



FBYC

FISHING BAY YACHT CLUB

BRAND AND LOGO STANDARDS

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BRAND AND LOGO STANDARDS

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PROGRAM GOALS

1. To establish a unified look for FBYC, for our members, the sailing community, and perspective members.
2. To provide consistent marketing tools for various functions of the club that they can use to drive participation.
3. To continue with the modernization of FBYC.

Fishing BayYacht Club has a strong brand and heritage which should be coveted. We have an opportunity to slightly advance our brand and bring some consistency to the use of our logos. Why is this important? The goal is to strengthen the club's connectivity, loyalty, affinity, credibility and presence among our members, and, to target non members. We want to motivate members to be proud of our club and non members to pause, and consider being part of our club. We want to bring consistency to how the club looks and feels to our members and to the outside world both today and into the future. Yacht Club branding has become an important topic in the sailing and Yacht Club communities and has made it as agenda item for the upcoming US Sailing Yacht Club Summit.

FISHING BAY YACHT CLUB

BRAND AND LOGO STANDARDS



PANTONE 293 C



PANTONE 282 C



PANTONE 1795 C



PANTONE 130 C

-TYPEFACE-
BOOK ANTIQUA BOLD

**A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z**

1 2 3 4 5 6 7 8 9 0

FISHING BAY YACHT CLUB

Official FBYC Oval Logo

- All Official Uses
- Brochures & Marketing Materials
- Event and Year Book Covers
- Web Site Mast
- Log
- Various Trophy Applications



Gold Ring version used for Special Events like Opening Day/Annual Party



All Club Marketing

FISHING BAY YACHT CLUB

Official FBYC Oval Logo (Monochrome / B&W)

- Black & White Applications
- Trophy Applications



FISHING BAY YACHT CLUB

Club Member

- Oval with writing - Member Car Stickers
- Blue Oval – Trailer Stickers

Also

- Silk Screen Applications
- Embroidery - *Special Care



FISHING BAY YACHT CLUB

Premier Sailing Events

- Marketing of two Club Premier Sailing
- Brochures, Websites, NORs, Sis etc.
- Apparel, see special notes below.



Special Notes

- *Premier Sailing Event Logos are ideal for Silk Screening on breast of event shirts
- *Suggest "75th Annual" located under Oval Logo
- *Event Chairs are encouraged to include a unique design on back of events shirts
- *Special care if embroidering Oval Logo

FISHING BAY YACHT CLUB

Sailing Divisions

- Division Marketing - email campaigns / updates / web posting
- Sailing Event Book Chapters
- Silk Screen Apparel
- Embroidery - *Special Care
- Trophies Applications - Series Events



FISHING BAY YACHT CLUB

Sailing Divisions

- Division Marketing - email campaigns / updates / web posting
- Sailing Event Book Chapters
- Silk Screen Apparel
- Embroidery - *Special Care
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FISHING BAY YACHT CLUB

Burgee Only

- Ideal for Embroidery
- Other Applications



FISHING BAY YACHT CLUB

Cross Burgee

- Special Logo Used when New Club House opened in 2002



letterhead Applications

- Stationary
- Envelopes



FISHING BAY YACHT CLUB

LOCATED ON FISHING BAY
PIANKATANK RIVER ENTRANCE