Cluby

Brand Book

Cluby

Vision

CLUBY connects restaurants with their customers - digitally.

CLUBY is the essential marketing tool for every restaurant, providing consumers with access to their favorite restaurants through a single app.

Cluby

BRAND ATTRIBUTES

We are a **technology-driven** yet **customer-focused** brand, presented through **friendly color tones** and **a light, airy design** where **product features** and **customer benefits** take center stage.

Cluby

Communication

Cluby

Primary Target Groups

Cluby's success relies on understanding and connecting with our key audiences, from restaurants and restaurant customers to our own employees and stakeholders. Each target group plays a vital role in shaping and supporting our vision.

1.
Restaurant Customers

App users

2.
Restaurants

Chains, Groups and Independent

Cluby Employees

3.
Stakeholders

Partners

Investors

Cluby

Unique Selling Point
For Restaurant Customers

All your **favorite restaurants** in **one app.**
Access **perks, events, and exclusive deals,**
and enjoy the ride.

Cluby

Unique Selling Point
For Restaurants

Cluby **connects restaurants**
and **their customers** - Digitally.

Cluby

Unique Selling Point
For Partners and Investors

Cluby unlocks the **full potential of digitalization** to help restaurants **connect with customers** and **grow faster** than ever—by bringing **sales and marketing tools** together under one **easy-to-use platform.**

Cluby

Tone of Voice

CLUBY's tone of voice is warm, approachable, and customer-focused, while maintaining a professional and trustworthy foundation. It reflects Cluby's values of innovation, collaboration, and simplicity, ensuring communication is easy to understand and resonates with a diverse audience.

Customer-Centric

We speak directly to our audience's needs, whether they are restaurants, consumers, or stakeholders, emphasizing the real benefits Cluby brings to their lives and businesses.

Innovative and Modern

Our tone highlights CLUBY's role as a forward-thinking, easy-to-use solution, revolutionizing the way restaurants and their customers connect.

Professional yet Human

We maintain credibility with a professional approach, while being relatable and supportive in all interactions.

Simple and Clear

We avoid unnecessary jargon, delivering messages in a way that is straightforward and easy to grasp for all audiences.

Empowering and Motivational

Our messages inspire action, showing how CLUBY can help restaurants grow, make consumers feel valued, and drive long-term success for stakeholders.

Cluby

Slogans

The slogan is not used alongside the logo and does not have a fixed placement. It can be applied flexibly across various marketing touchpoints, depending on the context and creative needs. Use the slogan thoughtfully to enhance the message and maintain brand consistency.

1.
Restaurant Customers

YOUR RESTAURANTS

2.
Restaurants

YOUR CUSTOMERS

Cluby

Key Visuals

Cluby

Logo

Cluby

Cluby

Cluby

Cluby

Logo

Always use the icon in its approved colors to maintain brand consistency and recognition.
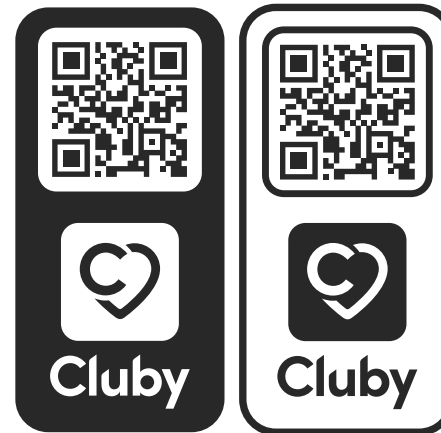
Avoid altering or mismatching colors.

Logo

The logo has a designated clear space that must be respected in all applications. This ensures visibility, consistency, and impact across all uses.

Cluby

QR Code & Sticker

Guideline for using the QR code
with the logo to activate customers.

Use this method to ensure
consistency and clarity.

Fonts

POPPINS
Designed by Indian Type Foundry, Jonny Pinhorn, Ninad Kale

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Cluby

Colors

Use these color codes consistently across all media to ensure brand recognition. The values presented here are technical references and do not reflect the proportional usage of colors within the brand's visual identity.

