



Cadillac & LaSalle Club Inc.
Branding Style Guide

Revised March 2025

>> Introduction



This Cadillac & LaSalle Club *Branding Style Guide* has been prepared for vendors, Region and Chapter newsletter editors, and other authorized persons that produce tangible goods and communication pieces and intangible websites bearing the Cadillac & LaSalle Club (CLC) logos and other branding elements.

Since the CLC's founding in August 1958, its communication channels have been through *The Self-Starter*, which began as stapled mimeographed sheets, and today is a multiple-award-winning, full-color monthly glossy magazine. Our website, cadillaclasalleclub.com, is open 24 hours a day, and allows members to interact with their Club on a constant basis, strengthening their membership experience.

This *Branding Style Guide* is intended to not only be a map for effectively presenting the Club's image, but also to convey a consistent message in the look and feel of communication pieces.

Please contact me if you have questions, are seeking approval, or need certain files to complete your project.

A handwritten signature in black ink that reads 'Timothy K. Coy'.

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>> CLC Logo



Full-color CLC logo

This is the logo to be used in generally all full-color applications. It is comprised of four colors—Black, CLC Gold, CLC red, and White. The process color breakdowns are spelled out on page 9 of this guide.

The minimum size this logo must be is 1 inch square, or 96 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.

The logo is never to be redrawn, re-created, or modified in any manner. The .ai or vector file is preferred for print usage, as it can be scaled to any size and stay crisp. This logo in file formats of .ai, .pdf, .jpg, .psd, and .png are available upon request from the art director.



Two-color CLC logo

This is the logo to be used in any application where four-color process is not available. It is comprised of two colors—Black and PMS 185 (also called “Tomato” Red).

The minimum size this logo must be is 1 inch square, or 96 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.

The logo is never to be redrawn, re-created, or modified in any manner. The .eps file is preferred for print usage, as it can be scaled to any size and stay crisp. This logo in file formats of .ai, .pdf, .jpg, .psd, and .png are available upon request from the art director.

>> CLC Logo

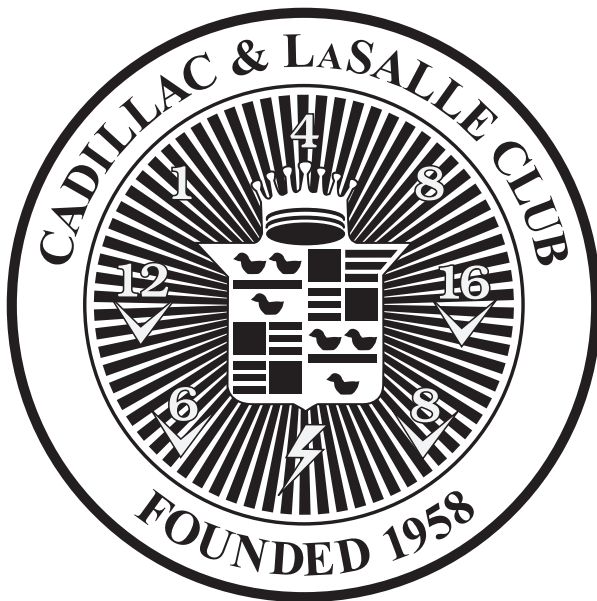


Grayscale CLC logo

This is the logo to be used in black-ink-only applications. It is comprised of solid black and a 20 percent tint of black inside the second circle.

The minimum size this logo must be is 1 inch square, or 96 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.

The logo is never to be redrawn, re-created, or modified in any manner. The .eps file is preferred for print usage, as it can be scaled to any size and stay crisp. This logo in file formats of .ai, .pdf, .jpg, .psd, and .png are available upon request from the art director.



Line art CLC logo

This is the logo to be used in one-color applications like etching, or when color is not available. It is comprised of solid black.

The minimum size this logo must be is 1 inch square, or 96 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.

