

STYLE GUIDE



SOUTH CENTRAL RUN CLUB

ROBYN CADA VONA



GO TO RUNNING

A GLOBAL RUN DAY EVENT BROUGHT TO YOU BY
WLCAG scrc COMPTON RUN CLUB

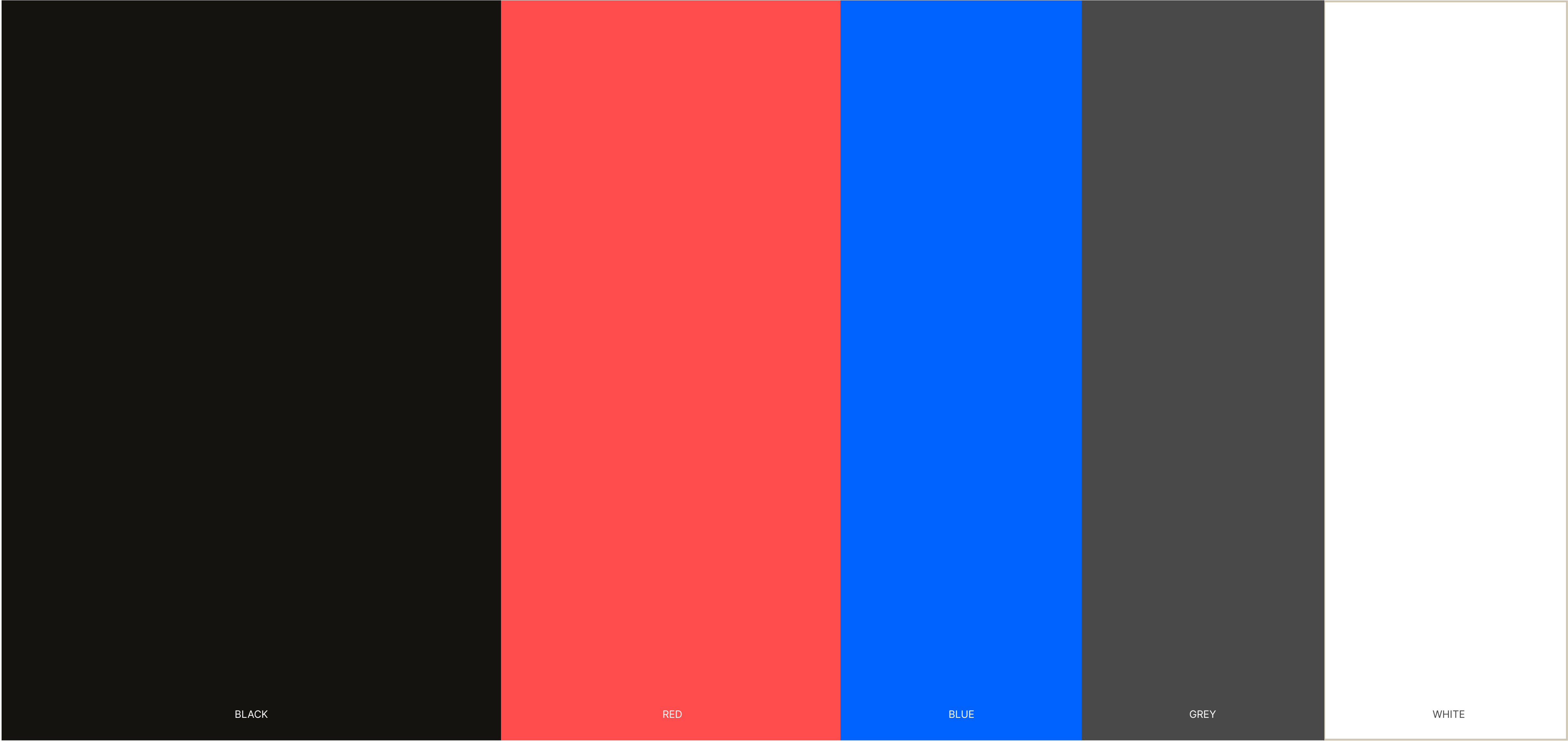
WEDNESDAY, JUNE 7TH @ 6:45PM
STARTING AT THE WATTS ACTION COMMUNITY ACTION COMMITTEE
10950 SOUTH CENTRAL AVENUE, WATTS, CA 90059



WHO South Central Run Club

WHAT SCRC is growing and expanding, promoting wellness and bringing awareness to the community and its establishments.

OBJECTIVE Let's build on top of the existing growth, work and effort that has been put into SCRC. Let's draw attention to us through visuals that are intentional, impactful, and ownable to the run club. With a flux in run clubs, let's do what we can to stand out and be unique in this space. Let's start by building a style guide for routine posts.



What: Posts during the beginning of the month and week that help runners plan or anticipate attendance.

Style: Informative and straight-forward. We want runners/followers to be able to quickly comprehend the schedule from a glance and have the desire to screenshot to keep along as a guide for the month/week.

Inspired by clean agendas and schedules from conferences, venue event schedules or music tour date formats.

TORNA

FROM 23:00 TO 04:00

EL FREE! KLIMITV

CLUB®

DJ SET → SALVA DJ JORGE PENAFIEL

PASSEIG MARÍTIM N°02 08380 MALGRAT DE MAR

28.05.2022

INSTAGRAM | @LIMIT.CLUB | INSTAGRAM

OPENING *INNAUGURACIÓ*

2022 Fes-te soci a través de l'enllaç del nostre Instagram i aconseguiràs beneficis i descomptes al club. Per a reserves de taules VIP contacta amb nosaltres al (+34) 639.113.821 o (+34) 603.501.582.