Cluby Gradient	**Cluby Gradient**	**Cluby Gray**	**Cluby Gray 2**	**Cluby Gray 3**	**Cluby Red**	**Cluby Orange**	**White**
		C0 M0 Y0 K95	C0 M0 Y0 K50	C0 M0 Y0 K25	C0 M100 Y79 K0	C2 M44 Y100 K1	C0 M0 Y0 K0
		#333132	#949598	#c7c8ca	#da3743	#e39f3f	#ffffff

Colors

Each of our three target groups has its own color palette, carefully connected to the others. This approach allows us to tailor materials to each group's unique vibe, needs, and purpose, while maintaining a cohesive overall brand identity. The use of distinct but related color schemes ensures that every audience feels addressed in a way that resonates with their specific experience.

1.
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Chains, Groups
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Cluby Employees
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Investors

Imagenary

Our imagery captures the essence of CLUBY's mission: creating memorable connections between restaurants and their customers. The visual style emphasizes warm, vibrant moments where people enjoy food, drinks, and entertainment in restaurants they love.

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Imagenary Filter

To ensure a consistent mood across all imagery and improve the visibility of text and design elements, a filter is applied to all images.

1. Add a 40% opacity black layer over the original image.
2. Set the layer's blending mode to Multiply.

40% Black
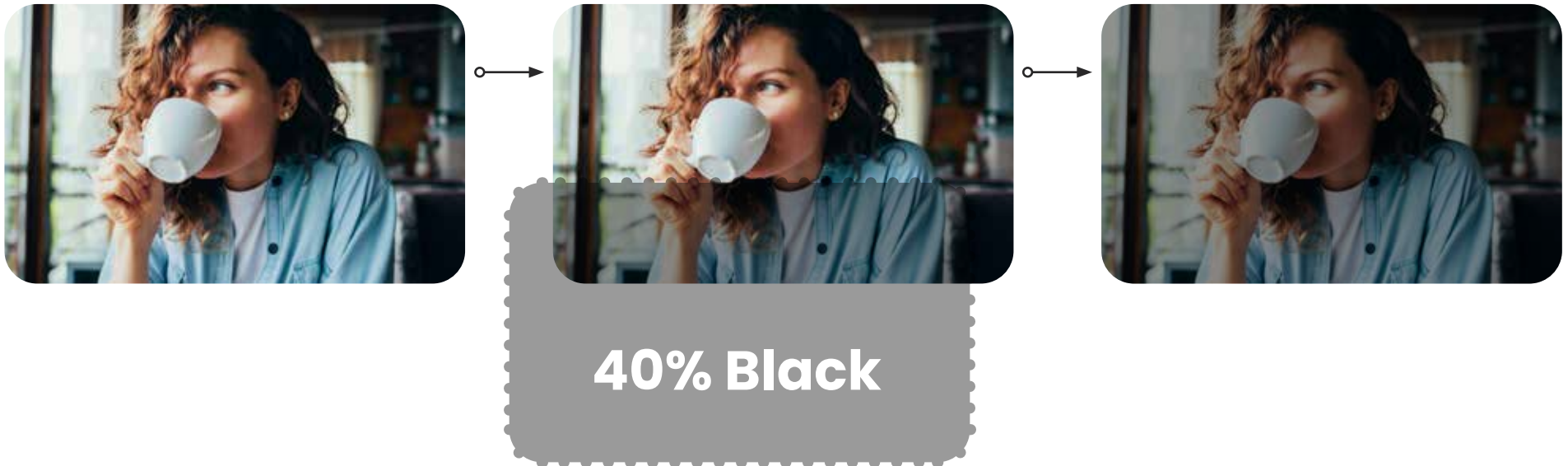
Cluby

Graphic Elements: Devices

Devices are key visual elements used to communicate CLUBY's dual-purpose functionality:

