



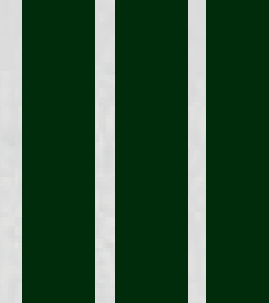
The

# Tollygunge Club Limited

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Brand Book

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# Introduction

Tolly was founded in 1895 by William Dixon Cruickshank as an equestrian and horse racing club. The land was partly acquired and partly leased from Prince Gholam Mohammad Shah, son of Tipu Sultan of Mysore. Before the Tipu Sultan family, the land (and what is now the clubhouse) was the garden house of the Johnson family. The club is named after Colonel William Tolly, who excavated the canal behind the boundary wall of the club. Over the years the club has evolved well beyond equestrian activity and is now regarded as one of the top 20 country clubs in the world. The club offers several sporting facilities ranging from the original equestrian activity to an 18-hole golf course, tennis, squash, swimming, table tennis, billiards, bridge and various other indoor games. The club is spread over 110 acres and has a diverse mix of trees of local varieties and plants brought here from Europe. The club is home to many different species of local and migratory birds. The wide variety of flora and fauna makes the landscape of the Club look serene and scenic. The club offers its members a wide range of facilities, like a fine dining experience, restaurants serving a variety of cuisines, open-air/ covered serviced areas for members to relax and socialize, shops/convenience stores/brand outlets and an excellent library offering the readers a diverse collection of books & literature covering a wide spectrum of genres and languages. The Club boasts 67 well equipped luxurious rooms for members and guests to stay in and enjoy a relaxing experience in an oasis of greenery. The club offers many indoor and outdoor facilities for members' meetings and parties.

Tolly is a sports centric club for families who value the outdoors, love animals and enjoy a relaxed ambience while respecting the privacy of others and the primacy of nature.

Given the culture, ethos and legacy of Tolly, the brand should demonstrate characteristics that are representative. The brand should manifest as dignified, global, elegant and ecologically conscious whilst being progressive, dynamic and informal.

# Logo



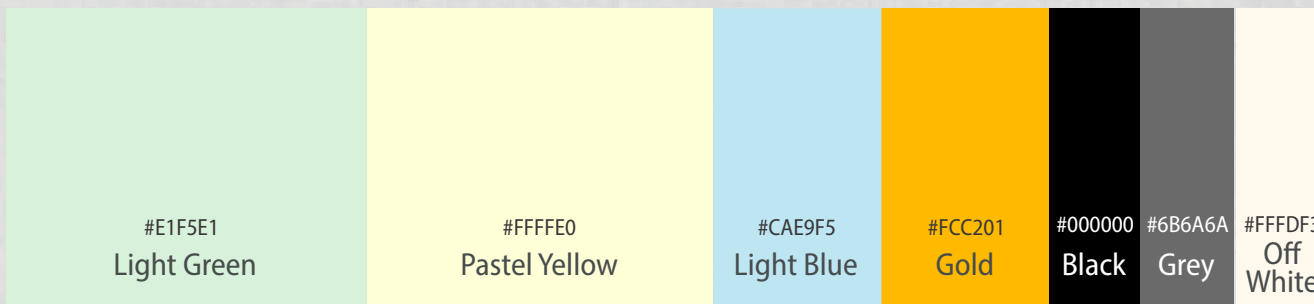
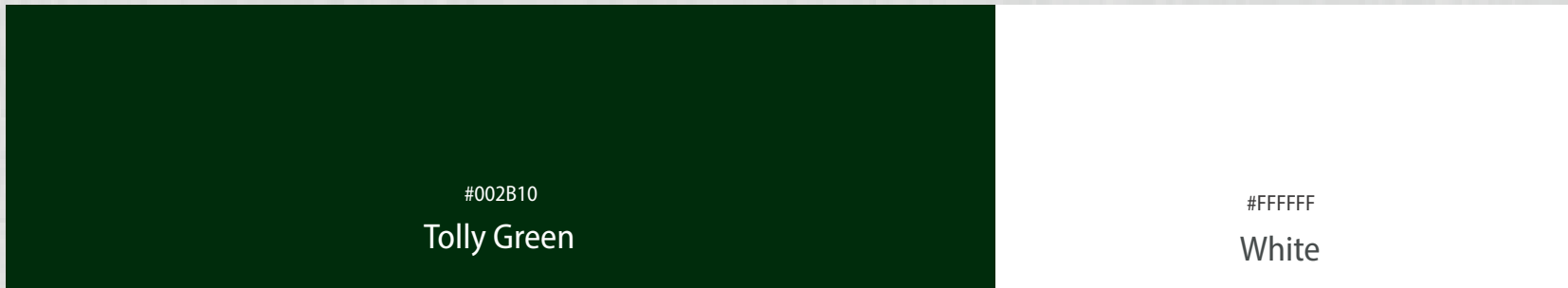
# Logo Usage



