



Brand Guidelines

Brand Guidelines

- 01 ClubWorks Branding
- 02 Partner Co-Branding
- 03 ClubWorks Engineering





01

ClubWorks Branding

01

ClubWorks Branding

This section defines the foundation of the ClubWorks brand, including its mission, vision, values, and differentiators. You'll also find practical tools like logo usage, colors, typography, and digital applications to ensure a consistent and recognizable identity across every touchpoint.

Mission Statement

Vision Statement

Brand Values

Brand Audiences

Brand Differentiators

Positioning Statement

Brand Pillars

Core Idea

Personality & Tone

Language Usage

Elevator Speech

Boilerplate

Brand Logos

Tertiary Logo Marks

Brand Colors

Brand Patterns

Typography

Web Color Usage

Web Typography Usage

Web Buttons

Web Patterns

Website Footer



Mission Statement

To build an unrivaled portfolio of professional services firms for premier club, real estate, and hospitality businesses.

Your mission statement describes your overall purpose and objective as an organization. It should provide a high-level roadmap for the investment group and subsidiaries.

VISION STATEMENT

To elevate standards, enrich experiences, and lead our core industries through innovative thinking and unmatched expertise.



Brand Values

Your organization's values are the principles that guide decisions and actions at every level. Strong values promote autonomy and connection.

- 01 Highest Standards of Excellence
- 02 Trusted Expertise
- 03 Leadership through Innovation
- 04 Cross-Firm Collaboration
- 05 Service Driven by Empathy

ClubWorks Branding

Potential Acquisitions

Necessary to strengthen and clarify the ClubWorks narrative (what exactly it is and why a firm would want to become part of it)

Existing Subsidiaries

Necessary for alignment around a singular ClubWorks narrative, how all firms speak about ClubWorks and refer other partner firms, a thoughtful strategy for ongoing thought leadership

Key Industries

Necessary for establishing ClubWorks as a leader and innovator within the industries where we want to continue to succeed and the ones where we want to grow

Brand Audiences

Brand Differentiators

Only platform of its kind in existence and unlikely to be replicated in our core industries

Providing professional services for every stage of the lifecycle—from executive search to architecture to design to operational consulting to 3D rendering to video to marketing, etc.

Made up exclusively of best-in-class partner firms, as determined by those firms' expertise, experience, reputation, geography as well as premier clients and projects

We believe in people first, so we invest in the highest quality, founder- or entrepreneur-led management teams

As a wholly-owned subsidiary, every firm is aligned toward the same mission-vision-values; this collective approach creates a collaborative and trusted referral network among partners that are invested in one another's success

POSITIONING STATEMENT

ClubWorks is the only wholly-owned network of elite firms providing professional services for every stage of development and evolution in the private club, real estate, and hospitality industries.

Brand Pillars

Brand pillars help you communicate your message by defining the fundamental points that set you apart from your competitors. They are your core strategic business drivers and key elements of the brand that resonate most with your audience(s).

- 01 Best-in-class partner peers
- 02 Collaborative referral network
- 03 Industry leadership through shared ideas
- 04 Power of the collective

ClubWorks Branding

Core Idea

Partners in Excellence

A brand's core idea is the fundamental concept that drives a business and the sum of its values, philosophy, and essence. It's the reason why a brand exists and what inspires everything it does.



Personality & Tone

Brand personality and tone of voice is how your brand presents itself to external audiences. While it is consistent across all channels, you should make it appropriate to the situation that you're communicating or writing about.

- 01 Premier, High-End
- 02 Clear, Straightforward
- 03 Knowledgeable, Understanding

ClubWorks Branding

Language Usage

Use This	To Describe This	Not This
Partner firms, Partners	Individual ClubWorks companies	Subsidiaries, Companies
Partners in Excellence	Our tagline, Highest level of differentiation, How we work together	Network of Excellence
A ClubWorks Partner	Individual firms	A ClubWorks Company
Collective, Network, Portfolio of firms	The group of ClubWorks companies, not capitalized	Collaborative
End-to-end professional services, Areas of expertise	The services offered across the ClubWorks firms	ClubWorks' services or Our services <i>(ClubWorks itself does not offer any services; its partner firms do)</i>
Private club, Private golf club, Premier club	Club	Club

ClubWorks Branding

Language Usage

Use This	To Describe This	Not This
Real estate, Real estate development, High-end- private communities, Private club communities	Our real estate industry	Real estate sales, Housing, Property sales, Property market, Land sales
Hospitality, High-end hospitality, Hospitality and tourism	Our hospitality industry	Subsidiaries, Companies
Wholly-owned	Our structure	Network of Excellence
Only platform of its kind	Our point of differentiation	A ClubWorks Company
Best-in-class, Premier, Industry-leading, Elite	Our level of excellence	Collaborative
The power of the collective <i>(Note that this is not capitalized)</i>	The strength of the collaborative effort by all partner firms	The ClubWorks Collective <i>(This is capitalized and only used for a special group of individuals within ClubWorks)</i>

CLUBWORKS ELEVATOR SPEECH

The only platform of its kind in existence, ClubWorks is a wholly-owned network of elite firms providing professional services for every stage of development and evolution in the private club, real estate, and hospitality industries. Made up exclusively of best-in-class partner firms, the ClubWorks collective includes Peacock + Lewis Architects and Planners, a premier hospitality and club amenities design firm; JBD JGA Design and Architecture, an award-winning hospitality design company; Visionary Spectacle Studios, an architectural visualization services firm; GGA Partners, an international consulting firm and advisor to clubs, resorts, and residential communities; Private Club Films, an innovative video production company; ClubWorks Engineering, a dedicated engineering firm offering MEP and Fire Protection services; Buffalo Groupe, a full-service integrated marketing agency; and Kuo Dierich Chi Architects, an award-winning full-service, international architecture and design firm specializing in club and resort design. Aligned in values and complementary service offerings, the firms combine to elevate industry standards, enrich client experiences, and provide unmatched expertise to premier club, real estate, and hospitality businesses.

CLUBWORKS | PARTNERS IN EXCELLENCE

Boilerplate

The only platform of its kind in existence, ClubWorks is a wholly-owned network of elite firms providing professional services for every stage of development and evolution in the private club, real estate, and hospitality industries. Made up exclusively of best-in-class partner firms, the ClubWorks collective includes Peacock + Lewis Architects and Planners, JBD JGA Design and Architecture, Visionary Spectacle Studios, GGA Partners, Private Club Films, ClubWorks Engineering, Buffalo Groupe, and Kuo Diedrich Chi Architects. Aligned in values and complementary service offerings, the firms combine to elevate industry standards, enrich client experiences, and provide unmatched expertise to premier club, real estate, and hospitality businesses.

CLUBWORKS | PARTNERS IN EXCELLENCE



Primary Logo: The most complete and recognizable version of the logo, typically used in full-brand applications such as websites, signage, and key brand collateral.



Secondary Logo: A more compact version that maintains brand recognition but is more adaptable for alternate layouts, such as horizontal or stacked formats.

ClubWorks Branding

Brand Logos

ClubWorks Brand Logos

The ClubWorks logo suite is comprised of several different marks designed to work harmoniously together, effectively addressing diverse communication needs. Each element is crafted to ensure a cohesive brand identity while providing flexibility for various applications.