- Phone: Represents the consumer-facing app, showcasing how customers interact with Cluby to access loyalty benefits, events, and offers.
- Laptop: Symbolizes the restaurant-facing platform, emphasizing the management tools and administrative features designed for desktop use.
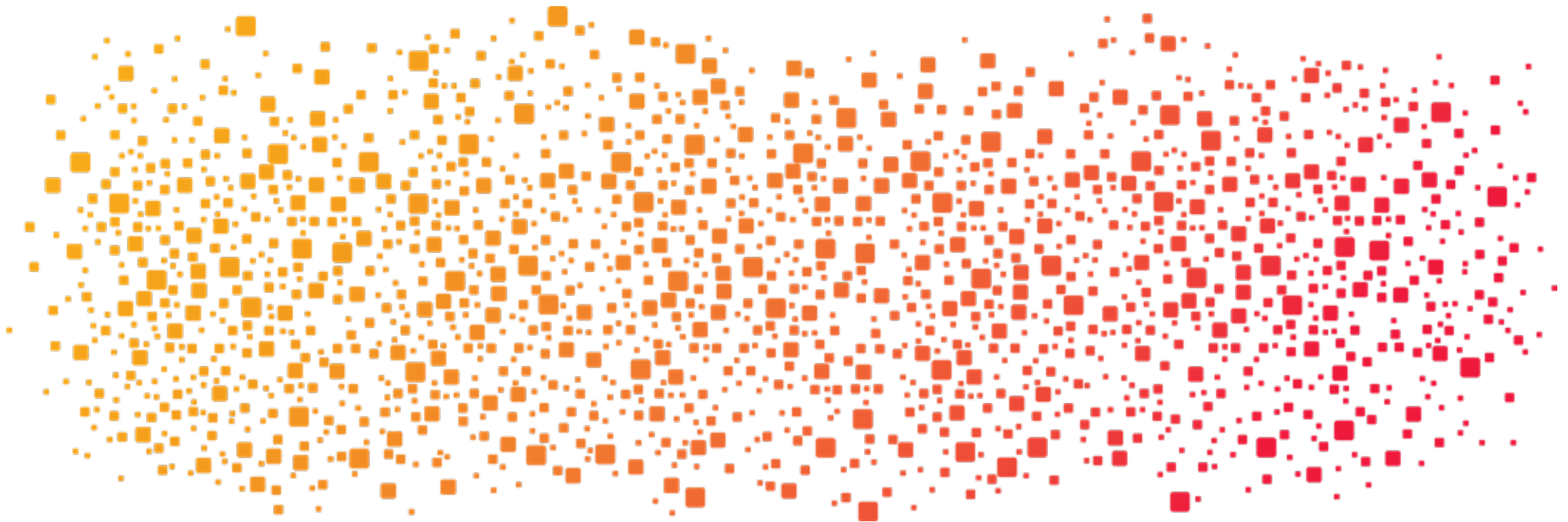
Graphic Elements: Backgrounds

Graphic elements are used to enhance materials by adding visual interest and creating balance between different components. They help guide the viewer's eye, support the overall layout, and reinforce Cluby's approachable and dynamic brand identity

1.
Restaurant Customers

2.
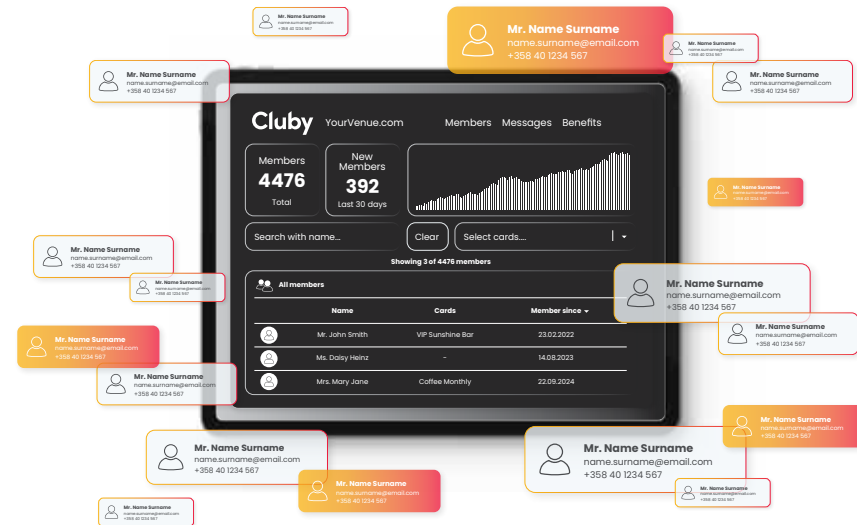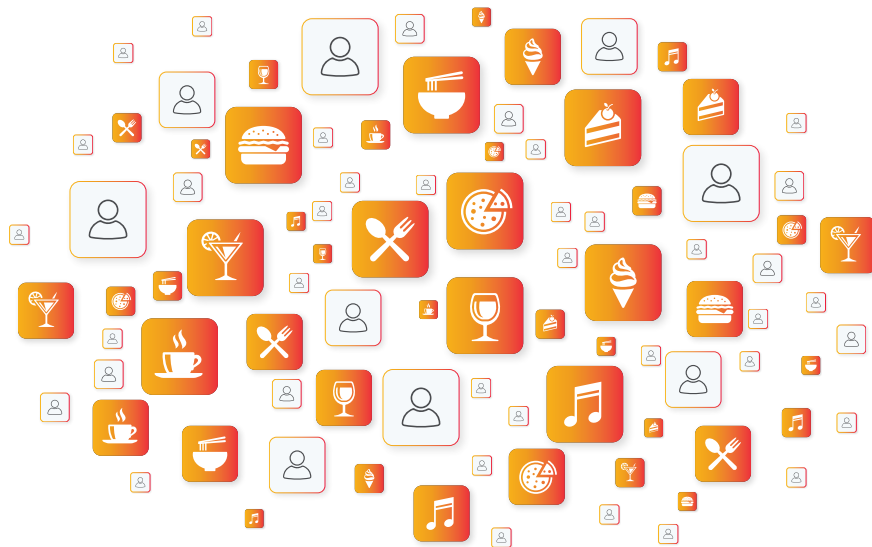**Restaurants**