Media	Sizing	Recommended Logo
Website	Header Logo size can vary based on design. Recommended size: Height 71 - 115px	Green logo on white bg
Website Favicon	Standard sized : 16 x16 px / 20 x 20 px	Green logo on white bg
Instagram	230 X 230 px	Can use green or white logo
Facebook	131 X 131 px	Can use green or white logo
Linkedin	286 X 286 px in 400 X 400 px box	Green logo on white bg
Twitter	286 X 286 px in 400 X 400 px box	Green logo on white bg
Letterhead	39 X 39 px in a4 letterhead	Green logo
Visiting Card	45 X 45 px	Green round logo
Invoice	Dependent on design	Green logo
Payslip	Dependent on design	Green logo
Certificate	Dependent on design	Green logo
Banner	Dependent on design	Dependent on design
Backdrop	Dependent on design	Dependent on design
Brochure	Dependent on design	Dependent on design
Book Publishing (+spine)	Dependent on design	Dependent on design

# Colours

The club colours are green and white. The specific shade of the Tolly green is #002B10. Colours that may be used to complement the club colours (for example in presentations or posters) would be some offset colors such as Light Blue, Light Green, Pastel Yellow, Gold, Grey, Black & Off White.



# Fonts



Primary headline font

**Myriad Variable Concept**

Semibold

Primary body copy font

Myriad Variable Concept

Semi Condensed



# Letterheads

The club letter head would be white with the header and footer in dark green. Envelopes would be white and have the logo in the Tolly green. They will have a sleek green flap gently rounded at the edges with the address details in white.





# Envelopes



# Visiting Cards

Visiting cards would be in white with the writing in green. No personalized additions would be permitted either on the card or in the reverse.



**JOYDEEP DATTA GUPTA**

PRESIDENT

120 Deshapran Sasmal Road, India, Kolkata 700 033  
+91 33 2473 143 | +91 9830030999 | [president@tollygungeclub.org](mailto:president@tollygungeclub.org)

**A.R. MUKERJI**

Chief Executive & Managing Member




**THE TOLLYGUNGE CLUB LTD.**

120 Deshapran Sasmal Road, India, Kolkata 700 033  
+91 33 2473 1430 | +91 98300 75254 | [managingmember@tollygungeclub.org](mailto:managingmember@tollygungeclub.org)

# Invitation Cards

with Envelopes



The General Committee,  
Tollygunge Club Ltd.  
requests the pleasure of the company of

