

BRAND GUIDELINES



We Rally Together

AirstreamClub.org

Our Brand Position:

We Rally Together

Whether it's your first adventure or your hundredth, being a part of Airstream Club International means that a neighbor is never too far away to lend a hand, share an experience or shoot the breeze.

We make the most out of life when we rally together.

Our Brand Promise:

When you're part of Airstream Club International, you're supported by a network of like-minded travelers who are eager to help you stop worrying and start relaxing.

Airstream Club International

OUR BRAND VOICE

Messaging from Airstream Club International (ACI) should emphasize our mantra—‘We Rally Together.’

Similar to the voice of the Airstream product brand voice, the ACI tone also celebrates the joys of travelling on the road. Authenticity, camaraderie, family, warmth, and shared experiences are all essential to expressing the Club’s character.

The attitude of our content should also convey that we are a tight, yet openhearted circle of friends. Whether longtime members or newbies, as Airstreamers, we share a unique bond of kinship!

Our voice should inspire readers and members to feel ready for adventure—but also feel at home—wherever they are. Or, in the words of our founder Wally Byam, our mission is to put **the great wide world at the doorstep of those who yearn to travel with all the comforts of home.**

Wally Byam’s pioneering spirit and philosophical outlook was upbeat, optimistic, and worth upholding today. Anticipating new experiences, making new friendships, and even promoting international goodwill were all key parts of the Wally Byam Creed—and as we craft our messages, we should keep his charismatic vision top of mind!

OUR ACI BRAND VOICE IS:

- Extroverted—yet relaxed and chill
- Enthusiastic and youthful in spirit
- Passionate about the journey - stirs the venturesome spirit
- Independent—but always approachable
- Curious about the world
- Genial and inclusive
- Upbeat and fun
- Easygoing
- Welcoming - You're in the club!

GLOSSARY:

A guide to getting fluent in ACI-speak and mind-set.

For example,

when you want to talk about:

Think:

ACI benefits...	The Good Stuff
Adventure...	Exhilaration and pure joy
Bedtime...	Starlight out the window
Campsite...	Neighborhood
Celebration...	Rally
Community...	Welcome to the Club!
Detour...	The Scenic Route
Flat tire...	Photo Opportunity
Parking lot...	Shimmering Sea of Silver
Refreshment...	Sharing a toast to camaraderie—Cheers!
Retirement...	Freedom!
Tomorrow...	Another amazing day to explore

Logo

LOGO CONSTRUCTION

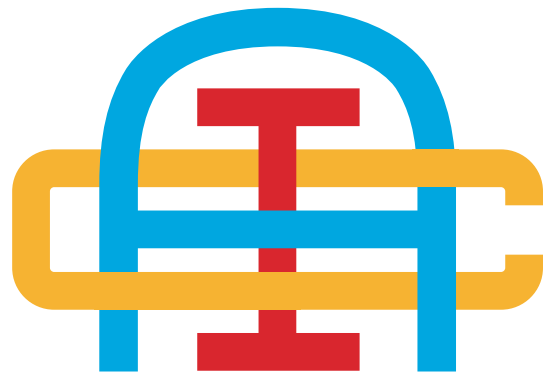
The Airstream Club International **marketing logo** is made up of two components: The **marketing logo** and **icon**. The complete logo is preferred in most situations.

The **icon** can be used on its own only in a secondary role. See back of business card for example.

Marketing logo



Icon



Note: Under no circumstances should the logo or icon be recreated or altered. The Airstream Club International logo should always be reproduced from master artwork supplied.

Logo

LOGO VARIATIONS

The Airstream Club International marketing logo has two color variations.

Four Color

The Airstream Club International logo should be reproduced in 4-color process wherever possible.

Black and White

The black and white logo can be used on a light or dark background color.

Icon

ICON VARIATIONS

The **icon** has three color variations.

Four Color

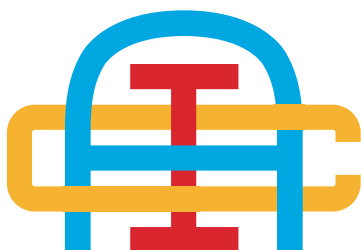
The icon should be reproduced in 4-color process wherever possible.

Black

The black icon should be used when placed on a light background color.

White/Reversed

The white/reversed icon should be used when placed on a dark background color.