3.
Stakeholders

Cluby

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Info Graphics

Infographics are used to visually represent features, making it easy to quickly understand what they offer. While our features are simple, infographics enhance communication by showing their value and functionality. They also reflect Cluby's modern identity as a SaaS technology company.
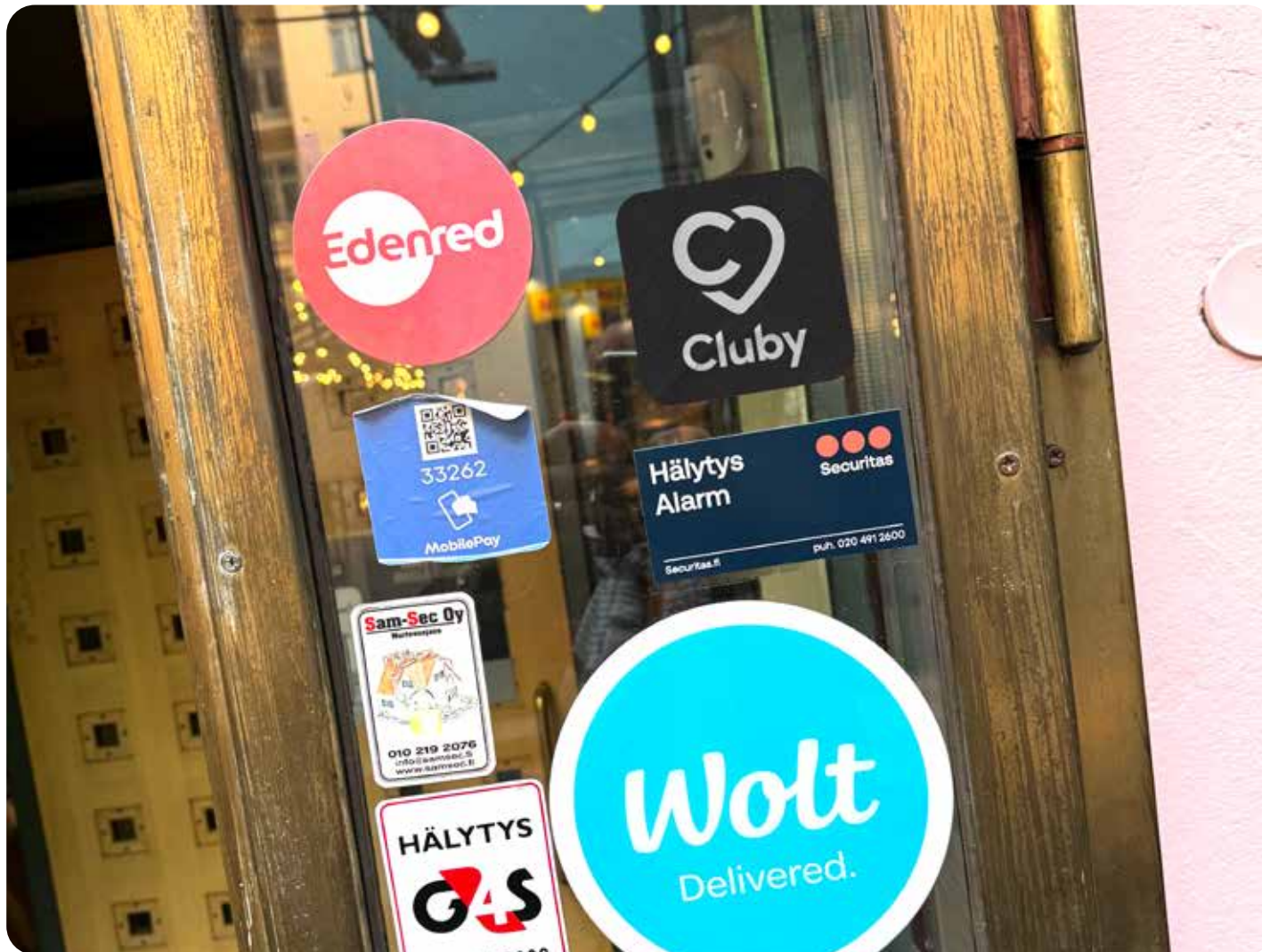
Info Graphics

