

## **FBYC**

FISHING BAY YACHT CLUB

BRAND AND LOGO STANDARDS

#### BRAND AND LOGO STANDARDS

#### TABLE OF CONTENTS

OFFICIAL FBYC Oval Logo	Pages 3 - 4
Club Member Logo	
Premier Sailing Event Logos	
Sailing Divisions Logos	
Burgee Only Logos	
New Club House Opening 2002	
Letterhead Logo	

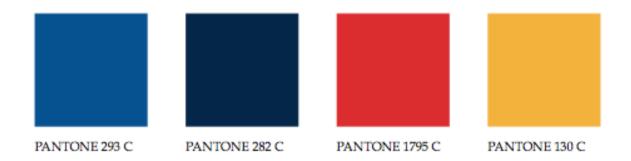
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#### PROGRAM GOALS

- 1. To establish a unified look for FBYC, for our members, the sailing community, and perspective members.
- 2. To provide consistant 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.

BRAND AND LOGO STANDARDS



## -TYPEFACE-BOOK ANTIQUA BOLD

# ABCDEFGHI JKLMNOPQR STUVWXYZ

1234567890

#### 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

Official FBYC Oval Logo (Monochrome / B&W)

- · Black & White Applications
- · Trophy Applications





#### 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 incude a unique design on back of events shirts
- · \*Special care if embroidering Oval Logo

#### Sailing Divisions

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



#### Sailing Divisions

- · Division Marketing email campaigns / updates / web posting
- · Sailing Event Book Chapters

- Silk Screen Apparel
  Embroidery \*Special Care
  Trophies Applications Series Events





Burgee Only

- · Ideal for Embroidery · Other Applications



## Cross Burgee

· Special Logo Used when New Club House opened in 2002



#### etterhead Applications

- $\cdot \ Stationary$
- · Envelopes