Lettermark

20 CLUBWORKS 22

Typographic Badge



Circle Seal



Oval Seal

ClubWorks Branding

Tertiary Logo Marks

ClubWorks Brand Logos

Using these marks strategically helps maintain brand consistency while allowing flexibility across different mediums and touchpoints. These compact, minimal versions of the logo are ideal for small-scale applications like social media avatars, favicons, or embroidered merchandise.

Brand Colors

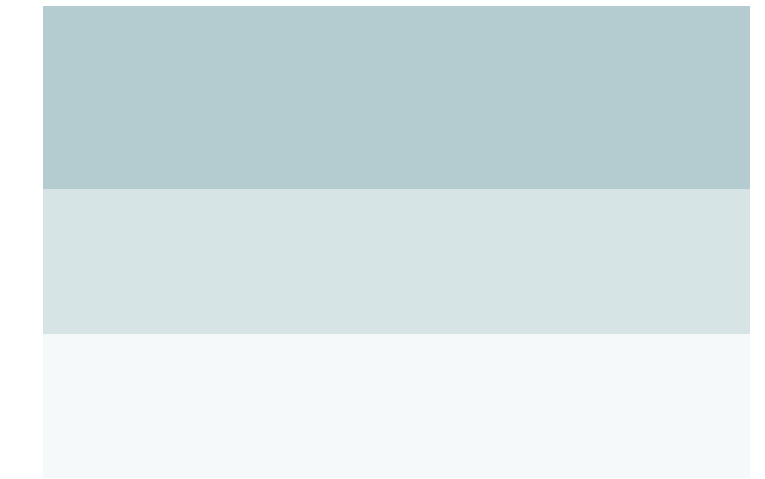
The ClubWorks color palette is a balanced blend of rich, sophisticated tones that reflect the brand's strength and versatility. Tints and shades of the primary colors can be adjusted to enhance contrast and meet accessibility standards while maintaining a cohesive identity. Secondary colors serve as accents, adding depth and flexibility when appropriate.



Classic Navy
PANTONE 533C
CMYK (55, 38, 0, 73)
RGB (31, 42, 68)
#1F2A44



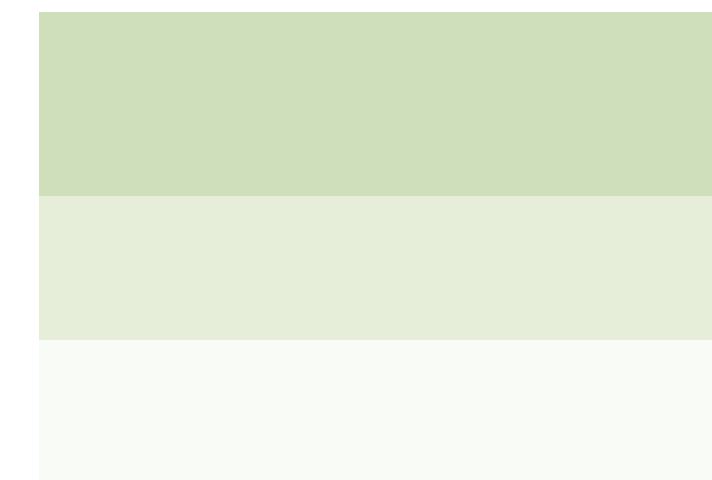
Soft Gold
PANTONE 465C
CMYK (0, 16, 48, 29)
RGB (185, 151, 91)
#B9975B



Coastal Blue
PANTONE 5523C
CMYK (13, 1, 0, 18)
RGB (182, 207, 208)
#B6CFD0



Evergreen
PANTONE 3537C
CMYK (100, 14, 99, 65)
RGB (0, 72, 43)
#00482B



Pistachio
PANTONE 7485C
CMYK (6, 0, 16, 13)
RGB (208, 222, 187)
#D0DEBB



Hickory
PANTONE 4625 C
CMYK (0, 45, 64, 69)
RGB (80, 44, 29)
#502C1D

ClubWorks Branding

Color Usage

Primary colors (Classic Navy, Soft Gold and Coastal Blue) should anchor designs, while secondary colors (Evergreen, Pistachio, and Hickory) can be used as accents to add dimension and versatility.





ClubWorks Branding

Brand Patterns

General Pattern Usage

Our brand pattern, created from the interlocking CW elements of our logo, adds visual cohesion across applications. Use it subtly as a background, frame, or accent to complement other brand elements without overpowering them.



ClubWorks Branding

Typography

Type rationale for ClubWorks

The typography reinforces ClubWork's brand voice, making content both visually engaging and easy to read. Our typefaces have been carefully selected to maintain consistency across all materials while allowing flexibility for different applications.

ClubWorks Branding

Rivertale

Rivertale is a versatile and formal font. It pairs well with a wide range of projects and conveys elegance. Its custom ligatures add personality to the brand but can reduce readability at smaller sizes. For this reason, we recommend avoiding its use in body copy.

AaBbCc
AaBbCc

ClubWorks Branding

Brother 1816

Brother 1816 is a versatile and well-balanced typeface that combines geometric shapes with humanistic strokes. It is highly legible at small sizes and also works well for larger applications that require more personality, such as headlines.

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Headline

Subheadline

Body copy esto el modi cor repratur, am, quam doloreptin pro et quas ea dit intio et dolorum. Quisque tortor elit, condimentum id leo sed, pretium efficitur metus. Nullam sodales, erat id accumsan consectetur, nulla nisl placerat neque, et suscipit metus leo et urna. Ut dapibus eu nunc et viverra. Nulla facilisi.

Typography

Layout example for ClubWorks

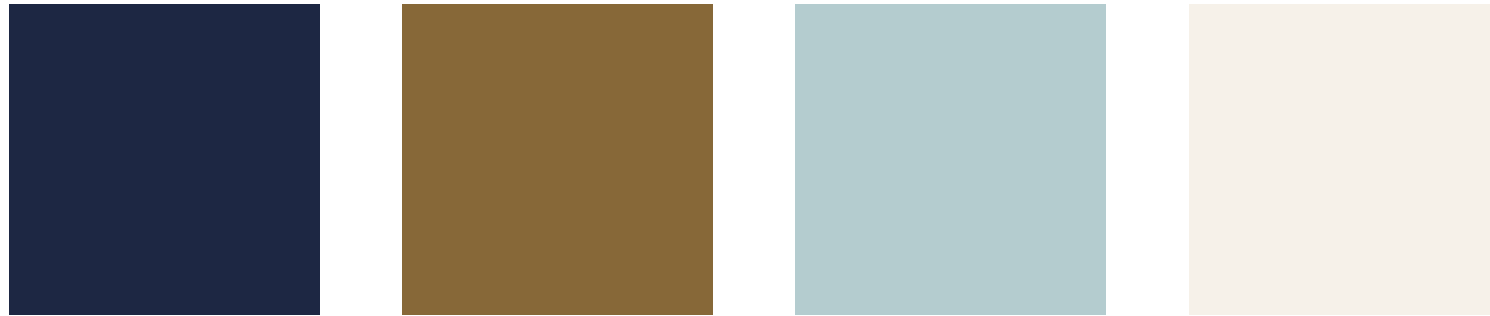
Typographic hierarchy is essential for guiding the audience's understanding of a text. Just as graphic elements play a role in design, variations in font size, position, color, and more help shape how readers experience our brand's story. To maintain consistency across collateral, different font weights should be used appropriately.

