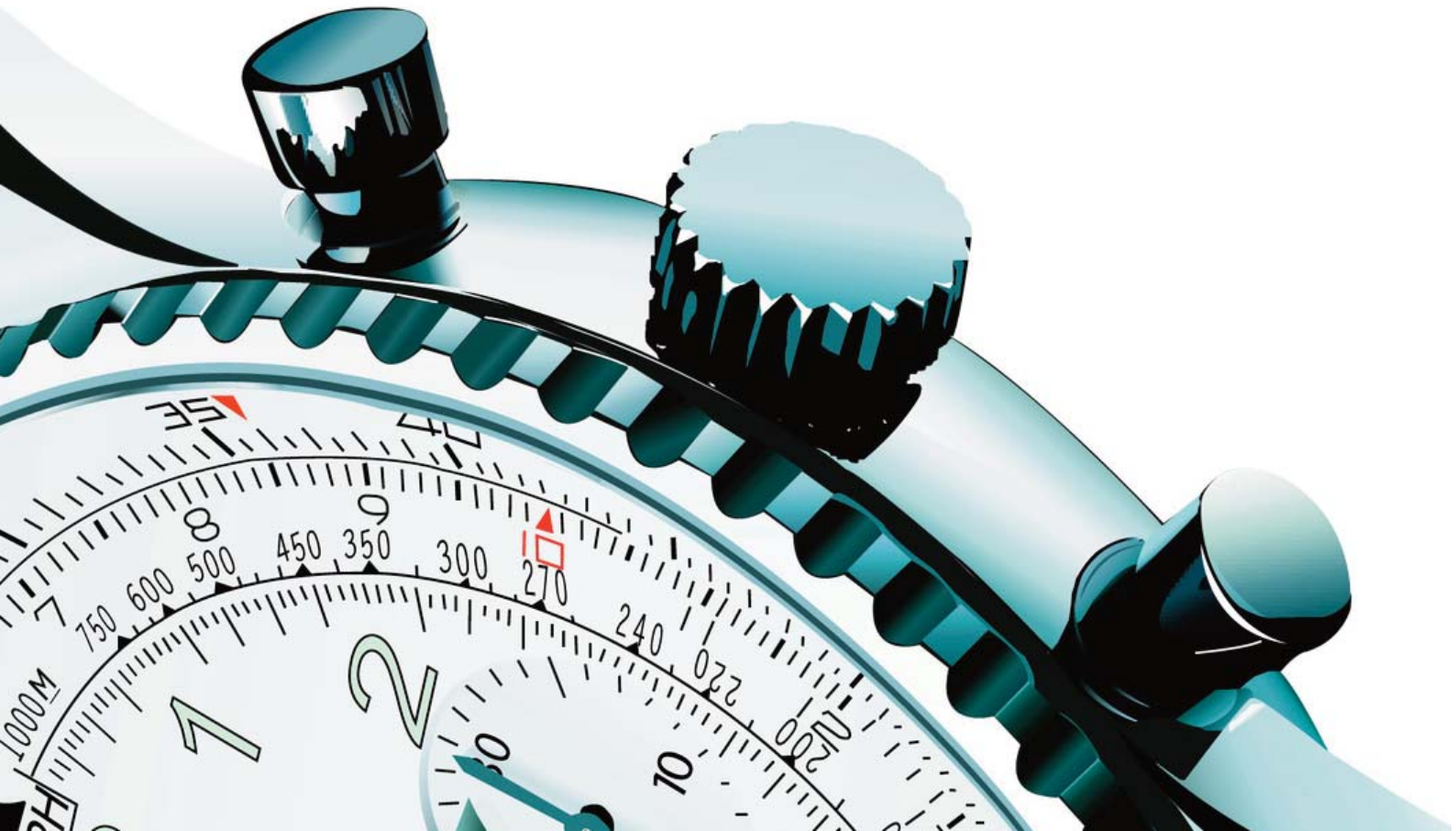




41 Club
CONTINUED FRIENDSHIP

BRAND IDENTITY GUIDELINES

“TIME TO MOVE UP TO THE PLATINUM CLUB”



41 CLUB BRAND GUIDELINES

Welcome to the 41 Club Brand Guidelines.

Within this document you will be guided as to how you should display the 41 Club 'brand' wherever it is used.