Four Color Icon



Black Icon



White/Reversed Icon



Four Color



Black and White

Color Palette

Color is a powerful means of identification. Consistent use of color will help build visibility and recognition for Airstream Club International and will set us apart from our competitors. The primary palette is used as a base for all brand applications.

PRIMARY

PANTONE 2995
CMYK: 81 • 21 • 1 • 0
RGB: 0 • 168 • 226
HEX: #00a8e2

PANTONE 143
CMYK: 2 • 32 • 91 • 0
RGB: 246 • 180 • 54
HEX: #f6b436

PANTONE 1795
CMYK: 9 • 97 • 92 • 1
RGB: 216 • 41 • 47
HEX: #d8292f

PANTONE 7547
CMYK: 85 • 73 • 57 • 70*
RGB: 29 • 39 • 50
HEX: #1d2732

SECONDARY

PANTONE 300
CMYK: 100 • 62 • 7 • 1
RGB: 0 • 93 • 185
HEX: #005db9

PANTONE 7627
CMYK: 23 • 95 • 94 • 15
RGB: 170 • 45 • 42
HEX: #aa2d2a

PANTONE 171
CMYK: 0 • 78 • 81 • 0
RGB: 255 • 92 • 54
HEX: #ff5c36

CMYK: 4 • 4 • 10 • 0
RGB: 242 • 238 • 226
HEX: #f2eee2

AIRSTREAM

PANTONE 307
CMYK: 100 • 22 • 2 • 18
RGB: 0 • 107 • 166
HEX: #006ba6

PANTONE
Cool Gray 10
CMYK: 0 • 2 • 0 • 60
RGB: 128 • 127 • 131
HEX: #807f83

*When PANTONE 7547 navy blue is used as an element of the brand, the color may need to be adjusted to a lighter value so as not to appear too dark. For example, CMYK value had its black reduced from 70% to 60% in the Welcome Folder. The Welcome Letter template was reduced to 50%. It's situational depending on the medium on which it's printed.

Typography

Consistent typography enhances and clarifies messaging.

Not only does it help our audience get a better sense of brand identity, it also helps them remember and recognize the Airstream Club International brand.

REVOLUTION GOTHIC FOR HEADLINES

REVOLUTION GOTHIC EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REVOLUTION GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REVOLUTION GOTHIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REVOLUTION GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REVOLUTION GOTHIC EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NUESA NEXT STD FOR BODY TEXT

NUESA NEXT STD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NUESA NEXT STD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NUESA NEXT STD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NUESA NEXT STD LIGHT

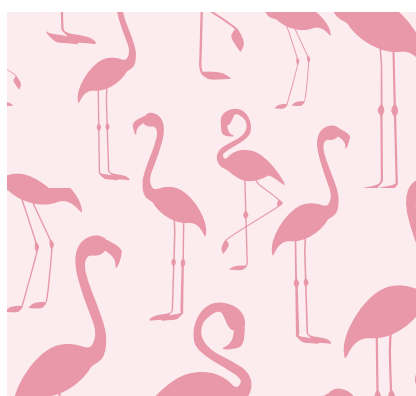
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NUESA NEXT STD EXTRA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Graphic Elements