The above sample type layout gives a good building block for text treatment used in designs.

Web Color Usage

Primary Colors

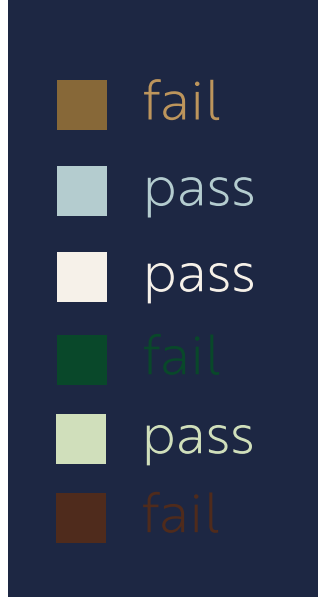
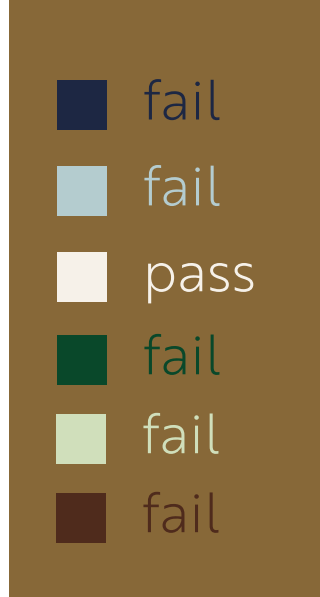


#1F2A44 #88693A #B6CFD0 #F8F3EC

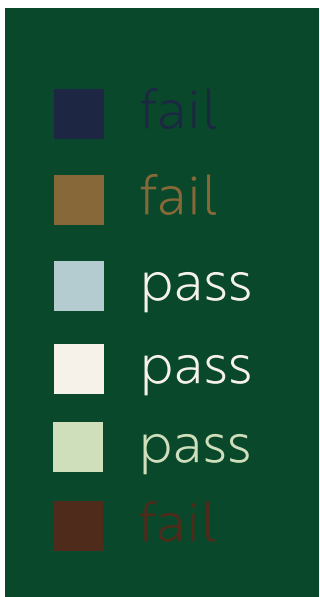




Secondary Colors

#00482B #D0DEBB #502C1D



 <ul style="list-style-type: none">failpasspassfailpassfail	 <ul style="list-style-type: none">failfailpassfailfailfail	 <ul style="list-style-type: none">passfailfailpassfailpass	 <ul style="list-style-type: none">passpassfailpassfailpass
--	---	--	--

 <ul style="list-style-type: none">failfailpasspasspassfail	 <ul style="list-style-type: none">passfailfailfailpasspass	 <ul style="list-style-type: none">failfailpasspassfailpass
--	--	--

Color Usage



Web Typography Usage

Brother 1816 Light - 98 px font - 93 px leading - 0 Tracking

Brother 1816 Bold - 30 px font - 46 px leading - 0 Tracking

Brother 1816 Light - 24 px font - 40 px leading - 0 Tracking

Brother 1816 Bold - 24 px font - 40 px leading - 50 Tracking

Typography

Layout example for ClubWorks

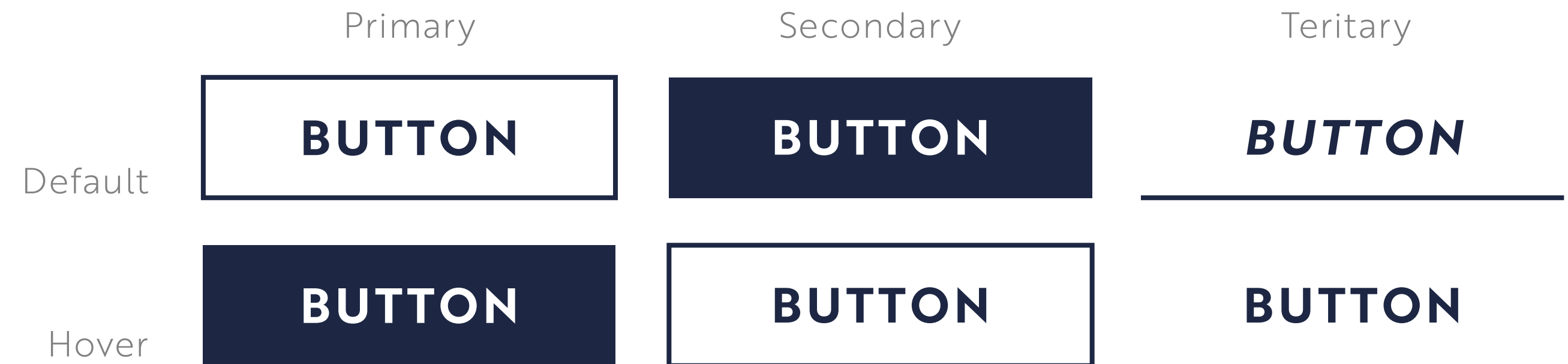
Typographic hierarchy is essential for guiding the audience's understanding of a text. Just as graphic elements play a role in design, variations in font size, position, color, and more help shape how readers experience our brand's story. To maintain consistency across collateral, different font weights should be used appropriately.

The above sample type layout gives a good building block for text treatment used in designs.

