OLAS
SURF CLUB PUNTA CANA

2026

Brand Guidelines

The OLAS Surf Club brand guidelines protect and strengthen the brand’s visual and verbal identity, ensuring consistent logo, color, and typography usage while guiding designers and partners.

About Brand Guidelines

The OLAS Surf Club brand guidelines protect and strengthen the brand’s visual and verbal identity across all platforms. They ensure consistency, recognition, and professionalism in every brand touchpoint

Function

- Maintain a unified and recognizable brand image
- Ensure correct usage of logo, colors, and typography
- Guide designers, marketers, and partners
- Preserve long-term brand value

Guide

These guidelines serve as a reference framework, allowing creativity while protecting OLAS’s core identity.



Using logo

OLAS uses three approved logo formats, each designed for specific applications.

Vertical Use



Horizontal Use



Symbol Use



The OLAS Surf Club logo is available in vertical, horizontal, and symbol formats for use across print, digital, signage, and apparel. All versions must retain original proportions, colors, and clear space to maintain consistency and brand recognition.

Brand Color

Primary

Core brand color driving recognition and authority, used in main logo, dominant waves, and large surfaces, expressing depth, strength, and OLAS’s ocean identity.

Secondary

Support primary palette with motion, freshness, and highlights. Surf Blue shapes inner waves; Seafoam Green adds accents. Neutrals like Sand and white balance the brand.

Secondary Color

RGB
#2F8F9D
Hex

RGB
#8FD3C7
Hex

RGB
#E8DCC4
Hex

RGB
#FFFFFF
Hex

Primary Color

RGB
#0E4F55
Hex

Primary Font

Headline Typeface:

FM Bolyar Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,; ' " (!?) +-*/=

12 The quick brown fox jumps over the lazy dog. 1234567890

18 The quick brown fox jumps over the lazy dog. 1234567890

24 The quick brown fox jumps over the lazy dog. 1234567890

36 The quick brown fox jumps over the lazy

48 The quick brown fox jumps ove

60 The quick brown fox jum

72 The quick brown fox

Aa Bb Cc

Dd Ee Ff

Gg Hh Ii

Jj Kk Ll

1234567890.
.:,; ' " (!?) +-*/=

Secondary Font

Body Text Typeface:

Roboto Sans

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,; ' " (!?) +-*/=

12 The quick brown fox jumps over the lazy dog. 1234567890

18 The quick brown fox jumps over the lazy dog. 1234567890

24 The quick brown fox jumps over the lazy dog. 1234567890

36 The quick brown fox jumps over the lazy dog. 1234567

48 The quick brown fox jumps over the lazy

60 The quick brown fox jumps over

72 The quick brown fox jumps

Aa **Bb** **Cc**

Dd **Ee** **Ff**

Gg **Hh** **Ii**

Jj **Kk** **Ll**

1234567890

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Legal Guidelines

Trademark Protection

The OLAS Surf Club name, logo, and symbol are protected assets and may not be reproduced or modified without authorization.

Privacy Statement

OLAS respects user privacy. Any collected data is used solely for communication and service improvement.

Logo Usage Guidelines

Do not stretch, rotate, recolor, or distort the logo
Avoid unapproved effects such as shadows or outlines
Maintain adequate clear space around all logo versions

Marketing Compliance

All marketing must be truthful, respectful, and culturally appropriate. Misleading content is prohibited.

Third-Party Content Usage

All third-party assets must be properly licensed, with credit given where required.

Social Media Policy

Maintain a respectful, inclusive tone. Avoid offensive, political, or controversial content, and ensure visual consistency.

Get In Touch



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