Brand Manual

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Intro

Global Network Club was created to help people thrive in Denmark—together.
We connect individuals through community, career growth, and well-being,
offering workshops, events, and resources to support their journey.
Our visual identity reflects our core values:

🌍 Community & Belonging – Bringing people together.
🚀 Growth & Opportunities – Creating space for development.
💡 Inspiration & Knowledge – Sharing insights and tools for success.

This manual ensures a consistent and professional brand presence across all platforms.
By following these guidelines, we strengthen our identity and impact.
Let's build something meaningful together!

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Logo

Global Network Club

Logo

The Global Network Club logo represents unity, connection, and growth. The design features a bridge symbolizing support and collaboration, with people standing together, reflecting the club's mission of fostering strong global networks. The arc above symbolizes protection, inclusivity, and shared aspirations.

Logo Variations
There are two primary variations of the logo:
- Full Logo (with text): This version should be used in official communications, marketing materials, and any instance where clear brand recognition is needed.
- Symbol-Only Logo (without text): This version is ideal for digital assets, icons, social media, or when the brand is already well recognized in the given context.

Color & Consistency
The logo's gradient effect enhances its modern and dynamic look. It should always be used in its original colors to maintain brand identity and recognition. Ensure proper contrast when placing it on backgrounds to maintain visibility and legibility.

Color

Color

The Global Network Club color palette is designed to reflect trust, connection, and growth. The deep blue establishes a sense of reliability and professionalism, while the warm and vibrant orange tones bring energy and enthusiasm.

The teal and cyan shades create a balance between stability and openness, reinforcing the brand's welcoming and inclusive nature. A soft beige adds warmth and neutrality, ensuring harmony within the overall visual identity. By maintaining consistency in color usage, the brand creates a recognizable and engaging presence across all platforms.

Primary colors

HEX:
#083D77

RGB:
(8, 61, 119)

CMYK:
93.28%, 48.74%
0%, 53.33%

HEX:
#D77E44

RGB:
(215, 126, 68)

CMYK:
0%, 41.4%,
68.37%, 15.69%

Secondary colors

HEX:
#55A3AB

RGB:
(85, 163, 171)

CMYK:
50.29%, 4.68%,
0%, 32.94%

HEX:
#1D597A

RGB:
(29, 89, 122)

CMYK:
76.23%, 27.05%
0%, 52.16%

HEX:
#E18D50

RGB:
(225, 141, 80)

CMYK:
0%, 37.33%
64.44%, 11.76%

HEX:
#EEBB9B

RGB:
(225, 141, 80)

CMYK:
0%, 21.43%,
34.87%, 6.67%

HEX:
#CDFFD8,
#94B9FF
(Linear Gradient)

Typography

Typography

Typography plays a crucial role in shaping the brand identity of Global Network Club. We use Agrandir for headlines to create a bold and modern expression, while Inter is used for body text to ensure readability and a clean, professional look.

Agrandir

Agrandir is a contemporary sans-serif typeface with a bold and expressive character. It conveys a sense of modernity, confidence, and creativity, making it ideal for headlines and key messages. Its unique letterforms add personality while maintaining clarity.

Inter

Inter is a highly legible, versatile sans-serif typeface designed for digital and print use. With its clean, neutral, and professional appearance, it ensures excellent readability in body text. Its multiple weights and styles make it adaptable for various communication needs.

Primary font

Agrandir

ABCDEFGHIJKLMNOPQRSTUVXYZÅÆØ

abcdefghijklmnopqrstuvxyzæøå

0123456789(!@#%&/?)

Secondary font

Inter

ABCDEFGHIJKLMNOPQRSTUVXYZÅÆØ

abcdefghijklmnopqrstuvxyzæøå

0123456789(!@#%&/?)

Graphic Elements

Graphic Elements

Visual consistency is key to maintaining the Global Network Club's identity. Our graphic elements help create a recognizable and engaging brand presence across all materials. We use photography from our own events alongside royalty-free images from Pexels to ensure authenticity and high-quality visuals.

Illustrations and vector graphics sourced from Freepik and Canva add a dynamic and modern touch while maintaining a cohesive look.

Additionally, signature lines in orange or blue are frequently placed beneath text to reinforce brand recognition. Circular elements are also integrated as a key part of our visual identity, adding a sense of connection and fluidity to our designs

Shapes & Lines

The circles and lines are essential to Global Network Club's visual identity, ensuring a cohesive and recognizable brand presence.

