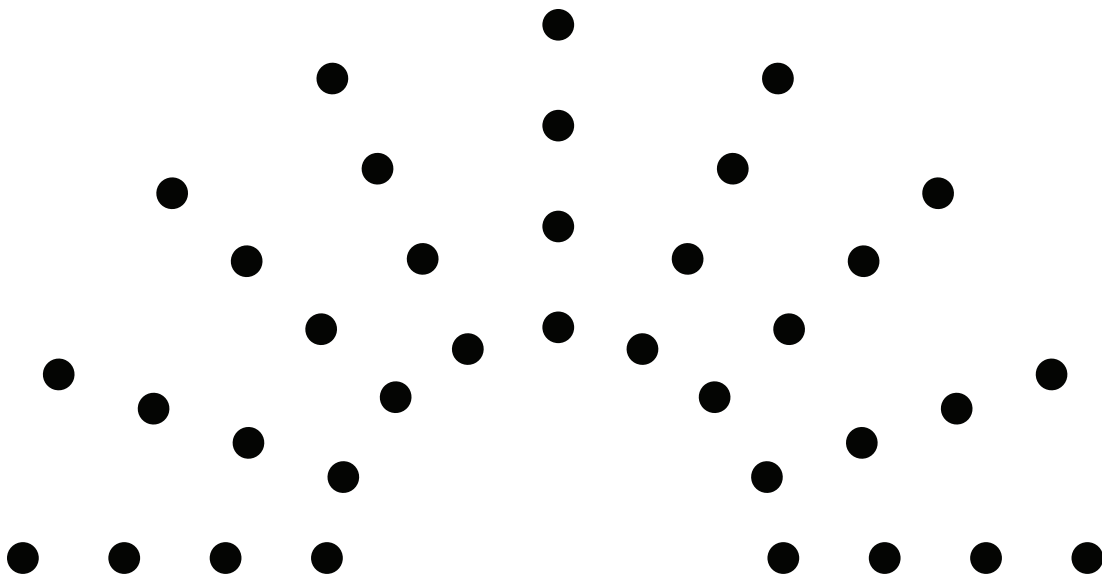


THE CLUB FOUNDATION

Branding Guideline



TH
FO

THE CLUB

FOUNDATION

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Our Mission

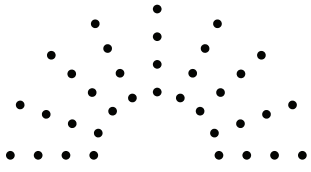
THE CLUB FOUNDATION, INC., WAS FORMED IN FEBRUARY 2010 BY INTERESTED MEMBERS OF CONGRESSIONAL COUNTRY CLUB WHO SOUGHT TO PROVIDE A MEANS OF GIVING BACK TO THE COMMUNITY IN TIMES OF NEED. AS STATED IN THE FOUNDATION'S APPLICATION FOR EXEMPTION FILED WITH THE INTERNAL REVENUE SERVICE, WHICH HAS GRANTED THE FOUNDATION TAX EXEMPT STATUS UNDER SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE, THE FOUNDATION INTENDS, CONSISTENT WITH IT ARTICLES OF INCORPORATION, TO PROVIDE DISASTER RELIEF AND EMERGENCY HARDSHIP ASSISTANCE TO INDIVIDUALS, AND THEIR IMMEDIATE FAMILY MEMBERS, WHO ARE EMPLOYED BY, AS WELL AS CHARITABLE ORGANIZATIONS IN THE SURROUNDING AREA.

THE FOUNDATION'S BOARD INTENDS TO FOCUS ON PERSONAL RELIEF EFFORTS DIRECTED TO FILLING THE NEED OR POSSIBLE VOID CAUSED BY AN UNEXPECTED CALAMITY RESULTING IN THE TRAGIC DEATH OR SEVERE INCAPACITATION OF AN INDIVIDUAL OR IN MEETING THE ECONOMIC CHALLENGES CAUSED DUE TO BATTLING ILLNESS, DISEASE OR NATURAL DISASTERS SUCH AS FIRE OR STORM. CONSIDERATION WILL ALSO BE GIVEN, AS APPROPRIATE AND FUNDS PERMITTING, TO PROVIDING FINANCIAL ASSISTANCE FOR FAMILY MEMBERS OF A DECEASED OR SEVERELY INCAPACITATED INDIVIDUAL SO AS TO PERMIT HIM OR HER TO CONTINUE WITH HIS OR HER EDUCATION.

CONSISTENT WITH THESE GOALS, THE FOUNDATION'S PRIMARY FOCUS WILL BE ON ASSESSING THAT A PROPOSED RECIPIENT IS FINANCIALLY IN NEED. THUS, BEFORE UNDERTAKING ANY FORM OF ASSISTANCE, THE FOUNDATION'S BOARD WILL, UNLESS THE NEED IS SO IMMEDIATE AS TO PRECLUDE AND OTHERWISE OBVIATE THE NEED FOR ANY IN DEPTH ANALYSIS OF HOW BEST TO BE OF HELP, DOCUMENT THE SCOPE OF NEEDED ASSISTANCE AND ITS TERM SO AS TO ENSURE THAT THE FOUNDATION'S ASSETS ARE WISELY USED IN FULFILLMENT OF ITS GOALS.



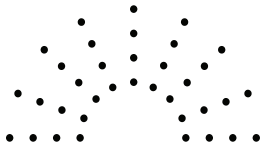
LOGOS



PRIMARY LOGO

THE CLUB
FOUNDATION

THE LOGO IS DESIGNED TO MIMIC THE IMAGERY OF A RAY OF LIGHT SYMBOLIZING OUTREACH. THE MINIMALISTIC LOGO MAINTAINS A CLEAN VISUAL YET RECOGNIZABLE IMAGE FROM A BRANDING PERSPECTIVE.



SYMBOL LOGO/ SECONDARY

THE TYPEFACE WAS CAREFULLY CHOSEN TO MATCH THE WEIGHT OF THE DOTS IN THE PRIMARY LOGO.

THE CLUB
FOUNDATION

WORDMARK LOGO



THE CLUB FOUNDATION LOGO SPACING IS BASED ON THE 'U' (ONE UNIT)

THE SPACE THAT SEPARATES "THE CLUB" AND "FOUNDATION" IS EXACTLY ONE UNIT APART

THE COMBINED LOGO IS MADE FROM THE SYMBOL AND WORDMARK LOGO EXACTLY ONE UNIT APART. THE LAYOUT AND MAPPING OF THE LOGO IS DEPICTED IN THE IMAGE ABOVE.

PRIMARY LOGO USAGE

MINIMUM WIDTH

TO ENSURE LEGIBILITY, THE MINIMUM WIDTH FOR THE CLUB FOUNDATION LOGO FOR BOTH PRINT AND NON-SCREEN APPLICATIONS IS 1 (ONE) INCH.



FOR SCREEN APPLICATIONS, DO NOT REDUCE THE SIZE BELOW 150 PIXELS.