The concept has been developed to reflect the move taken from Round Table to 41 Club. In Round Table you are a member of the 'Gold Club' - when you join 41, you move up to the Platinum Club. This is modelled on the move you take in life with credit cards.

We have consciously used the strapline 'Continued Friendship' in the logo instead of references to 'Ex-Round Tablers' and 'Former Round Tablers.' as we feel the words Ex and Former are negative, and portray an Old Men's Club, not the vibrant organisation we are that needs to attract guys when they move up from Table.

The Guidelines give you numerous methods of application and details how the logo should be used. It also details what are called 'exclusion zones' i.e. the free space that should be around the logo to ensure it is shown to its best advantage.. Specific fonts are used within all 41 Club applications. Details of these are included.

The main logo is based on shades of black. The Guidelines detail the percentage of black that is applied on each section.

It is important that these guidelines are followed to the letter.

All of the logos can be downloaded from our website www.41club.org

For any advice or further information please contact the National Secretary secretary@41club.org or the National Honorary Webmaster webmaster@41club.org .

There are specific ways the brand should be used for our National Conference. These are detailed in the accompanying Appendix.

Please remember, any brand is only as good as the members and activities that are carried out. Clubs and members should consider that they follow the Platinum route in everything they do.

NATIONAL CONFERENCE APPENDIX

The appendix details how you use the brand for everything to do with our National Conference.

On everything shown to either the general public, either on buildings or signage, the main Brand Guidelines should always be followed.

Specific Conference material should follow the guidelines within the Appendix.

41 CLUB LOGO



41 *Club*
CONTINUED FRIENDSHIP



41 *Club*

CONTINUED FRIENDSHIP

Trajan Pro Bold

Edwardian Script ITC

Trajan Pro Roman



EXCLUSION ZONE



The minimum exclusion zone is represented by the height of the number '4' within the logo. As the logo is used in varying sizes the exclusion zone remains constant by scale.

