

REGENTS'

REGENTS' COUNTRY CLUB
BRAND REFRESH

REGENTS' LOGO UPDATE

Businesses with longevity need to be progressive with their logos in order to stay relevant. As Regents' Glen has expanded and gained recognition since 1998, it is an opportunistic time to modernize the logo. As many refer to the brand as "Regents" alone, this is a strategic move to connect with younger audiences.



OLD LOGO

REGENTS'

NEW LOGO

LOGO SUITE

PRIMARY LOGO

REGENTS'

SECONDARY LOGO

Regents'

EMBLEMS & MARK



BRAND COLORS



Moss Green
Hex: #323628
RGB: 50, 54, 40
CMYK: 73, 62, 80, 55



Bunker Sand
Hex: #D5D4CC
RGB: 213, 212, 204
CMYK: 16, 12, 17, 0



Sage Green
Hex: #AAB5A0
RGB: 170, 181, 160
CMYK: 25, 11, 31, 14



Dusty Blue
Hex: #BCCCCF
RGB: 188, 204, 207
CMYK: 20, 7, 10, 7



Golden Hour
Hex: #B6A67C
RGB: 182, 166, 124
CMYK: 30, 30, 57, 1

BRAND FONTS

COPPERPLATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

CINZEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

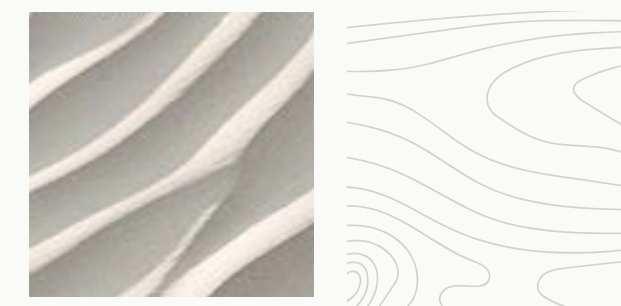
Proxima Nova

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

MOODBOARD

Paying homage to Regents' Glen Country Club roots are quintessential to Regents' refreshed brand. There are four keywords that every piece of collateral should reflect.

- ATHLETIC
- ELEGANT
- NATURAL
- TRADITIONAL



STATIONARY COLLATERAL

All templated stationary will showcase the primary logo and its emblem when applicable. This creates brand consistency across all media.

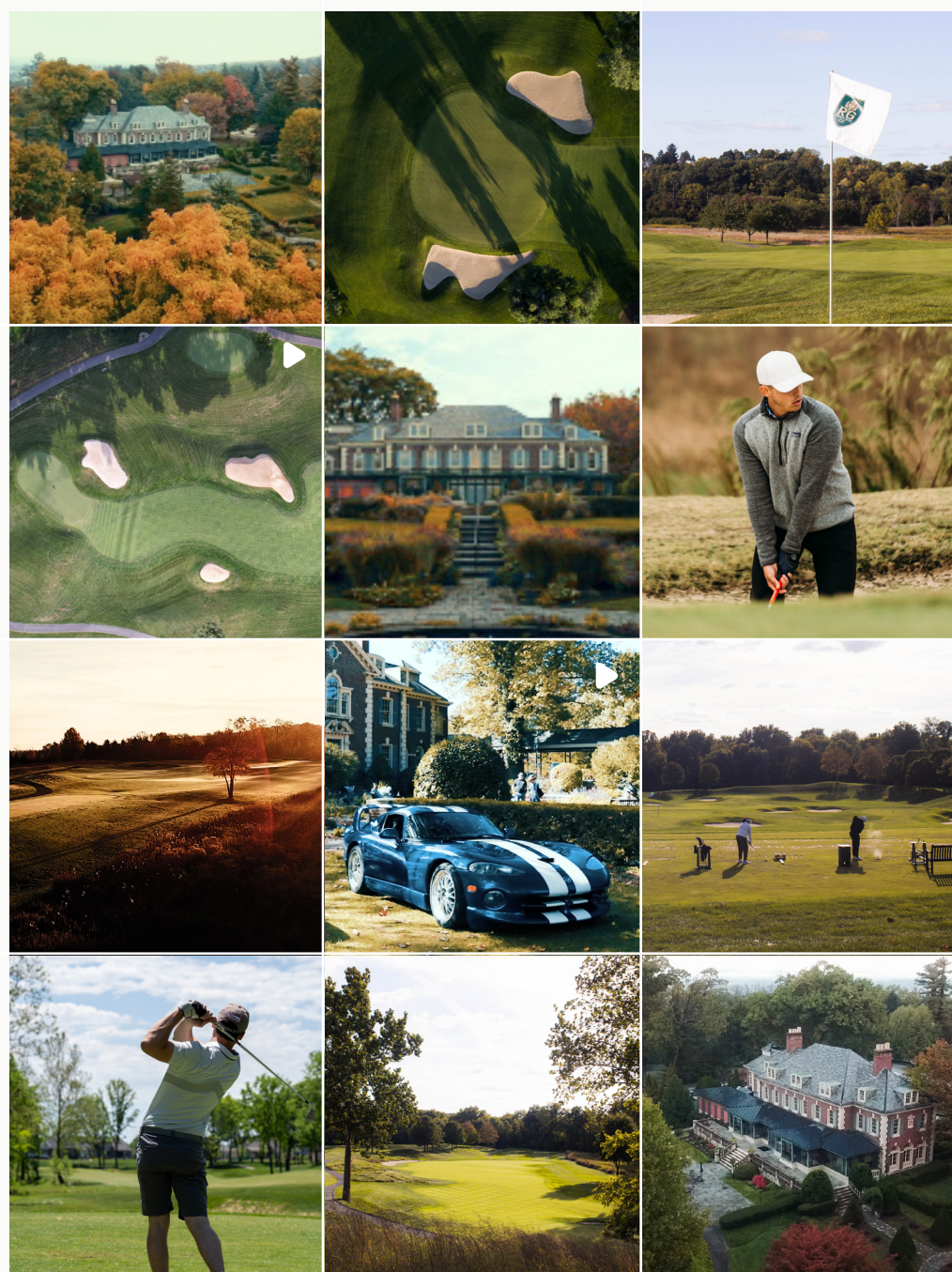


APPAREL & OTHER ITEMS

Apparel has the ability to use the full range of logo systems. While the primary logo will be mostly used for specialized golf apparel, the secondary logo can be used on more casual wear.



MISCELLANEOUS COLLATERAL



INSTAGRAM FEED

STEPHAN HARRINGTON
GENERAL MANAGER

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WEB WWW.REGENTSGLEN.COM

EMAIL SIGNATURE

RECEIVE \$250 OFF

NEW MEMBERS RECEIVE \$250 OFF

Sign up for a 12-month membership and receive a \$250 off your initiation fee.

GOLF MEMBERSHIP

Golf members will have golfing privileges to our fantastic Arthur Hills designed golf course, full access to the pool and fitnesscenter, and the exclusive member-only dining with priority reservations for all dining and events.

PACKAGES	INITIATION	MONTHLY FEE	FOOD MIN.
Family	\$3000	\$435	\$70
Family Under 35	\$2000	\$385	\$70
Individual	\$2000	\$385	\$50
Individual Under 35	\$1500	\$335	\$50

Please contact xxxxxx@regentsglen.com for more information. Pricing does not reflect initiation fees. **Deadline for promotion is 11.23.**

REGENTS

PROMOTIONAL FLYER