

Escapees® RV Club



Logo Usage Guidelines

Escapees Logo Usage Guidelines

Brands are the promise that an organization makes to its customers, a promise for consistency in everything it does.

The strength of a brand relies on a consistently and carefully designed signature that conveys its mission with meaning and power.

Building the Escapees brand strengthens the appeal of our promotion of the RV lifestyle. That is why it is essential that everyone, including our Escapee chapters, BOFs, and endorsed companies, implement the brand consistently and with a cohesive vision.

Consistent application of this single treatment strengthens the Escapees identity throughout all of our materials.

The Escapees logo is the most visible extension of Escapees RV Club.

Altering the Escapees logo in any way dilutes its identity and therefore, dilutes the Escapees brand. The logo should be used according to the following usage guidelines without alteration, modification, or manipulation.

These guidelines have been written to outline specific usage for the logo and yet be flexible enough to apply to a wide range of applications and still maintain a consistent look overall.

Escapees RV Club Mission Statement

Our mission is to provide a complete support network for all RVers. We are committed to excellence. We are dedicated to providing Support, Knowledge, and Parking and will never stop striving to improve. We are honest in everything we do.

Summary of the Guidelines

When using the Escapees logos or registered name, follow these guidelines:

- Allow a clean visual separation of the logo from all other elements. (Suggested clear space surrounding the Escapees logo is 0.2 inches.)
- Use the appropriate logo in all instances.
- Always treat the make of the brand in text as “Escapees” or “Escapees RV Club” or “SKP” (without the quotation marks.)
- Whenever possible, reproduce the color logo in the full, three-color signature.
- When only one color is available, the logo should be reproduced in solid black.
- Use white when reversing the logo out of a dark color or patterned background.
- Use only master artwork supplied by Escapees RV Club. Master artwork is available from the Escapees Web site, or by e-mailing the Escapees Graphics Department at **graphics@escapees.com**.

When using the Escapees logo do not:

- Use unauthorized icons or words in conjunction with the logo.
- Change text in the logo to a different casement or color.
- Italicize, skew, or stretch the logo.
- Redraw the logo or set in a different typeface.
- Change the logo color to any color other than Escapees Blue, Escapees Red, and black.
- Reverse the colors of the logo.
- Use retired Escapees logo artwork.
- Create a new logo using nonapproved typefaces or layouts.

Logo Construction and Minimum Clear Space

The standard Escapees logo consists of a house in a wagon.

The full logo consists of the standard logo with the addition of the club title, Escapees RV Club, surrounded by a circle.

The logo is intended to be used conspicuously on all corporate and collateral materials, promotional items, advertising, and trade show materials. Consistency is of the utmost importance as the logo is applied to a wide variety of media.

The logo has been designed to work well in a wide range of sizes; however, if the full logo with text is used, readability of the text is required.

The minimum clear space surrounding the Escapees logo and full logo should be 0.2 inches, as specified by the dashed line in the displayed examples.

This clear space is flat and unpatterned, allowing for a clean, visual separation of the logo from all other design elements and clear of the edge of the page.



Typography

The Escapees organizational font consists of the typeface Souvenir from Linotype (www.linotype.com.)

The primary typeface for the Escapees name on the logo is Souvenir.

The secondary typeface for Escapees is Frutiger (all varieties) and Times New Roman.

Always treat the make of the brand in text as “Escapees RV Club” or “Escapees” or “SKP” (without the quotation marks.) Never try to mimic the logo in text using different fonts or treatments.

Souvenir Demi

**ABCDEFGHIJKLMNQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxy
1234567890**

77 Black Condensed

**ABCDEFGHIJKLMNQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxy
1234567890**

Frutiger

47 Light Condensed
ABCDEFGHIJKLMNQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

87 Extra Black Condensed

**ABCDEFGHIJKLMNQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxy
1234567890**

57 Condensed

ABCDEFGHIJKLMNQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

56 Italic

*ABCDEFGHIJKLMNQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxy
1234567890*

67 Bold Condensed

**ABCDEFGHIJKLMNQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxy
1234567890**

65 Bold Italic

***ABCDEFGHIJKLMNQRSTU-
VWXYZ
abcdefghijklmnopqrstuvwxy
1234567890***

Titles and Slogans

These are the various titles and slogans for Escapees.

Titles

Escapees, Inc.
Escapees RV Club
Escapees
ERPU
Escapees Rainbow Parks Unlimited
SKP
SKPs
SKP Co-Op
RV Network
house in a wagon

Taglines

Sharing the RV Lifestyle
Total Support Network
Caring and Sharing
For the Serious Rver
Home Is Where You Park It

Primary Color Palette

The Escapees primary color palette consists of three colors: Escapees Blue, Escapees Red and Black.

The color Escapees logo should be reproduced in the primary color palette whenever possible.

Displayed are the only approved variations of the color logo in the primary color palette. Whenever possible, reproduce the color logo in the full, three-color signature.

To ensure legibility, the positive color logo should always be reproduced on a light, natural background that has a visual density no greater than 40% value of black. Use white when reversing the color logo out of a dark color background. Reproduce the reverse color logo on a visual density no less than 70% black.