\_\_\_\_\_

for \_\_\_\_\_

on \_\_\_\_\_

at \_\_\_\_\_

Dress Code \_\_\_\_\_

**RSVP**  
Ms Sunita Modi  
sunitamodi@tollygungeclub.org | +91 80177 71072 Extension 128

**The Tollygunge Club**  
120 Deshapran Sasmal Road, India, Kolkata 700 033



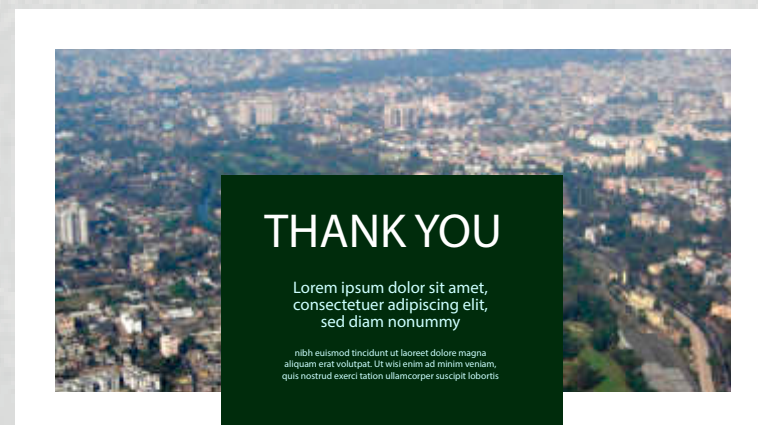
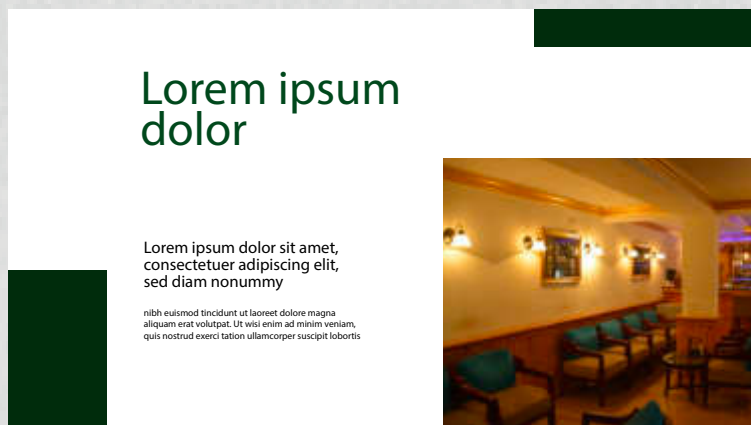
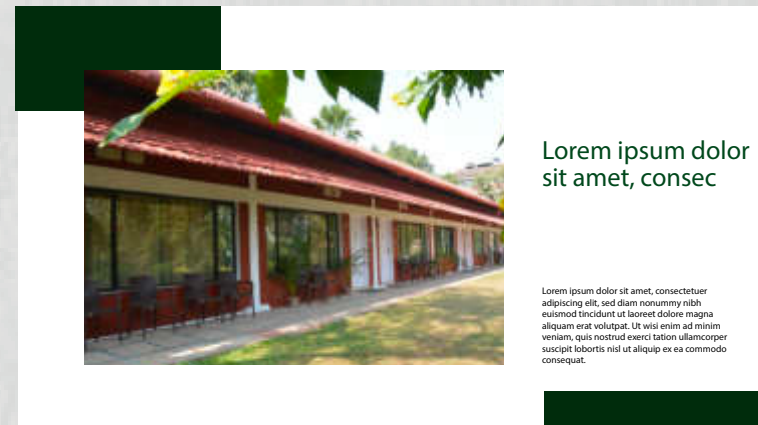
# Flags

The club flag is red, dark green and white.



# Presentations

Presentations would be dignified. All presentations would use the presentation templates provided in the appendix. Base colour would be white with accents of green, grey and black where required. Pictures used would be original pictures. Presentations would be uncluttered.



