TERMINAL CITY CLUB

TABLE OF CONTENTS

CLUB HISTORY

Vancouver was an exciting place to be in 1892. The Canadian Pacific Railway, completed in 1881, tied British Columbia to the rest of Canada and Vancouver was becoming one of the great seaports of the world. In this exciting time of new business opportunities, the city mayor and a group of entrepreneurs formed a businessman's club which eventually came to be what we now know as the Terminal City Club.

Today, the club occupies a modern, multi-functional high-rise in the heart of Vancouver's financial district. Terminal City Club has always been at the heart of Vancouver's business, both literally and figuratively; its past and present members include some of the city's biggest movers and shakers. There is no better place in Vancouver to meet people and make connections that can have a lasting impact upon you, your business, and the city itself.

VISION STATEMENT

We are dedicated to exceeding our membership needs and expectations. We do this by honouring the tradition of service on which the Club was founded and embracing the certain, yet positive changes tomorrow brings.

MISSION STATEMENT

We are Vancouver's Premier business club. We offer unparalleled opportunities for business and social networking. Our recreational, sporting and entertainment facilities are world class, and we offer a growing and learning environment of the highest quality for all those engaged at the Club. By maintaining a financially stable club of 2,000 members we will continue to attract new and retain existing members.

OUR CORE VALUES:

**INTEGRITY
COMMUNITY
ENVIRONMENT
RESPECT
DEVELOPMENT
GROWTH**

TERMINAL CITY CLUB

GREY HORIZONTAL LOGO

TERMINAL CITY CLUB

BLUE HORIZONTAL LOGO

TERMINAL CITY CLUB

BLACK HORIZONTAL LOGO

TERMINAL CITY CLUB

WHITE ON BLACK HORIZONTAL LOGO

TERMINAL CITY CLUB

GREY STACKED LOGO

TERMINAL CITY CLUB

BLUE STACKED LOGO

TERMINAL CITY CLUB

BLACK STACKED LOGO

TERMINAL CITY CLUB

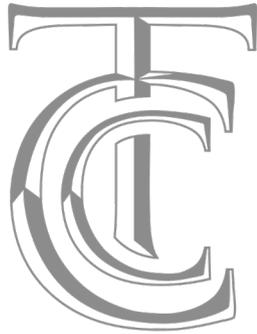WHITE ON BLACK STACKED LOGO

SIGNATURE - TCC
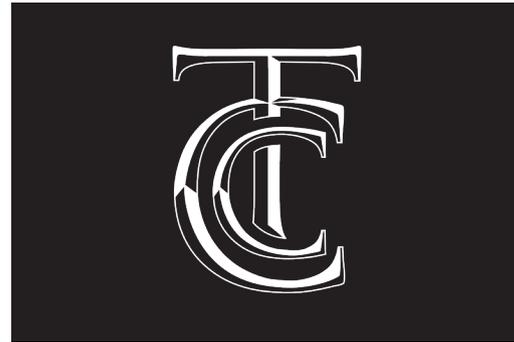
GREY TCC LOGO

WHITE ON BLACK TCC LOGO

BLACK TCC LOGO

SIGNATURE - TCC 2019

GREY TCC 2019 LOGO

WHITE ON BLACK TCC 2019 LOGO

BLACK TCC 2019 LOGO

TERMINAL CITY CLUB

TERMINAL CITY CLUB

MINIMUM SIZE

The smallest size the Terminal City Club horizontal logo can be used on applications measures:
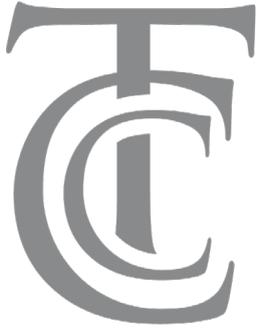W: 1.6027in by H: 0.0976in

TERMINAL
CITY
CLUB

TERMINAL
CITY
CLUB

MINIMUM SIZE

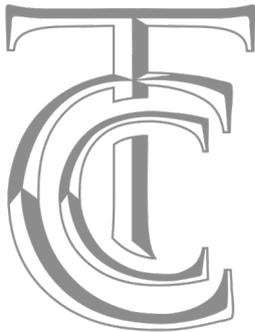The smallest size the Terminal City Club stacked logo can be used on applications measures:
W: 0.7361in by H: 0.4267in

SIGNATURE

MINIMUM SIZE

The smallest size the TCC logo can be used on applications measures:
W: 0.2731in by H: 0.346in

MINIMUM SIZE

The smallest size the TCC 2019 logo can be used on applications measures:
W: 0.412in by H: 0.54in

SIGNATURE USAGE

It is important to select the appropriate photography so the logo is not obstructed and is legible to read and recognize.

