

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:

As part of the Club, you're supported by a diverse group of seasoned travelers with a common bond appreciation for the iconic Airstream brand.

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

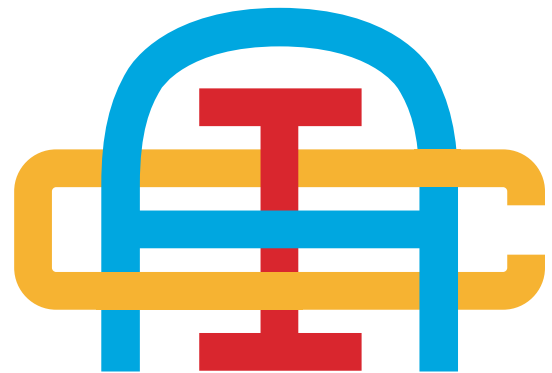
The Airstream Club International **marketing logo** is made up of two components: The **marketing logo** and **icon**. The complete logo is preferred in most situations.

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 logo must always appear on a clean, high contrast background, with generous clear space surrounding it. The logo must not be obstructed in any way. 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

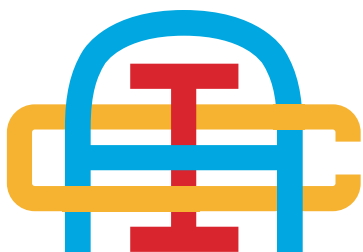
The icon should be reproduced in 4-color process wherever possible.

Black

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

White/Reversed

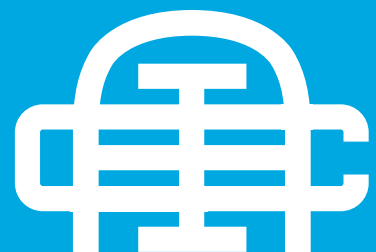
The white/reversed icon should be used when placed on a dark background color.



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.

BRAND COLORS

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 533
 CMYK: 95 · 72 · 15 · 67
 RGB: 31 · 42 · 68
 HEX: #001e45

SECONDARY COLORS

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

DIGITAL ONLY
PANTONE 285
 RGB: 10 · 84 · 237
 HEX: #2553e4

PANTONE 109
 CMYK: 0 · 9 · 100 · 0
 RGB: 255 · 222 · 0
 HEX: #f8d448

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

DIGITAL ONLY
PANTONE 311
 RGB: 3 · 211 · 255
 HEX: #03d3ff

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

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.

Text should be a contrasting color to the background and should never be outlined, italicized, or skewed.

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

Muli Regular for body copy

MULI EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

MULI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

MULI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MULI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MULI EXTRA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Regular
may be used if Muli is unavailable

Graphic Elements

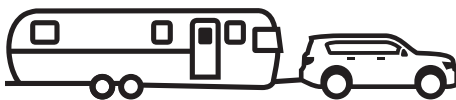
Graphic elements help Airstream Club International build a specific look that defines our visual vocabulary. These components are meant to be used as accent design elements (i.e. background patterns)—not featured, standalone imagery.