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DANIEL AVERY

SEPTEMBER 2019

OCTOBER 2019

14 NOVA BATIDA, LISBON

15 BRUNCH - IN THE PARK, BARCELONA

20 OPIUM CLU B, VILNIUS

22 BERGHAIN, BERLIN

26 TOGETHER FESTIVAL, BOSTON

27 BASEMENT, NYC

28 MAKING TIME, PHILADELPHIA

04 THE GROUND, MIAMI

05 SONAR, MEXICO CITY

10 KREMWERK, SEATTLE

11 MEOW WOLF, SANTA FE

12 SECRET PROJECT, LOS ANGELES

17 ELECTRIC DELUXE AMSTERDAM

25 PRINTWORKS, LONDON

26 THE MILL, BIRMINGHAM

UPCOMING EVENTS IN NEW YORK

THU FEB 08

HOUSING PRESENTS: HARD FEELS AND AMERICAN ARTIST

FEB 08 – FEB 28 GALLERY FREE AND OPEN TO THE PUBLIC

rsvp | read more

THU MAR 01

LOBBY NIGHTS: DJ MICHAEL CAVADIAS

8PM LOBBY FREE AND OPEN TO THE PUBLIC

rsvp | read more

SAT MAR 03

LOBBY NIGHTS: EVERYBODY RANDOM WITH DJ RIMARKABLE

10PM LOBBY FREE AND OPEN TO THE PUBLIC

JANUARY

01 10.04 Mirah + Lori Goldston

02 11.04 Octo Octa + Eris Drew

03 12.04 Roza Terenzi + D.Tiffany

04 15.04 Peach + Shanti Celeste

05 16.04 Saoirse + ISAbella

06 17.04 MSDM + S-Candalo

07 18.04 Angel D'tite + Slim Soledad

08 19.04 JOVENDELAPERLA + Berenice

FEBRUARY

09 20.04 Jasss + Hyperaktivist

10 21.04 Gael + Diamin

11 22.04 Juliana Huxtable + Yazzus

12 20.04 Rachel Noon + Aurora Halal

13 24.04 Badsista + Bashkka

14 25.04 Bored Lored + THC

15 29.04 Sedef Adasi + Bella Sarris

16 30.04 Vlada + Malena

"Kiss Me"

LIVE AT

24VE

LIVE AT 233 Butler St Brooklyn, NY

Tickets available on DICE

DESIGNED BY GINA TUCKER TONG

BRINGING TOGETHER ARTISTS AND EDUCATORS TO DRIVE A FORWARD-LOOKING DEBATE ON THE POSITION OF TECHNOLOGY IN ART AND CULTURE.

18. - 25. APRIL, 2019.

DAY / NIGHT / LECTURES / WC

18

FRANC CAMPS-PESKER

LIVE STREAMING

19

LIVE STREAMING

20

LIVE STREAMING

21

LIVE STREAMING

A TEN DAY TERRA COTTA PRINTS EXHIBITION

NOTHING TO SPARE II

OPENING TIMES

9/12	THU	18:00	-	22:00
10/12	FRI	10:00	-	TIL LATE
11/12	SAT	10:00	-	TIL LATE
12/12	SUN	10:00	-	TIL LATE
13/12	MON	10:00	-	19:00
14/12	TUE	10:00	-	19:00
15/12	WED	10:00	-	19:00
16/12	THU	10:00	-	19:00
17/12	FRI	10:00	-	TIL LATE
18/12	SAT	10:00	-	TIL LATE
19/12	SUN	09:00	-	13:00

4 GARDEN WALK, SHOREDITCH, EC2A 3EQ

PLEASE CONTACT "SAM@TERRACOTTAPRINTS.CO.UK" FOR PRIVATE APPOINTMENTS

KEEP AN EYE ON OUR PAGES FOR DISCOUNTS AND DEALS ONCE WE ARE OPEN

ASIA + HAWAII TOUR 2K19

TORO Y MOI

Awazu Kiyoshi

Fukuda Shigeo

Hosoya Gan

Katayama Toshihiro

Katsui Mitsuo

Kimura Tsunehisa

Nagai Kazumasa

Tanaka Ikko

Uno Akira

Wada Makoto

Yokoo Tadanori

Exhibition of Graphic Design in Tokyo

Persona 1965

2014年11月5日(水)~27日(木)