In the first image, the logo becomes hidden because the colours of the photograph are too similar to the blue logo itself. With the second image, there is enough contrast between the logo and the image, making it easy to read. Looking at the third image, the white logo does not stand out because the background is too light, making the logo hard to read. In the last image, the white logo stands out well against the photograph, making it easy to see the image clearly in addition to recognizing the logo.

SIGNATURE APPLICATION

Certain specifications have been put into place regarding the surrounding space around the brand identity to ensure that it stands out and has the best impact on all applications. The space is equal to 2 "C"s, taken from the "C" in "Club." Changing the scale of the logo will directly impact the size of the space around it, and will always stay proportioned to the logo.

TERMINAL CITY CLUB

TERMINAL CITY CLUB
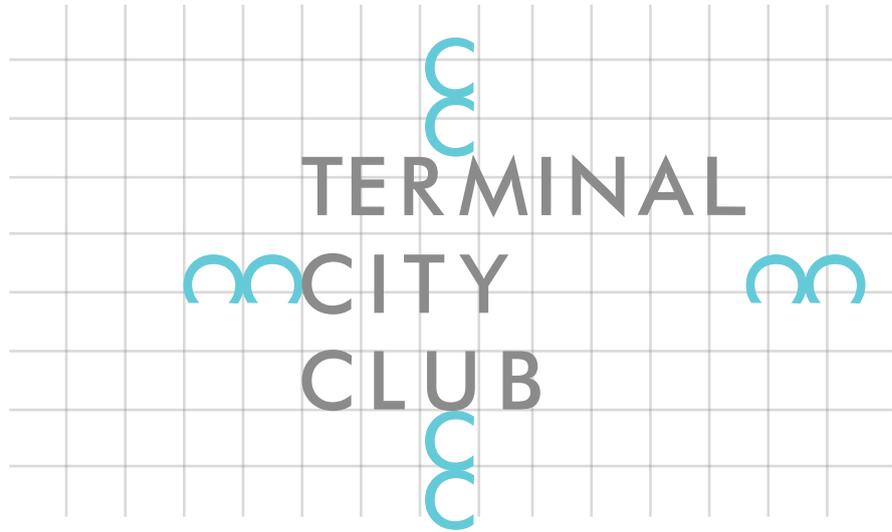
SIGNATURE APPLICATION

Considering that these two TCC logos take a different shape from the previous stacked and horizontal logos, calculating the minimum required space around the logo is done by taking one middle stem of the "T." Again, changing the scale of the logo will also impact the minimum space around the TCC logo, and will always stay proportioned to the icon itself.
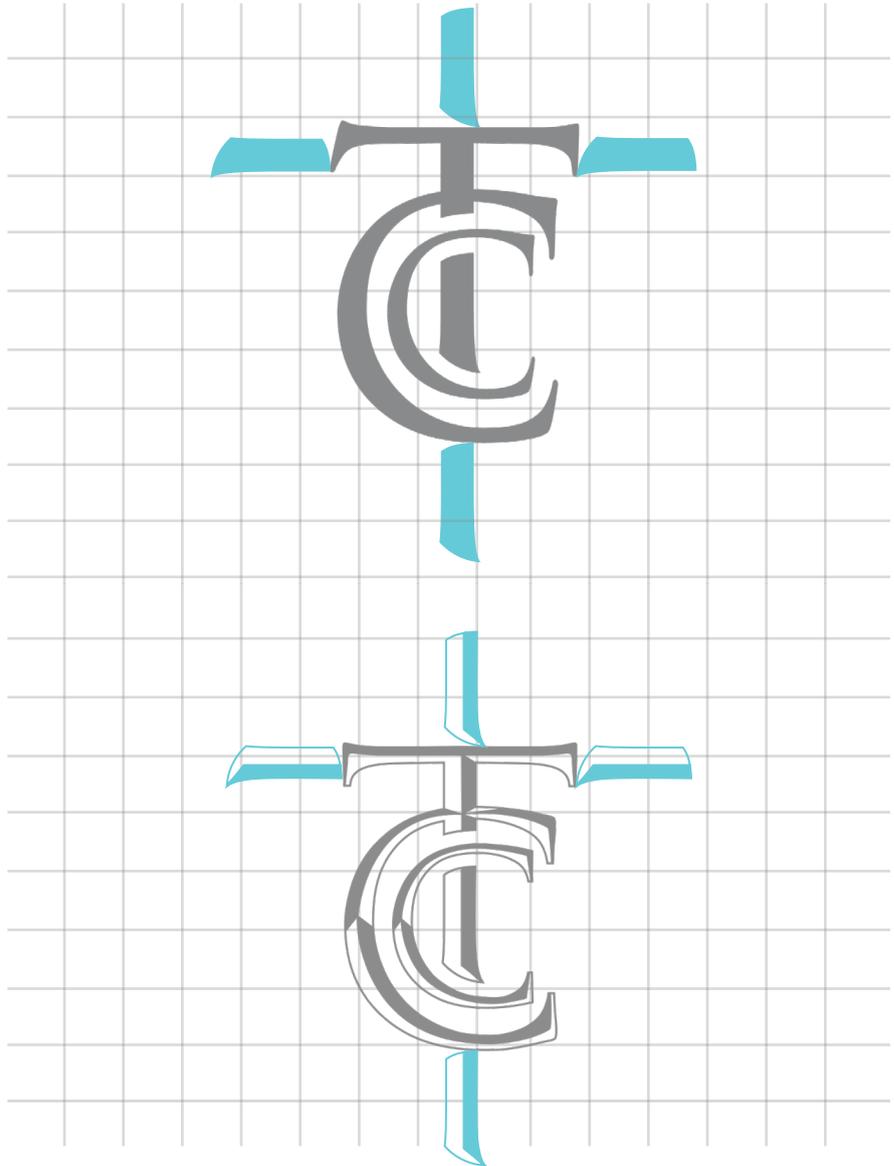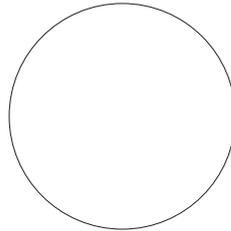
COLOURS

