BRAND GUIDELINES

Chattanooga Track Club — Running the Scenic City

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About the Brand

Founded in 1970, the Chattanooga Track Club (CTC) is a non-profit organization with the goal of promoting running, walking, and general fitness in the Chattanooga area.

The club pursues this goal through a number of activities including weekly group runs, annual road races, youth programs, and social events.

The brand is representation of the longevity of the club, focus on fitness, and the scenic community in which it operates.

LOGO USAGE

The logo is the primary signifier of our brand identity. It must be present on all CTC communications. The logo should always include the tagline "Running the Scenic City" at regular sizes. See small size variation below.

0.625 in (print)
75 pixels (screen)

The logo without tagline should be used when the height of the logo space is below 0.625 in (print) and 75 pixels (screen).

LOGO COLOR VARIATIONS

| Full-color | One-color | Black | White |

The variations shown are the only acceptable versions. Legibility is key.

Use the full-color logo on white and light gray backgrounds only. When printing in one color, use the one-color aqua version. Use the black logo on grayscale and black and white pieces. Use a white logo on primary brand colors. See the Color Palette section for more information.

HEADINGS & SUBTITLES

Helvetica

BODY COPY

Roboto

The typography should always be clean and sans serif to allow for easy reading by the various age demographics the club attracts. Either option can be bolded when needed to ensure clear legibility when placed over a photo background.

There should always be at least an 12-point size difference between the headline and body copy on a single design. Body copy should be no larger than 14 points.

Letter spacing should be 0 and line spacing 1.2.

PRIMARY COLOR PALETTE

CMYK: 0 0 0 100
RGB: 35 21 32
HEX #00000
PANTONE BLACK

CMYK 100 94 21 12
RGB 0 36 125
HEX #00247D
PANTONE 280 C

CMYK 87 30 60 11
RGB 0 125 112
HEX #007D70
PANTONE 3295 C

CMYK 61 12 37 0
RGB 101 176 169
HEX #65B0A9
PANTONE 3295 C
60%

These are the brand colors that should used across all race and club promotions and various collaterals.

When on a white or light-colored background, headlines should be blue and the body copy should be black. On dark backgrounds, use white text.

Buttons and calls to action should be one of the two greens.

(*NOTE: See Event Marketing section for additional guidance on color usage for each race.*)

SECONDARY COLOR PALETTE

CMYK: 25 100 100 25
RGB: 153 22 0
HEX #991600
PANTONE 187

CMYK: 6 81 100 1
RGB: 228 85 10
HEX #E4550A
PANTONE WARM RED

CMYK: 8 12 98 0
RGB: 239 211 28
HEX #EFD31C
PANTONE 395

Each race should choose a color from the primary or secondary color palette as its signature color for all custom graphics. From there, the supporting colors in all promotions can be selected from the rest of the palette as long as it remains complementary and within the usage guidelines of CTC Event Marketing.

No more than 3 colors should be used at any one time on a single design or race branding.

(*NOTE: See Race Graphics section for additional guidance on color usage for each race.*)

PHOTOGRAPHY

The following pages outline photography guidelines and examples of approved styles and context.

Photography should center around 3 themes:

1. Chattanooga landmarks and aerial views
2. Textures
3. Race photos from previous years

CHATTANOOGA PHOTOGRAPHY

Chattanooga area photography should be used to tie together the race with the local area. It can be used as banner images for emails, website pages or on print collateral as the main image for any event.

TEXTURES

Textural photography should center around aspects of scenes on a race. Road, trees, trail, sunrises, etc as illustrated here.

These can be used as row backgrounds on website, newsletters or other printed collateral.

These should always use an overlay from the Primary Color Palette. Whatever color is chosen for a given campaign/race should remain consistent through all materials.

PHOTOGRAPHY

Subject matter photography should include real race pictures of people, having fun, smiling for the camera, or crossing the finish line. Ensure a diverse mix of ages, genders and races across all.

Event Promotions: Action photos are always preferred. Posed shots can be used of winners.

Membership Promotions: Posed photos of track members at races or club activities are acceptable.

No stock images should be used.

RACE GRAPHICS

EMAIL BANNER

INSTAGRAM 1

INSTAGRAM 2

INSTAGRAM 1

INSTAGRAM 2

Each race should have a dedicated style/template for its custom graphics. This should be used across all emails as well as all social media posts and advertisements to ensure consistency across digital platforms.

This will also help separate the different races that are being promoted at the same time making it easier for racers to find information about their chosen race, when looking on the official social media, pages or website.

Create the email header image first and use that same background image and placement of race logo (or race name if there is not a logo) and & CTC logo through all materials.

The wording and images on top of that background can change, (see Instagram 1 & 2 examples) but that image and logo remain consistent on the template for each platform (Facebook, Instagram, email) for that race.

The background image should have a blur of 25% and overlay at approximately 60%. Color for the overlay should be chosen from the provided color palette.

The text may be bolded if needed for easier reading.

NOTE: Individual race photos can be used for social media. These guidelines apply to custom graphics only.