333

Paul Davis

Louis Dorfsman

Kamekura Yusaku

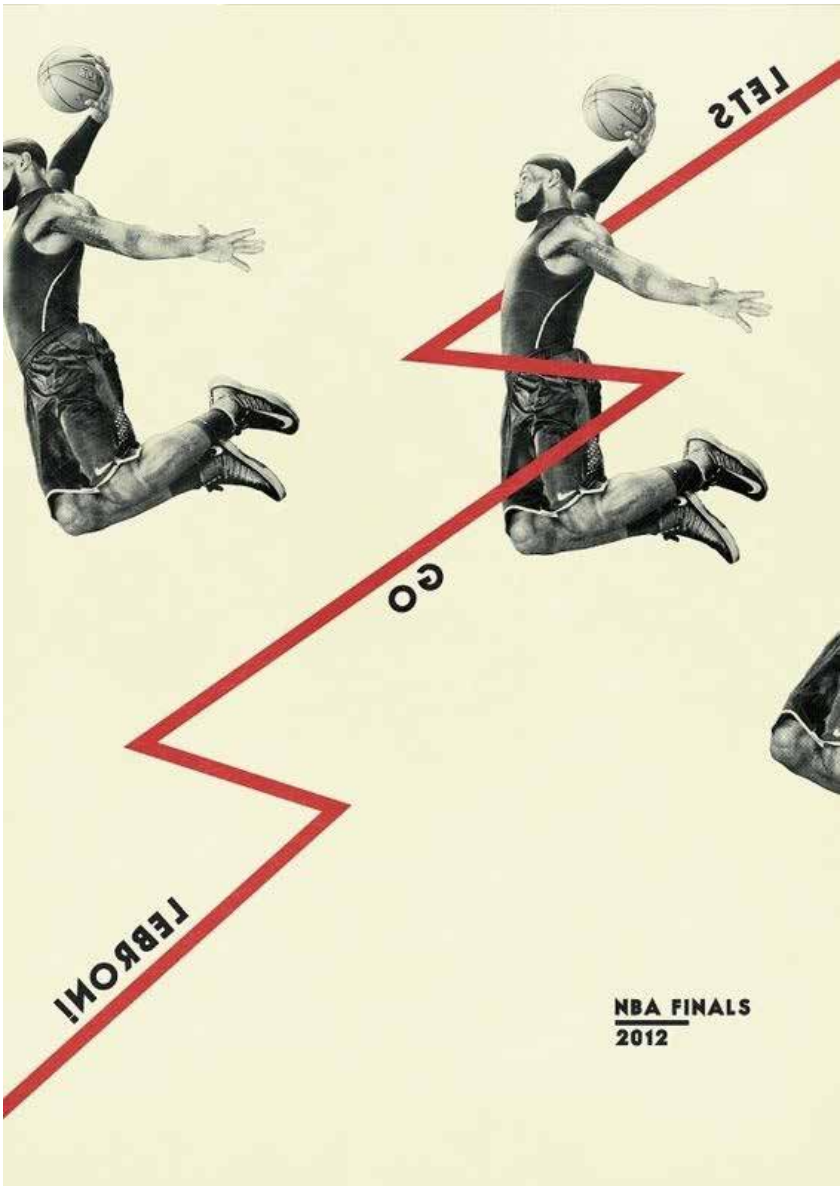