MINIMUM SIZE



The 'Continued Friendship' text to appear no smaller than 5pt

POSITIVE



NEGATIVE



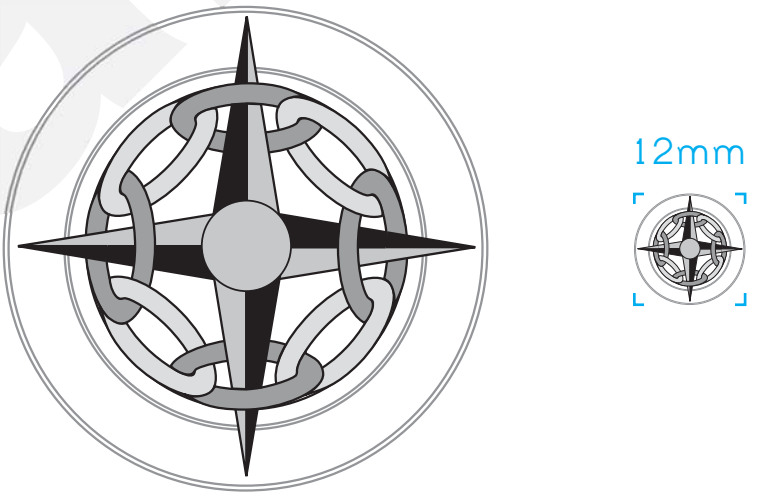
VERSION A



VERSION B

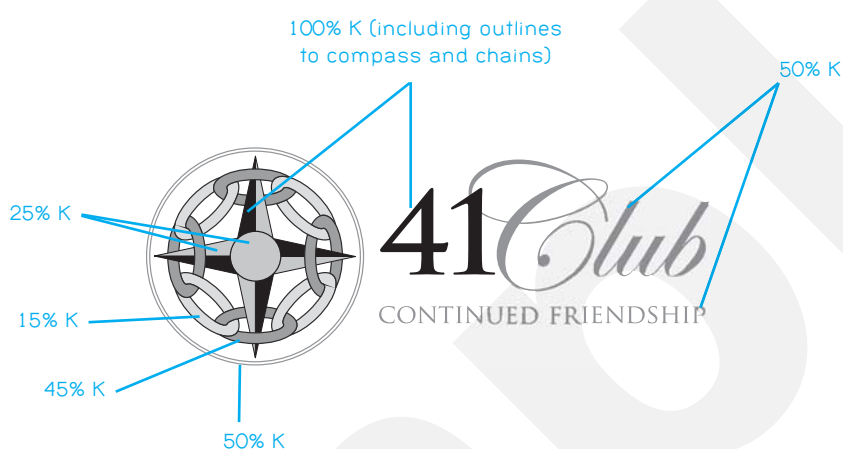
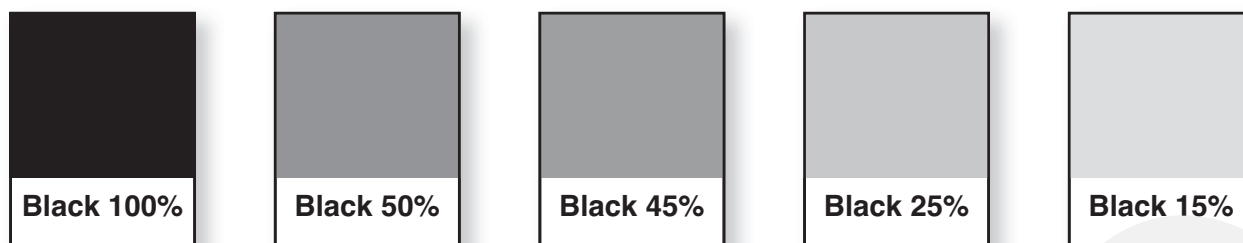


PIN BADGE VERSION



COLOUR

The 41 Club logo is a monochromatic logo.



TYPOGRAPHY

The Fonts used to create the 41 Club logo are Trajan Pro and Edwardian Script. Trajan and Times being the corporate fonts.

TRAJAN PRO ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Times Roman

abcdefghijklmnopqrstuvwxyz1234567890

The minimum size for body text (as recommended by the RNIB) should be 12pt. For normal sighted people text at a size of 9pt is completely legible.



41 Club
CONTINUED FRIENDSHIP

with compliments

THE ASSOCIATION OF EX-ROUND TABLERS' CLUBS
MARCHESI HOUSE, 4 EMBASSY DRIVE, CALTHORPE ROAD, EDGBASTON, BIRMINGHAM B15 1TP
T: +44 (0) 121 456 0303 F: +44 (0) 121 456 4185 E: ADMIN@41CLUB.ORG W: WWW.41CLUB.ORG

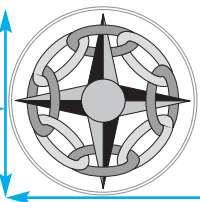


41 Club
CONTINUED FRIENDSHIP

HUW JONES
NATIONAL PRESIDENT

THE ASSOCIATION OF EX-ROUND TABLERS' CLUBS
MARCHESI HOUSE, 4 EMBASSY DRIVE, CALTHORPE ROAD
EDGBASTON, BIRMINGHAM B15 1TP

T: +44 (0) 121 456 0303 F: +44 (0) 121 456 4185
E: ADMIN@41CLUB.ORG W: WWW.41CLUB.ORG



41 Club
CONTINUED FRIENDSHIP

72mm

25mm

10mm

72mm

68mm

20mm

20mm

68mm

68mm

Name (Times 12pt Bold)

Day / Month / Year

address line 1 (Times 12pt Roman)
address line 2 (Times 12pt Roman)
address line 3 (Times 10pt Roman)
address line 4 (Times 10pt Roman)

FOLD LINE

FOLD LINE

205mm

Yours sincerely (Times 12pt Roman)

241mm

A N Other (Times 12pt Bold)

Title (Times 12pt Roman)

Address details (Trajan Pro Caps 10pt Roman)

274mm

THE ASSOCIATION OF EX-ROUND TABLERS' CLUBS
MARCHESI HOUSE, 4 EMBASSY DRIVE, CALTHORPE ROAD, EDGBASTON, BIRMINGHAM B15 1TP
T: +44 (0) 121 456 0303 F: +44 (0) 121 456 4185 E: ADMIN@41CLUB.ORG W: WWW.41CLUB.ORG

10mm



CHAIRMAN MARTIN GREEN
ABINGDON & DISTRICT 41 CLUB

5 BEAGLE CLOSE, ABINGDON, OXON OX14 2NU

T: 01235 529257 M: 07768 192387 M: 07789 902435 F: 01235 524112 E: SALES@41CLUB.ORG

Name (Times 12pt Bold)

address line 1 (Times 12pt Roman)

address line 2 (Times 12pt Roman)

address line 3 (Times 10pt Roman)

address line 4 (Times 10pt Roman)

