



Meadowbrook Country Club Style Guide

February 1, 2016

Meadowbrook Country Club

Style Guide Objective

1. Specify the various logos, fonts, and colors used today in all MCC consumer-facing touchpoints.
2. Cascade and maintain a consistent MCC style guide among all key stakeholders (Golf, Swim, Tennis, Pro Shop, etc.)

Memo: Style Guide doesn't apply to the Kitchen/Menu



MCC COLOR, FONTS, AND LOGO SPECIFICATIONS

Meadowbrook “Green”

- PMS 343 C

- <http://www.pantone-colours.com/>
- Alternative formulas are listed below:



Hex triplet	09513c	#09513c	CIE-LAB	30.081, -26.605, 6.514
RGB Decimal	9, 81, 60	rgb(9,81,60)	XYZ	3.87, 6.269, 5.281
RGB Percent	3.5, 31.8, 23.5	rgb(3.5%,31.8%,23.5...	xyY	0.251, 0.407, 6.269
CMYK	89, 0, 26, 68		CIE-LCH	30.081, 27.391, 166.243
HSL	162.5°, 80, 17.6	hsl(162.5,80%,17.6%)	CIE-LUV	30.081, -24.14, 10.824
HSV (or HSB)	162.5°, 88.9, 31.8		Hunter-Lab	25.038, -16.223, 5.021
Web Safe	006633	#006633	Binary	00001001, 01010001, 00111100

Meadowbrook Fonts

- Primary Font: Times New Roman
 - **Always** used for “Meadowbrook Country Club” or any variation of the club name
 - Primary font for all communications (print, digital, etc.)
- Secondary Font: Verdana
 - **Never** used for “Meadowbrook Country Club” or any variation
 - Always used as a subordinate, complimentary font

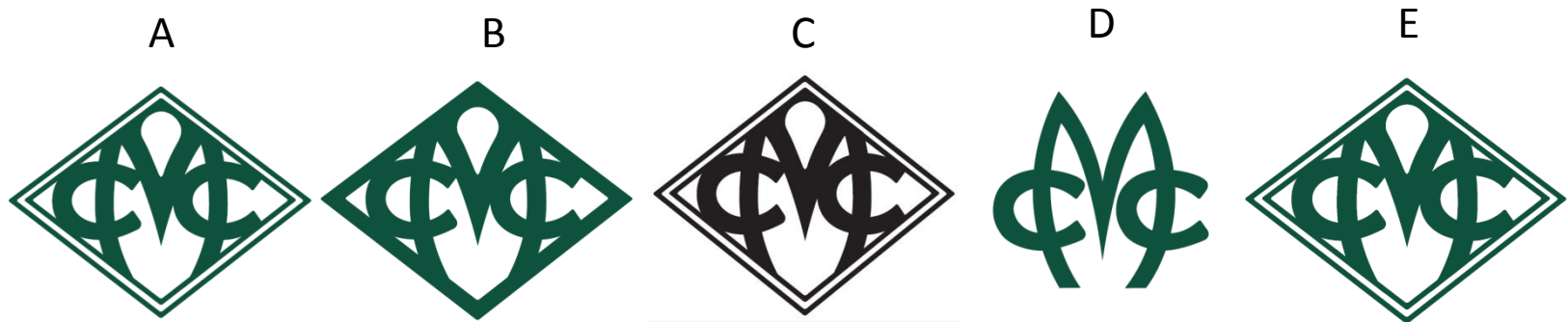
Meadowbrook Country Club's Primary Logo



- Green Letters with White Background
- Double Line Diamond Border (symmetrical)

Meadowbrook Country Club Logo Variations

- Primary
 - A: Preferred: Green Letters with White Background + Double Line Diamond Border
- Approved Alternatives
 - B: Green Letters with White Background + Solid Diamond Border
 - C: Black Letters with White Background + Double Line Diamond Border
 - D: Green Letters with no Diamond Border
 - E: Green Letters with White Background and with the words "Meadowbrook Country Club" in Times New Roman



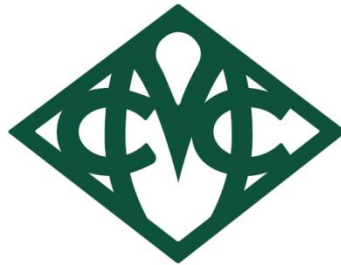
Meadowbrook Country Club

Meadowbrook Country Club Logo Variations Cont'd

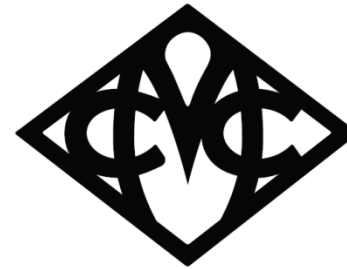
- E: All of the above with the words "Meadowbrook Country Club" in Times New Roman



Meadowbrook Country Club



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Examples of Non-Compliant MCC Logos



Wrong font → Meadowbrook Country Club



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Branding MCC Activities

- A: MCC Logo with subordinate activity in Verdana font
- B: MEADOWBROOK COUNTRY CLUB (or any variation) in Times New Roman font
 - Subordinate activity in Verdana font and smaller size font

A



Tennis



Swim

B

Meadowbrook
Tennis

Bolded

MEADOWBROOK
Swim

Meadowbrook
Tennis

Review & Approval process

- Standard Approval Process:
 - Designs incorporating the “standard” MCC color, font, logos do not need approval.
- Deviation Request:
 - The MCC Technology & Communication Committee has created a request form to submit for approval when deviating from the approved color or logo.
 - The form can be located at:
 - <http://www.meadowbrookcountryclub.com/member-home/committees-242.html>
 - Submitter will be asked to provide the following:
 - What Function/Committee
 - Why the deviation is requested
 - How long (1 event or season etc.)
 - Additional costs associated with change
 - Joe Marini will process these requests to the Tech Committee for review.