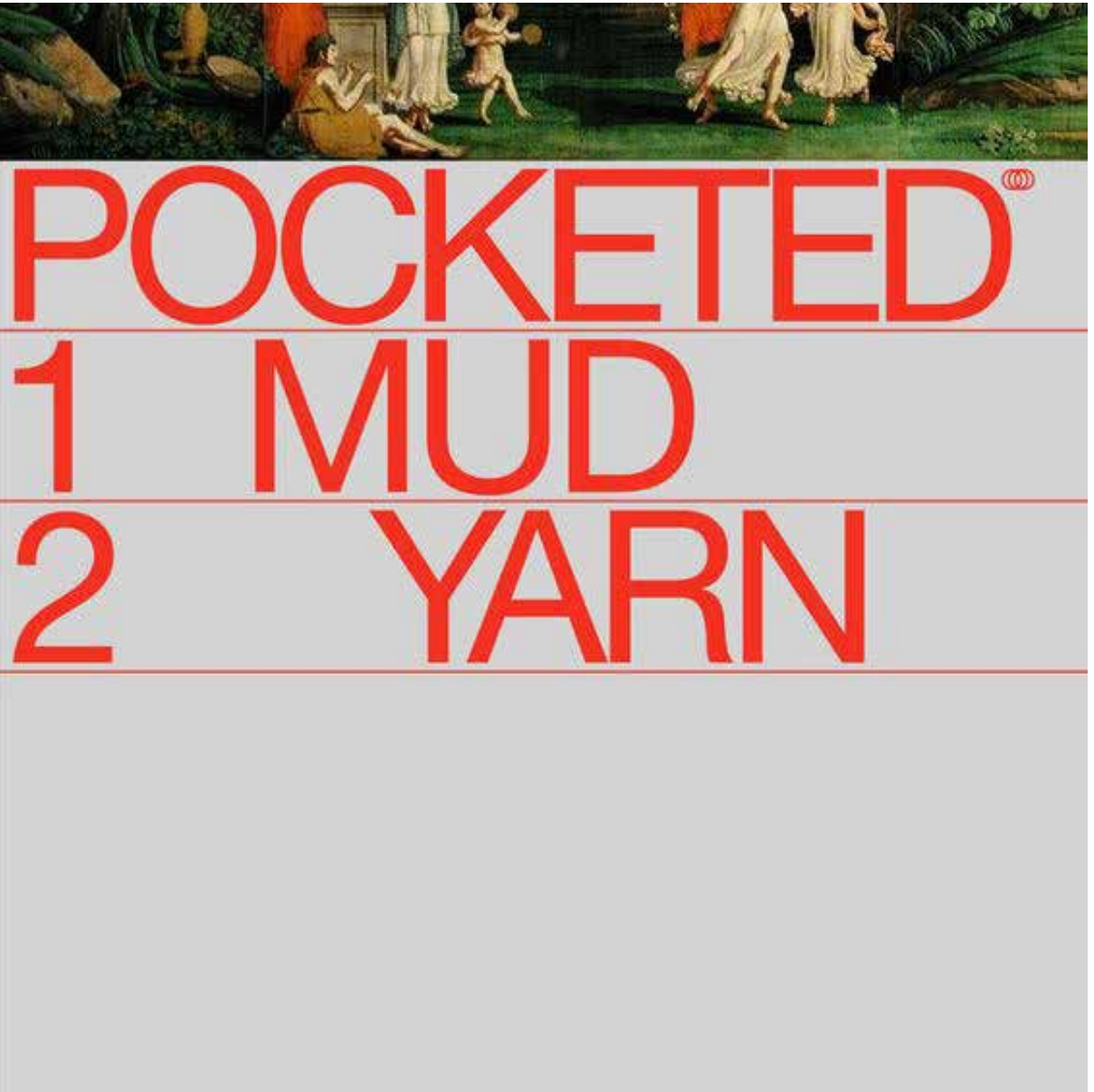
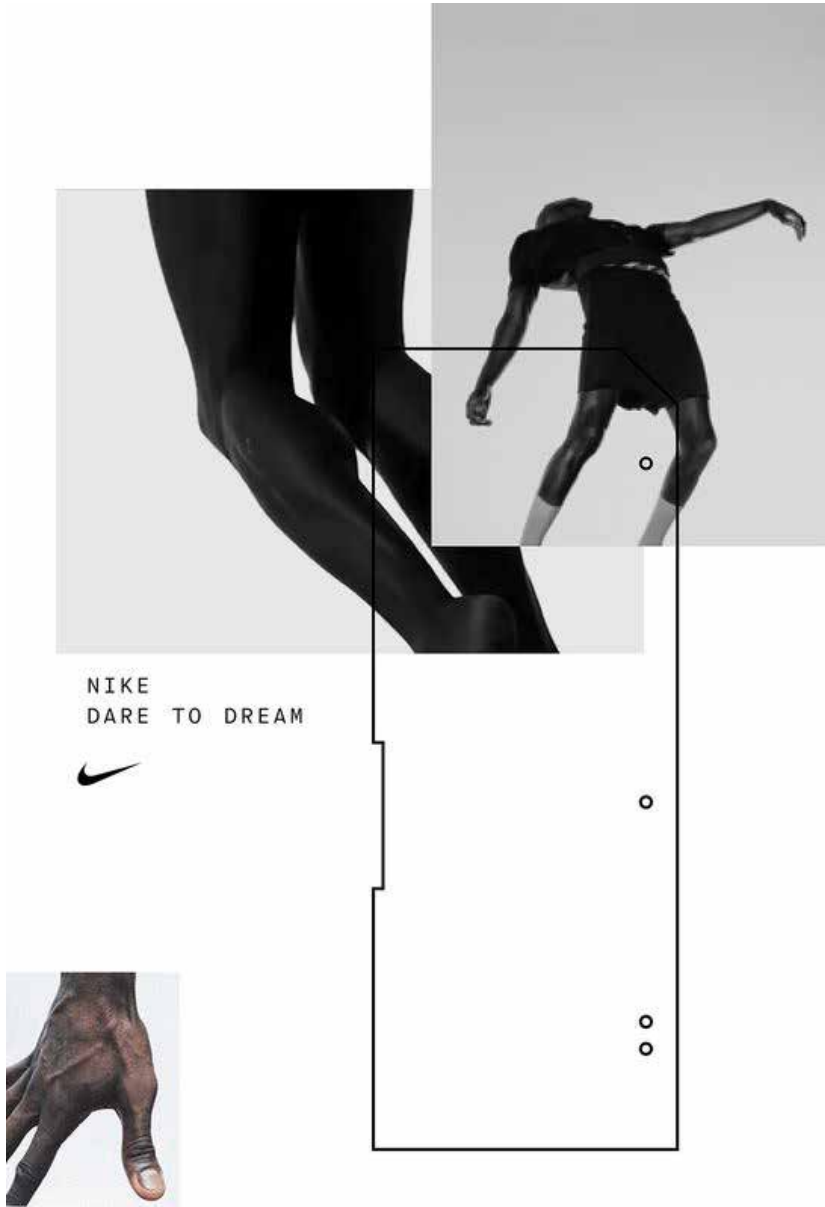
Karl Gerstner

