

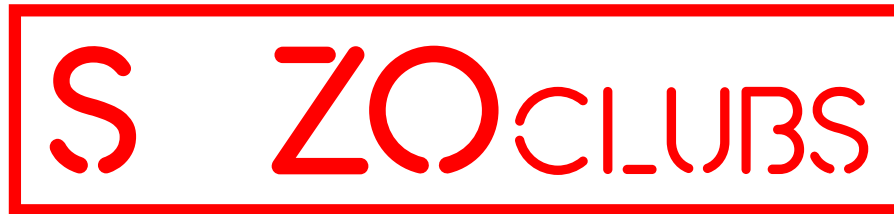
A PRESENTATION OF BRANDING IDENTITY FOR
SOZO CLUBS
08/09/2023

PRIMARY LOGO

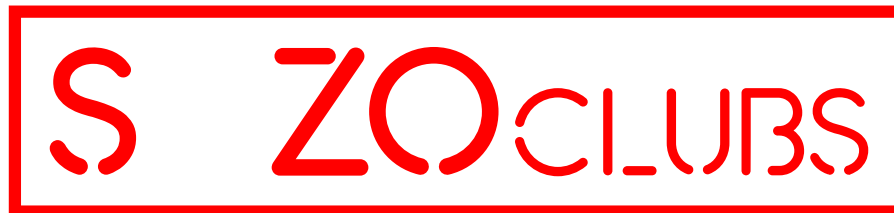
The SOZO Clubs logo is a powerful representation of modernity, movement, and diversity. The San Serif typography with geometric shapes reinforces the brand's strength and contemporary nature. The fragmented lines in the font symbolize individuals or elements converging, creating a distinct and memorable identity that captures SOZO Clubs commitment to innovation and inclusivity.

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify SOZO Clubs branding collateral: flyers/brochures, web presence, ads, and other materials, and enhances the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application to these guidelines.

A. PRIMARY LOGO WITHOUT CITY



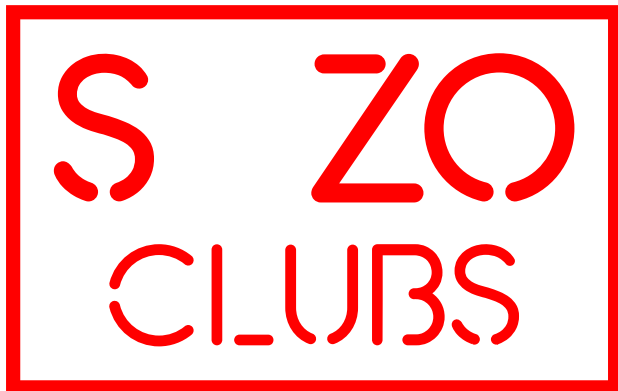
B. PRIMARY LOGO WITH CITY



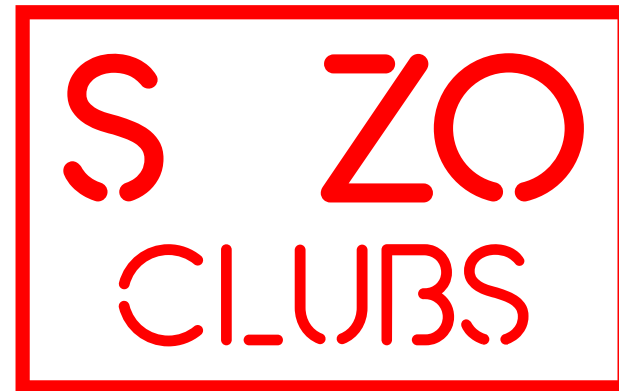
LOGO FOR BRANDED ITEMS

SOZO Clubs secondary logo can be used in place of the primary logo (but should never be used directly next to—or on the same page as—the primary logo). For instance, don't use A in the header if the primary logo is used in the footer - it looks repetitive and isn't a good use of the brand elements.

A. PRIMARY LOGO WITHOUT CITY



B. PRIMARY LOGO WITH CITY



LOGO FOR BRANDED ITEMS



COLOR USAGE

The color usage for SOZO Clubs is fairly minimal. The logo will mostly be used in color against a white background (A), or reversed with white lettering against a blue (B) and light blue background (C).

A.



B.



C.



TYPOGRAPHY

The selected fonts for SOZO Clubs are Sans Serif A font is due to its modern and clean design, aligning with the club's contemporary and inclusive brand image. The absence of decorative strokes enhances legibility, ensuring clear communication of the club's values and messages across various mediums.

The headline font Fredoka combines sophistication with a unique touch, echoing the club's distinctiveness, Meanwhile the font for the body copy is Kumbh Sans which offers a contemporary and inclusive feel, ensuring clarity and modern aesthetics that perfectly align with Sozo Club's branding.

Fredoka

Use this for headlines.

Fredoka **Fredoka**
Regular **SemiBold**

Sentence case

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
0123456789

Kumbh Sans

Use this for body copy.

Kumbh Sans **Kumbh Sans**
Regular **Bold**

Sentence case

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
0123456789

H1
H2

Fredoka 60 PT
Fredoka 30 PT

BODY COPY

Kumbh Sans Regular 16 pt

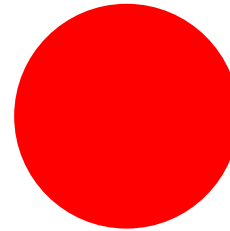
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum ril delenit augue duis dolore te feugait nulla facilisi.

COLOR PALETTE

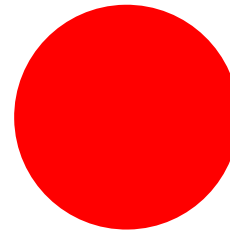
The SOZO Clubs logo incorporates deep blue and lighter blue as its main colors, resulting in a visually pleasing and cohesive brand identity. The deep blue represents trust, stability, and depth, reflecting the core values of the SOZO Clubs. The lighter blue complements the main color and adds a touch of tranquility and serenity to the logo, symbolizing clarity, harmony, and open communication.

To enhance the logo's overall aesthetics, accents of a neutral gray tone and a bright and cheerful yellow shade are used. The gray acts as a versatile backdrop, bringing sophistication and professionalism to the design. The yellow serves as a vibrant accent, injecting energy and positivity.

These colors combine harmoniously to create a captivating logo that communicates trust, tranquility, professionalism, and positivity associated with the SOZO Clubs brand.

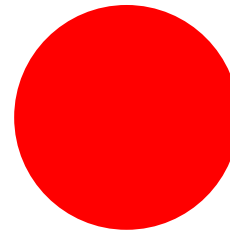


PANTONE 307 C
CMYK: C 100 | M 42 | Y 16 | K 6
RGB: R 0 | G 105 | B 167
HEX: #0069A7



PANTONE 7702 C
CMYK: C 69 | M 15 | Y 17 | K 0
RGB: R 66 | G 167 | B 198
HEX: #42A7C6

— ACCENT —



PANTONE COOL GRAY 11 C
CMYK: C 63 | M 52 | Y 46 | K 39
RGB: R 84 | G 86 | B 90
HEX: #54565A

PANTONE 123 C
CMYK: C 0 | M 25 | Y 87 | K 0
RGB: R 255 | G 198 | B 41
HEX: #FFC629