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Draft Beer
Local beer on tap 0,5l
5€

Tapas Selection
Charcutterie & Cheese
7,5€

Hamburger Meal
Burger, Fries, and your choice of beverage
10€

Glass of Wine
Red, white or rose
5€

Free Entry
Between 8pm-11pm
0€

Coffee & Croissant
Your choice of Regular Coffee, Latte, or Cappuccino
4€

Lunch Salad or Bowl
Choice of Chicken Teriyaki, Avocado, or Tuna
12€

FUN CLUB
LIFETIME MEMBER
Name Surname

VIP
GOLD MEMBER
Name Surname

Cluby

Brand In Context

Cluby

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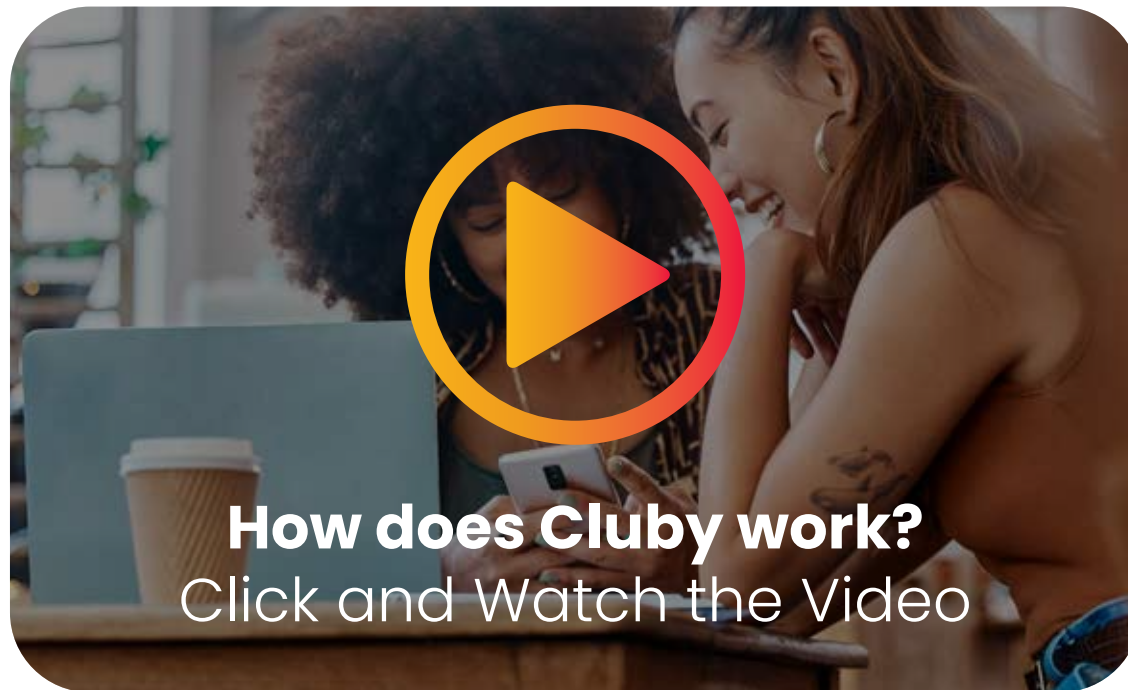
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How does Cluby work?
Click and Watch the Video

Cluby

**Together,
we bring the Cluby brand
to life every day.**