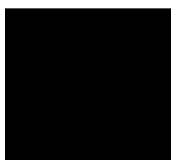
Escapees Blue

r42 g48 b119
hexadecimal: 000066
PMS: Reflex Blue
c100 m72 y0 k6



Escapees Red

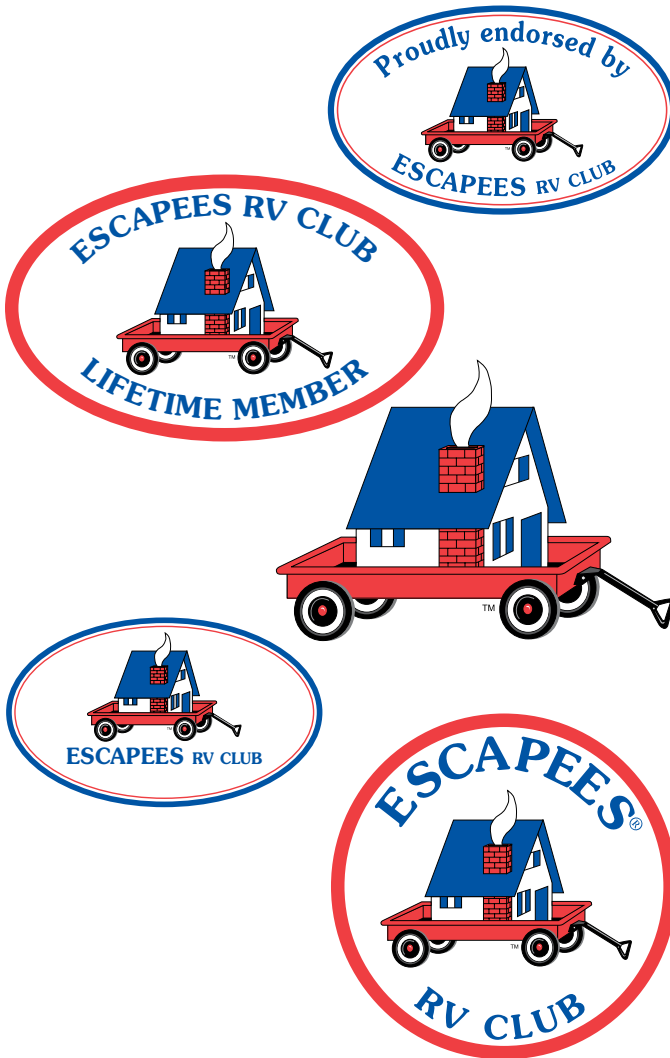
r204 g6 b42
hexadecimal: CC0000
PMS: 185
c0 m91 y76 k0



Black

r0 g0 b0
hexadecimal: 000000
c0 m0 y0 k100

Primary Color Palette (continued)



Secondary Color Palette

The Escapees secondary color palette consists of two colors: Escapees Blue and Escapees Red.

The color Escapees logo should be reproduced in the primary color palette whenever possible. The secondary color palette should be used only when necessary.

Displayed are the only approved variations of the color logo in the secondary color palette. Whenever possible, reproduce the color logo in the full, three-color signature.

To ensure legibility, the positive color logo should always be reproduced on a light, neutral background that has a visual density no greater than 40% value of black. Use white when reversing the color logo out of a dark color background. Reproduce the reverse color logo on a visual density no less than 70% black.



Escapees Blue

r42 g48 b119
hexadecimal: 000066
PMS: Reflex Blue
c100 m72 y0 k6



Escapees Red

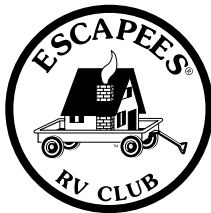
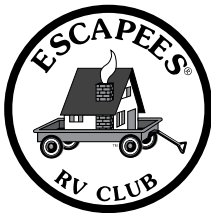
r204 g6 b42
hexadecimal: CC0000
PMS: 185
c0 m91 y76 k0



Black and White Color Palette

Displayed are the only approved variations of the logo in the black-and-white color palette. Whenever possible, reproduce the color logo in the full, three-color signature.

To ensure legibility, the positive grayscale logo should always be reproduced on a light, neutral background that has a visual density no greater than 40% value of black.



Black

r0 g0 b0

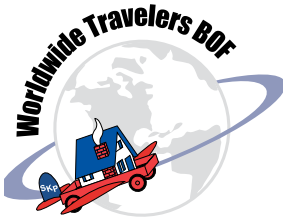
hexadecimal: 000000

c0 m0 y0 k100

Other Variations of Logo Usage

The Escapees logo may be altered to suit the needs of Birds of a Feather groups, chapters, Headquarters Outing Program events, and products. This alteration is done under the supervision of the Escapees Graphic Artists.

Birds of a Feather groups:

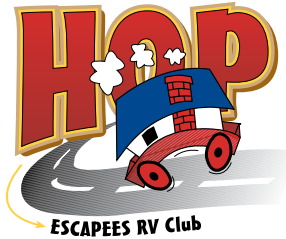


Chapters:



Other Variations of Logo Usage (continued)

Headquarters Outing Program:



Products:



Magazine:

