



BRAND BOOK



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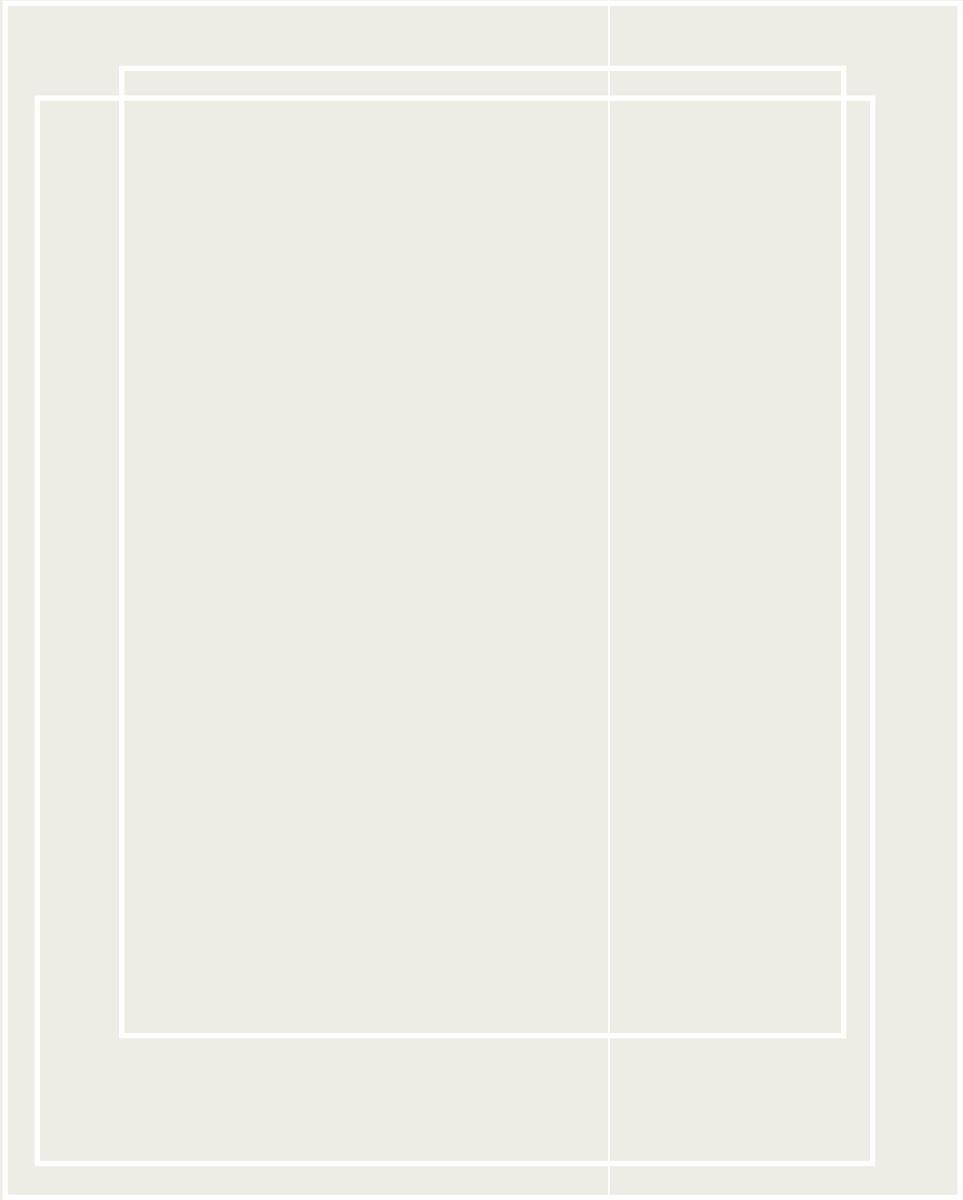
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WHO IS CLUBSPORTIVE

We're on a quest to help create a better world. Clubsportive is here to help you create desired healthy lifestyles, while we do our part in creating a better future.

We are pioneers who pave the way for ambitious people who aren't afraid to make a change.

We are the side kick in our members' journey: we're in it for the long haul.



JULY 1998	●	MARJOLIJN CO-FOUNDED CLUBSPORTIVE
JANUARY 2010	●	MARJOLIJN CO-FOUNDED TRAINMORE
JANUARY 2016	●	MARJOLIJN & BARBARA CO-FOUNDED HIGH STUDIOS
NOVEMBER 2016	●	JORDY KOOL JOINS AS ADVISOR
JULY 2019	●	TRAINMORE NON STOP 24HRS
JANUARY 2020	●	JORDY JOINS UGG AS CO-CEO
MAY 2020	●	HIGH OUTDOORS
JULY 2020	●	HIGH PERSONAL TRAINING
DECEMBER 2020	●	CLUBSPORTIVE & HIGH STUDIOS MERGE
JUNE 2021	●	TRIB3 JOINS UGG
JULY 2021	●	BTY CLB ACQUIRED BY UGG
SEPTEMBER 2021	●	HIGH RIDE & HIGH FLOW

HISTORY

MISSION

We believe that everyone can be the creator of their own reality. We value a healthy lifestyle and believe that this means health in both body and mind. We want to inspire everyone to recognize the creator in themselves and realize that there are no limits: if you desire it, it's attainable. Health is more than fitness, it's a lifestyle.

Offering the ambitious upper class pioneers of Amsterdam Zuidas a place to realize a healthy lifestyle in a sustainable way. We embody our mission by giving them all the tools they need. By being as eco-friendly as possible we also do our part in creating a better world.

VISION

CORE VALUES

CREATIVE

We are the creators of a healthier world

INNOVATIVE

We are frontrunners in the fitness branche

CONSCIOUS

We are eco-friendly, creating sustainable change

EXCLUSIVE

We have our own community of upper class pioneers

SERVICE-ORIENTED

We give our members all the tools and support they need



TARGET GROUP: COSMOPOLITANS

Critical citizens of the world who integrate post-modern values such as growth and experience with modern values such as success, materialism and enjoyment.

AMBITIONS

- Social success
- Personal growth
- Being socially engaged

SOCIETY & POLITICS

- International orientation
- Socially and politically engaged
- Tolerant

WORK & PERFORMANCE

- Work is a central motive
- Ambitious
- Focus on improving income
- Work provides identity and status

SOCIAL RELATIONSHIPS

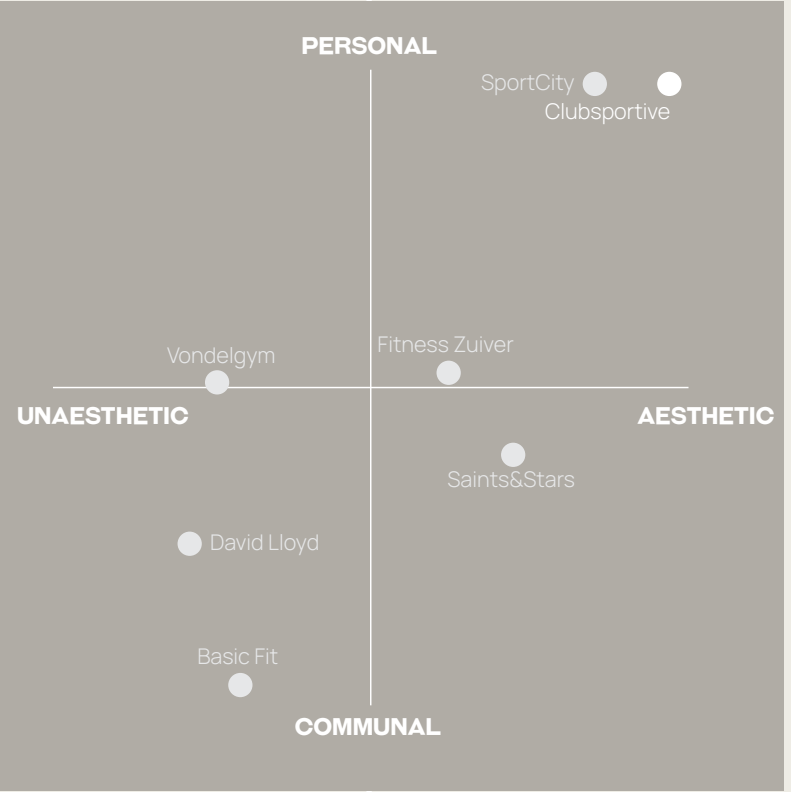
- Networkers
- Gravitate towards like-minded people

SOCIO-DEMOGRAPHICS

- Just as many men as women
- More young people
- More people with higher income

LIFESTYLE

- Consumption-oriented
- Technology-minded
- Adventurous
- Status-conscious, value etiquette
- Art and culture





DO'S



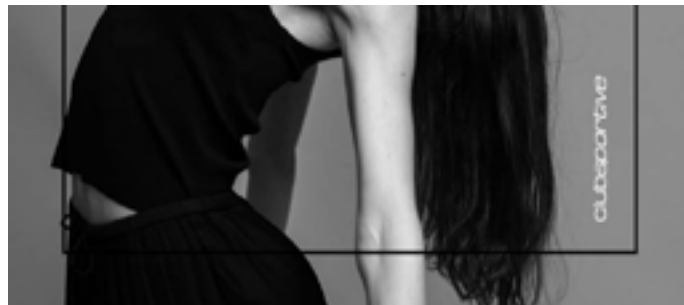
Light grey on dark colors



Dark grey on light colors



On top of image (if visible)



Vertical (read from bottom to top)

DON'TS



No diagonal placement



No colored logo



Not visible



Not fully visible

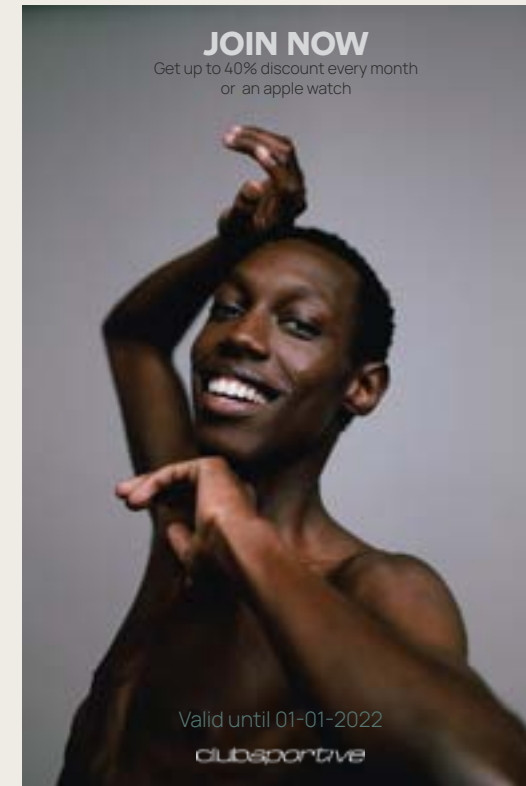
TITLES - GALDERGLYNN TITLING BOLD

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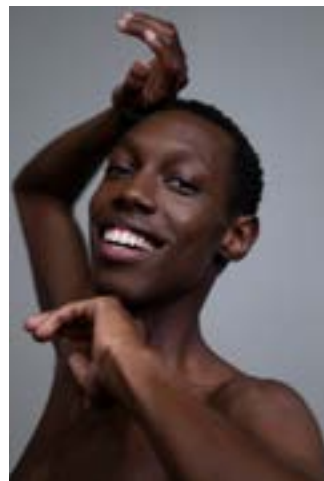
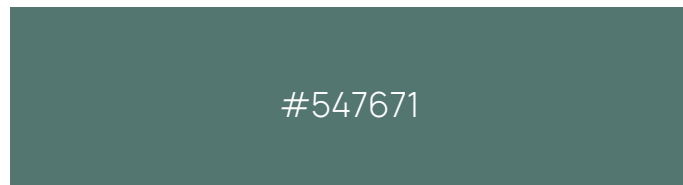
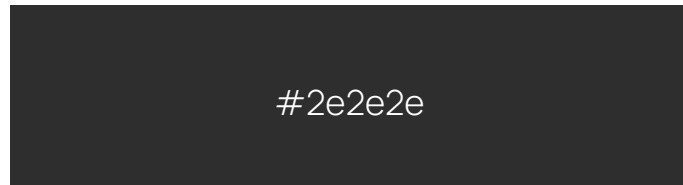
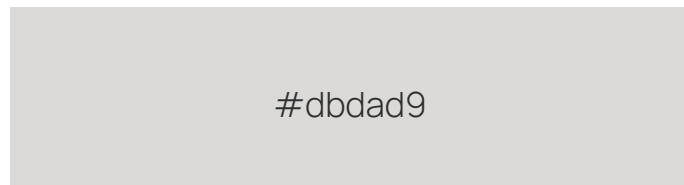
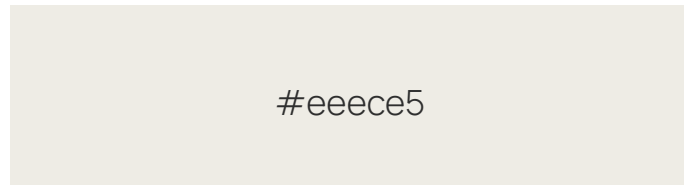
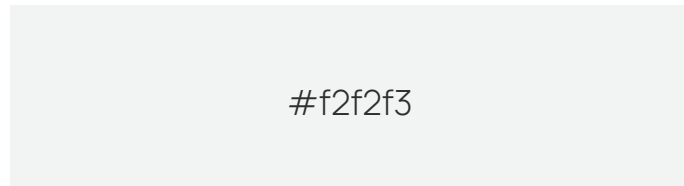
Body copy - Manrope Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Above an example of the typography in practice. Galderglynn Titling has no lower case so this should only be used for (sub)titles. Tracking, kerning or skewing is not used for body copy. All upper case text also isn't used in body text. Because we target business people, we use capital letters correctly (e.g. first letters of a sentence). Copy should always be in one of the brand colors.