Jan Lenica

What: Posts that help inform runners on run/route details so that they feel excited and confident about running a route that they might not be familiar with.

Style: Linework to imitate the route, rows that show street name and direction (left or right) so that runners can easily remember while running.

Inspired by bold and vivid layouts to help runners attach to the visual that also acts as a aesthetic guide.



What: Posts that highlight, feature, and showcase SCRC's finest runners. Let's find a way to beautifully tell their stories.

Style: Inspired by editorial layouts, we want imagery to be a focal point while leaving room for powerful runners' quotes to stand out.

This format helps to effectively tell a runner's narrative/personal story giving a personable and authentic touch to SCRC.

A combination of interesting imagery and large type help to draw in those that are casually scrolling while leaving those anticipating the next runner highlight.

What: Posts that highlight single day runs (these are for the routine runs on Thursdays and Sundays)

Style: Big and loud type that reads from top to bottom and vibrant colors with a mixture of different typefaces to create engaging visuals.

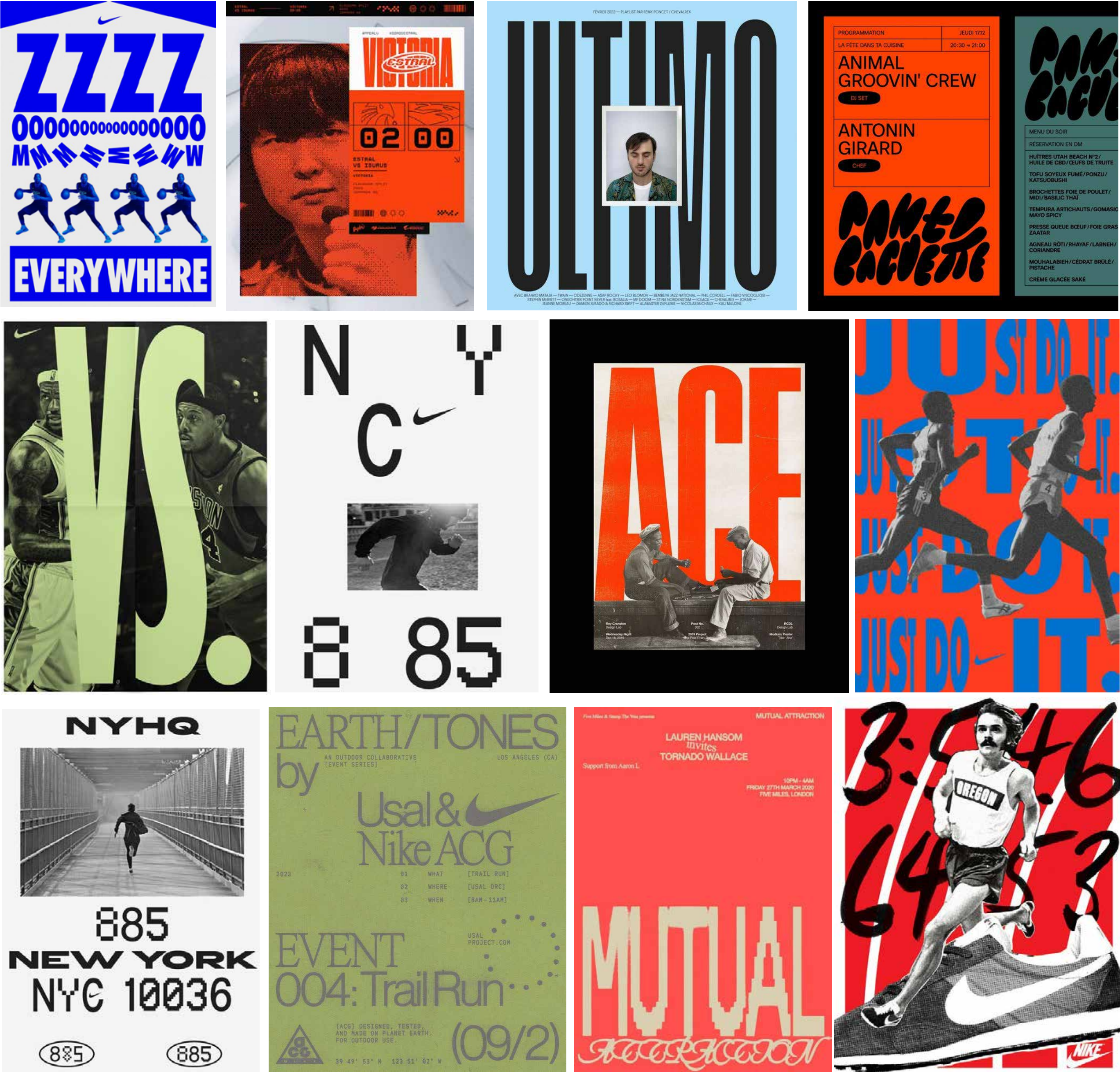
Direct and confident so that followers can take a look and quickly recognize the what, where and when details.

Focal points are day, date, location and imagery is secondary.



What: Posts that highlight special events, whether we are running on a specific holiday or day that brings awareness or emphasizes/embraces the community. These can also dial into any collaboration runs we will be doing.