CLEAR SPACE

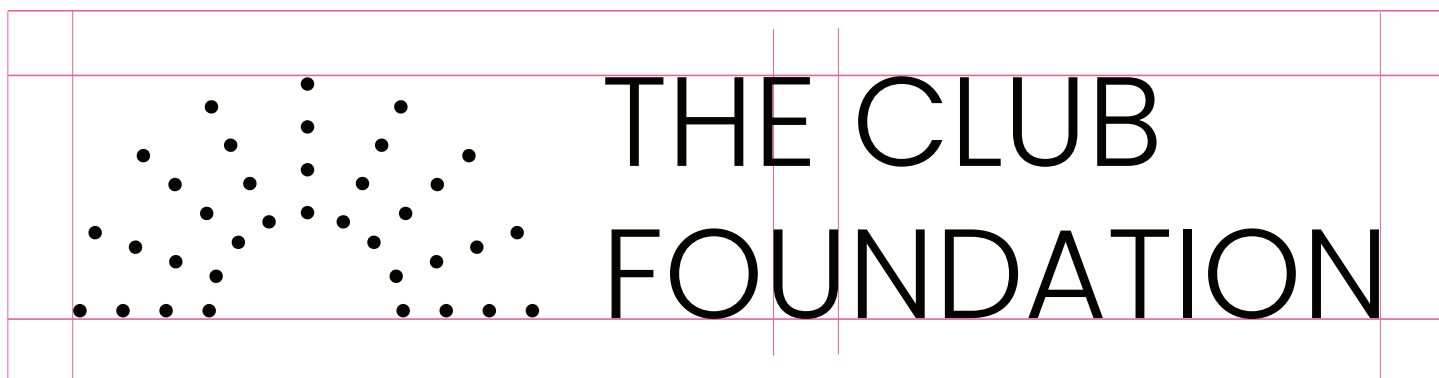
THE REQUIRED CLEAR SPACE FOR THE CLUB FOUNDATION LOGO IS EQUAL OR GREATER THAN ONE UNIT DEPICTED BY THE LETTER 'U'. ALL SIDES SURROUNDING THE LOGO MUST MAINTAIN THIS SPACE AS TO NOT COMPETE WITH THE LOGO OR BACKGROUND IMAGERY



THE LOGO DOES NOT NEED TO BE ON A SOLID WHITE BACKGROUND FOR USE, BUT MUST MAINTAIN VISUAL CONTRAST FOR CLARITY AND RECOGNITION.

ACCEPTABLE EXAMPLES OF CLEAR SPACE BEING USED

NOTHING CAN BE PLACED INSIDE OR ON TOP OF THE LOGO.



SECONDARY LOGO USAGE

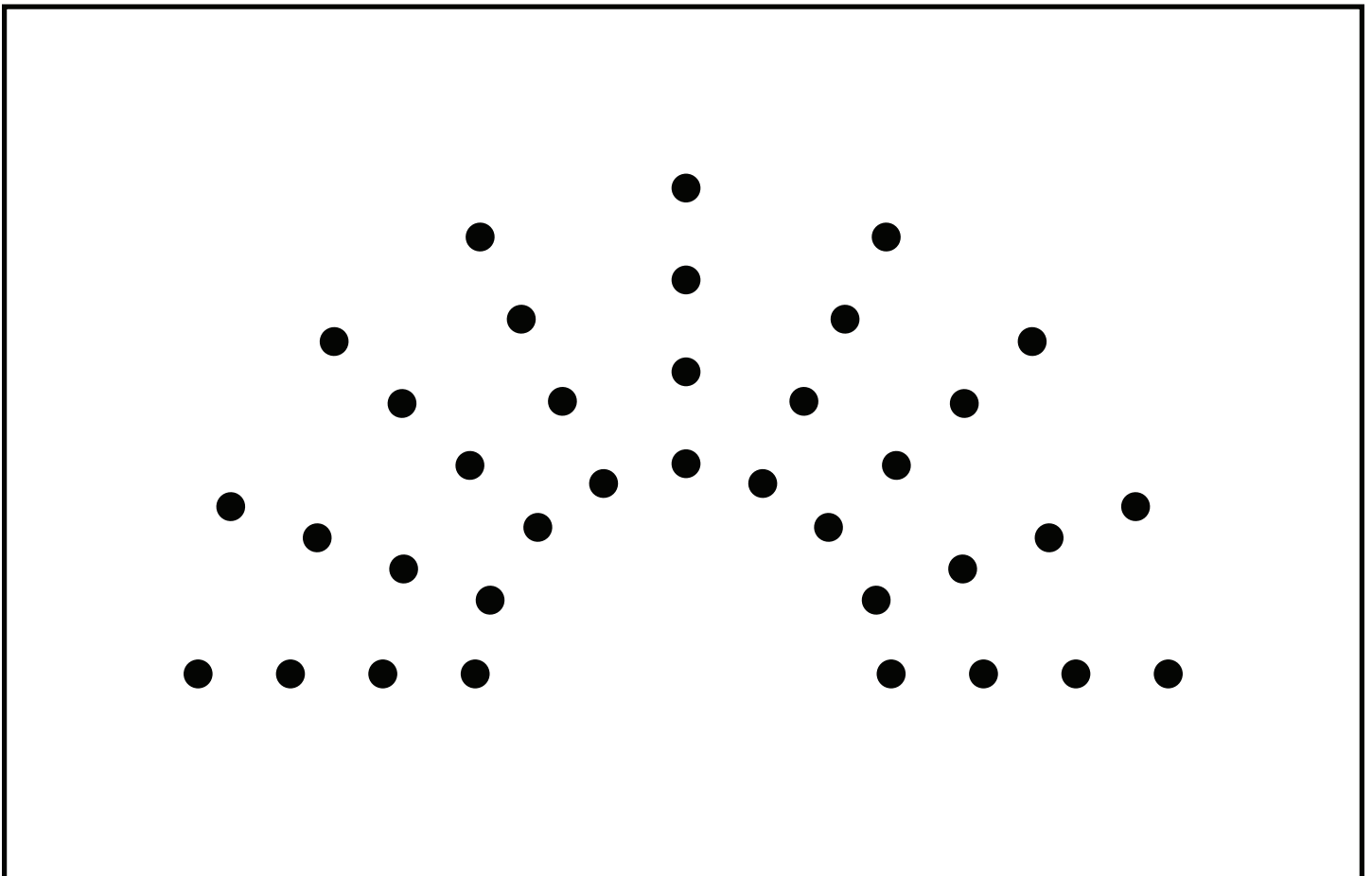
THE REQUIRED CLEAR SPACE FOR THE SECONDARY LOGO IS EQUAL OR GREATER THAN ONE UNIT SIZED PROPORTIONATELY FROM PRIMARY LOGO UNIT 'U'. ALL SIDES SURROUNDING THE LOGO MUST MAINTAIN THIS SPACE AS TO NOT COMPETE WITH THE LOGO OR OTHER IMAGES.