Yours sincerely (Times 12pt Roman)

A N Other (Times 12pt Bold)

Title (Times 12pt Roman)

THE ASSOCIATION OF EX-ROUND TABLERS' CLUBS
MARCHESI HOUSE, 4 EMBASSY DRIVE, CALTHORPE ROAD, EDGBASTON, BIRMINGHAM B15 1TP
T: +44 (0) 121 456 0303 F: +44 (0) 121 456 4185 E: ADMIN@41CLUB.ORG W: WWW.41CLUB.ORG

40mm



41 Club
CONTINUED FRIENDSHIP

Name
(Trajan Pro Caps
10pt Bold)

NATIONAL SALES & MARKETING OFFICER MARTIN GREEN
(ISIS 41 CLUB AND ABINGDON & DISTRICT 41 CLUB)

5 BEAGLE CLOSE, ABINGDON, OXON OX14 2NU
T: 01235 529257 M: 07768 192387 M: 07789 902435 F: 01235 524112 E: SALES@41CLUB.ORG

Address details (Trajan Pro Caps 10pt Roman)

Name (Times 12pt Bold)

address line 1 (Times 12pt Roman)

address line 2 (Times 12pt Roman)

address line 3 (Times 10pt Roman)

address line 4 (Times 10pt Roman)



41 *Club*
CONTINUED FRIENDSHIP

THE ASSOCIATION OF EX-ROUND TABLERS' CLUBS
MARCHESI HOUSE, 4 EMBASSY DRIVE, CALTHORPE ROAD, EDGBASTON, BIRMINGHAM B15 1TP
T: +44 (0) 121 456 0303 F: +44 (0) 121 456 4185 E: ADMIN@41CLUB.ORG W: WWW.41CLUB.ORG



41 Club
CONTINUED FRIENDSHIP

Metallic Silver Ink to
be used on the National
Council and National
President Letterheads

NATIONAL COUNCIL



41 Club
CONTINUED FRIENDSHIP

Metallic Silver Ink to
be used on the National
Council and National
President Letterheads

NATIONAL PRESIDENT

RICHARD MATTHEWS

5 BEAGLE CLOSE, ABINGDON, OXON OX14 2NU

T: 01235 529257 M: 07768 192387 M: 07789 902435 F: 01235 524112 E: SALES@41CLUB.ORG



SUB TITLE TEXT AREA

COLLATERAL



Grand Christmas

DINNER & BALL

INVITATION

20TH DECEMBER ~ 7.30PM AT THE RITZ HOTEL LONDON
DINNER AT 8.00PM DANCE AT 10.00 TILL 12.00 CARRIAGES AT 12.15



Grand Christmas
DINNER & BALL

MENU

Grand Christmas
DINNER & BALL

MENU

ARUGULA AND SPINACH SALAD, ORANGE SEGMENTS,
AGED STILTON AND RASPBERRY-CHAMPAGNE VINAIGRETTE.

PUREED WHITE BEAN SOUP

FETTUCCHINI PASTA WITH ROASTED DUCK, DRIED BLUEBERRIES,
AND HAZELNUTS

.....

INTERMEZZO

.....

MUSTARD RUBBED SALMON, BLACK PLUMS,
WILTED BABY MÂCHE AND ROASTED POTATOES

.....

COFFEE AND CHEF'S COMPLIMENT
ROASTED APPLES STUFFED WITH FIGS,
DATES AND WALNUTS SERVED WITH VANILLA ICE CREAM





41 *Club*
CONTINUED FRIENDSHIP


ANNUAL GENERAL
MEETING 2009

NOTICE & AGENDA

WEBSITE

Home | Contact | Club Administration

Search




41 Club

CONTINUED FRIENDSHIP


ABOUT 41
WHAT'S ON
NATIONAL COUNCIL
CLUBS AND REGIONS
DOWNLOADS
LINKS

Quick Links

- Site Map/FAQ's
- Obituaries
- National Calendar
- Conference
- Sales
- President's Page
- International
- Magazine
- RTCW
- Small Ads
- Webmasters Tips



Working together - 41 Club with Round Table and Tangent launch their first joint charity appeal Air Ambulance charities ... [read more](#)



The Sales & Marketing Officer two new badges that are available from your National Councillor ... [read more](#)



