

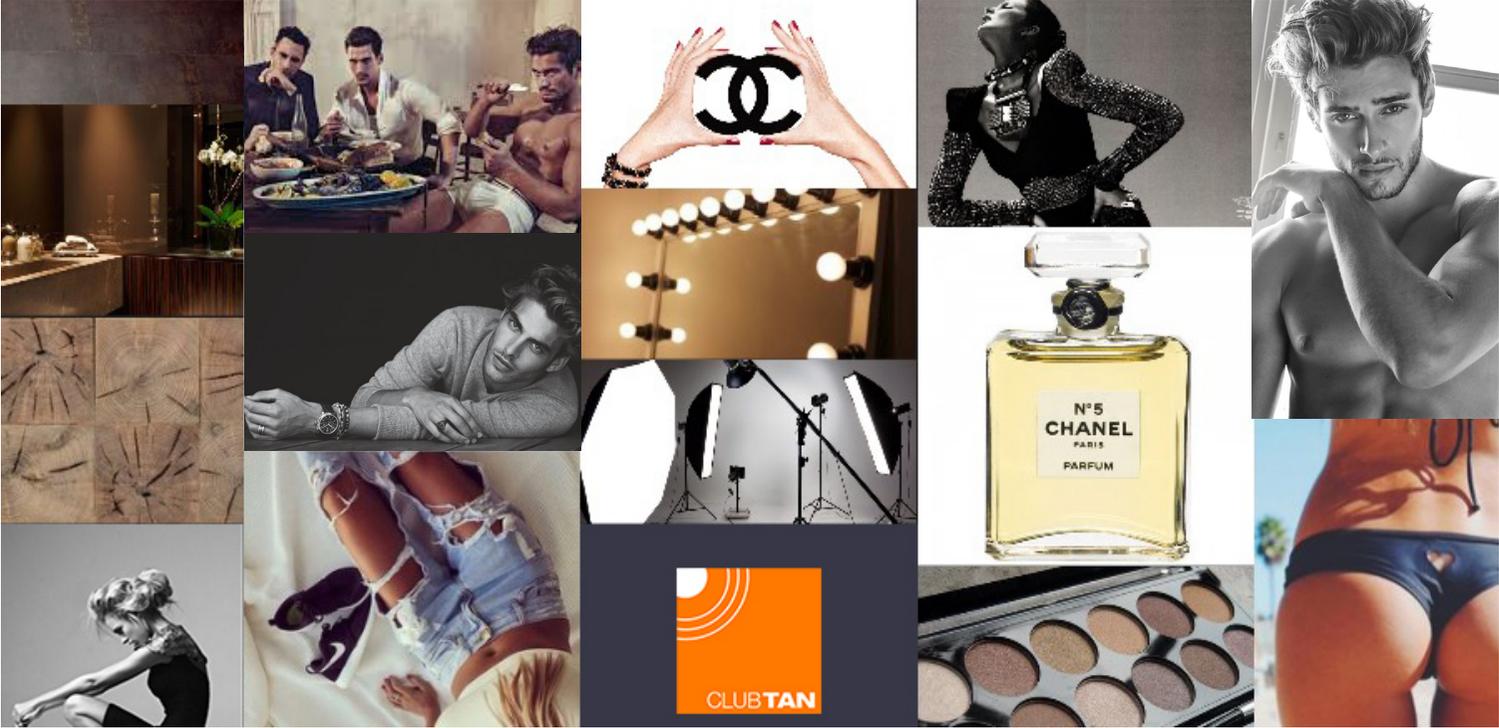
# CLUBTAN design guide



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At Clubtan we focus on the customer, their beauty, health and wellbeing.

As the mood board indicates we also identify ourselves with sexiness, classiness and fashion.



There is two variations of the Clubtan logo. Pantone and CMYK.

Both logos has transparent corners, which connect the background and the logo.



Pantone



CMYK



We only have a few rules concerning the use of the Clubtan logo.

Make sure the logo is not placed on a background, picture or graphic, which has multiple colors in the margin surrounding the logo.

The Clubtan logo should always be placed in the bottom right corner. If this is not possible the logo should be placed according to the platform.



The Clubtan orange is in general only used in logos or as a final touch in graphics, illustrations or packaging.



Primary	Orange 021 C
Pantone:	0 – 65 – 93 – 0
CMYK:	236 – 116 – 32
RGB:	

A headline is important, and should be recognizable and create focus. We have chosen to use the font Didot Regular and Bold because they appear classical yet exclusive.