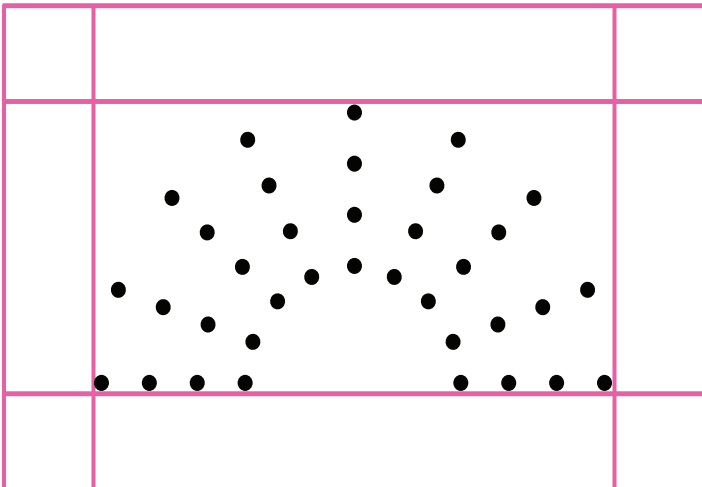
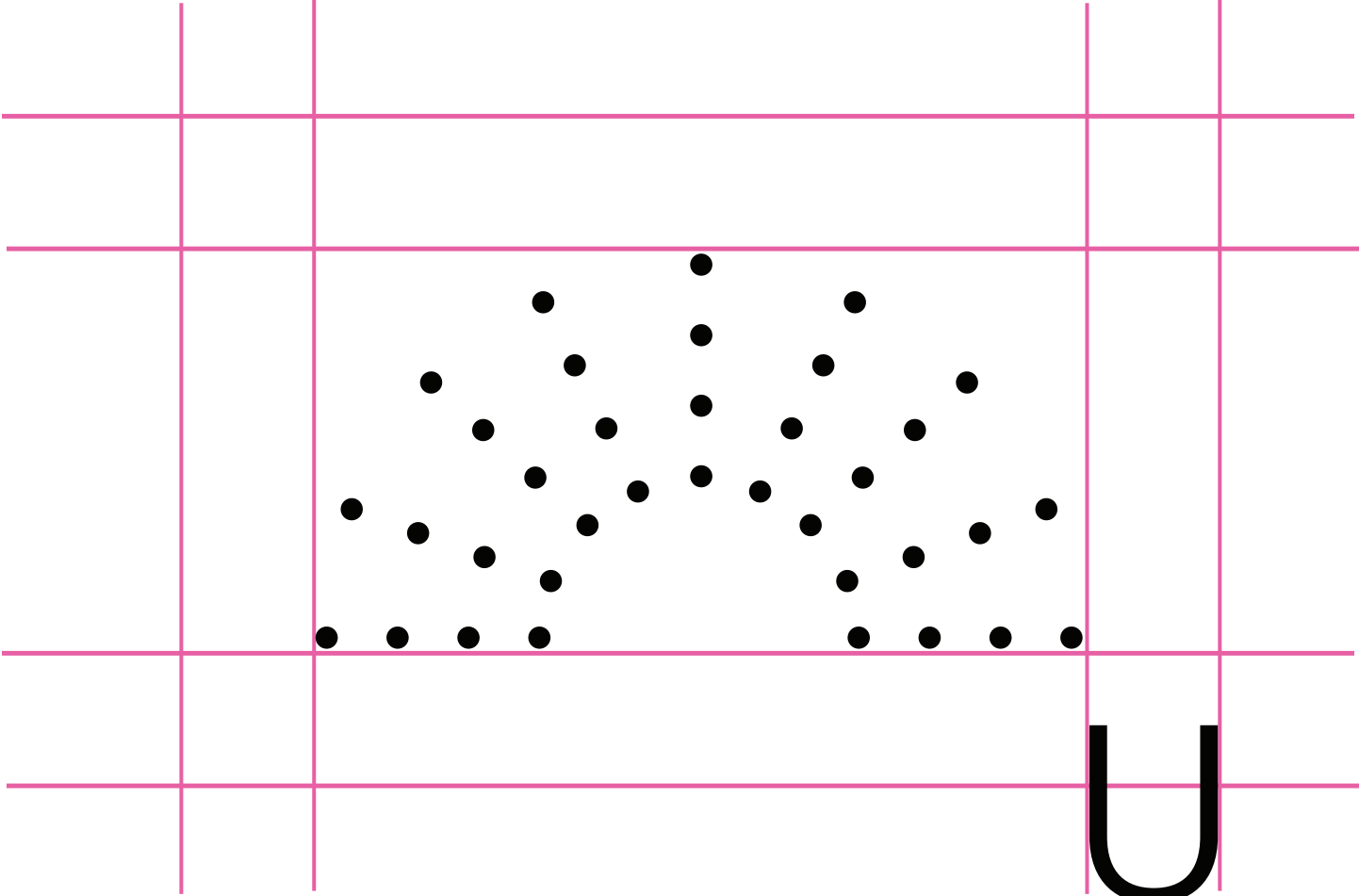
THE LOGO DOES NOT NEED TO BE ON A SOLID WHITE BACKGROUND FOR USE, BUT MUST MAINTAIN VISUAL CONTRAST FOR CLARITY AND RECOGNITION.

NOTHING CAN BE PLACED INSIDE OR ON TOP OF THE SECONDARY LOGO.

TO ENSURE LEGIBILITY, THE MINIMUM WIDTH FOR THE CLUB FOUNDATION LOGO FOR BOTH PRINT AND NON-SCREEN APPLICATIONS IS 1/3 INCH.

FOR SCREEN APPLICATIONS, DO NOT REDUCE THE SIZE BELOW 50 PIXELS.





MISUSES OF LOGOS

THE LOGO MUST FOLLOW THE GUIDELINES AND EXACT PROPORTIONS AS EXPLAINED ON THE PREVIOUS PAGES.

OTHER EXAMPLES OF LOGO MISUSE:

THE LOGO MUST BE IN THE POPPINS LIGHT FONT, ALL CAPS.

THE LOGO COLORS CANNOT VARY FROM THE PRIMARY, SECONDARY COLORS, BLACK OR WHITE.

THE LOGO MUST BE RESIZED PROPERLY AS NOT TO BE DISTORTED

THE LOGO SHOULD NOT APPEAR BLURRY OR OUT OF FOCUS AS IF TAKEN FROM AN IMAGE ONLINE. MUST DOWNLOAD AN EPS OR PNG FORMAT FOR USE OF LOGO. FORMATS CAN BE FOUND ON THE SHARED DRIVE.

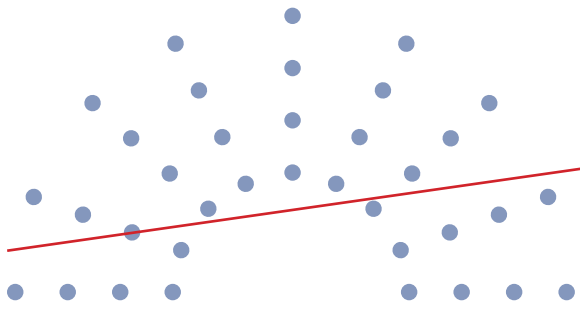
THE COMBINATION LOGO MUST REMAIN IN ORIGINAL ORIENTATION. DO NOT MOVE OR ALTER SYMBOL OR TYPE.

THE LOGO CANNOT BE FLIPPED, REORDERED, OR CUT OFF WHEN BEING USED FOR ANY DOCUMENT, MARKETING MATERIAL, ETC.

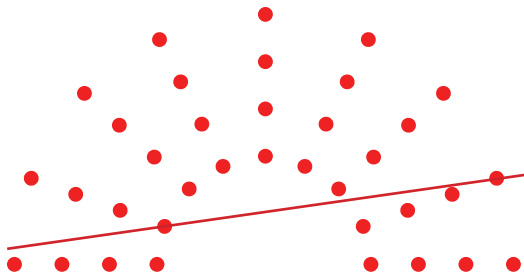
THE WORDMARK AND COMBINATION LOGO CANNOT HAVE LOWERCASE LETTERS OR BE ALTERED IN ANY WAY

SYMBOL CANNOT BE ADDED TO, ROTATED, SHRUNK, REORIENTED, OR RECOLORED IN ANY WAY OTHER THAN AFOREMENTIONED COLORS.

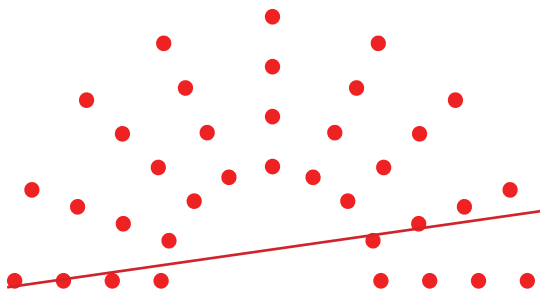
NO FONTS OR LOGOS SHOULD BE OUTLINED IN ANY COLOR AT ALL.



