

CLUB ED SURF SCHOOL AND CAMPS

BRANDING STYLE GUIDE

CREATED BY FOXXR, INC.



Logo Usage and Sizes



Website/Email Template logo
243x75



Email Signature logo
99x50



Social Media Logo
400x400

Fonts and Typography

Font family: Roboto Slab

Google font link:

<https://www.google.com/fonts#UsePlace:use/Collection:Roboto+Slab>

Usage:

Headings/page title, subheadings, cta, button

Grumpy wizards
make toxic brew for
the evil Queen and
Jack.

Thin 100

Grumpy wizards make toxic brew for the

Light 300

Grumpy wizards make toxic brew for th

Normal 400

Grumpy wizards make toxic brew for th

Font family: Tahoma

Download link:

<http://www.fontpalace.com/font-download/Tahoma/>

Usage: content, links, footer, text

The quick brown fox jumps over the lazy dog 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ &#~"(-`_^@)=+°

\$£^"*µ%!\$;/:.>?<> ãëüóäëïöÿàùéèç

12 That which does not destroy me, only makes me stronger.

18 That which does not destroy me, only makes me stronger.

24 That which does not destroy me, only makes me stronger.

36 That which does not destroy me, only makes me

48 That which does not destroy me, or

60 That which does not destroy

72 That which does not de

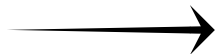
Fonts and Typography

Heading
35px



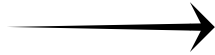
SUMMER SURF CAMPS

Sub-heading
30px



Location – Manresa Beach

Paragraph text
14px



The beach at Manresa Uplands State Park Campground is where Club Ed campers make their home for a place to Club Ed for **summer surf camps** because the waves are very consistent, and out of the way from dolphins cruise by on most days in the early morning and we are visited occasionally by sea lions, otters, and waves are good in the morning so we usually start our days around 7-8am and surf until about noon. The last few hours before sunset so a lot of times we have sunset sessions too.

Instructions and Equipment

Instruction is provided by Ed himself and his staff of enthusiastic Master Surfing Instructors. We provide and have your own wetsuits or boards feel free to bring them. The first camp session of the summer is designed for five are geared for pre-teen and teenage kids, although adults are welcome. The number of campers in each session is between 10 and 20. Club Ed maintains an instructor-to-student ratio of one-to-four, so there are anywhere from 2-5 instructors/supervisors on the camp premises at any given time. Our campsites along the bluff, overlooking the ocean, are guaranteed to us every year. We camp in tents having close access to bathrooms and warm showers while the water right in our campsite. We have a special trail that starts at our camp, goes through the eucalyptus forest, and checking the surf or panoramic views of the Monterey Bay.

Color Palettes

#3b5102

Used in headers and page titles
Used as dark background

#f05a1a

Used in logo and utility bar

#7da024

Used in CTAs and form button
Used as accent color and in links

#000000

Used in subheadings, content, and normal text