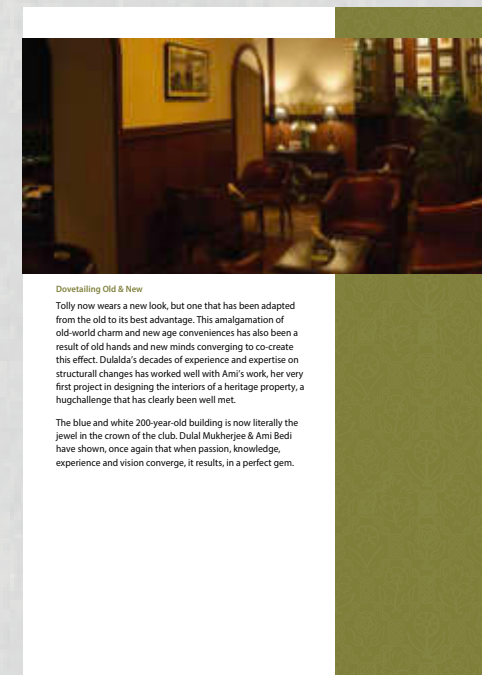
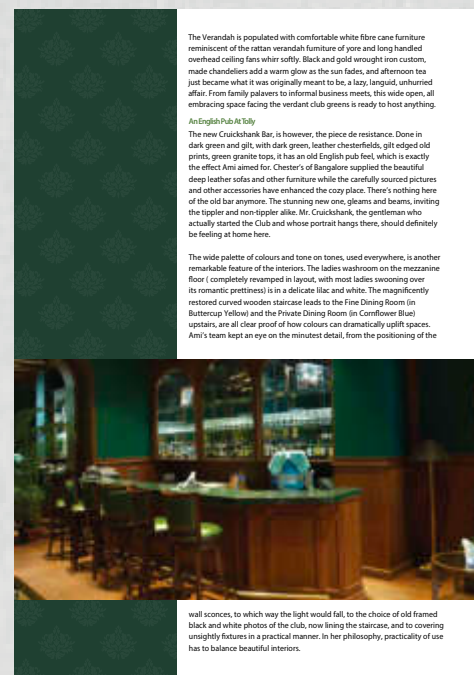
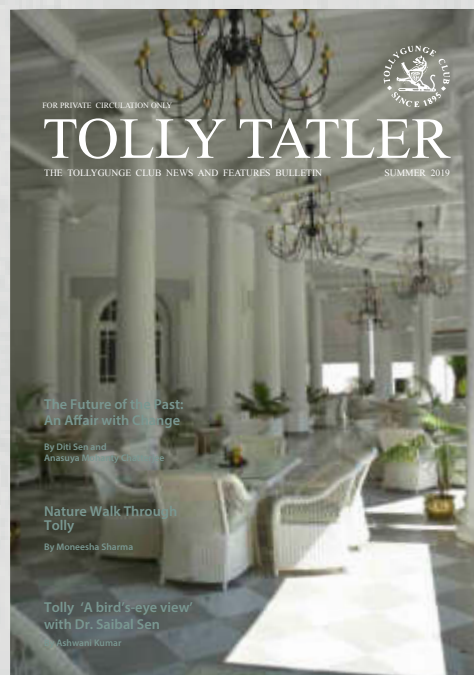


# Publications

Tolly publications would have the Tolly look and feel. The base colours would be dark green with an offset of white. Any publication would be subject to GC approval. An editorial board would review the publication. The Brands and Communications Committee would also review the publication.

The subject matter of the publication would be in keeping with the ethos and culture of Tolly and would be pertinent to Tolly. Co-branded publications would require specific approval of the GC to assess whether the other brand (individual or organization) is appropriate for Tolly to be associated with.

Tolly would not be seen to be endorsing a publication that is not exclusive to Tolly.



# Menus

Club menus would be bound in dark green “leather”. The logo will be embossed (self on self, not in a different colour) on matte high-quality leatherite that imitates the look of natural leather. One page or two page menus, would be laminated.





# Menus

Club menus would be bound in dark green “leather”. The logo will be embossed (self on self, not in a different colour) on matte high-quality leatherite that imitates the look of natural leather. One page or two page menus, would be laminated.



# Posters

Posters would be dignified. The base colour would be dark green or white. The offset colours would be white or dark green. Other colours that may be used would be pastel shades of yellow, light green, light blue, grey or black. Pictures would be original to the extent possible or elegant stock images and high quality vectors only where needed that reflect the brand. Posters would be uncluttered. Fonts used would be brand-compliant.





# Signage

Signage at the club premises would comply with international standards for signage pertaining to traffic.

All other signage used on the premises would be brand compliant. Colours used would be dark green and white. Alerts may be in red. The text on signage would go through a review process and would be approved by the CEO.



# Car Stickers

Variations for different categories





# Standees

Standees would be dignified and would use the colour scheme of dark green and white with offset colours of pastel yellow, grey, light green, light blue and black. Fonts used would be brand-compliant.