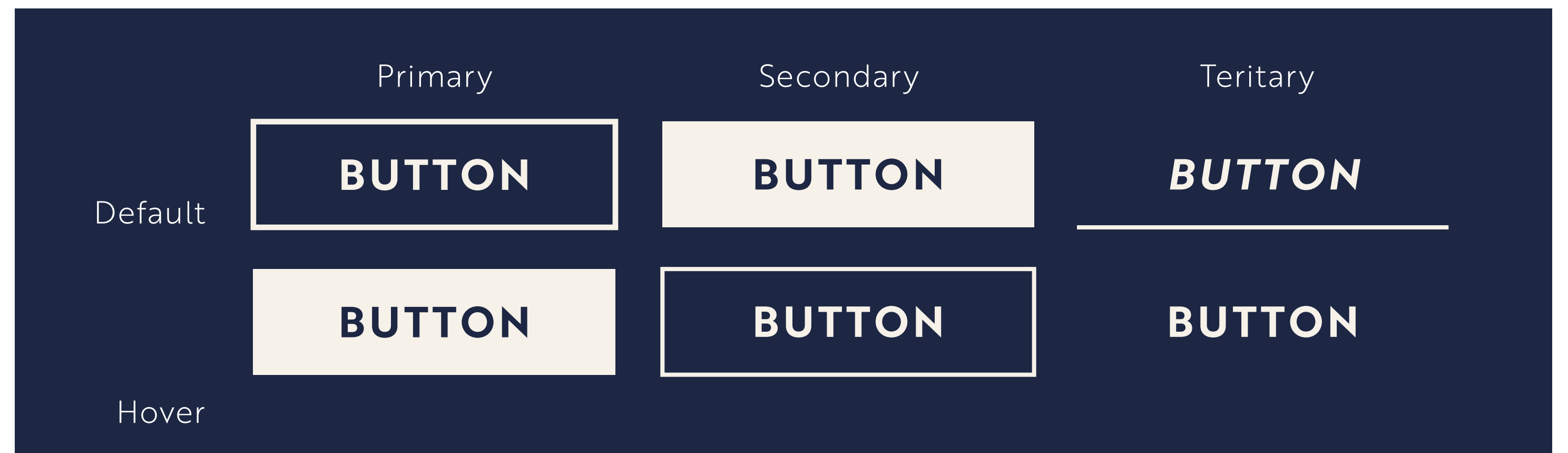
BUTTON

Web Buttons

For light colored backgrounds

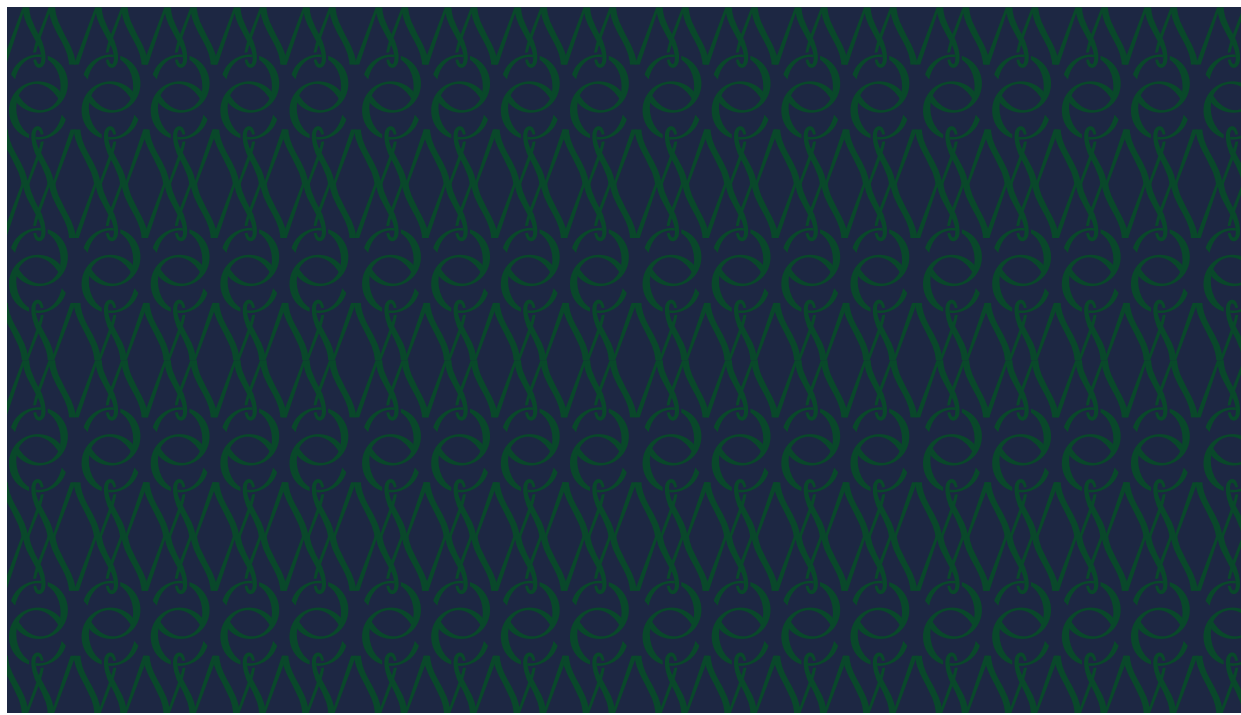


For dark colored backgrounds



ClubWorks Branding

Web Patterns



Website Footer

Primary Logo - White #ffffff

Text Box Color - #1F2A44



Brother 816 Light - 18 px font - 34 px leading - 0 Tracking
Typography Color - White #ffffff

Partners should always be presented in a specific, predefined order to maintain consistency and clarity across all communications. In the event of a new acquisition or addition to the partner list, it should be placed at the end of the existing sequence to preserve the established structure and ensure brand alignment.

Partner firms will retain their own website branding for colors and fonts, while aligning the layout and design with the provided mockup.



02

Partner Co-Branding

02

Partner Co-Branding

Here we outline how ClubWorks' endorsed hybrid model works in practice, balancing the independence of each partner firm with clear parent-company endorsement. Guidelines cover primary and secondary logo usage, required and optional applications, and tips for presenting your brand alongside ClubWorks.

Brand Architecture

ClubWorks Co-Branding

Overview

Primary Logo

Secondary Logo

ClubWorks Family

Quick Tips

Required Uses

Suggested Uses

Optional Uses

Partner Elevator Speech

Partner Co-Branding

Brand Architecture

The ClubWorks Family

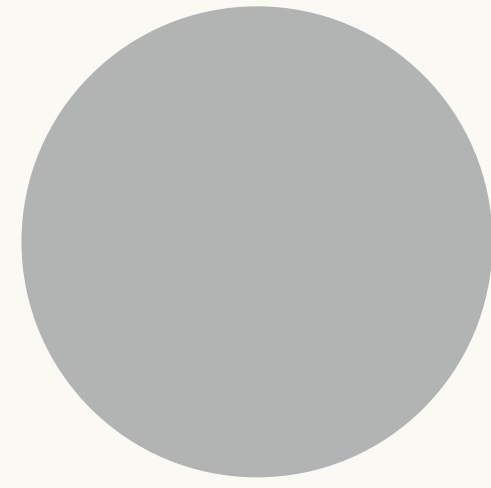
The ClubWorks family of brands is an endorsed hybrid model, meaning the sub-brands keep their unique identities but carry parent endorsement.



Partner Co-Branding

House of Brands & Branded Houses vs Endorsed Hybrid Examples

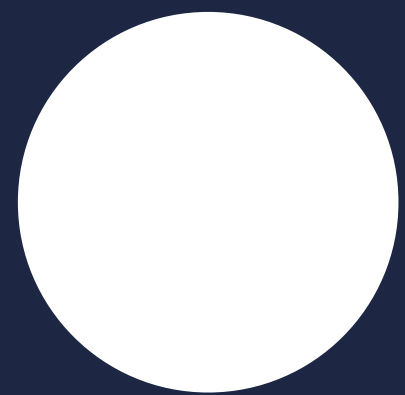
Company	Architecture Type	Description
P&G	House of Brands	Sub-brands stand alone; corporate parent rarely visible to consumers. Example: Tide, Pampers, Gillette.
FedEx	Branded House	FedEx Express, FedEx Ground, FedEx Office, FedEx Freight; sub-brands carry the parent identity clearly, reinforcing one cohesive brand.
Intuit	Branded House Endorsed Elements	TurboTax, QuickBooks, Mint; sub-brands prominently signal connection to Intuit, leveraging corporate trust while allowing some individual identity.
Marriott	Endorsed Hybrid	Sub-brands keep unique identities but carry parent endorsement. Example: Courtyard by Marriott.
Kellogg's	Endorsed Hybrid	Special K by Kellogg's, Rice Krispies by Kellogg's; sub-brands maintain personality with parent credibility.
American Express	Endorsed Hybrid	Delta SkyMiles® Credit Card from American Express, Hilton Honors AmEx Card; parent endorsement adds credibility.
Gap Inc.	Endorsed Hybrid	Old Navy, Banana Republic, Athleta; corporate link appears in messaging and investor materials.
Clubworks	Endorsed Hybrid	Firms have distinct brands but all show "A ClubWorks Partner" and share industry focus.