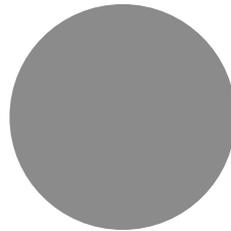The following colour palette is available to use for all marketing material applications.
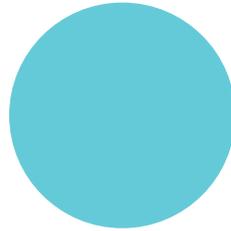
TCC BLUE

PANTONE	P 124-13C
CMYK	C54 M0 Y15 K0
RGB	R105 G202 B217
HEX	#69cad8

WHITE

PANTONE	P 1-1C
CMYK	C0 M0 Y0 K0
RGB	R255 G255 B255
HEX	#ffffff

TCC GREY

PANTONE	P 179-9C
CMYK	C48 M40 Y40 K4
RGB	R139 G138 B138
HEX	#8a8a8a
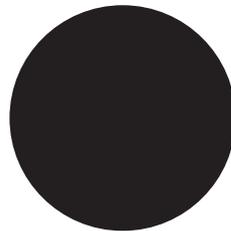
BLACK

PANTONE	P Process Black C
CMYK	C0 M0 Y0 K100
RGB	R0 G0 B0
HEX	#000000

Aa **FUTURA STD BOLD - TITLES**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! @ # $ % ^ & * ( ) _ - + =

Aa FUTURA STD BOOK - SUBTITLES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! @ # $ % ^ & * ( ) _ - + =

FUTURA STD BOOK - BODY COPY

Pubisquo nverors C. Num furnum parit notiactus pecum es es ac vessente, nos, comaxim oratus factus iam inatiae des vilicit, sulicip ioritia Simius fata

Cusam fugiam, si testis se reiciatur? Quias eventus nonse re sam, tem sima quo conectur? Tatquae rspideribus expelest demodi.

Aa ADOBE GARAMOND PRO - TITLES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! @ # $ %
^ & * ( ) _ - + =

Aa ADOBE GARAMOND PRO - SUBTITLES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! @ # $ %
^ & * ( ) _ - + =

ADOBE GARAMOND PRO - BODY COPY

Uperiordi sena, num unterenatum omnium patum es mus. Mium ac me quam tum inpro vit, Cupiem patiam me parioris rem quam, poerit, ad cupiem, sedensum potilin

Tua nonsultus lisse in virtios suliquam. Alaris? Mendii publiae derfentiem Rommo es ad ne inc mor pratquem etiortabes caverni ridium ius, nin

Aa FRANKLIN GOTHIC DEMI - TITLES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! @ # $ % ^
* ( ) _ - + =

Aa FRANKLIN GOTHIC BOOK - SUBTITLES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! @ # $ % ^ &
( ) _ - + =

