

# The Princess Anne Country Club Logo

Our new logo signifies more than merely a style change, it communicates the commitment of the Committees, Mr. Bradshaw, and our professional team to continually enhance every aspect of Club life. The refreshed PACC logo will become the most immediate representation of our Club, our Family, and our brand to the world. It will prove to be a valuable asset that must be used consistently in the proper, approved forms.

There are two versions of the PACC logo - 1) Full logo and 2) Simple logo for use in small areas and social media

## FULL LOGO

The standard logo can be used on all marketing materials, retail merchandise and collateral.



## SIMPLE LOGO

For use in embroidery situations with limited space, as well as social media platforms to include Facebook, Instagram and YouTube. On social media we are represented by an image confined to a small square box. The simpler, the better. Use of the pine cone symbol and year only is acceptable in these situations.



## COLOR

The primary use for the PACC logo is the one-color version — green and Pantone 554C. When color or printing prohibits this, it may be used in all black or reversed out to white.

For use on special marketing materials or retail merchandise, silver and gold are also appropriate.

The background inside the logo should always be transparent, letting the background color show through. The logo can appear on color, illustration or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

## CLEAR SPACE & MINIMUM SIZE

The logo should always be placed with at least 1/7 of the height of the circle away from surrounding items.

For legibility reasons, a minimum size to which the logo may be reproduced is 1.75" high.

# Princess Anne Country Club logo design and Branding

Logo Color \_\_\_\_\_



Logo Monochrome \_\_\_\_\_



Logo Inverted \_\_\_\_\_



Color \_\_\_\_\_

CMYK	PANTONE	RGB
C:89 M:55 Y:86 K:26	P 554C	R:32 G:91 B:65

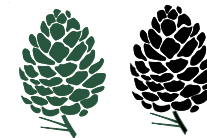
Typeface \_\_\_\_\_

Aparajita

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz, !?#\*

0123456789



Pine Cone Symbol

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