PARTNER LOGO

A CLUBWORKS PARTNER

Primary Logo: The Primary Logo is the most complete and recognizable expression of your brand within the ClubWorks family.



PARTNER LOGO



Secondary Logo: The Secondary Logo includes both the Subsidiary logo and ClubWorks logo mark, side by side.

Partner Co-Branding

ClubWorks Co-Branding

How to Use the New Logo System

To ensure consistency and clarity across all partner brands within the ClubWorks family, we've established a logo system that maintains the integrity of each subsidiary's brand while aligning with the parent company identity.



Peacock + Lewis x ClubWorks



JBD JGA x ClubWorks



Visionary Spectacle x ClubWorks



GGA x ClubWorks



Private Club Films x ClubWorks



ClubWorks Engineering x ClubWorks



Buffalo Groupe x ClubWorks



Kuo Diedrich x ClubWorks

Partner Co-Branding

Primary Logo

Subsidiary-Led Co-Branding

The Primary Logo is the most complete and recognizable expression of your brand within the ClubWorks family. It features your full logo with “A ClubWorks Partner” added underneath. This version leads with your brand, reinforcing your independent identity while clearly showing affiliation with ClubWorks.

Use case: Full-brand applications – websites, signage, proposals, presentations, marketing materials, business cards, trade show booths, press releases, etc

PEACOCK + LEWIS		Peacock + Lewis x ClubWorks
JBD JGA DESIGN AND ARCHITECTURE		JBD JGA x ClubWorks
VS VISIONARY SPECTACLE		Visionary Spectacle x ClubWorks
GGA Partners		GGA x ClubWorks
		Private Club Films x ClubWorks
CLUBWORKS ENGINEERING		ClubWorks Engineering x ClubWorks
		Buffalo Groupe x ClubWorks
		Kuo Diedrich x ClubWorks

Partner Co-Branding

Secondary Logo

Dual Brand Mark

The Secondary Logo includes both the Subsidiary logo and ClubWorks logo mark, side by side. This format is ideal when you need a more compact or horizontal-friendly treatment but still want to maintain full brand representation for both entities. It can also be used when it's important to highlight both your brand **and** the ClubWorks brand equally.

Use case: Alternate layouts – where space, format, or design requires more flexibility. Examples include email signatures, social media graphics, banners merch or promotional products, etc

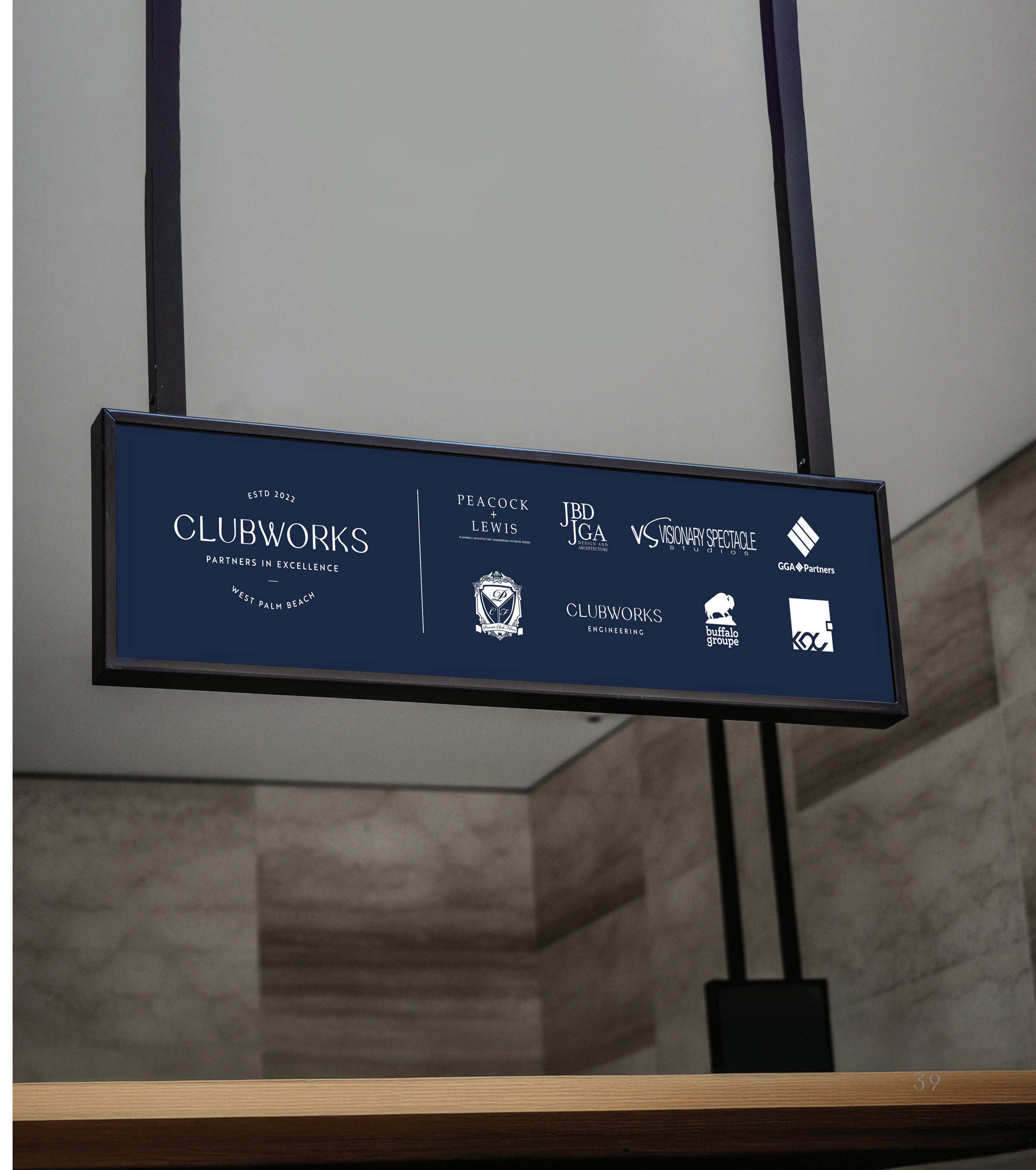
Partner Co-Branding

ClubWorks Family

Logos can be grouped together to show the strength of the collective. When used in conjunction with the ClubWorks logo, the co-branding logos are not necessary.

Use case: The most complete lock-up of the ClubWorks family used in full-brand applications such as co-branded conference signage and key brand collateral.

Note: Unless layout will not allow for it, logos should always be presented in the order of acquisition into the ClubWorks family, as shown to the right.





Peacock + Lewis Architects and Planners | JBD JGA Design and Architecture Visionary
Spectacle Studios | GGA Partners | Private Club Films | ClubWorks Engineering
Buffalo Groupe | Kuo Diedrich Chi Architects

Use case: When the full logos of the partner firms can not be present our word lock-up should be used. Examples include website footer, presentations, co-branded conference materials, etc.

Partner firms will retain their own branding for colors and fonts.

Partner Co-Branding

ClubWorks Family

Partner Word Lock-Up

Partners should always be presented in a specific, predefined order to maintain consistency and clarity across all communications.

In the event of a new acquisition or addition to the partner list, it should be placed at the end of the existing sequence to preserve the established structure and ensure brand alignment.