**TOLLY FEST 2022** FEEL THE EUPHORIA!

**22<sup>ND</sup> - 27<sup>TH</sup> MARCH**

**25 MARCH** HINDI POPULAR MUSIC  
**RAHUL DEB**  
Friday 7:00PM AC Auditorium

**26 MARCH** CHILDREN'S DAY OUT  
Sunday 8:00PM Far Pavillion Lawn

**27 MARCH** QUIZ  
Sunday 1:30PM AC Auditorium

**COMPETITION - DANCE AND MUSIC**  
Sunday 3:00PM AC Auditorium

**PRIZE DISTRIBUTION**  
Sunday 7:15PM AC Auditorium

**GALA NIGHT - COCKTAILS & DINNER**  
**DJ GIRISH**  
Sunday 8:00PM AC Auditorium

**TOLLY FEST 2022** FEEL THE EUPHORIA!

**22<sup>ND</sup> - 27<sup>TH</sup> MARCH**

**22 MARCH** MEMBERS' NIGHT  
Tuesday 7:00PM AC Auditorium

**23 MARCH** THE UKRAINE CRISIS: Defining a New Geo-Political Order?  
Wednesday 7:00PM AC Auditorium

**24 MARCH** BLUE MIST  
Thursday 7:15PM AC Auditorium

**CONCERT THE GROOVERZ**  
Wednesday 8:30PM AC Auditorium

**STAND UP COMEDY ANUVAB PAL**  
Thursday 7:15PM AC Auditorium

**CONCERT BLUE MIST**  
Thursday 9:00PM AC Auditorium

**TOLLY FEST 2022** FEEL THE EUPHORIA!

**MARCH 22 - 27**  
**GRAND FINALE ON MARCH 27**

**REGISTER NOW**  
at [tollygungeclub.org/tollyfest](http://tollygungeclub.org/tollyfest)  
Register before February 28

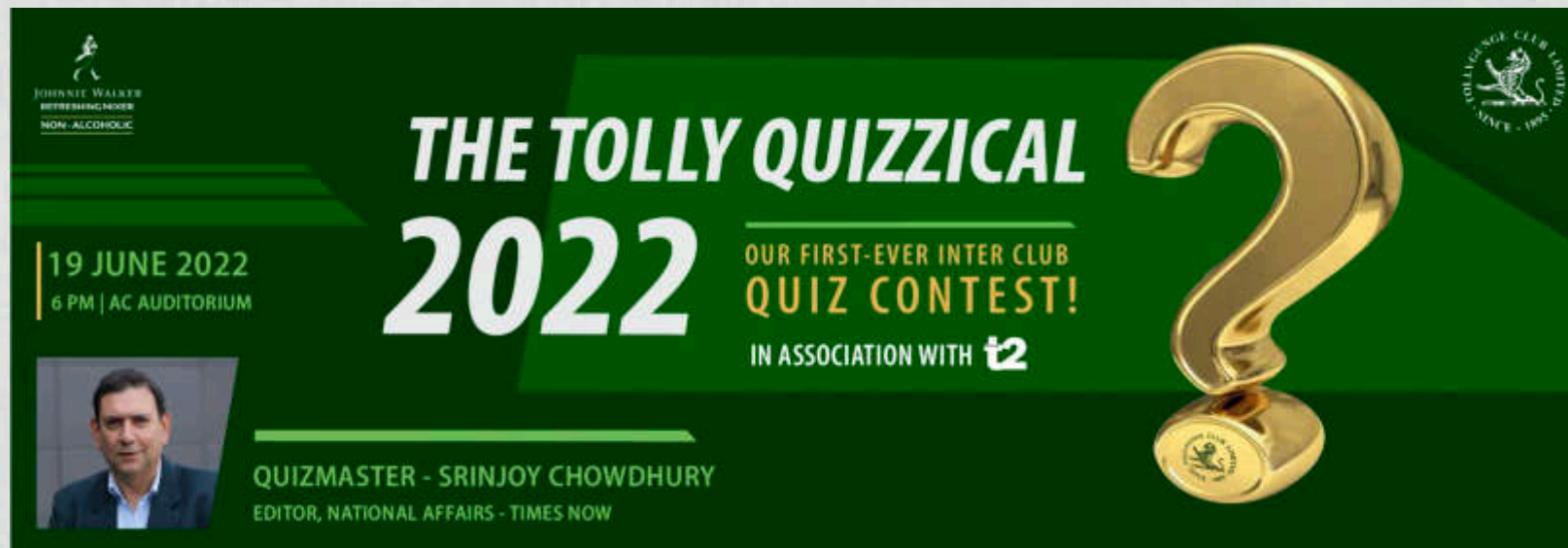
For more details, contact  
**Mr Saibal Bose at 97483 29621**

**PRIZES GALORE!**

Golf | Squash | Swimming | Equestrian | Tennis | Bridge | Fitness Challenge | Snooker  
Table Tennis | Darts | Poker | Scrabble | Music & Dance | Cooking competition | Quiz

# Banners

Club Banners would be dignified and would use the colour scheme of dark green and white with offset colours of pastel yellow, grey, light green, light blue and black. Fonts used would be brand-compliant.



