, we would like to invite you to visit the pool, tennis courts, as well as the golf course. Moraga Country Club is proud to host a variety of events including (but not limited to) tournaments, parties, and other small competitions.

Our board member meetings are also held every third Thursday of the month. This is the perfect time to attend and raise any questions, suggestions, or comments you have about the operation of the club.

In addition to the amenities, you are more than welcome to reach out to our receptionist desk with any requests or questions you have during your time with the community. You are welcome to bring friends, guests, and any other acquaintenaces to the club house, so long as you hold on to your member number!

I would like to personally wish you the best and thank you, once more, for joining our community.

We look forward to seeing you!

Sincerely,

John Doe
COO / General Manager

1600 St. Andrews Drive
Moraga CA 94556
(925) 376 - 2200
www.moragacc.com

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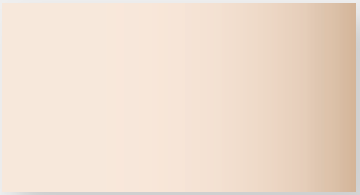

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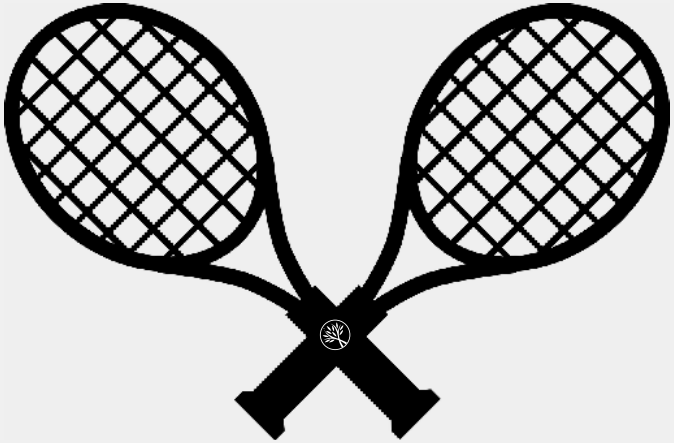

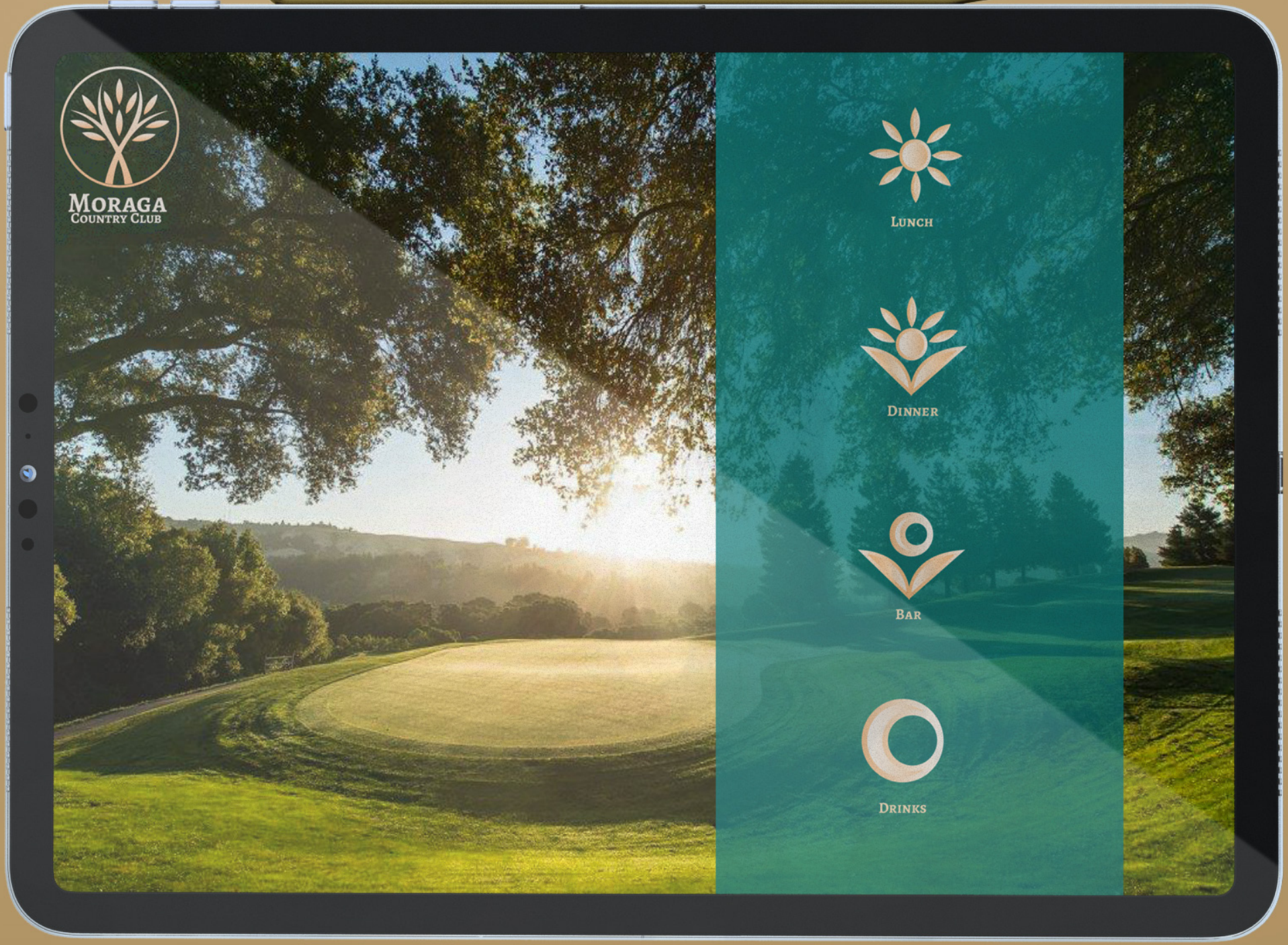
Moraga
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Lunch
Dinner
Bar
Drinks

MORAGA
COUNTRY CLUB

Join our community!

- Golf course access
- Guided event planning
- Friendly staff
- Family-oriented environment
- Pool and tennis facilities
- Future gym & other amenities!

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Moraga Country Club

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NOVEMBER 2, 2021
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