Partner Co-Branding

Quick Tips

Co-Branded Logo Tips

- Always lead with your brand. The Primary Logo was built to showcase your identity first — use it whenever possible.
- Default to the Primary Logo for external and public-facing communications.
- Use the Secondary Logo when space or layout calls for a more compact format.
- Do not alter the placement, proportion, or relationship between logos in either version.





Partner Co-Branding

Required Uses

Conferences with a ClubWorks Presence

At conferences where multiple partner firms are representing the ClubWorks brand together, the Primary Logo lock-up should be used. This ensures consistency across conference materials, ties the partner firms together, and elevates the ClubWorks brand in addition to the partner firms' brands.

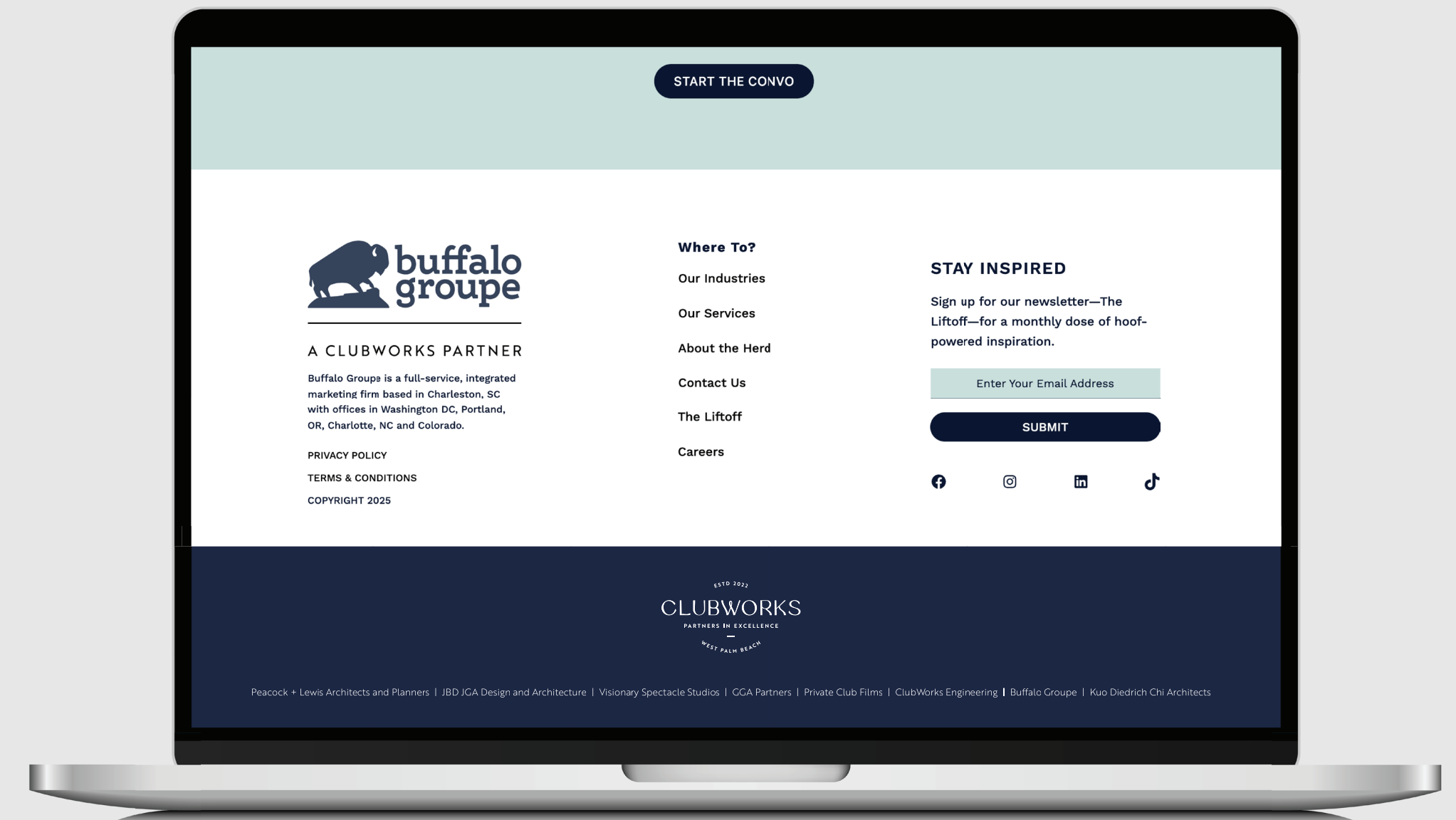


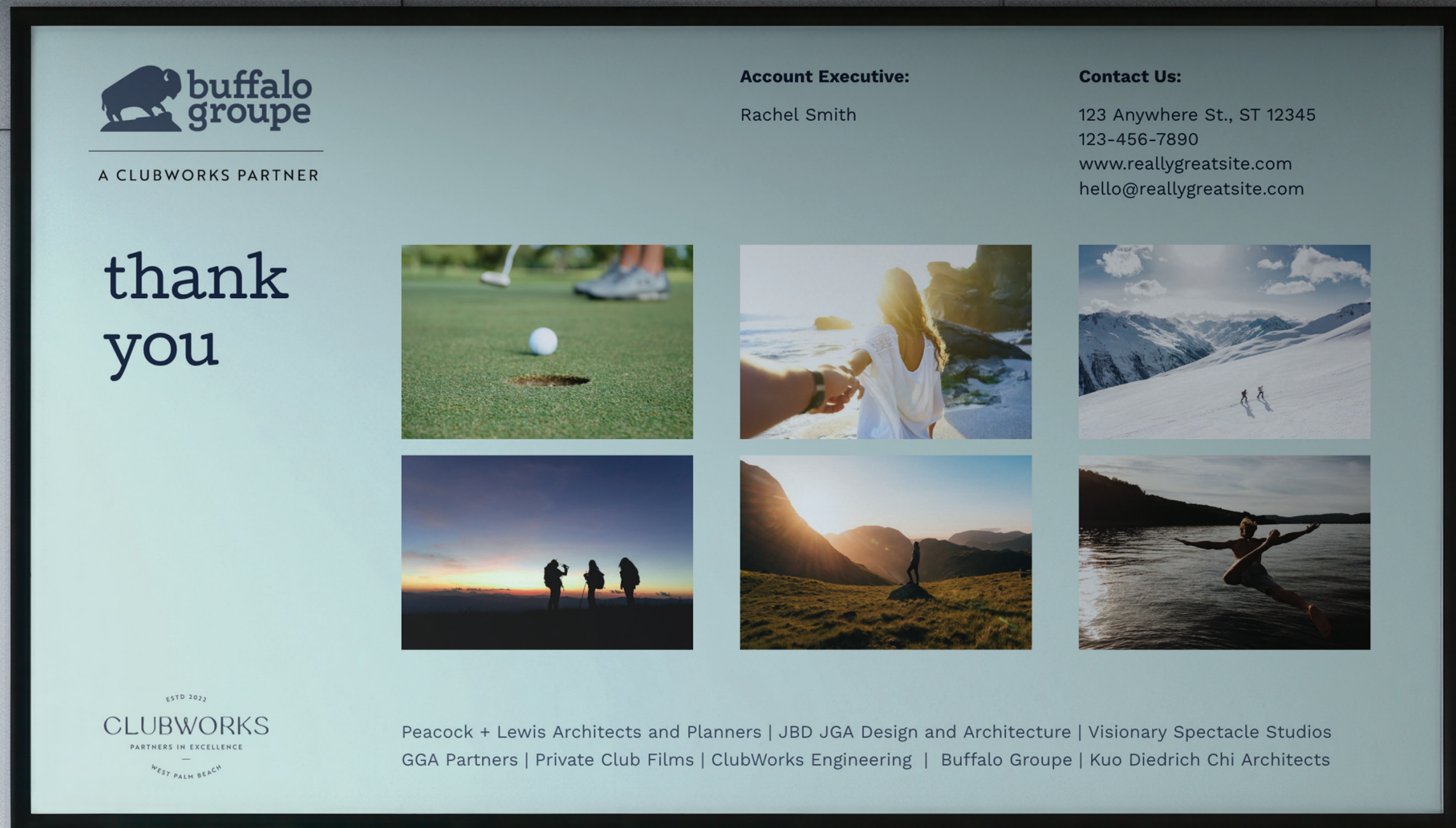
Partner Co-Branding

Required Uses

Website

Your Primary Co-Branded Logo should appear on your website. In the example on the right, Buffalo Groupe's Co-Branded logo is on the left side of the website footer. The Primary ClubWorks Logo with Partner Word Lock-Up should also be featured in your website's footer. In the same example, you can see this across the very bottom of the screen.





Partner Co-Branding

Required Uses

Proposals

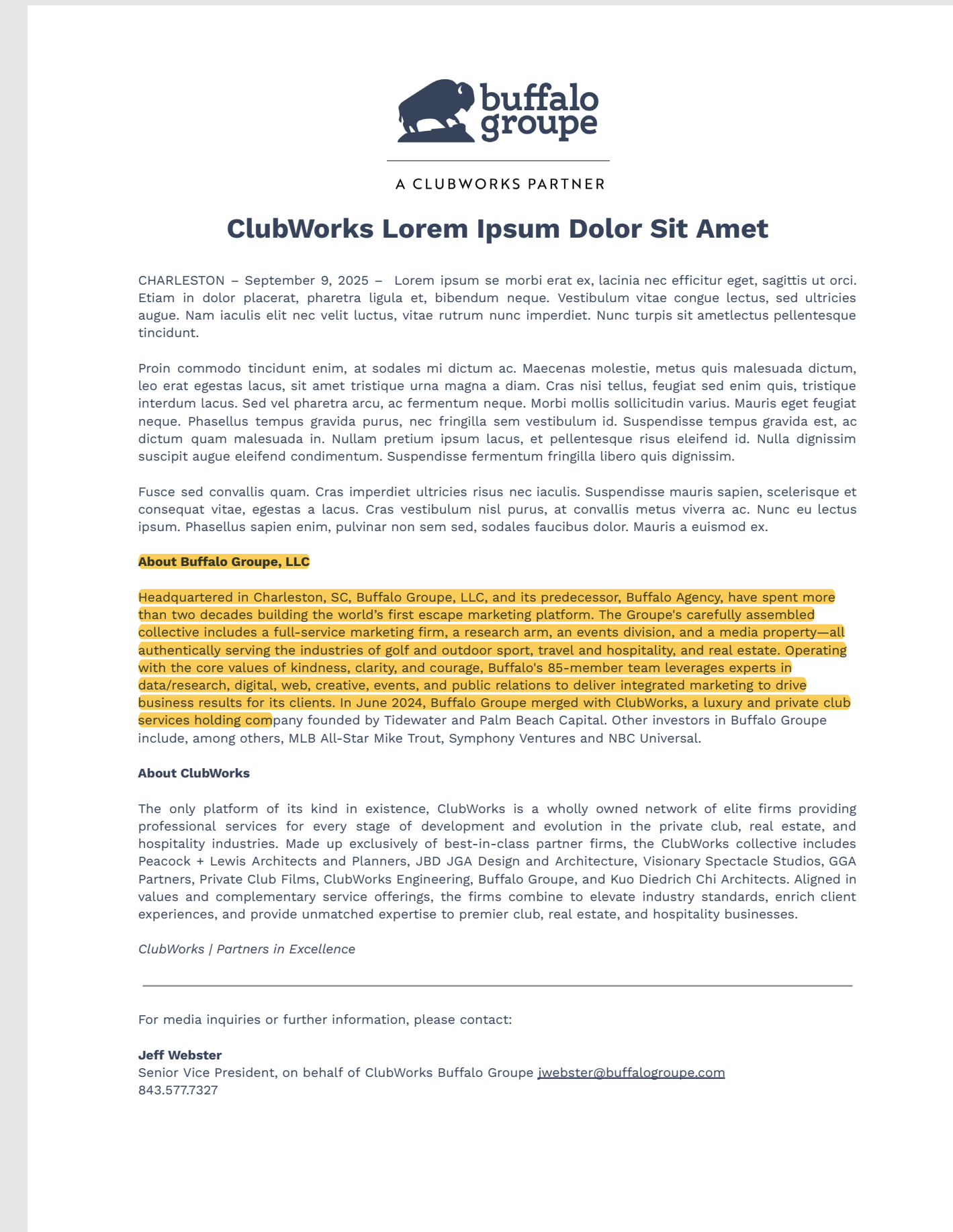
Always include your Primary Co-Branded Logo on the closing slide of your proposal slide decks. The Primary ClubWorks Logo with Partner Word Lock-Up is optional but recommended. Both can be seen in the slide example.

Partner Co-Branding

Required Uses

Press Releases

Always include the Primary Co-Branded Logo on all press releases. The ClubWorks boilerplate should always follow your firm's boilerplate.