# Hoardings

Club Hoardings would be dignified and would use the colour scheme of dark green and white with offset colours of pastel yellow, grey, light green, light blue and black. Fonts used would be brand-compliant.

**shrachi**  
Learner Jobs

**THE FIRST EVER  
TOLLY  
GEETMALA**

**13<sup>th</sup> AUG, SAT**

VENUE : AC AUDITORIUM  
TIME : 6:30 PM

**INTERCLUB ANTAKSHARI  
WITH 8 PREMIER CLUBS OF KOLKATA!**

HOSTED BY THE MUCH-ACCLAIMED  
GAURAV & VASUNDHARA GUPTA

COLLEGE CLUB LIMITED  
SINCE 1985



# F&B Summer Uniform



# F&B Winter Uniform



# Field Staff Uniforms



# Dressing Room Staff

(Female)

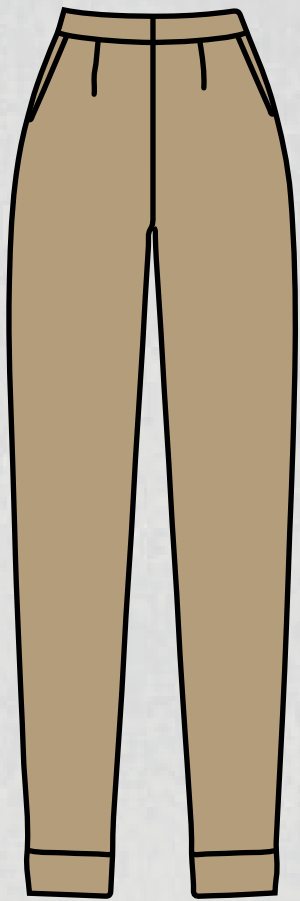


# Sports Uniforms

The club sports uniform would be in dark green and white. The club logo may be in white, where T Shirts are dark green.



# Sports Uniforms



# Club Tie





# Caps

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# Trophies & Medals

Trophies and medals would carry the club logo.



# Food & Beverage

## Crockery

Crockery would be white with the club logo in Green.



# Food & Beverage

## Cutlery

All cutlery used shall be of a good quality and weight. For the Belvedere, only silver plated cutlery shall be used.





# Food & Beverage

## Ash tray

Ash trays would be white with the club logo in green.

## Coasters

Coasters would be green with the logo in white

## Table Cloth

Table cloths would be the club dark green or white with dark green borders or stripes.

The pastel colours of the club palette may be used for table cloths, depending on the decor of the location.



# Exteriors

Exteriors of buildings to be painted white. If corrugated sheets must be used in some places, the colour of the sheets should be dark green.

Tiles if used in exteriors should be grey.



Grey Tiles



Corrugated Sheets

# Exteriors

## Railings

Outdoor railings would be of wrought iron or wood and would be painted white.





# Exteriors

## Benches

Club benches would be made of wood.



# Exteriors

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## Garden umbrellas

Garden umbrellas would be dark green. White could be used for offset colours. Sponsors would be permitted to have their names in white on the umbrellas. Sponsor umbrellas would not be permitted.



# Exteriors

## Flora

The trees of Tolly are from many countries around the world. This diversity would be maintained, keeping the brand aesthetic heritage in mind. Bog lilies and large purple flowers, for instance, grow wild around the horse show tank and the bamboo grove and demonstrate the rich biodiversity and aesthetics of Tolly. Cutting away of such wild flowers and/or felling of heritage vines/ trees that constitute the aesthetics of the clubhouse, buildings and structures, for any reason including damage to the buildings, should not be done without a thorough evaluation of alternative ways to address the issues. Planting of new saplings along pathways and borders must bear in mind the full-grown size and implications, such as obstructing the golf course, walkways, creating shade in areas where grass grows, and particularly aesthetic and iconic views of the club. The entrance driveway used to be lined with scarlet canna to lead up to the striking white clubhouse; this needs replacement as a reassertion of the club's identity.

When a tree falls, all efforts should be made to upright/ replant it and if it must be replaced, it should be with the same species.