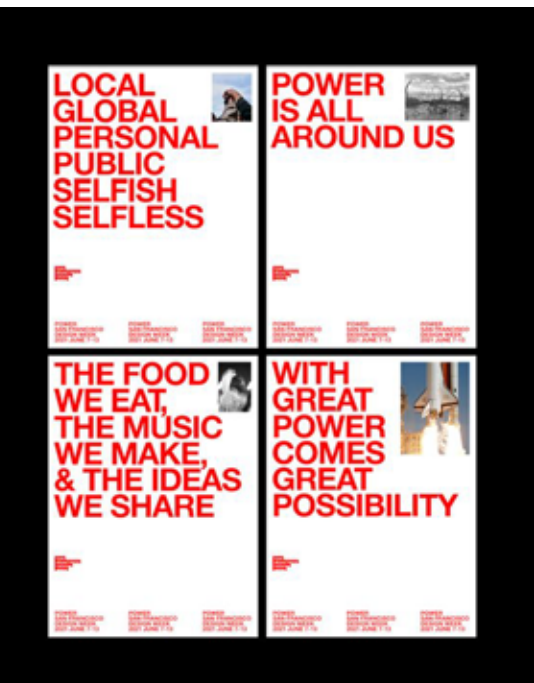
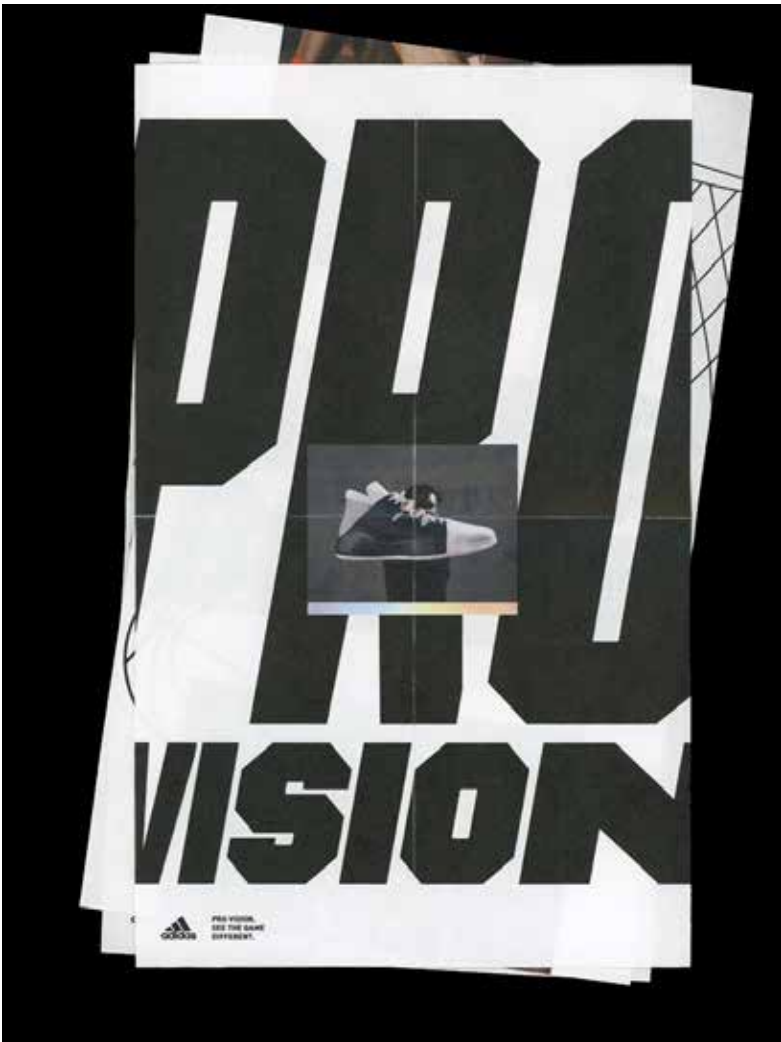
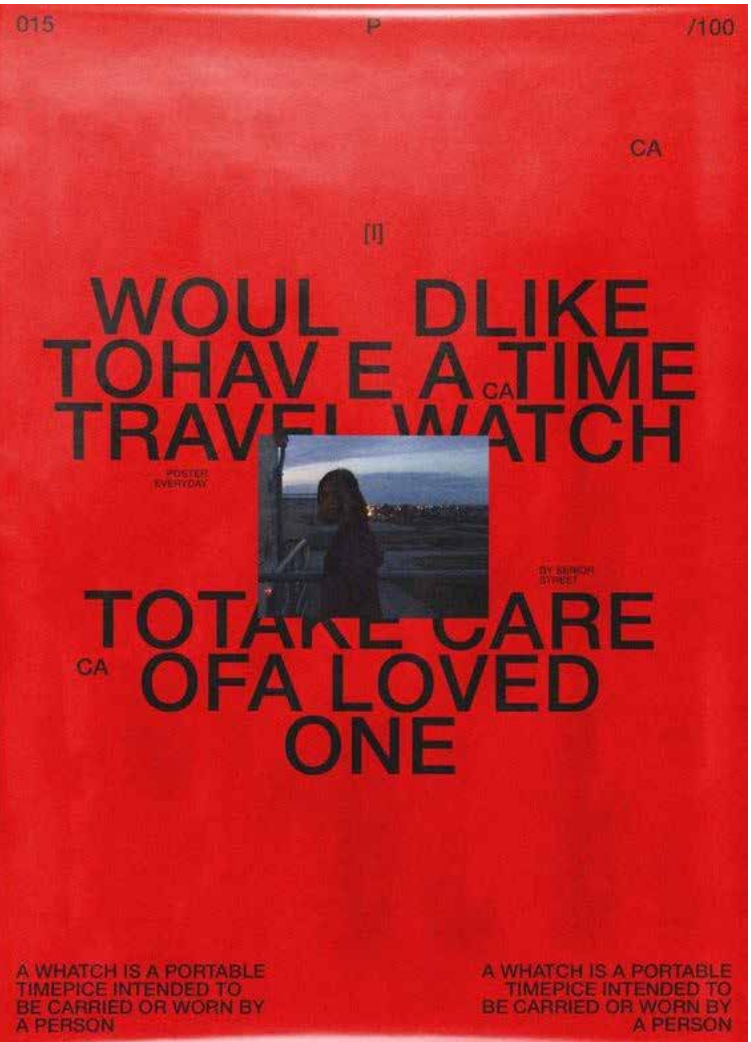
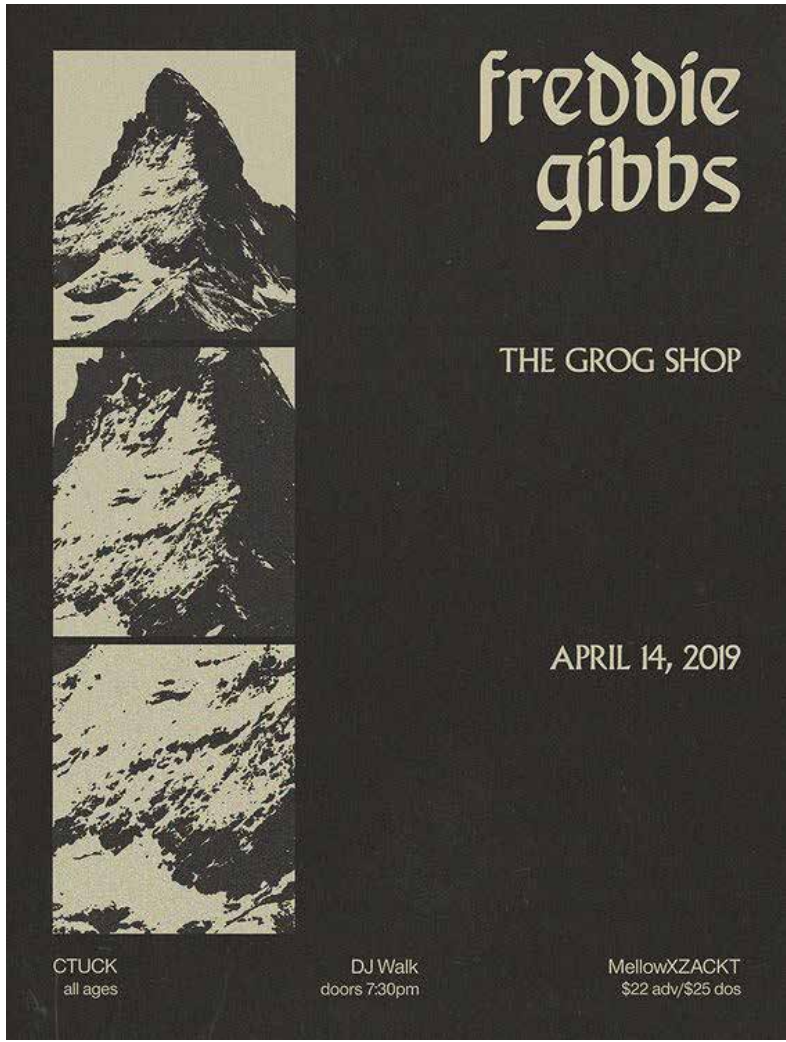
Style: Type that is large and scales the whole visual. Informative, but captivating and funky. This could either be typography-forward, image-forward, or both. Let’s have fun with this one.



