

# The Climbing Clan Brand Guide

Rebrand 2019

[climbingclan.com](https://climbingclan.com)



## Primary Logo

Please do not crop, stretch or distort the logo and please choose a colour, black or white logo depending on the background colour of your marketing materials, as seen in the examples shown here.

### Minimum Sizes

To ensure that the slogan is always legible, it should never be used below the following sizes:

Print: 30mm x 10.4mm

Digital: 150 pixels x 52 pixels



On White



On Teal



On Yellow



On Red



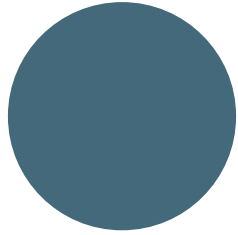
Black /White



Black /White

# Colour Palette

Primary

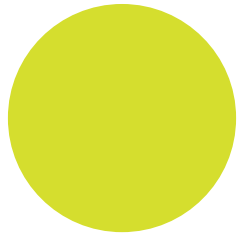


Teal

C: 75 M: 46 Y: 35 K: 20

R: 60 G: 106 B: 126

#3C6A7E



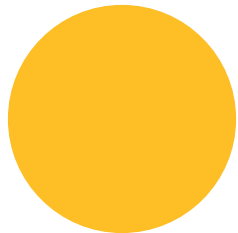
Lime

C: 20 M: 0 Y: 100 K: 0

R: 221 G: 219 B: 0

#DDDB00

Secondary

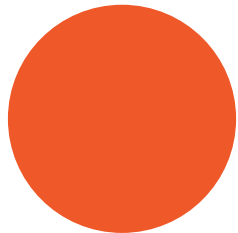


Yellow

C: 0 M: 26 Y: 100 K: 0

R: 252 G: 192 B: 0

#FCC000



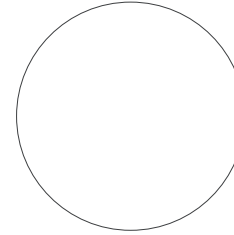
Tomato

C: 0 M: 80 Y: 95 K: 0

R: 232 G: 78 B: 27

#E84E1B

Greyscale

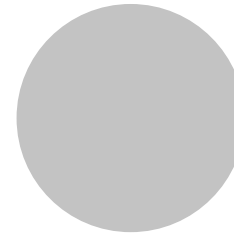


White

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

#FFFFFF

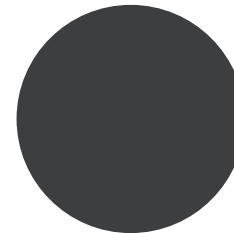


Grey

C: 19 M: 15 Y: 16 K: 0

R: 205 G: 204 B: 204

#CDCCCC

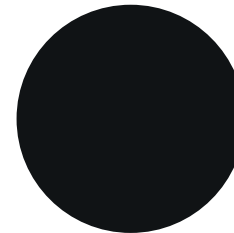


Slate

C: 0 M: 0 Y: 0 K: 87

R: 68 G: 68 B: 68

#454444



Black

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

#000000

## Typography

The main Climbing Clan font is Ubuntu which is a free font and should be easy to download on both Mac and PC. We suggest, in order of preference, a medium or bold weight for headlines and a light or regular weight for the main copy. As a secondary option, should the Ubuntu font be unavailable, please use Ariel.

### Headings

**Ubuntu**  
medium / bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9  
# ! @ £ \$ % ^ \* & ( )

**Aa Bb Cc Dd Ee Ff Gg Hh Ii**  
**Jj Kk Ll Mm Nn Oo Pp Qq**  
**Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**  
**# ! @ £ \$ % ^ \* & ( )**

### Copy

**Ubuntu**  
medium / bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9  
# ! @ £ \$ % ^ \* & ( )

**Aa Bb Cc Dd Ee Ff Gg Hh Ii**  
**Jj Kk Ll Mm Nn Oo Pp Qq**  
**Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**  
**# ! @ £ \$ % ^ \* & ( )**



# Style

These are examples of social media assets that can be created using this brand guide. We suggest combining a block colour, logo and image format to maximise brand awareness whilst using relevant images.



# Merchandise

These are examples of ways the logo and brand colours can be used on merchandise.





For all marketing and branding  
enquiries, please contact  
[hello@climbingclan.com](mailto:hello@climbingclan.com)

[www.climbingclan.com](http://www.climbingclan.com)

 @theclimbingclan

 @climbingclan