Partner Co-Branding

Suggested Uses

Letterhead

It is highly recommended to include your Primary Co-Branded Logo on letterhead. You can also use the Primary ClubWorks Logo with Partner Word Lock-Up as well. Both options are shown in the examples to the right.



Partner Co-Branding

Suggested Uses

Business Cards

It is highly recommended to include your Primary Co-Branded Logo on business cards. An example is shown to the left.



Partner Co-Branding

Suggested Uses

Office Signage

When updating office signage, it is highly recommended that you include your Primary Co-Branded Logo, as shown in the example to the left. However, you do not need to refresh any signage or incur any added expenses in order to do so.



Partner Co-Branding

Optional Uses

Swag & Corporate Gifting

For corporate swag and gifting, you have the option to use the Primary Co-Branded Logo. This includes t-shirts, mugs, custom client gifts, and more.

Stand-Alone Conferences

For conferences where your firm has a stand-alone presence, you have the option to use the Primary Co-Branded Logo. This includes signage, booth displays, giveaways, and more.



Partner Co-Branding

Partner Elevator Speech

Buffalo Groupe Example

Headquartered in Charleston, SC, Buffalo Groupe is a full-service integrated marketing agency specializing in connecting with audiences seeking high-end escapes. With an emphasis on golf lifestyle, high-end communities, and travel, Buffalo brings more than 30 years of expertise to ClubWorks. The only platform of its kind in existence, ClubWorks is a wholly-owned network of elite firms providing professional services for every stage of development and evolution in the private club, real estate, and hospitality industries.