A good rule of thumb is to choose Didot Regular when using capital letters and use a maximum of three words otherwise consider using Didot Bold and lowercase letters.

A sub headline is normally a one sentence line, which support and explain the headline. A short text with a minimum of 10pt. If smaller than 10pt consider the text being a body text.

We have chosen to use Helvetica Neue UltraLight, which are timeless and rather neutral in their look and can be used for all sorts of communication.

Body text is the term for the text forming the main content. A body text is often a longer text, but remember to keep it short and simple.

We have chosen to use the font Helvetica Neue LT 35 Thin because it is both beautiful and rather easy to read.

# HEADLINES - MAX. 3 WORDS

Didot Regular

## Headlines - min. 3 words

Didot Bold

Didot is a typeface named after the famous French printing and type producing family. The classification is known as modern, or Didone.

## Sub headlines - min. 10pt

Helvetica Neue Ultralight

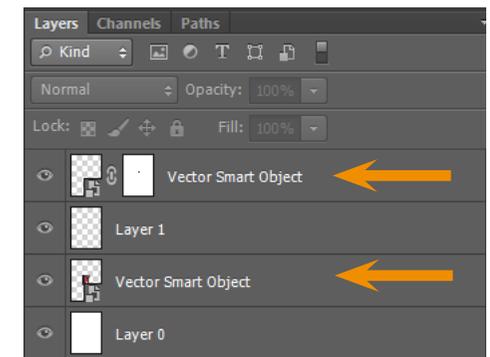
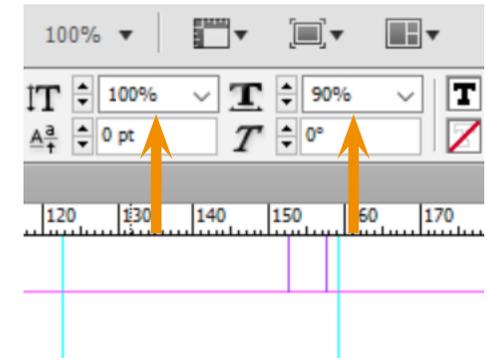
Helvetica is a widely used sans-serif typeface developed by Swiss typeface designer Max Miedinger with input from Eduard Hoffmann.

## Body text - keep it short and simple

Helvetica Neue LT 35 Thin

Helvetica is a widely used sans-serif typeface developed by Swiss typeface designer Max Miedinger with input from Eduard Hoffmann.

You can draw attention to your headline in several ways by for example highlighting it or making it appear retracted.



COLORED BY CLUBTAN

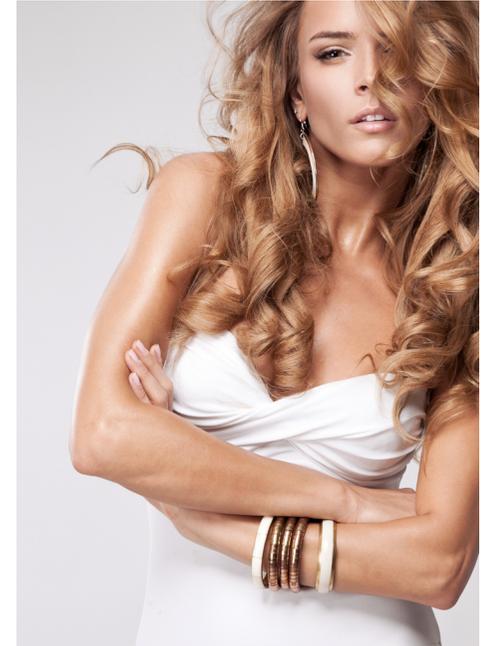
If the headline gets too long you can combine it with the Helvetica Neue UltraLight font.

"We make you shine" is the Clubtan slogan and it can be placed several places for example near a headline or corner.

Use only one slogan at a time.



When using pictures for posters, banners etc. it is important the pictures are either black and white, has a neutral look or with the use of maximum one color.



We use different formats depending on the platform, if it is for a banner, advertising, poster, social media etc. Size for example 50x70 cm/70x100 cm.



Margin 25mm



Min. 10pt.

Margin 25mm

Logo 50mm

25mm distance to picture or graphics

We use different formats depending on the platform, if it is for a banner, advertising, poster, social media etc.



Make sure the text is free of the serif



Explanatory information within the surrounding margin

We use different formats depending on the platform, if it is for a banner, advertising, poster, social media etc.