Use color image when on white or colored background



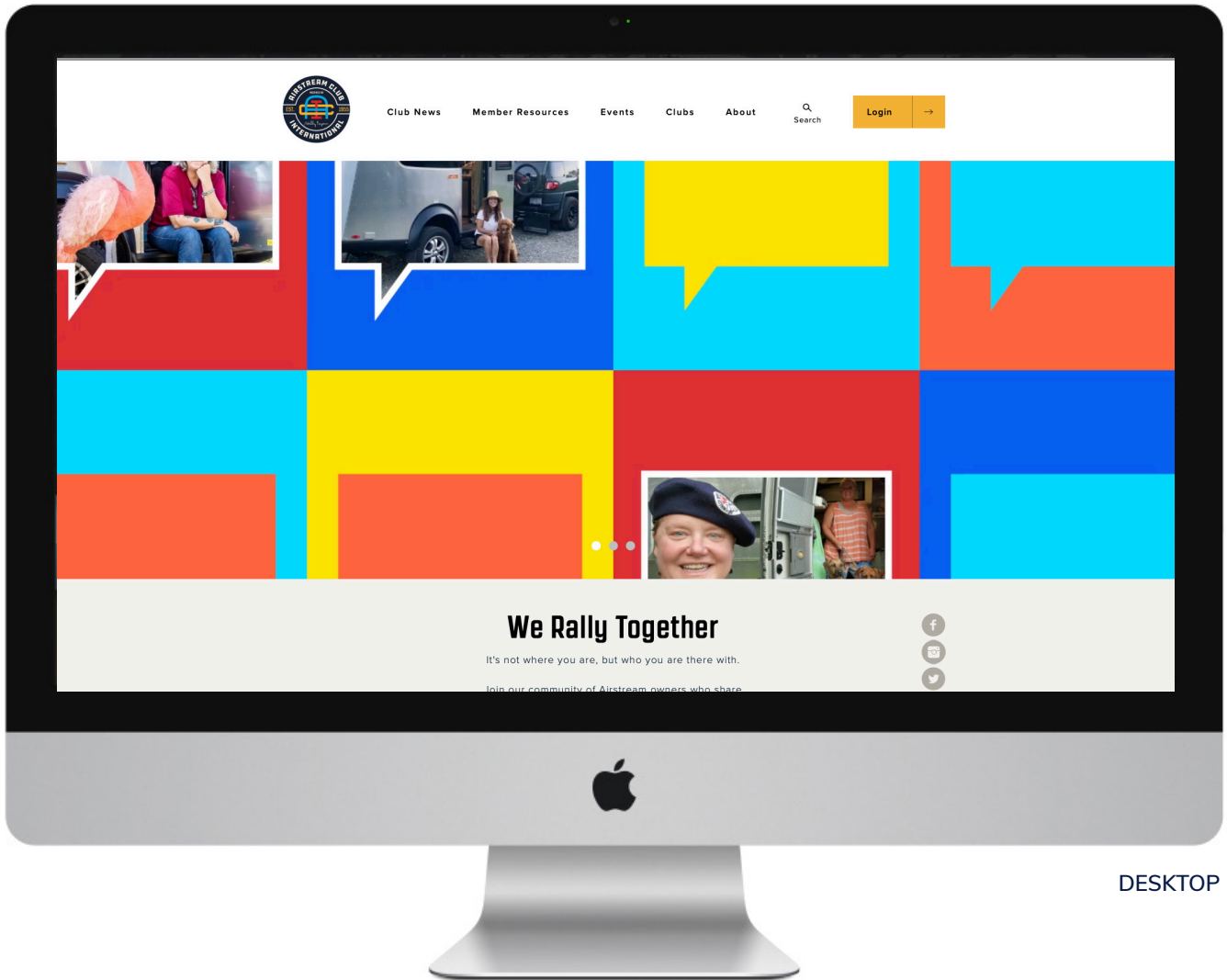
Use blue image when on PMS 533 colored background



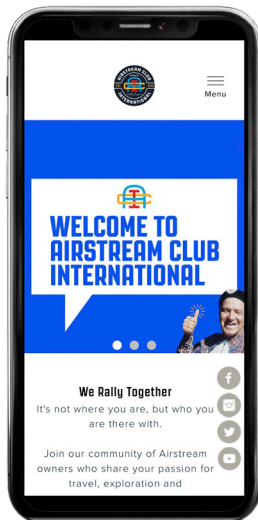


Airstream Club International's dominant photography style is meant to convey a candid feel, as though the subjects are unaware of the photographer. In cases where subjects acknowledge the camera, the feel should be spontaneous.