COLORS



Raw

Preset

The imagery has to have a correlation to the main colors. B&W images are allowed but kept at a minimum. The concept is about growth and expansion, and getting out of the box. One way to visualize that is by layering the image in different progressive sizes, with a white 2 pt line. The maximum is 3 layers.

The images have to be clearly about mental and physical health, or about the facilities in the gym. The Lightroom preset for unedited images is called Film and can be found [here](#).

IMAGERY

TONE

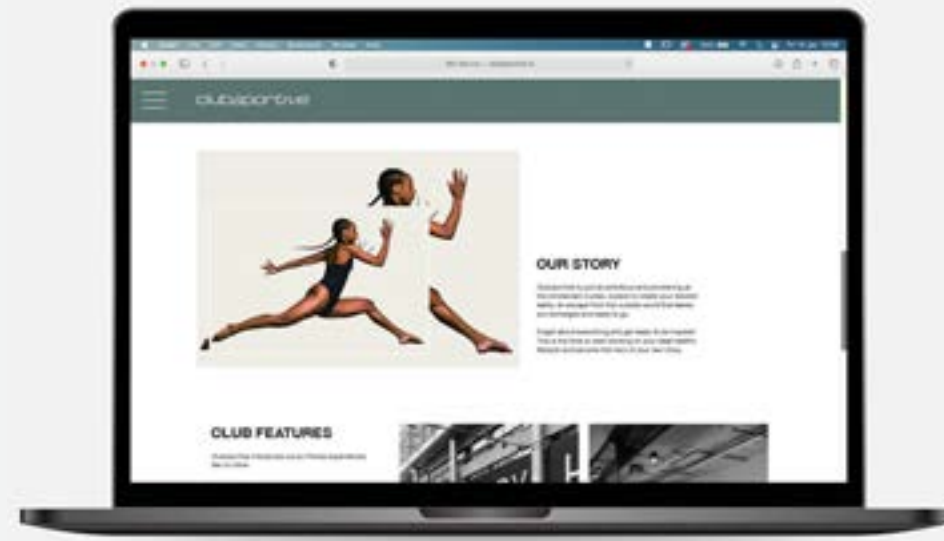
OF VOICE

The way we communicate through our platforms is personal and friendly in tone, yet professional in execution. We use correct grammar and spelling at all times, and communicate mainly in English due to our international target group.

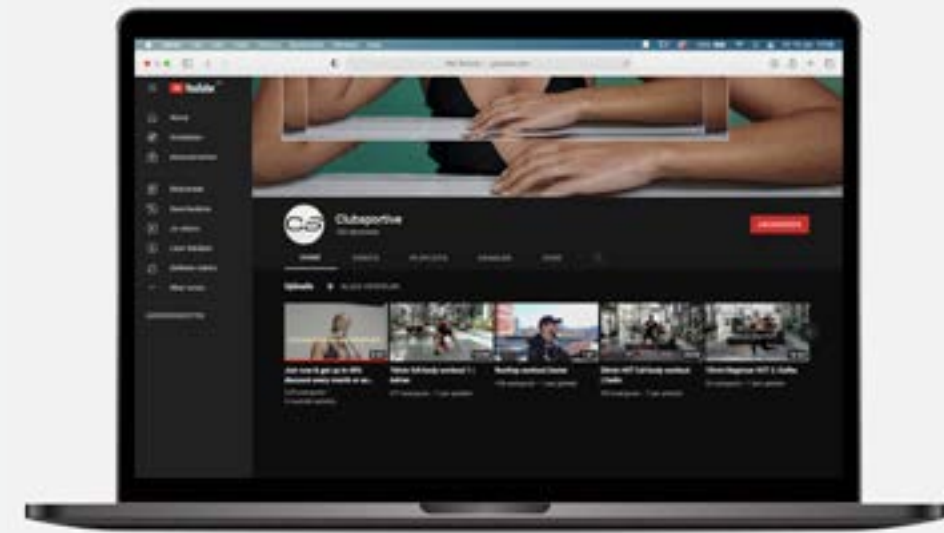
The tone of voice should also reflect our empowering, innovative and exclusive identity.