In addition to Buffalo Groupe, ClubWorks collective includes Peacock + Lewis, a premier hospitality and club amenities design firm; JBD JGA, an award-winning hospitality design company; GGA Partners, an international consulting firm and advisor to clubs, resorts, and residential communities; Visionary Spectacle Studios, an architectural visualization services firm; Private Club Films, an innovative video production company; KDC, an award-winning international architecture and design firm; and ClubWorks Engineering, a dedicated engineering firm offering MEP and Fire Protection services. Aligned in values and complementary service offerings, Buffalo Groupe and the greater ClubWorks network combine to elevate industry standards, enrich client experiences, and provide unmatched expertise to premier club, real estate, and hospitality businesses.



03

ClubWorks Engineering

03

ClubWorks Engineering

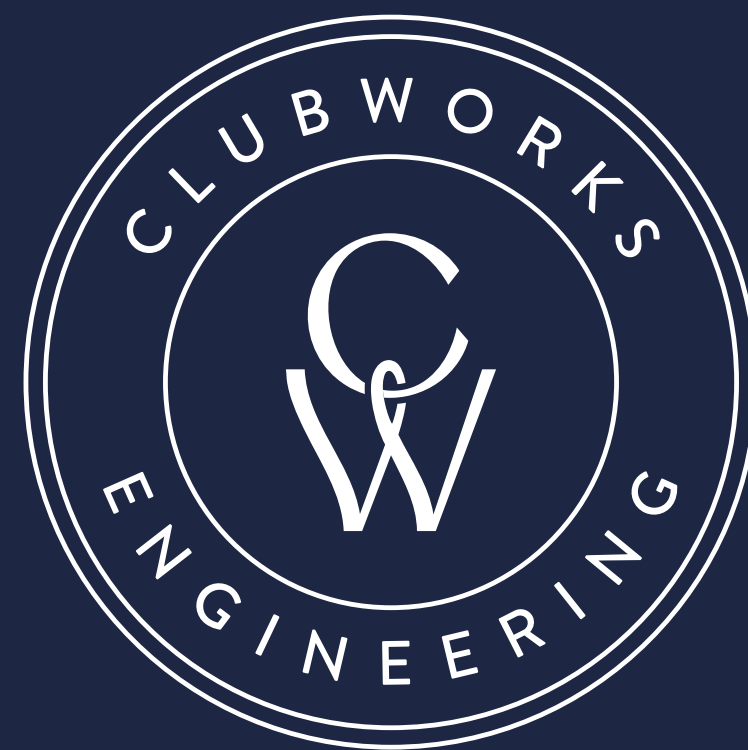
Brand Overview

This section introduces the ClubWorks Engineering logos, which feature two complementary marks designed for flexibility across different applications. Together, they create a cohesive visual identity that strengthens recognition while adapting to a variety of communication needs.

CLUBWORKS

ENGINEERING

Primary Logo: The most complete and recognizable version of the logo, typically used in full-brand applications such as websites, signage, and key brand collateral.



Secondary Logo: A more compact version that maintains brand recognition but is more adaptable for alternate layouts, such as horizontal or stacked formats.

Brand Logos

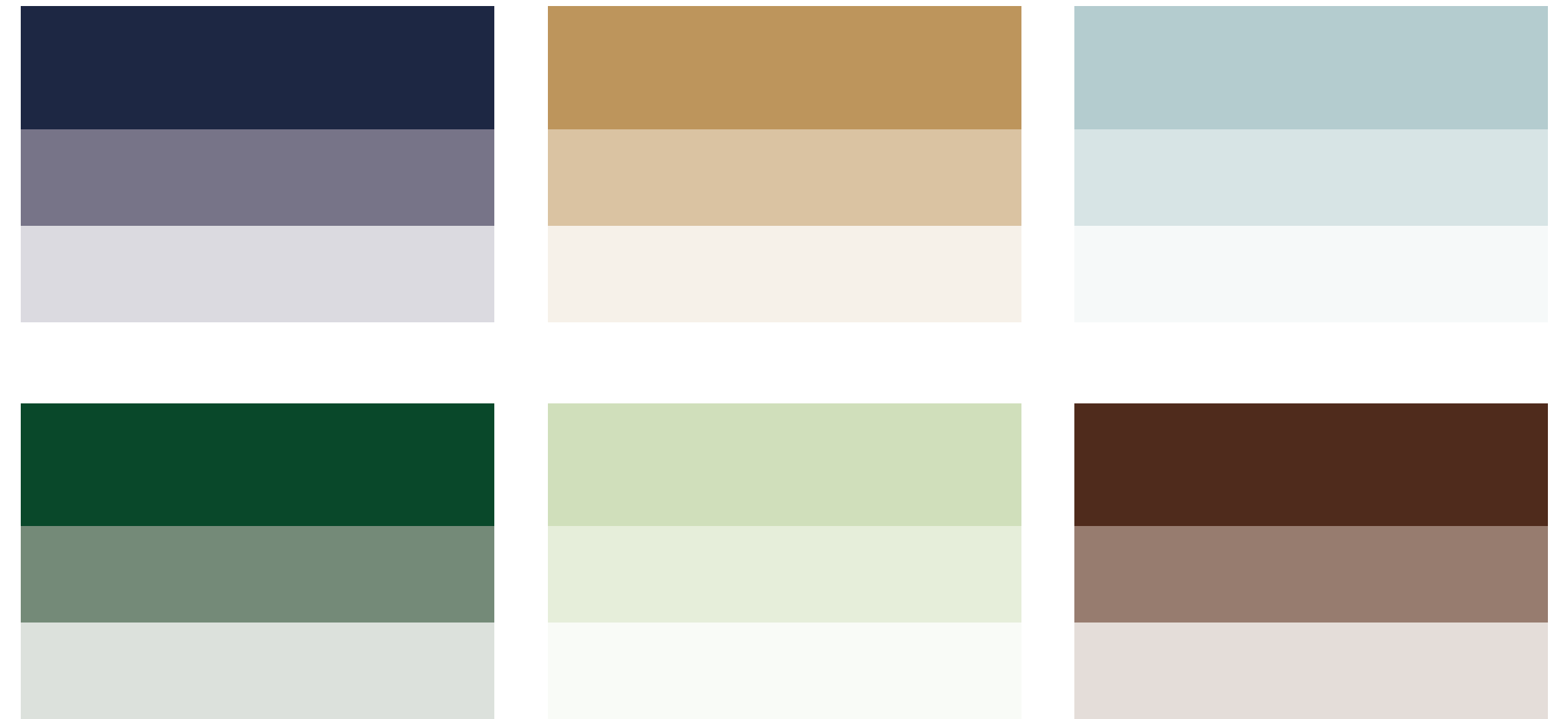
ClubWorks Engineering

The ClubWorks Engineering logos are comprised of two different marks designed to work harmoniously together, effectively addressing diverse communication needs. Each element is crafted to ensure a cohesive brand identity while providing flexibility for various applications.

ClubWorks Engineering

Brand Look & Feel

In addition, ClubWorks Engineering follows the same brand colors, patterns, typography, web color usage, web typography usage, web buttons, web patterns, and website footer standards as the parent ClubWorks brand to ensure alignment and consistency across the family.



Aa

Rivertale

Aa

Brother 1816



Branding Questions?

Buffalo Groupe
960 Morrison Drive, Suite 300
Charleston, SC 29403

Email: business@buffalogroupe.com
Phone: 843.577.7327