The logo is never to be redrawn, re-created, or modified in any manner. The .eps file is preferred for print usage, as it can be scaled to any size and stay crisp. This logo in file formats of .ai, .pdf, .jpg, .psd, and .png are available upon request from the art director.

>> Alternate Logos



Four-color alternate CLC logo

This is a Cadillac and LaSalle logo lockup from the late 1920s. It is comprised of five colors—Black, LaSalle Yellow, LaSalle Red, LaSalle Blue, and White. The color breakdowns are spelled out on page 9 of this guide. It is used sparingly and should not be relied upon as a main logo.

The minimum size this logo must be is 2 inches x 1 inch, or 192 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.



Grayscale alternate CLC logo

This logo is comprised of solid black, white, and 20, 66, and 83 percent tints of black. It is used sparingly and should not be relied upon as a main logo.

The minimum size this logo must be is 2 inches x 1 inch, or 192 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.



Line art alternate CLC logo

This logo is comprised of solid black and white. It is used sparingly and should not be relied upon as a main logo.

The minimum size this logo must be is 2 inches x 1 inch, or 192 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.

These logos are never to be redrawn, re-created, or modified in any manner. The .eps file is preferred for print usage, as it can be scaled to any size and stay crisp. This logo in file formats of .ai, .pdf, .jpg, .psd, and .png are available upon request from the art director.

>> Alternate Logos



CLC Touring logo

This reversed-out logo is **only** to be used for promotion of touring activities that are overseen by the CLC.

The minimum size this logo must be is 1 inch square, or 96 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.



CLC logo for embroidery

This logo is **only** to be used on embroidered items, such as polo shirts and caps, as the spokes and the red background constitute too much detail in embroidery.

The minimum size this logo must be is 1 inch square. A clear space of 25 percent of the size of the logo is also required.

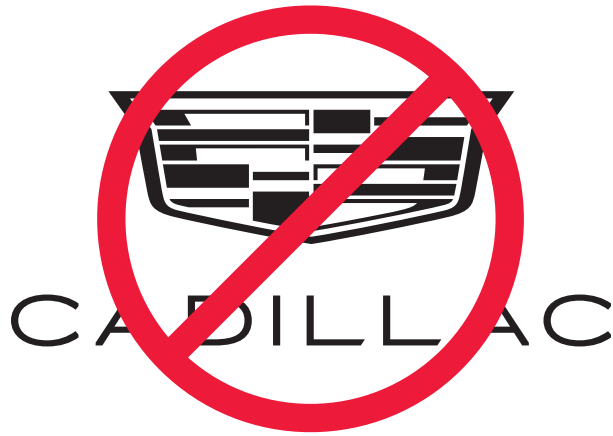
These logos are never to be redrawn, re-created, or modified in any manner. The .eps file is preferred for print usage, as it can be scaled to any size and stay crisp. These logos in file formats of .ai, .pdf, .jpg, .psd, and .png are available upon request from the art director.



Alternate CLC logo

CLC Integrated Advertising Sales Director Dave Leash created this design for apparel, and it is selling quite well. It is comprised of five colors—Black, LaSalle Yellow, LaSalle Red, LaSalle Blue, and White. It should never be employed in any uses other than on CLC merchandise sold by GM Club Apparel.