The way this is executed also depends on the goal and the platform: offline is more personal and friendly than online.

ONLINE



WEBSITE

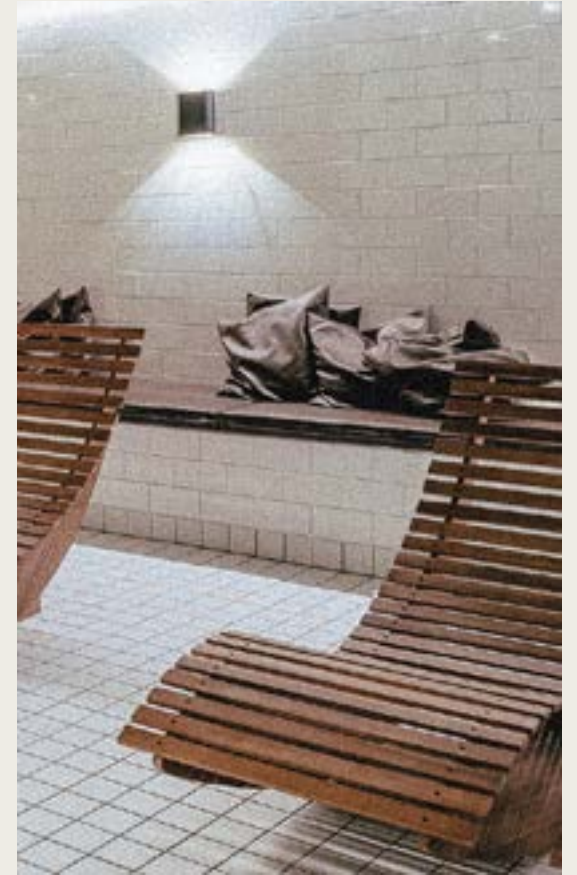
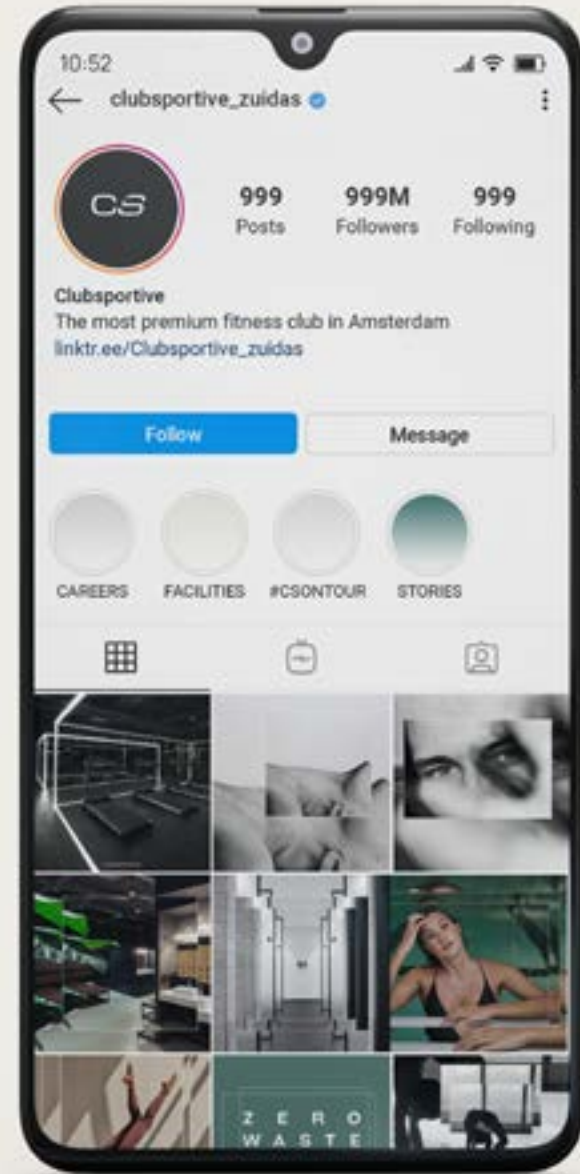


YOUTUBE



APP

TOUCHPOINTS





clubsportive