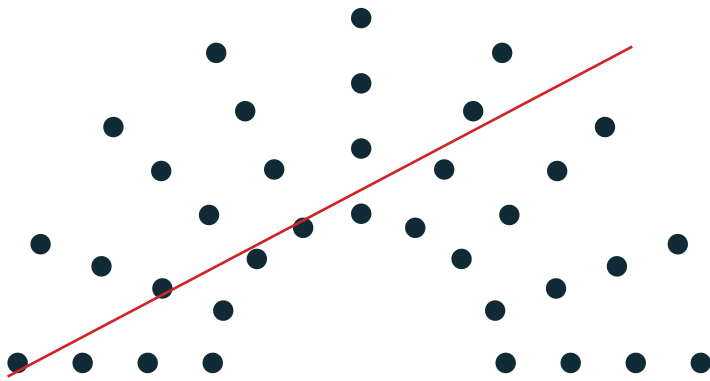
The Club
Foundation



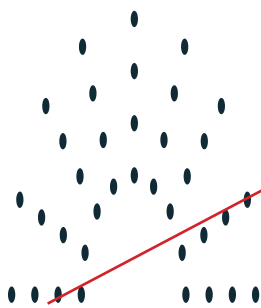
THE CLUB
FOUNDATION



THE CLUB
FOUNDATION



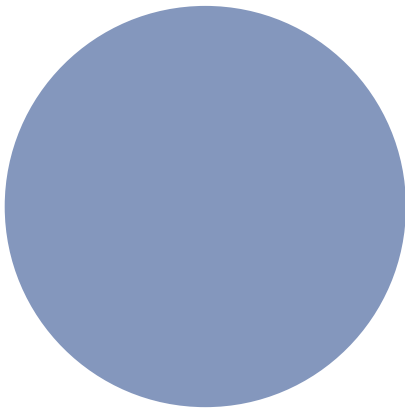
THE CLUB FOUNDATION



THE CLUB
FOUNDATION

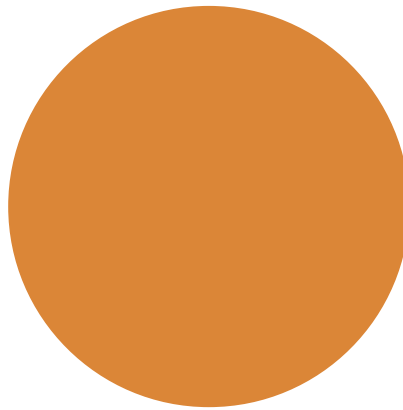
PRIMARY BRAND COLORS

“ LILAC “



C M Y K
50 35 10 0

“ TANGERINE “



C M Y K
12 54 90 1

“ CREAM “



C M Y K
5 2 11 0

THE COLOR OF THE LOGO IS DEPENDENT ON THE BACKGROUND ON WHICH THE LOGO IS BEING PLACED. ON A SOLID LIGHT BACKGROUND, ORANGE OR TANGERINE WOULD BE IDEAL.

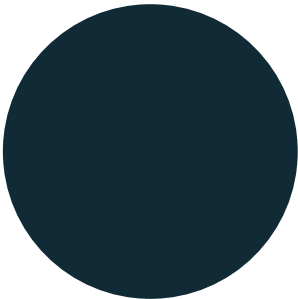
ON A DARKER OR MULTICOLORED BACKGROUND, CREAM OR LIGHT BLUE FROM THE SECONDARY COLOR PALETTE CAN BE USED IN ITS PLACE.

THESE COLORS ARE PRIMARILY REPRESENTING THE FOUNDATION AS A WHOLE AND SHOULD BE USED MOSTLY FOR TEXT AND TEXT HIERARCHY (MORE INFO ON PAGE 22).

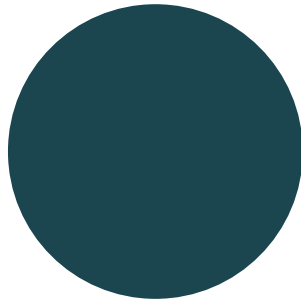
CREAM COLOR CANNOT BE USED ON WHITE FOR ANY PRINT OR WEB APPLICATIONS.

SECONDARY BRAND COLORS

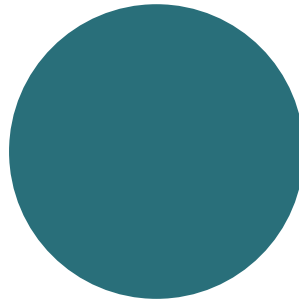
“ DARK TEAL “



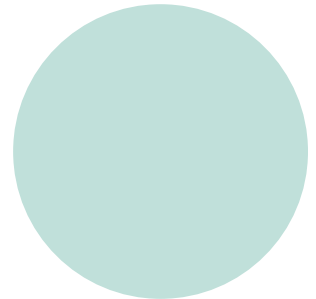
“ MEDIUM TEAL “



“ TEAL “



“ LIGHT TEAL “



C M Y K
91 68 56 58

C M Y K
87 57 50 41

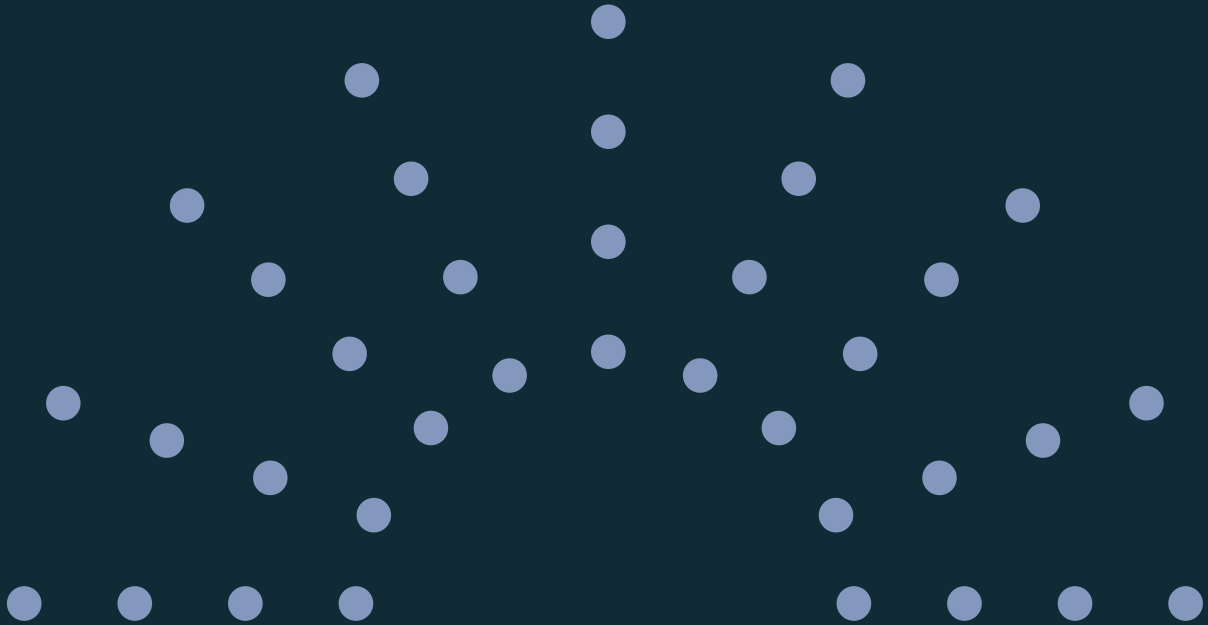
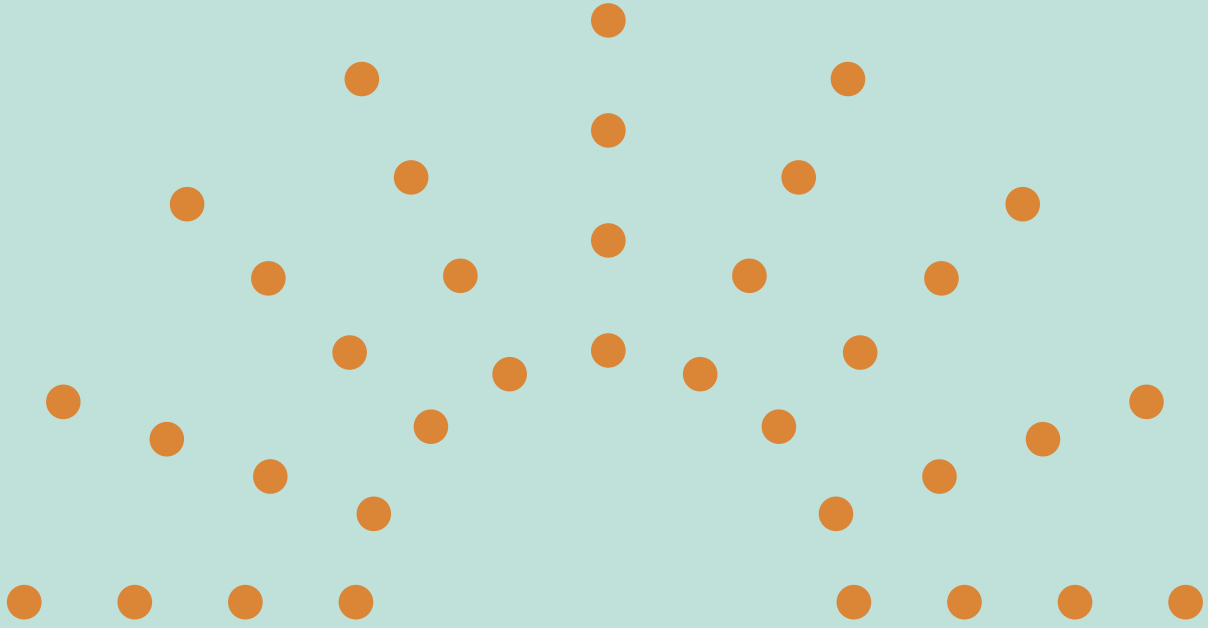
C M Y K
82 42 42 15