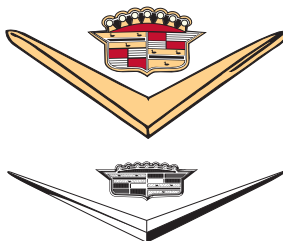
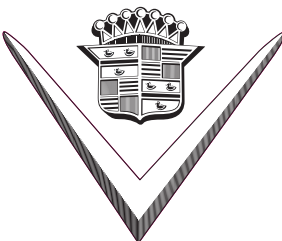
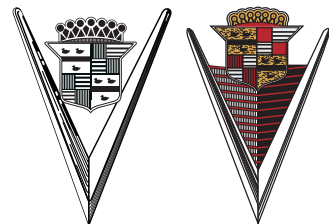
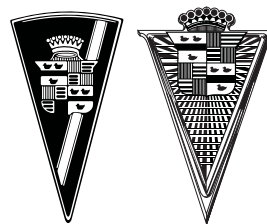
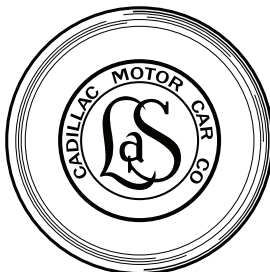
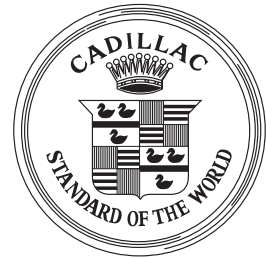
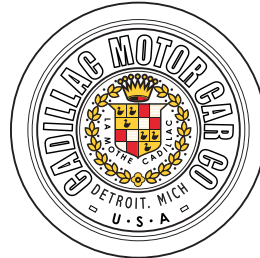
» Cadillac Logos



Rules of using Cadillac logos

The Cadillac & LaSalle Club is *not* affiliated in any way with Cadillac or General Motors LLC. However, the Club has a great working relationship with Cadillac, and the CLC is granted written permission by General Motors to reproduce in its national publications logos Cadillac no longer uses.

Regional newsletter editors are cautioned *never* to use the current Cadillac logo and script (shown at left). Any older Cadillac or LaSalle logos may not be altered in any way, but may be used sparingly. Examples are shown below.



>> Color Palette



CLC Gold

CMYK = 30 35 70 5
RGB R=170 G=157 B=73
Hex = aa9d49
PMS 7562 C



CLC Red

CMYK = 0 100 80 0
RGB R=255 G=0 B=51
Hex = ff0033
PMS 185 C



CLC Blue

CMYK = 100 70 0 0
RGB R=0 G=77 B=255
Hex = 004dff
PMS 302 C



Black

CMYK = 0 0 0 100
RGB R=0 G=0 B=0
Hex = FFFFFFFF
PMS Process Black



White

CMYK = 0 0 0 0
RGB R=255 G=255 B=255
Hex = 000000



Pantone® 185

For two-color uses



LaSalle Yellow

CMYK 0 15 100 0
RGB R=255 G=217 B=0
Hex = ffd900
PMS 012 C



LaSalle Blue

CMYK = 80 72 0 0
RGB R=51 G=71 B=255
Hex = 3347ff



LaSalle Red

CMYK 16 100 100 8
RGB R=197 G=0 B=0
Hex = c50000

The main colors used in our branding are all found in the regular and alternate logos used by the CLC. These colors are shown at left, with CMYK, RGB and Hex equivalents. Colors shown are approximate, as they differ across monitors.

» Logo Usage—Dos and Don'ts



CLC logo on white

The preferred method for displaying the CLC logo. This display also applies to the grayscale and line art logos. It must be perfectly round, just like the .eps art is set up.

The minimum size this logo must be is 1 inch square, or 96 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.

There are instances where the logo cannot be reproduced as shown, especially in embroidery, where the spokes have to be deleted. Please contact the art director for approval of exceptions.



CLC logo on black or dark-colored background

It is never permissible to change colors of the logo in any way. Note how the gold ring around the outer edge contrasts well with the black background.

The minimum size this logo must be is 1 inch square, or 96 x 96 pixels online. A clear space of 25 percent of the size of the logo is also required.

The grayscale and line art logo must never be used on a dark or black background, as the outer ring is black in both instances.

>> Logo Usage—Dos and Don'ts



Four-color CLC logo with drop shadow

A drop shadow underneath for a 3D effect is permissible as long as it is no more than a 50 percent tint using a rich black (50C 50M 50Y 100K). The shadow should drop below the logo only, not below and to the right. An example is shown at the left.