Ad hoc plantation drives should not be permitted as planting at Tolly is done keeping the seasons, functions, aesthetics and brand identity of the club in mind.





# Tolly Towers

## Room Interiors

The overall look and feel would be characterised by the use of wood, marble, brass, green felt, off white cloth lamp shades, pastel shade carpets and rugs, cotton fabrics.

### Colour schemes

The theme colours would be permitted pastel shades.

### Furniture

Furniture would be made of wood or cane or wrought iron.

### Flooring and wooden panels

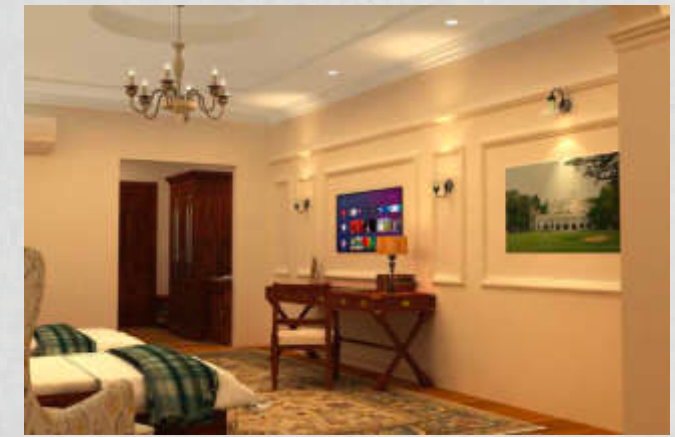
Flooring would be wooden or marble.  
The colour of the wood used for flooring or panels would be single colour with a reddish tinge or dark wood. No beading work with different colours of wood would be permitted.

### Soft furnishings

The fabrics used for soft furnishings would be cotton. Colours would be pastel colours.

### Bed covers

Bed covers would be of brand compliant colours.



# Tolly Towers

# Room Interiors

## Lighting

Lighting would be soft yellow light. Pedestal lamps and table lamps would be used as well. Lamp shades would be dignified and elegant, typically off-white.

## Carpets and rugs

Carpets would be of pastel colours.

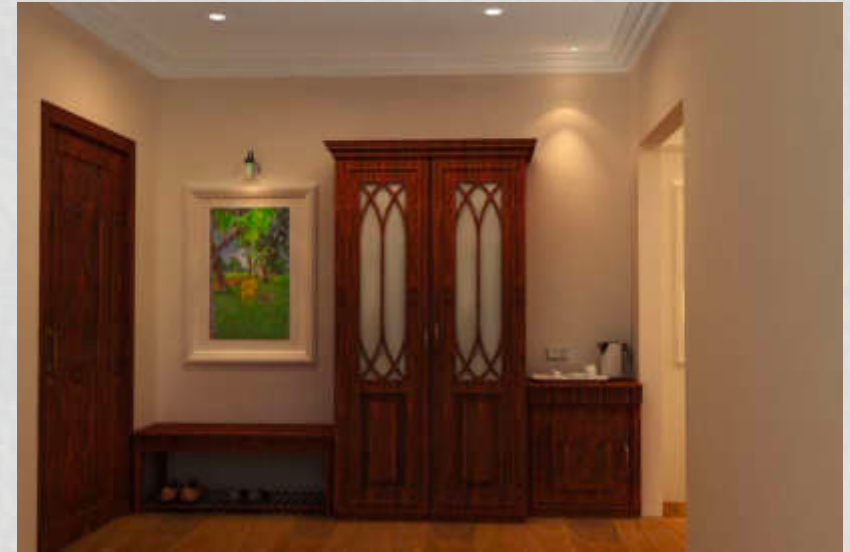
Rugs would be of brand compliant colours / combinations.

## Dustbins

Dustbins would be of wood or cane.

## Towels

towels for rooms will be dark green with the logo embroidered in white. Poolside / Dressing Room towels will be dark green and white striped cotton Turkish Towels.



# Lighting

Warm yellow lighting only except in kitchens where white light may be used.





# Brand Association



The club would only associate with brands which are consistent with the club's standing. An acid test is whether the club would be happy to accept the brand owning company as a Corporate Member.

All other items that have not been enunciated within this guide must follow the basic brand colors and guidelines.