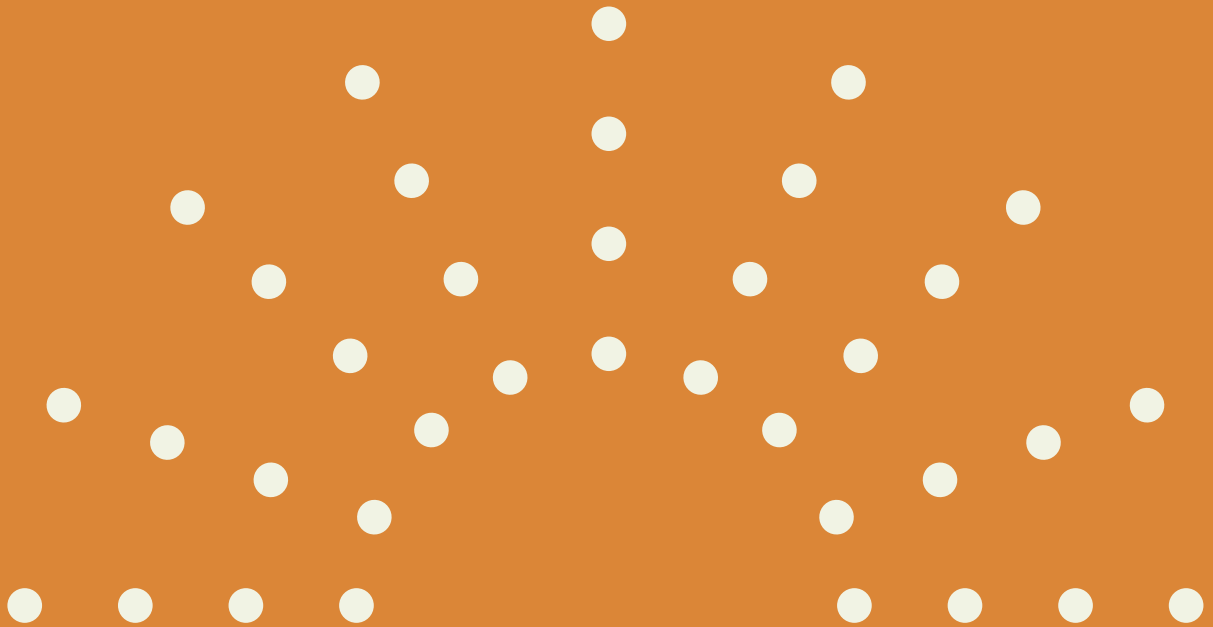
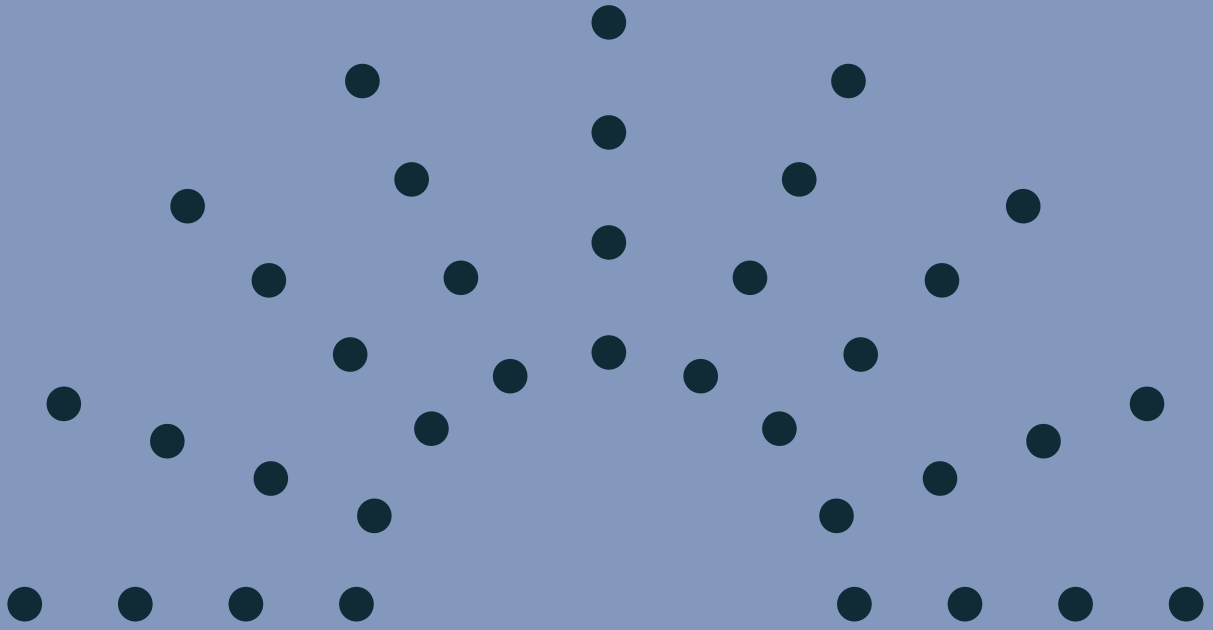
C M Y K
24 2 15 0

SECONDARY COLORS CAN BE USED FOR EITHER MAIN OR SECONDARY LOGO. HOWEVER, THESE COLORS SHOULD BE USED PRIMARILY FOR VISUAL VARIATION, TEXT, CONTENT, ETC.

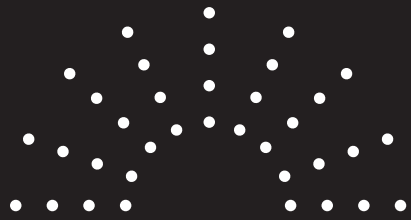
HOW TO PROPERLY COMBINE THESE COLORS IN TERMS OF COLOR HIERARCHY CAN BE FOUND ON PAGE 19

MORE INFORMATION ON PROPER USAGE OF THE COLOR CAN BE FOUND ON THE NEXT PAGE.





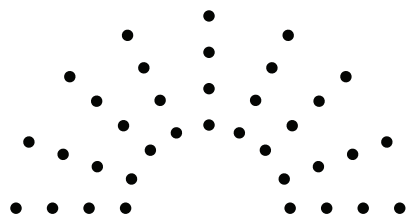
BLACK & WHITE USES



THE CLUB
FOUNDATION

WHITE LOGOS ARE ONLY TO BE USED WHEN CREAM DOES NOT ALLOW FOR ENOUGH CONTRAST.