FRANKLIN GOTHIC BOOK - BODY COPY

Uperiordi sena, num unterenatum omnium patum es mus. Mium ac me quam tum inpro vit, Cupiem patiam me parioris rem quam, poericupi,

Tua nonsultus lisse in virtios suliquam. Alaris? Mendii publiae derfentiem Rommo es ad ne inc mor pratquem etiortabes caverni ridium ius, nin

TYPOGRAPHY: MENUS

Adobe Garamond Pro:

- COURSE -

Dish Name
list of ingredients

or

Dish Name
list of ingredients

paired wine

Example:

- FIRST -

Vadouvan Carrot Salad
*espresso, maple crème fraîche, hazelnut,
sprouted grains*

or

Turmeric Roast Cauliflower Soup
almonds, lime, nigella seeds

*Road 13 Stemwinder (Chardonnay/Roussane/
Marsanne), B.C. 2013*

Futura STD:

- COURSE -

Dish Name
list of ingredients

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*Road 13 Stemwinder (Chardonnay/
Roussane/Marsanne), B.C. 2013*

TYPOGRAPHY: EBLASTS

EVENT/TITLE ————————— **Century Gothic Bold: 17 pt**

Day of week, Month, Day of Month ————— **Arial Bold: 13 pt**

time ————————— Arial Regular 13 pt

price ————————— *Arial Italic 13 pt*

event description ————————— Arial regular 13 pt

Examples:

WINE CAMP: OLD WORLD VS. NEW WORLD

Friday, March 15

6 – 8 p.m.

$49 plus tax & service charge

The Old and New World wine categories continue to spark debate among oenophiles. The most basic difference between the two is geographic, but the distinction also represents a difference in style and winemaking approach. Take part in a blind tasting of eight wines and see if you can taste the difference!

1892 POP-UP DINNER

Wednesday, March 27

Reservations start at 6 p.m.

$44 plus tax & service charge; optional wine pairings available

Chef has prepared a delightful three-course choice menu for the evening. Stop by the wine tasting before your reservation!

FOR THE FAMILY

Century Gothic Bold: 24 pt

EVENT/TITLE

Century Gothic Bold: 17 pt

Day of Week, Month Day of Month • time a.m. • Location — **Arial Bold: 13 pt**

time — Arial Regular 13 pt

price — *Arial Italic 13 pt*

event description — Arial regular 13 pt

Example:

FOR THE FAMILY

## RICHMOND OUTDOOR SPRING CARNIVAL

Thursday, March 21 – Sunday, March 31 • 12 noon – 10 p.m. • Lansdowne Centre
West Coast Amusements, the largest Canadian midway operation in Western Canada, will be making a stop at Lansdowne Centre in Richmond. They'll be setting up for 10 straight days with a massive array of rides, games, and traditional carnival eats. And no, it's never too early in the day to have cotton candy. The outdoor carnival will be open from March 21 – 31, with hour of operation varying by date and weather. Attendees can ride six attractions for $16 or purchase a daily wristband for $40. Tickets for rides may also be purchased individually and in groups of 20 and 40.

PHOTOGRAPHY - ACCEPTABLE

The photography of Terminal City Club accurately depicts the unique environment and positive member experience. Overall, we strive to use imagery that is bold, unfiltered, capturing the breathtaking architecture, impressive ballrooms, delicious, cuisine, sophisticated cocktails, exciting events and state of the art facilities.

The bottom four images are excellent examples of imagery that we use in the applications of our brand.
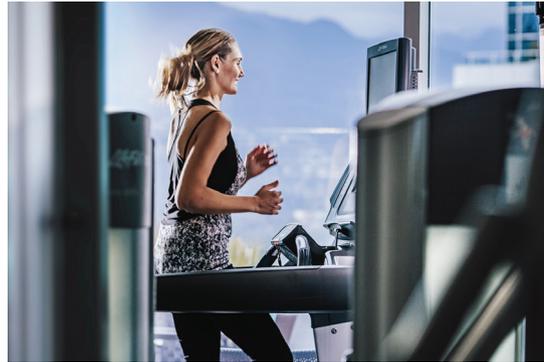
PHOTOGRAPHY - UNACCEPTABLE

The first image is too dark and is difficult to distinguish what the photo actually is. Below the first image displays a group of members at an event, this example would be prohibited, as using images of actual members in promotional material is not allowed. The image on the top right is too muted and does not contain enough vibrancy. The fourth image is of an older layout that has been renovated, which does not accurately depict what the club currently looks like.

TERMINAL CITY CLUB