Circles

These elements serve both decorative and functional purposes. They can highlight key messages, add visual depth, or act as containers for text. Their rounded form symbolizes inclusivity, unity, and continuous growth—values at the heart of Global Network Club.

Lines

Lines provide structure and balance. While optional, they can enhance designs by highlighting headlines or separating content, ensuring clarity and visual harmony. Used thoughtfully, these elements reinforce the brand's identity and create a professional yet approachable aesthetic.
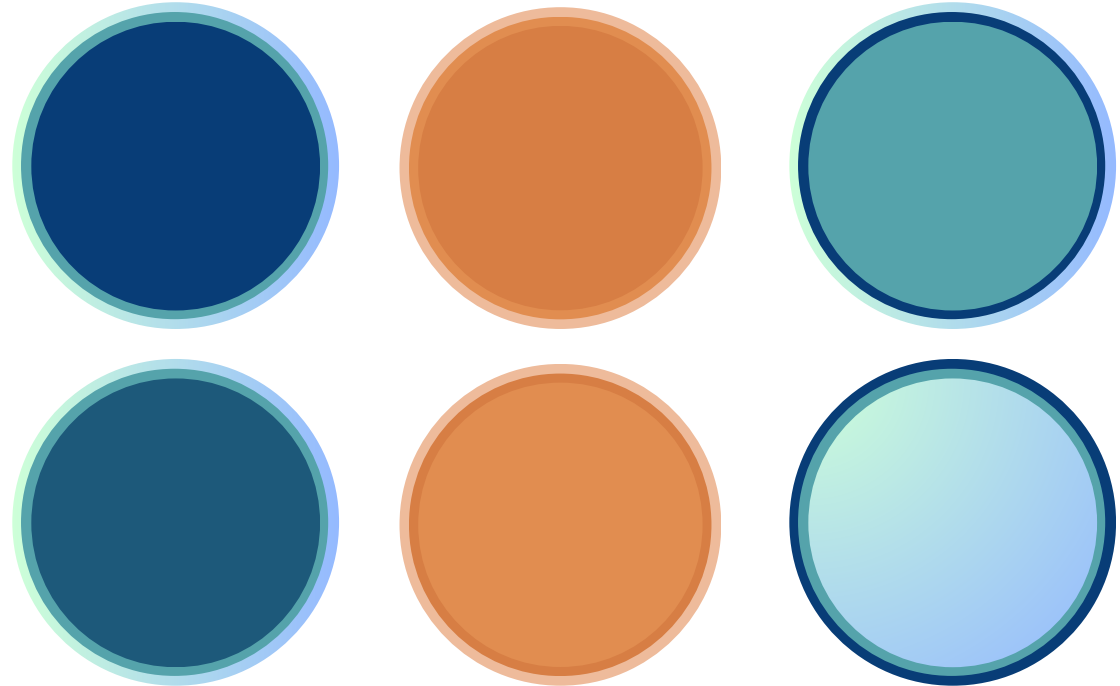
Pictures & Illustrations

Global Network Club's visual style uses illustrations, photography, and curated stock images to create an engaging and cohesive brand presence.

- **Illustrations:** Often vector-based, sourced from platforms like Freepik and Canva, they add a modern and dynamic touch to designs.

- **Photography:** Original photos taken at events help showcase real moments and strengthen authenticity.

- **Stock Images:** Carefully selected free images from platforms like Pexels complement the brand's visual storytelling.

By using these elements, Global Network Club ensures a professional yet relatable aesthetic that resonates with its community.

Pillar indications

To ensure clarity and consistency across all content, Global Network Club uses a visual system to indicate which pillar a post, event, or material belongs to. Each pillar is represented by a distinct colored circle with an icon:

- **Career & Professional Development**
– Blue with a briefcase icon

- **Community & Social Engagement**
– Orange with user icons

- **Well-being & Personal Development**
 - Turquoise with a meditating figure

These indicators are placed in the corner of posts, ensuring immediate recognition. While all three icons are always present, those not relevant to the content appear in a muted gray tone with lower opacity. This approach allows viewers to quickly identify the focus of the content while maintaining a cohesive and recognizable visual identity.