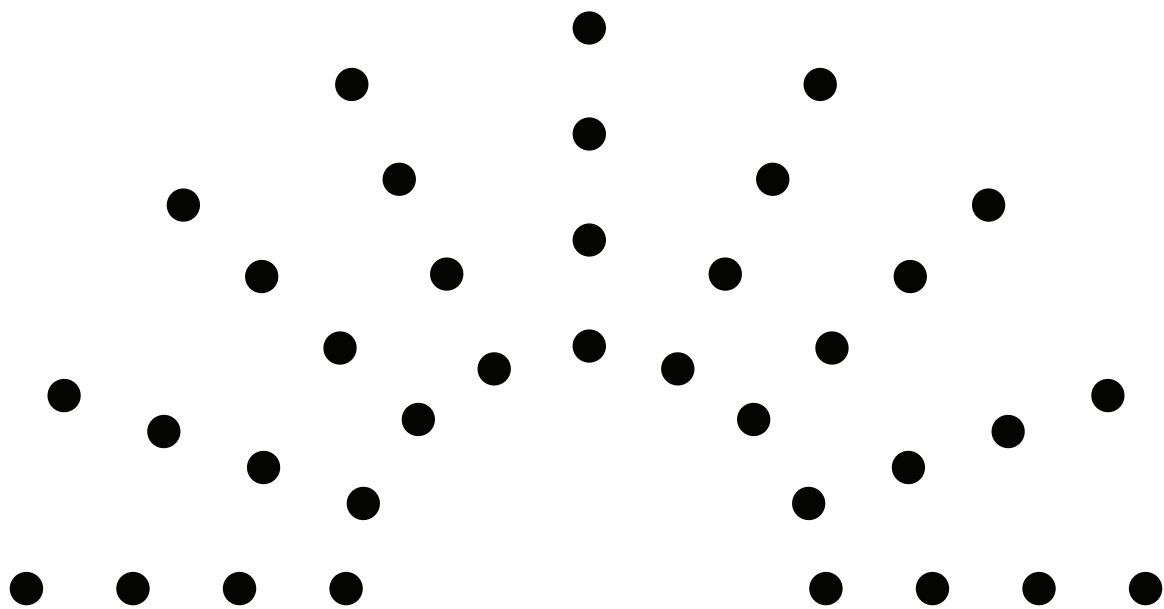
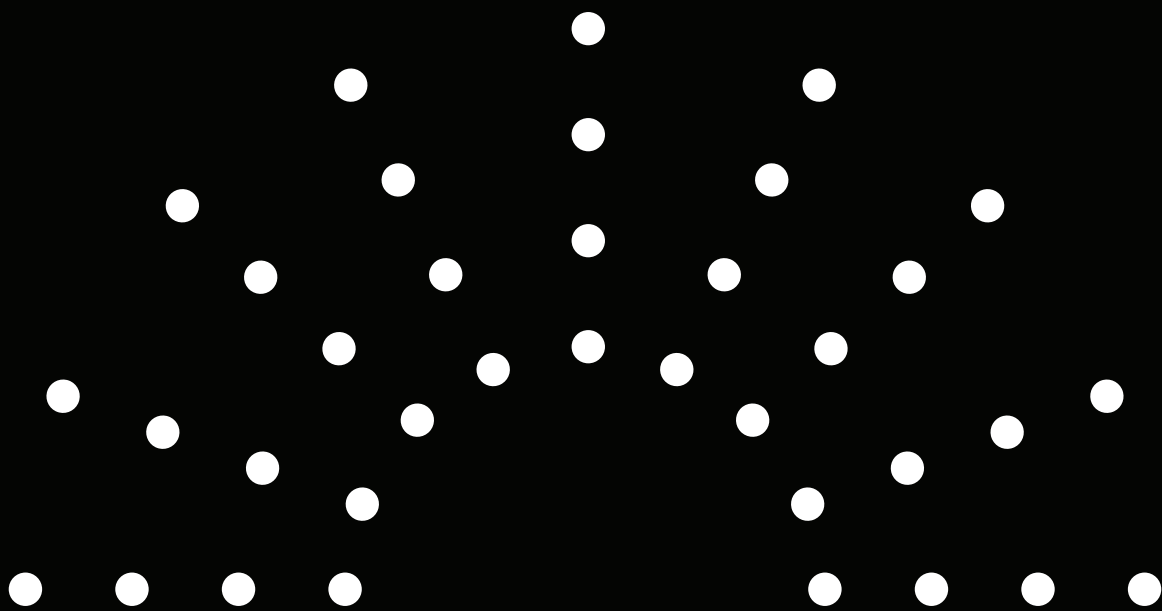
USE FOR MONOCHROMATIC COLOR SCHEMES OR BLACK AND WHITE PRINT MARKETING MATERIALS



THE CLUB
FOUNDATION

BLACK IS TO BE USED WHEN PRINTING IN BLACK AND WHITE. NO OTHER COLOR OR GRAYSCALE VERSIONAL SHOULD BE USED FOR BLACK & WHITE PRINT DOCUMENTS.





COLOR USAGE & EXAMPLES

LOGOS ON WHITE BACKGROUND

LOGOS ON BLACK BACKGROUND



WHILE ALL PRIMARY AND SECONDARY COLORS CAN BE USED FOR THE LOGO, CERTAIN COLORS WILL NOT SHOW UP ON LIGHTER OR DARKER BACKGROUNDS FOR EITHER PRINT OR WEB.
**THE LOGOS MUST HAVE A HIGH ENOUGH CONTRAST TO BE USED.*

BRAND COLOR COMBINATIONS

THE CLUB FOUNDATION

WEB ONLY

THE CLUB FOUNDATION

* COLOR COMBINATION FOR SYMBOL LOGO ONLY

THE CLUB FOUNDATION

WEB ONLY

THE CLUB FOUNDATION

THE CLUB FOUNDATION

WEB ONLY

THE CLUB FOUNDATION

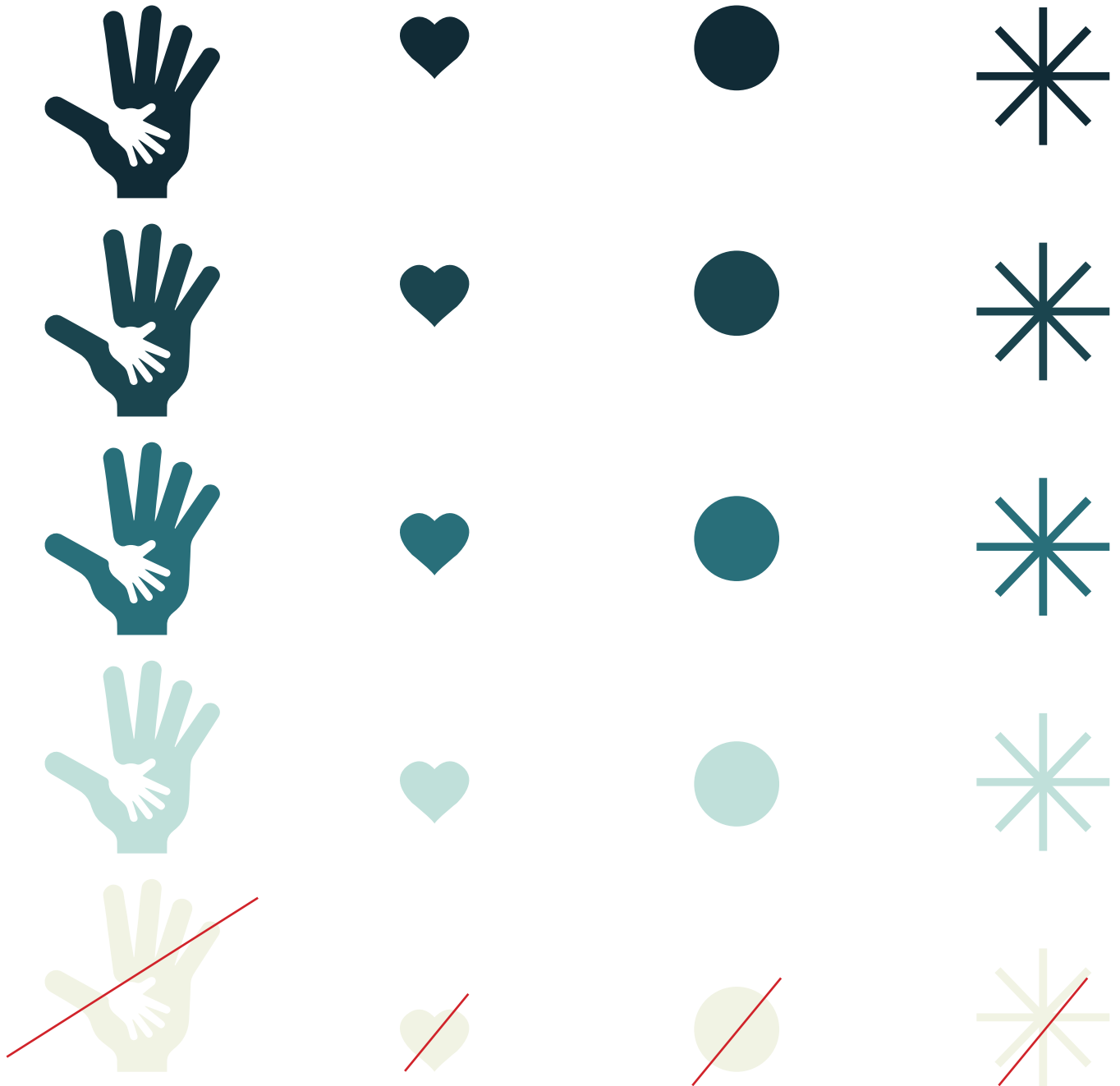
THE EXAMPLES ABOVE ARE ACCEPTABLE USES OF THE CLUB FOUNDATION'S BRANDING COLOR COMBINATION TO CREATE A VISUAL IMPACT.