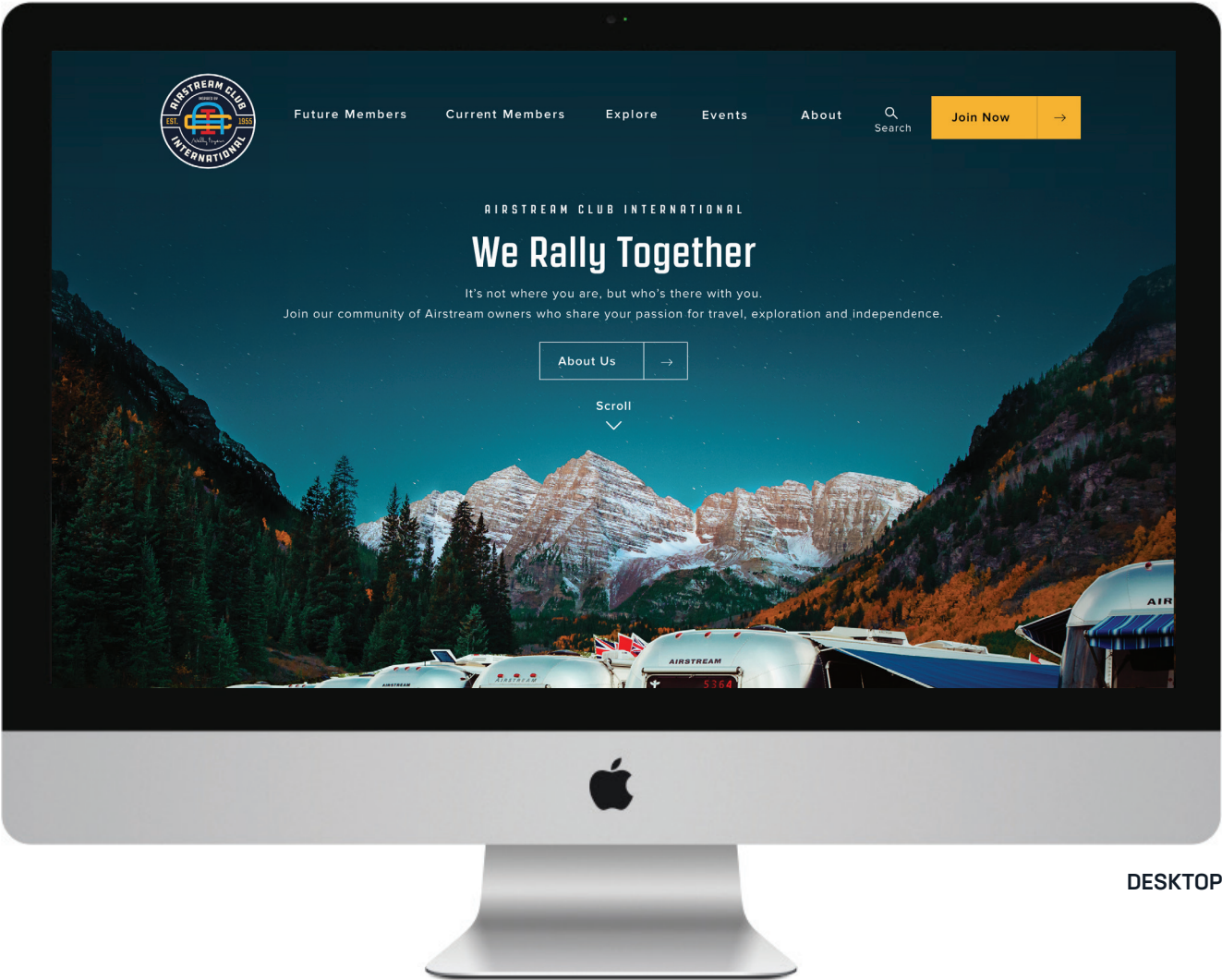
Graphic elements help Airstream Club International build a specific look that defines our visual vocabulary. These components are meant to be used as accent design elements (i.e. background patterns)—not featured, standalone imagery.





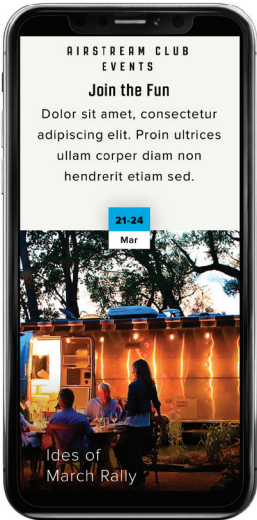
Airstream Club International's dominant photography style is meant to convey a candid feel, as though the subjects are unaware of the photographer. In cases where subjects acknowledge the camera, the feel should be spontaneous.