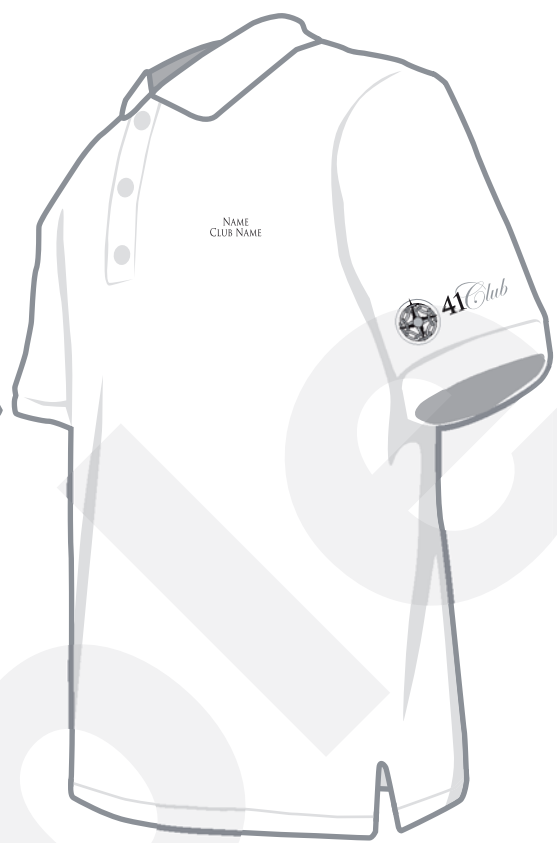
October National Council meeting was held the weekend 10th to 12th in the City of Worcester ... [read more](#)

We have a new Forum! It's run by **YAHOO!** and we invite you to register here... or use the Club Forum link, near the top right. There are some new items on the Webmaster's Tips page. Find out more here...

POLO SHIRTS

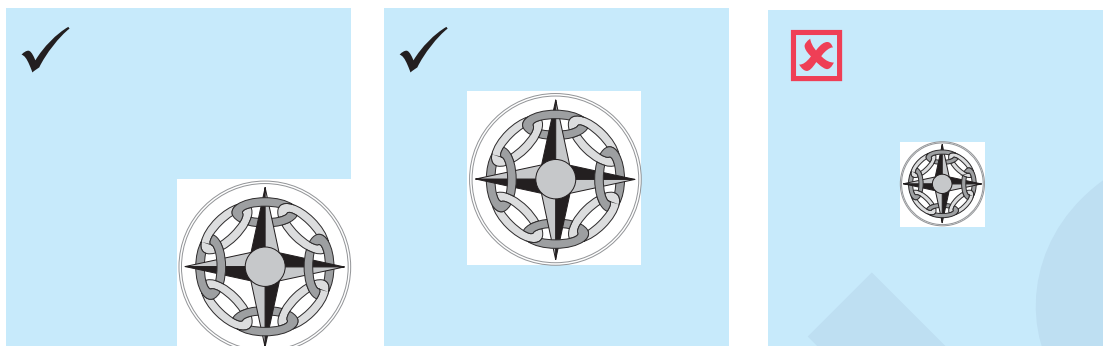


POLO SHIRTS



NATIONAL CONFERENCE APPENDIX

USE OF THE LOGO



When combining the roundel with your chosen NC brand, the roundel should never be less than 25% of the entire design. The blue background represents the maximum size of an NC Branding in comparison with the roundel.



A small amount of obscuring can occur, to add to the design, but no more than a 15% sector (as shown above).



These illustrations show the maximum size of an NC brand with the roundel, and the amount of obscuring allowed.

APPLYING THE BRAND

A white exclusion zone measuring 42mm should be left at the top or side of an A4 or 30mm for an A5 cover. This is for the 41 Club logo and title. Your design, images, information and conference logo can sit in the space below as illustrated in the examples shown.

A4 Conference Cover to scale.



Alternative exclusion zone, on an A5 cover.

30mm

NATIONAL CONFERENCE

COCKNEY KNEES' UP

29TH - 31ST JANUARY 2012
GRANGE CITY HOTEL, LONDON

Win your National Conference Package
and Hotel for free. See inside for details

SPONSORED BY GRANGE CITY HOTEL

"London Calling" ...

41 Club
CONTINUED FRIENDSHIP

2012 LONDON

A4 Conference Cover to scale.