Note: The CLC logo in any form shall not be used in advertising or promotions other than what is originated by the Club, as it implies Cadillac & LaSalle Club endorsement.

>> Word Usage

- Cadillac & LaSalle Club
(note the ampersand)
- Region/Regional (always capitalize the R)
- Chapter
- International Affiliate
- Club (when referring to the CLC, not any other car club in general)

» Logo Usage—Dos and Don'ts

Proper usage of the CLC logo strengthens our brand and ensures its power. Shown below and on the next page are some examples that may not be used. This is not a complete list of non-approved uses, but the general rule is never to change the logo.



The logo is never to be redrawn, re-created, or modified in any manner. Even though the blue is an approved color, never use it this way.



The ring inside of the outer border of the logo must always contain a white background. The logo is never to be redrawn, re-created, or modified in any manner.

>> Logo Usage—Dos and Don'ts



The fill color in the engine numbers (1-cylinder, 4-cylinder, 8-cylinder, V-6, V-8, V-12, and V-16) are always to be in CLC Gold in the full-color version of the logo.

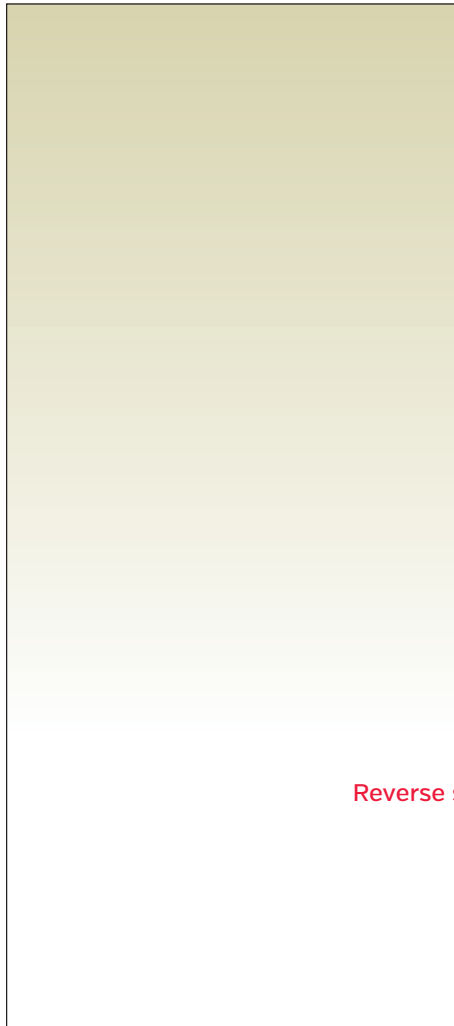
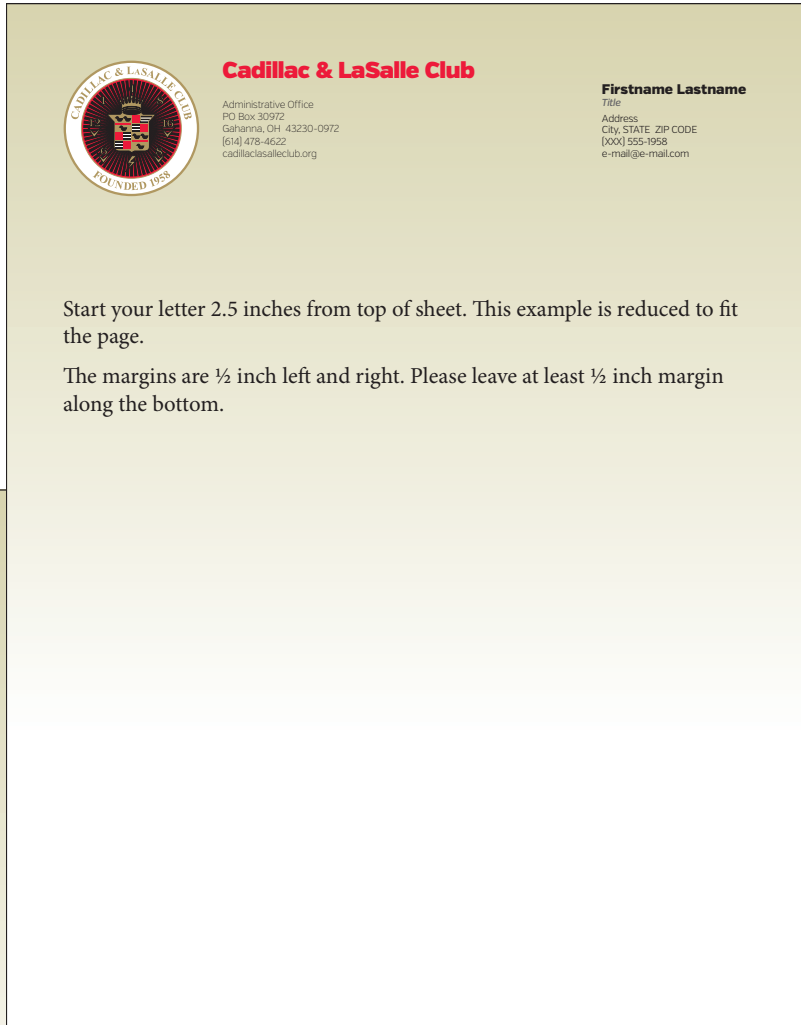