What: Posts that remind runners to mark their calendars for an event. This post serves as a countdown or reminder to help runners come out to things.

Style: A lot of negative space with delicate or minimal type/text to draw in interest. This does not require much text, might only call for a line or two with a date or countdown.

Here we can flood color or imagery.



scrc

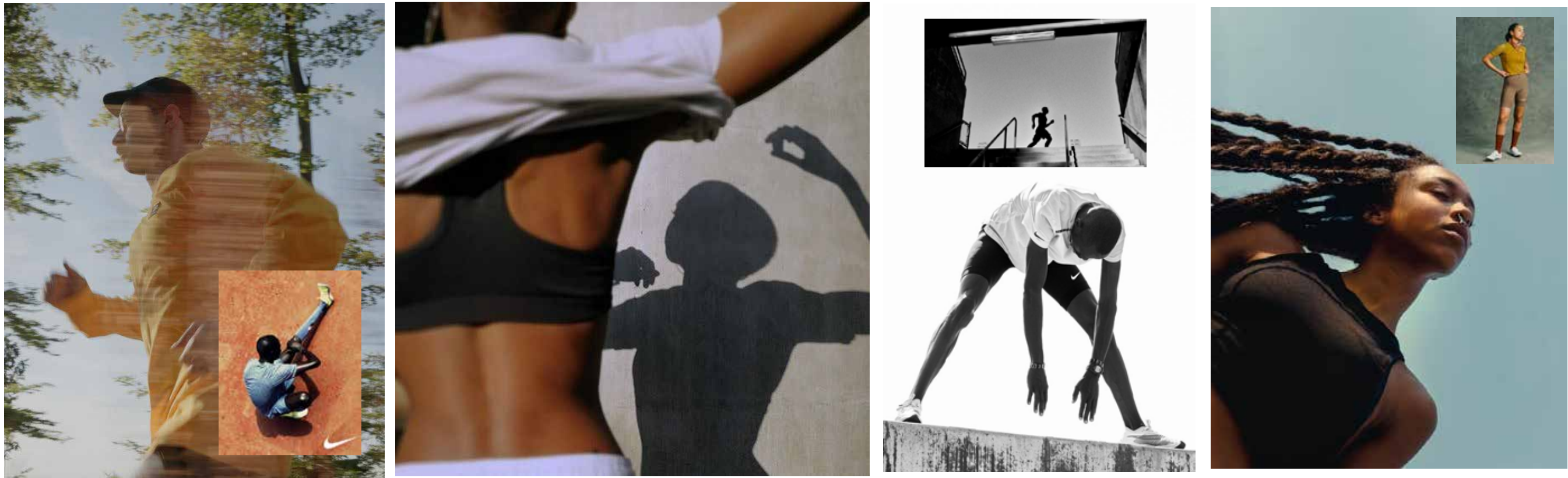
What: Image styles to follow that are meant to be universal across points and are evergreen (set the vibe for SCRC). They can be used across all posts.