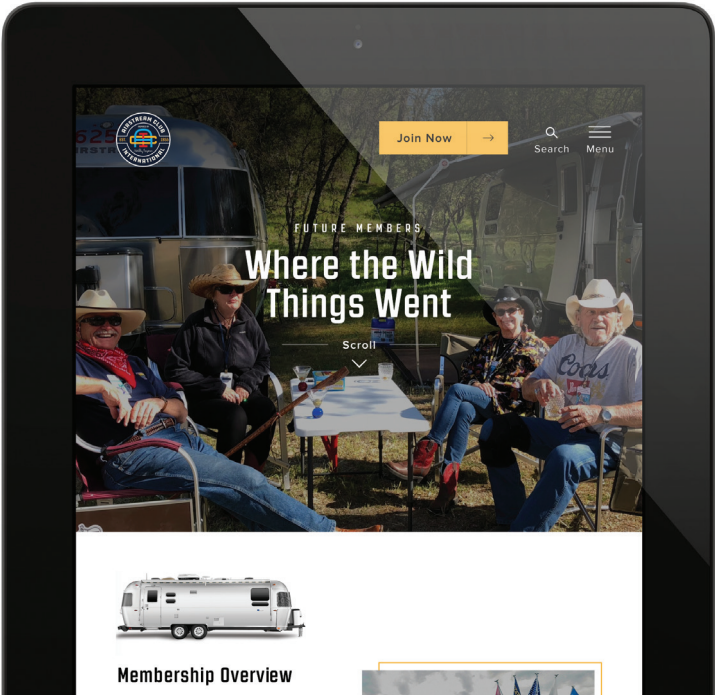


DESKTOP

TABLET



MOBILE






WELCOME FOLDER



BUSINESS CARD




WELCOME LETTER



WE RALLY TOGETHER

JOIN TODAY TO MAXIMIZE YOUR AIRSTREAM LIFESTYLE & GAIN MORE THAN 16,000 NEW FRIENDS

AirstreamClub.org



NEW MEMBER TRIFOLD

READY TO LET THE GOOD TIMES ROLL?

When you become a member of Airstream Club International, you're hitching up with a welcoming group of friendly folks and handy resources that can help you get the absolute most enjoyment from your Airstream adventures. Whether you're new to the Airstream community, or have miles of memories behind you, you're sure to find what you're looking for.

Access to fun rallies and weekend getaways? Yep. A variety of caravans? You bet. Globetrotting opportunities? You noticed the International in our name, right? All you have to do is join. It's ridiculously simple, extremely affordable, and totally worth it.



"Don't stop. Keep right on going. Hitch up your trailer and go to Canada or down to Old Mexico. Head for Europe, if you can afford it, or go to the Mardi Gras. Go some place you've heard about, where you can fish or hunt or collect rocks or just look up at the sky."

— WALLY BVM

Learn more at AirstreamClub.org or call 937-596-5211



How to Join the Fun

To join Airstream Club International, all you need to do is visit AirstreamClub.org, call 937-596-5211, or fill out and submit the included mail-in form:

Airstream Club International
Membership
PO Box 612
Jackson Center OH 45334



RALLIES



CARAVANS



COURTESY PARKING

WeRallyTogether

Join online @ AirstreamClub.org or, if you prefer, complete & mail the following.

Sign Up & Roll Out

Name: _____

Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Rig Info

Year: _____ Size & Model: _____

VIN: _____

Serial No.: _____

AirstreamClub.org

MEMBER RENEWAL CARD

Renew online @ AirstreamClub.org or, if you prefer, complete & mail the following.

Renew & Roll Out

Name: _____

Big Red Numbers: _____

Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Rig Info

Year: _____ Size & Model: _____

VIN: _____



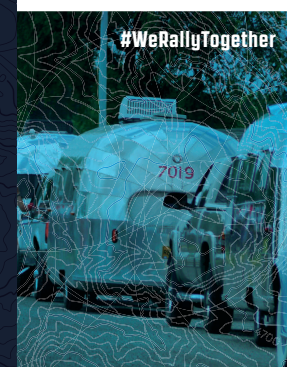
RESTART YOUR ADVENTURE

Airstream Club International members get access to special discounts, helpful resources and information, plus over 16,000 new friends.

Renew your membership today by filling the card or by visiting AirstreamClub.org

YOUR NEXT ADVENTURE IS OVERDUE.

RENEW YOUR AIRSTREAM CLUB INTERNATIONAL MEMBERSHIP TODAY, AND REJOIN THE FUN.



We Rally Together



AirstreamClub.org

AROUND GOOD FOOD, GREAT STORIES AND A SHARED PASSION FOR THE FREEDOM OF THE OPEN ROAD. NEAR AND FAR, WE RALLY TOGETHER.

Visit AirstreamClub.org to become a member today.



PRINT AD

CARAVAN OF COOL




Join us today

CARAVAN OF COOL




Join us today

CARAVAN OF COOL




Join us today

DIGITAL ADS

WE RALLY TOGETHER




Become a member today

WE RALLY TOGETHER




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