

The Camping and Caravanning Club

Greenfields House, Westwood Way, Coventry CV4 8JH

Green Paper Number: 5.4 (version 4) *please replace version 3*

Subject: Brand Guidelines

To: Region and Section PROs
District Association and Section Area PROs

From: Director of Marketing and Insight

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The brand is one of the Club's most valuable assets and something that should be used correctly and consistently at all times.

The most important and recognisable element of our brand is the logo. This should appear on all literature. It must be laid over a white or light-coloured background to ensure it is legible at all times. We would always recommend you do not place the logo over an image.

The minimum size the logo should be used at is 15mm and, wherever possible, should be reproduced in full colour. The key to branding is to ensure the logo is always legible and recognisable so consider this when placing it within any design.

Secondly, the name of the Club should always be clear when used away from the logo and it should be represented as The Camping and Caravanning Club, noting the capital letters in the appropriate places. When making reference to the Club within body text, the following should be used: 'the Club' ensuring a small 't' on 'the' and a capital 'C' on 'Club'.

Should you wish to consult the Club's Brand Guidelines, you can do so online via the Members' Area of the Club website here: www.myccc.co.uk/brandguidelines

For an electronic version of the Club logo email:
press.enquiries@campingandcaravanningclub.co.uk

March 2020

Copied to:

To National Councillors



To Region Secretaries



To Section National Secretaries



To District Association Secretaries



To Section Area Secretaries