Single runner: Highlighting a single runner. They could be in motion (love motion streaks in imagery to detect movement).

Runners stretching, shadows, details of a single torso/ legs/feet, or single runners in the middle of a frame surrounded by the environment around them as nice negative space/breathing room.

Multiple runners: If we do more than 1 runner and less than a group, we should set a number rule in order to create focus on subjects. Let’s do pairs of runners (2 ppl) or trios (3 ppl), this number helps us dial into a narrative of support and companionship.

Group: Let’s show unique shots of us running as a community on the streets! Arial shots of us running, intriguing angles, shots of us post lounging post workout or coming together to hype each other up pre-run.



SINGLE RUNNERS

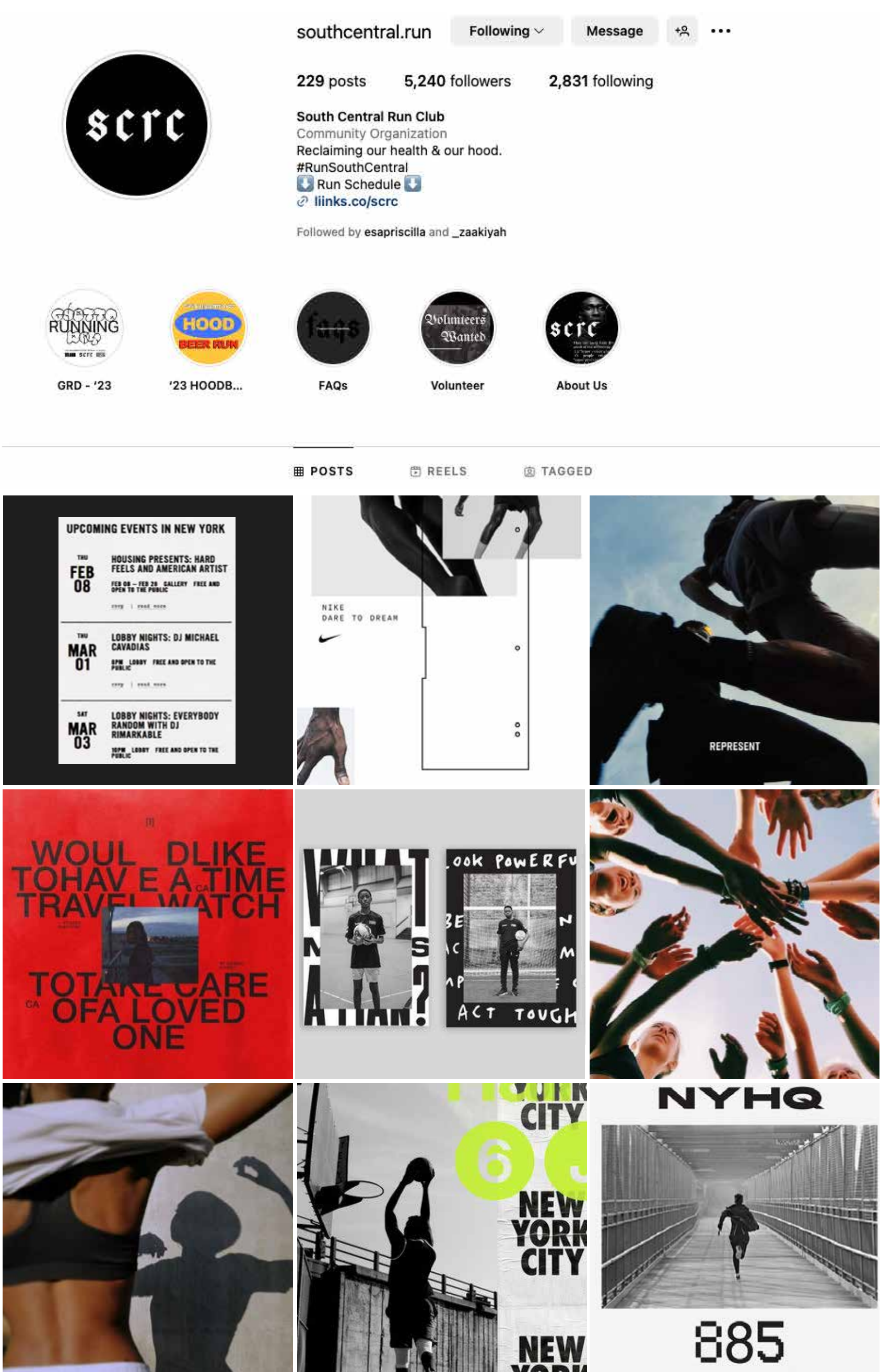


2-3 RUNNERS



GROUP

IMAGE STYLE



SCRC

THANK YOU