ICONS LOGO COLOR COMBINATIONS THAT DO NOT HAVE ENOUGH CONTRAST FOR BOTH WEB AND PRINT CANNOT BE USED OR COMBINED FOR THOSE APPLICATIONS

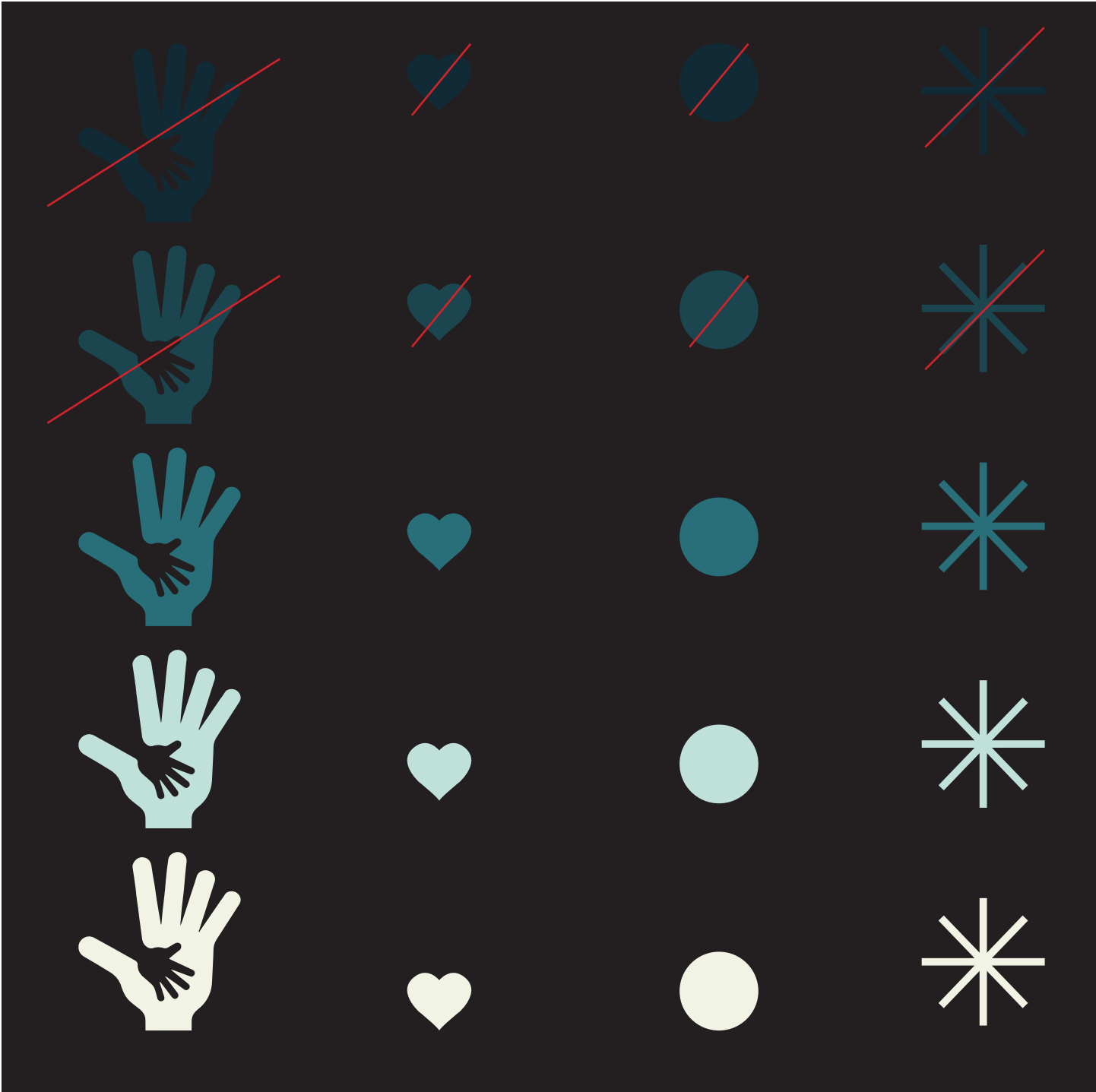
LOGOS MAY BE CONTAINED IN A RECTANGLE OR ROUNDED EDGE RECTANGLE. NEITHER MAIN NOR SYMBOL LOGO SHOULD BE CONTAINED IN A CIRCLE, OVAL OR ANY OTHER SHAPE UNLESS SPECIFICALLY APPROVED BY GRAPHIC DESIGNER OR MARKETING AND COMMUNICATION SPECIALIST.

COLOR USAGE & EXAMPLES

THE ICONS AND IMAGERY MUST HAVE A HIGH ENOUGH CONTRAST TO BE FULLY VISIBLE ON EITHER WEB OR FOR PRINT ON BOTH DARK AND LIGHT BACKGROUNDS..



TO MAINTAIN CONSISTENCY, CREAM COLORED BULLETS AND ICONS CANNOT BE USED ON WHITE BACKGROUND FOR BOTH PRINT AND WEB MATERIALS



TO MAINTAIN CONSISTENCY, DARK BLUE COLORED BULLETS AND ICONS CANNOT BE USED ON BLACK BACKGROUND FOR BOTH PRINT AND WEB MATERIALS