Do not manipulate the shape of the logo. It must be in proportion as a perfect circle. If you are creating a 3D video using the logo where it will rotate, that is fine, but if it's in print or a static display, it must be left alone.

>> Stationery

CLC Letterhead

The master letterhead is printed both sides in full color on 8.5 x 11 paper. The background gradient, logo, and CLC Office information is preprinted, and the sender's information is customized by the art director. For

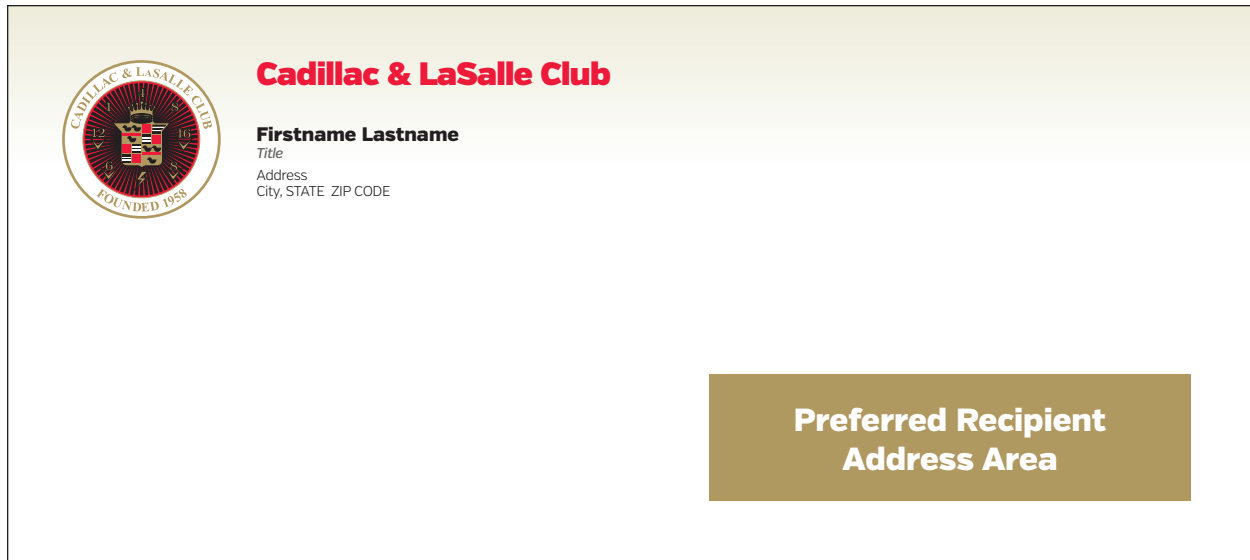


Reverse side

consistency, the same formula is followed no matter whether the letterhead is for the president or a board member.