We use different formats depending on the platform, if it is for a banner, advertising, poster, social media etc.

**Nu kan du abonnere på sol**

LAVPRIS MEDLEM <b>1</b> MÅNED <b>179,-</b> PR MD	LAVPRIS MEDLEM <b>3</b> MÅNEDER <b>159,-</b> PR MD	LAVPRIS MEDLEM <b>6</b> MÅNEDER <b>139,-</b> PR MD
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Kom så tit du vil, men tænk dig om og undgå overforbrug\*. 0 kr. i oprettelse.  
\*maks.50 kr. pr behandling hver 2. dag.

  
vi modtager de fleste kreditkort

**SPRING SALE**  
Få 10 minutter sol for kun 10kr





GRAND OPENING  
**ODENSE**

• Mandag d. 22 februar 2016 •  
Søndergade 2 • 5000 Odense



Please be aware that the fonts Didot and Helvetica are very slim. This can have an effect on how visible the text appear because it often depend on the size and the colour of the text. The smaller the text, the brighter the colour, the more slurred and unclear the text can appear.

The measurements are approximately measurements of adverts and advertisement seen on an ordinary laptop or computer.

**Facebook newsfeed advert**



108mm

**Facebook sponsored advertisement**



31,175mm 12,5mm



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To the right are approximately measurements of adverts and advertisement seen on an ordinary laptop or computer. The measurements to the left is document size in InDesign.

### Instagram picture seen in overview



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The measurements are approximately measurements of adverts and advertisement seen on an ordinary laptop or computer.

### Instagram full size picture



137 mm

137 mm

# CLUBTAN BLOG

TOMATER MOD SOLBRÆNDTHED

SMUKKESTE KILDE TIL D-VITAMIN



Tomater er sunde, og kan gøre en forskel i forhold til din sundhed og solbrændthed. Så hvis uheldet er ude, og du er blevet solbrændt, så læs hvad skønhedseksperter Rasmus 'Raz' Andersen, har af gode råd.

Hvis man er blevet solskoldet, har skønhedseksperter et enkelt ordsprog. **Rød som en tomat, så spis tomat.**

- Tomater er fantastiske til at sikre dig solbeskyttelse indefra, så spis endelig en pizza margarita mere og husk tomat salat hele sommeren igennem. Tomat har et højt indhold af lykopen, et phyto-kemikalie, der er ansvarlig for den røde farve i visse frugter og grøntsager. Det er et meget virksomt antioxidant for hud og krop. Tomaten kan du bruge bare som skiver, mos eller på anden vis til en irriteret hud, forklarer Rasmus 'Raz' Andersen. Et andet tip er, at bruge aloe vera-plantens saft. Mange har en sådan plante stående eller også kan man erhverve sig en for et bekedent beløb.

- Mas en fuldmoden tomat ned i en blender
- Blend med 2 spsk yoghurt/kærnemælk til lind masse
- Påfør med vatrundel eller bløde fingre, lad sidde i 15 minutter og skyl af med køligt vand.



Solen er den vigtigste kilde til D-vitamin, og kortvarige regelmæssige ophold i solen er bedst. Kun i mindre grad får vi D-vitamin fra kosten. D-vitamin er specielt vigtigt for kroppens optagelse og omsætning af kalk og for knoglerne og musklerne. Mangel på D-vitamin øger risikoen for knogleskørhed og kan i svære tilfælde give muskelsmerter og svage muskler.

#### D-vitamin fra solen

D-vitamin dannes i huden i sommerhalvåret, når den rammes af solens ultraviolette stråler (UVB). Hvor meget D-vitamin, der dannes, afhænger af, hvor stærk solens UVB-stråling er, og hvor længe man opholder sig i solen. I sommerhalvåret – fra maj til september – er solens lys i Danmark så kraftigt, at den nødvendige D-vitamin er dannet i løbet af få minutter midt på dagen. I ydertimerne skal der lidt mere tid til. Længere tids ophold i solen giver ikke et større lager af D-vitamin i kroppen.

#### D-vitamin fra fødevarerne

Det er meget svært at få dækket sit D-vitaminbehov via kosten alene, og kostundersøgelser viser vi kun får dækket en mindre del af vores D-vitaminbehov den vej.

[Læs mere](#)

Se nyhedsbrevet i din browser her.

Du er tilmeldt med denne e-mailadresse: ck@clubtan.dk

Ønsker du ikke længere at modtage nyhedsbrevet?



# CLUBTAN

## NEWSLETTER

WE MAKE YOU SHINE



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