TYPOGRAPHY

Lullabies Heavy ● ● ●
LARGE SIGNAGE USE

Lullabies Regular ● ● ●*
HEADER OR TITLE

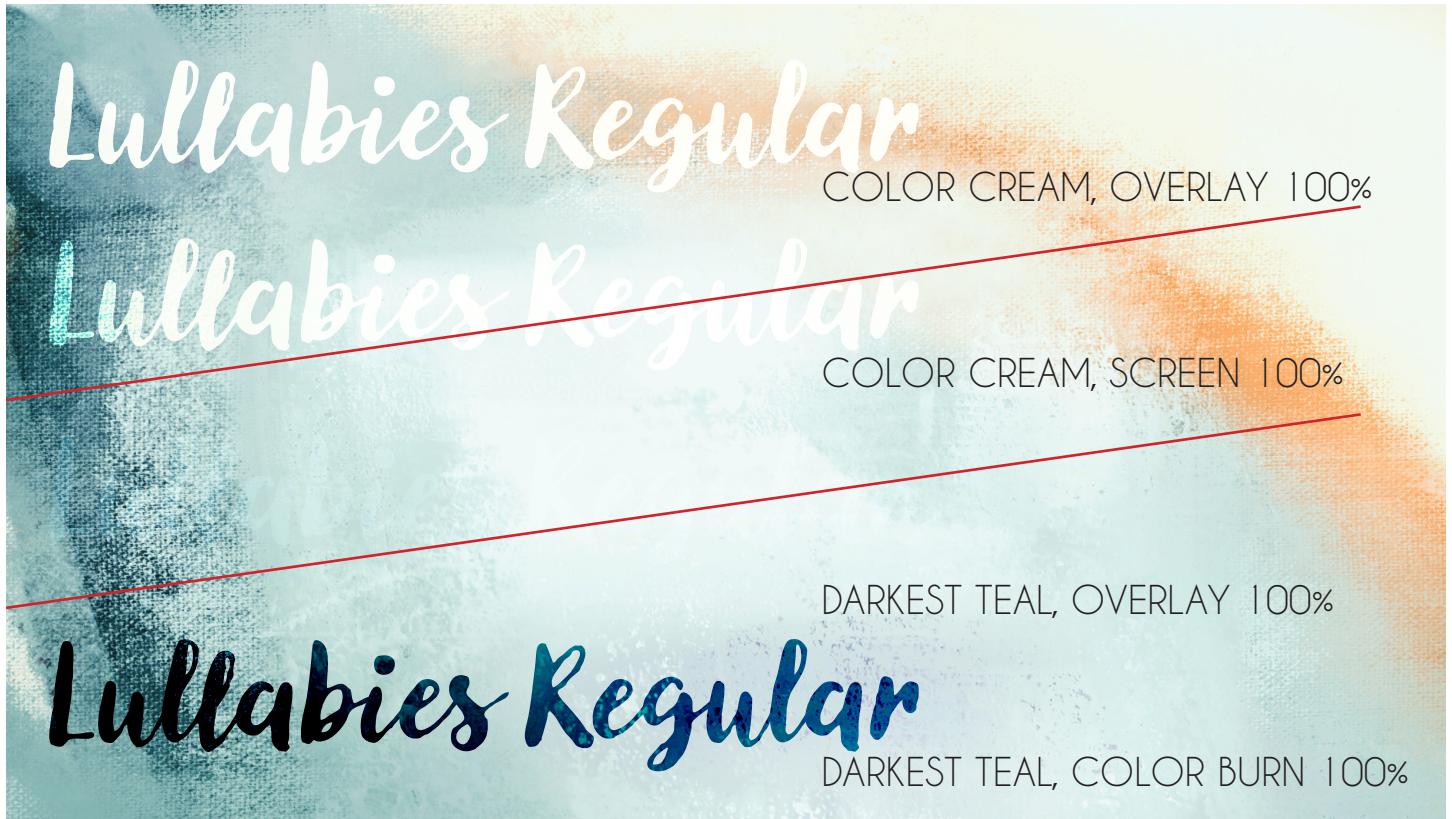
LULLABIES TEXT ● ● ● ● ● ● ●
SUBHEAD OR SUBTITLE

CAVIAR DREAMS ● ● ● ● ●
MAIN BODY TEXT

Poppins Light ● ● ●* ● ● ● ●
LOGO FONT, MISSION STATEMENT,
QUOTES, DIRECT CONNECTION TO
BRAND

* THIS COLOR SHOULD ONLY BE USED ON WEB AND ON DARK BACKGROUNDS

TYPOGRAPHIC EFFECTS

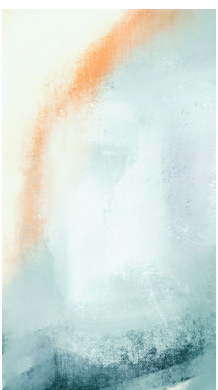
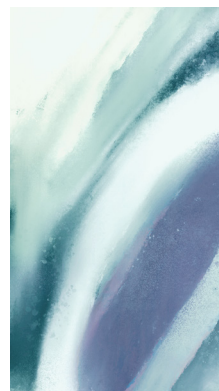


TYPOGRAPHIC EFFECTS ARE ACCEPTABLE FOR COVERS OR BIG IMPACT DESIGNS. THE EXAMPLES ABOVE SHOW WHAT EFFECTS CAN BE USED. IF THERE IS ENOUGH CONTRAST, VARIATIONS TO GIVE THE SOFT WATERCOLOR NATURAL LOOK IS ACCEPTABLE. EFFECTS MUST STILL BE WITHIN BRANDING STANDARDS AND NOT IMPEDE OR INTERFERE WITH LEGIBILITY. CONSULT GRAPHIC DESIGNER OR HEAD OF COMMUNICATIONS FOR APPROVAL FOR ANY ADDITIONAL DESIGN EFFECTS.

BRAND COLOR PATTERNS

BRAND COLORWAYS ARE MADE OF CALMING BLUES WITH TEN DIFFERENT WATER COLOR AND PASTEL IMAGES. THESE BACKGROUNDS CAN BE USED AS A WAY TO ADD MORE TEXTURE, VARIATION, AND MOVEMENT TO THE PROJECT WHILE MAINTAINING BRAND STANDARDS.

THE IMAGES BELOW CAN BE USED AND FOUND ON THE TCF BRANDING FOLDER ON THE SHARED DRIVE. OTHER IMAGERY DEPICTING PEOPLE OR OBJECTS SHOULD MATCH THE SAME AESTHETIC AS CONGRESSIONAL COUNTRY CLUB.



MARKETING MATERIAL EXAMPLES

WHEN CREATING FLYERS OR OTHER MARKETING MATERIAL, MAINTAIN THE SAME OVERALL AESTHETIC AND COLORS FROM THIS GUIDE. COLORS SHOULD BE BRIGHT, COOL TONES WITH THE ORANGE OR CREAM COLORS IN ORDER TO CREATE VISUAL CONTRAST. THE LOGO AND TEXT SHOULD BE EASY TO READ AND EASILY UNDERSTOOD. THE MESSAGE SHOULD BE BOLDLED WHILE SUPPLEMENTARY INFORMATION MAINTAINS LEGIBILITY AND CONSISTENCY.

THE CLUB FOUNDATION

Be there for your community.

THE CONGRESSIONAL TEAM MEMBERS ARE THERE FOR YOU,
LET'S BE THERE FOR THEM WHEN THEY NEED IT MOST.

Learn more about at theclubfoundationinc.org

THE CLUB FOUNDATION

\$1,262,861
HAS BEEN RAISED SINCE 2010

\$86k
GRANTED TO TEAM MEMBERS IN NEED IN 2022

Who The Club Foundation has supported

- ♥ A TEAM MEMBER'S FAMILY AFTER A FIRE DESTROYED THEIR HOME. THE TEAM MEMBERS NINE-YEAR-OLD WAS HOSPITALIZED DUE TO SUBSTANTIAL SMOKE INHALATION
- ♥ A TEAM MEMBER'S FAMILY WHOSE HOSPITALIZATION CHARGES WERE NOT COVERED BY THEIR HEALTH PROVIDER
- ♥ A TEAM MEMBER INVOLVED IN A CAR ACCIDENT WHO NEEDED TIME TO RECOVER
- ♥ A TEAM MEMBER WHO NEEDED EXTRA FINANCIAL ASSISTANCE WHILE GOING THROUGH DIALYSIS
- ♥ A SINGLE FATHER, CARING FOR HIS DAUGHTER AS SHE BATTLED LEUKEMIA. SHE IS NOW IN REMISSION ON HER WAY TO A FULL RECOVERY

REGISTER TO DONATE MONTHLY ONLINE

Count me in to support the CCC Club Foundation which helps our Club employees in need of financial assistance
Please charge the amount below to my Club Account.

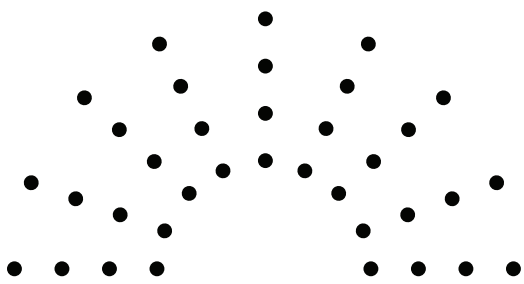
\$25 \$50 \$75 \$100 Other

Full Name: _____

Member Number: _____

Signature: _____

THE CLUB FOUNDATION IS A 501(C)3 NOT FOR PROFIT ORGANIZATION. AS NO GOODS AND SERVICES HAVE BEEN PROVIDED IN CONNECTION WITH THIS GIFT, THE FULL AMOUNT IS DEDUCTIBLE TO THE FULLEST EXTENT PROVIDED BY LAW.



THE CLUB FOUNDATION