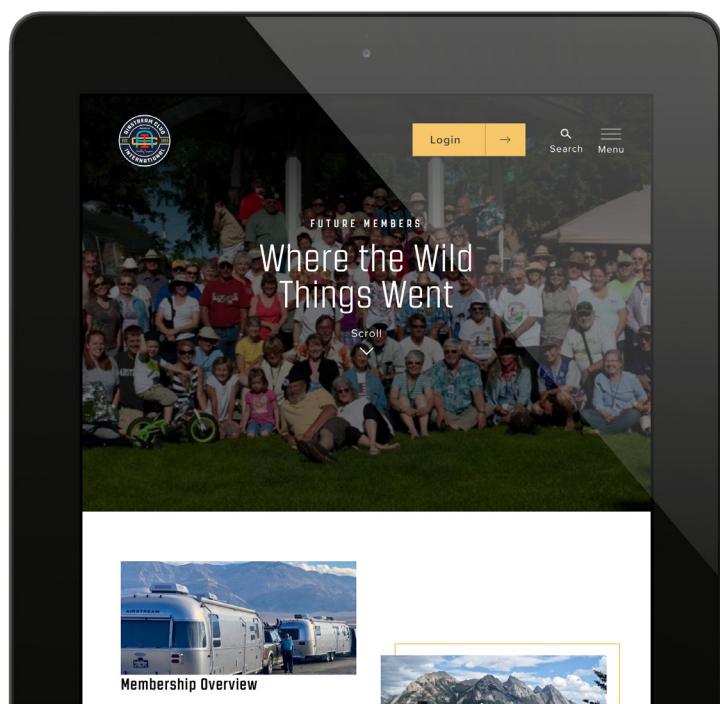




DESKTOP



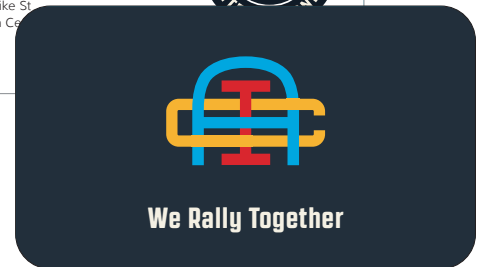
MOBILE



TABLET



WELCOME FOLDER



BUSINESS CARD



WELCOME LETTER

WE RALLY TOGETHER

Join today to maximize your Airstream lifestyle & gain thousands of new friends.




AirstreamClub.org

NEW MEMBER TRIFOLD

READY TO LET THE GOOD TIMES ROLL?

When you become a member of the Airstream Club International community, you're supported by a diverse group of seasoned travelers who are eager to help you get the absolute most enjoyment from your Airstream adventures. You also gain access to membership benefits including Courtesy Parking powered by Harvest Hosts across the US and Canada.

You get to immediately enjoy exclusive benefits from our partners, saving on campsites, tires and other top travel-related products throughout the year. 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 notice the International in our name, right?

All you have to do is join. It's ridiculously simple to do online or by phone, extremely affordable and totally worth it!

FIND YOUR FLOCK!

We are an international organization with local clubs located throughout the United States and Canada, helping you take Airstream ownership to a whole new level! Each club is made up of ACI members who live in a specific geographic area and come together to participate in local events and activities that align with your interests and dreams.



RALLY!

First of all, what is it? It's simply a party! A rally can be over a weekend or a week long at one camping location. Rally themes can vary from a simple get-together, trailer maintenance, interest-based, to local attractions and festivals.

JOIN A CARAVAN!

...different from a Rally, this is a rolling party!

Wanderers at heart, we continue to be inspired by the intrepid Airstream owners who explored the world over 60 years ago. As a member of the Airstream Club, you can attend any caravan throughout North America. Any member of the Airstream Club International can go on a club caravan. We can't think of a better way for couples, singles, those traveling with children or grandchildren, and of course pets, to explore the world.

There are many reasons that some people, not all, prefer to travel in a group or "caravan," as we Airstreamers call it. There is safety in numbers for one. There is always someone available to help if needed, whether it is a mechanical issue or a health issue. You are assured a campsite reservation without any effort on your part. You will participate in activities that are often only available to groups and enjoy the camaraderie of being part of a group whose members have many interests in common. A caravan is also where you will most likely make life-long friends.

By all means, get on a caravan and find out what Airstream Club "Fun, Friendship and Adventure" is all about.



"To lead caravans wherever the four winds blow... over twinkling boulevards, across trackless deserts... to the traveled and untraveled corners of the earth."

Wally Byham

READY TO JOIN THE FUN?

AirstreamClub.org
937-596-5211



MEMBER RENEWAL CARD

It's time to **renew** your **membership!**

Visit the Member-Only Section of our website
AirstreamClub.org/RENEW

Questions? Contact HO at 937-596-5211



We Rally Together

Airstream Club International
803 E Pike St, PO Box 612
Jackson Center, OH 45334
(937) 596-5211




AirstreamClub.org

PRINT AD

DIGITAL ADS

Social Media Icons

The social media icons should be solid white or black (depending on the background color) and should appear in this order with the handles underneath the icons.



Address and Contact Info

If space allows, the back of marketing materials should include the logo icon followed by "We Rally Together." The address, website, and phone number should be formatted as shown.





We Rally Together

AirstreamClub.org