41 Club
CONTINUED FRIENDSHIP

NATIONAL CONFERENCE



Jersey
2011

29TH - 31ST JANUARY
BAY SIDE HOTEL, JERSEY

Win your National Conference
Package and Hotel for free.
See inside for details

The 'Cream' of Conferences

42mm

Alternative exclusion zone, on an A5 cover.

30mm



NATIONAL CONFERENCE



Jersey
2011

29TH - 31ST JANUARY
BAY SIDE HOTEL, JERSEY

Win your National
Conference Package
and Hotel for free.
See inside for details

The 'Cream' of Conferences



41 Club
CONTINUED FRIENDSHIP

148.5mm x 99mm Conference Ticket.



210mm x 99mm (Comp slip size) Conference Ticket.



Menu A5 to scale




41 Club
CONTINUED FRIENDSHIP

NATIONAL CONFERENCE




Jersey
2011

DINNER & BALL
MENU



41 Club
CONTINUED FRIENDSHIP

NATIONAL CONFERENCE

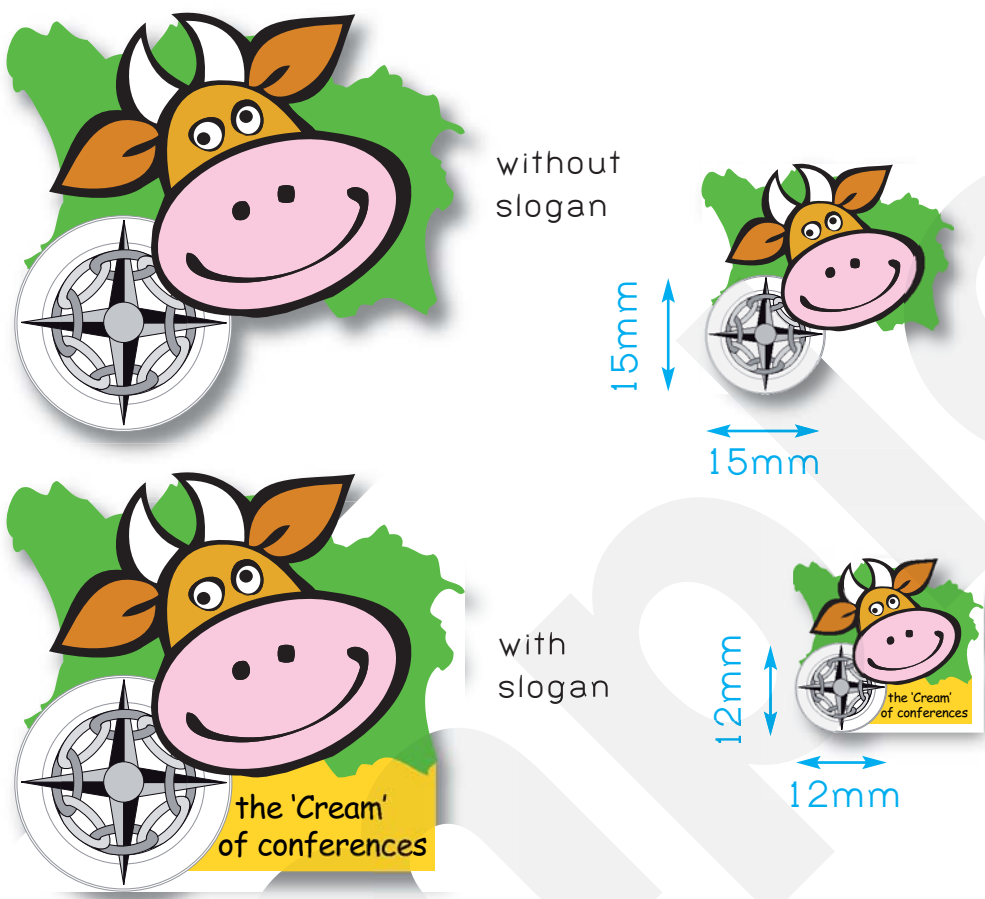


LONDON
2012

NATIONAL CONFERENCE
DINNER & BALL MENU
COCKNEY KNEES' UP

Pin badge

The minimum size for the roundel on a pin badge is 12mm diameter. The same rules apply as with the conference logo. The roundel should never be less than 25% of the entire design.



POLO SHIRTS