For officers and national board members, the CLC pays half the cost, while the requestor pays the other half. These letterhead sheets are available through the CLC art director.

>> Stationery



CLC Envelope

The envelope above is shrunk to fit the page of this guide, but is a typical No. 10 business envelope with no window. The return address information is customized by the art director.

The recipient's address information should be in the area of the gold box above. Otherwise, the U.S. Postal Service sorting machines may get confused, and the letter could be returned to the sender.

The recipient's information should be at least one-half inch each from the bottom so postal sorting machines have enough room to affix the nine-digit ZIP and accompanying barcode.

For consistency, the same formula is followed no matter whether the envelope is for the president or a board member. For officers and national board members, the CLC pays half the cost, while the requestor pays the other half. These letterhead sheets are available through the CLC art director.

>> Stationery



CLC Business Cards

The CLC art director takes orders for business cards, which are 3½ inches across x 2 inches high. All business cards are professionally printed on both sides in quantities from 100 on up. Cards are printed in the digital method for quantities of 100 and 250, and in the offset method for quantities of 500, 1,000, 2,500, and larger.

Business cards are available only for officers and national board members. For those people, the CLC pays half the cost, while the requestor pays the other half. The cost per card drops significantly when more are ordered.

>> CLC Typefaces

Main typeface—Verb

Verb Extralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]

Verb Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]

Verb Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]

Verb Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]

Verb Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]

Verb Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]

Verb Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]

Verb Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]

Verb Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*[]

Are they also called fonts?

The main typeface for the Club is the Verb family. Verb comes in many variations; a few are shown at the left.

Verb is a typeface comprised of a “family” of fonts, i.e., Verb Bold Italic is one font.

**Italic, Condensed, and Compressed type weights are also used.*

>> CLC Typefaces

Secondary typeface— Minion Pro

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Minion Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Minion Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

**Italics, Condensed, Display, Caption, Small Caps,
and Compressed weights are also available.*

Logo typeface— Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

The Self-Starter uses Minion Pro in its body text. It is a versatile font that is easily readable. It is a very large family, and some examples are at the left.

Minion Pro comes in many variations; a few are shown at the left.

The lettering in the CLC logo is in Times New Roman Bold. Virtually every computer comes with this typeface embedded in its operating system.

The Self-Starter

cadillaclasalleclub.org

2025 INTERNATIONAL MEMBERSHIP DIRECTORY

It's not really a masthead or logo, it's called a "flag"

The voice of the Cadillac & LaSalle Club is *The Self-Starter* magazine, which has been published 11 months per year since August 1958.

Each month, a Cadillac or LaSalle owned by a Club member is pictured on the front cover. The cover photo is adorned by the CLC logo and the magazine title, called the "flag" in publishing terminology. The flag is usually black, but will run in white and other colors depending on the background behind it so it contrasts.

The typeface for the flag is Caslon Openface, and the website URL typeface is Verb Black.

For the *International Membership Directory*, published annually in the fall, the flag's typeface is Verb Black, and it is accompanied by the CLC logo.

>> FAQs



What is the minimum size for the CLC logo?

1 inch square, as illustrated at left. On any website, 96 x 96 pixels is the minimum.

What is the minimum clear space to be used around the logo?

Aim for at least 25 percent of the size of the logo, i.e., one-half inch away from a 2-inch-round logo. Exceptions must be approved by the art director.



What are acceptable backgrounds behind the logo?

Generally anything that will contrast well with the logo's outer ring, which is CLC gold. For black-and-white applications, a dark background is generally discouraged.

What is the color palette?

See page 9 of this guide for details.

Any further questions?

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