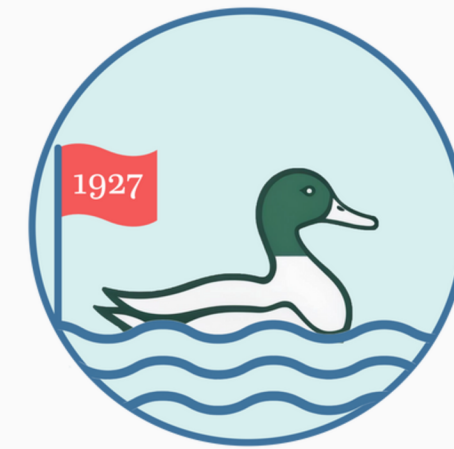


Our Brand Logo

The meaning behind
the logo mark of Silver Lake



SILVER LAKE
Country Club





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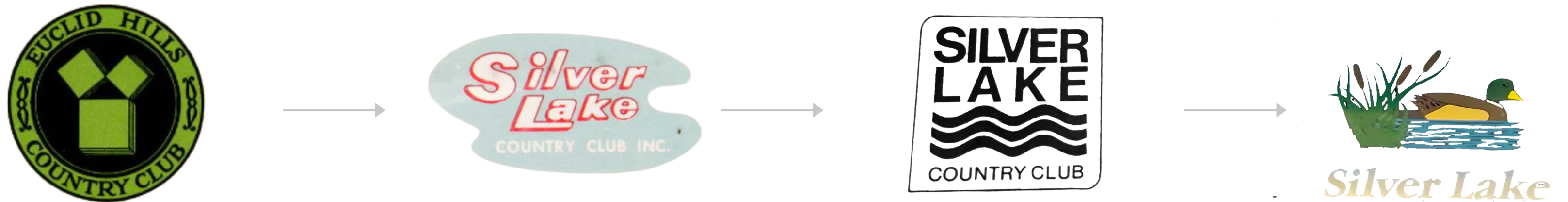
Topics Covered

Logo History
About the Logo
Color Palette
Logo Type
Logo Space
Logo Variation





Logo History



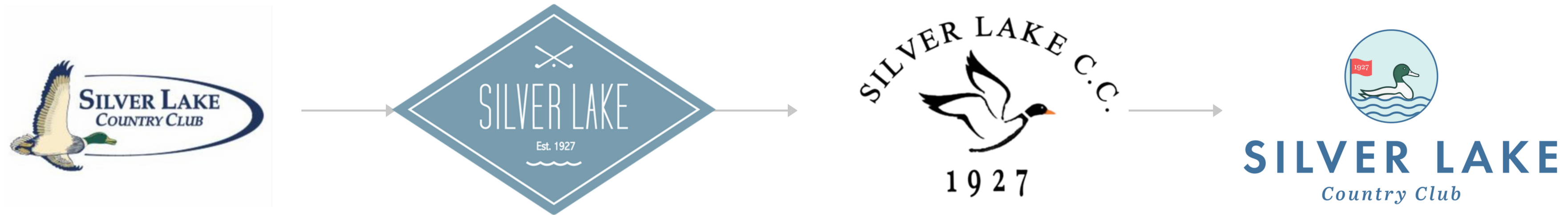
The Evolution of the Silver Lake Logo

The Silver Lake logo has evolved from its origins as a private club symbol into a design that reflects its natural surroundings and family-owned tradition. From the geometric waves of the 1970s to the duck of the 1980s, and now with a bold golf flag, each change honors the past while embracing the vibrant, welcoming spirit of today.





Logo History



Why revert to the sitting duck?

It just fits who we are—grounded, unchanging, and all about community. Unlike a flying duck that's always on the go, the sitting duck captures the steady, welcoming vibe of Silver Lake. It's about being here to stay, rooted in tradition, and embracing the sense of home that makes this place special.

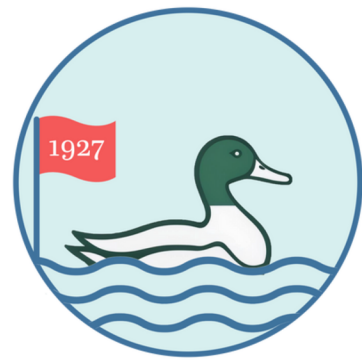




About the Logo

Silver Lake Logo Today

The Silver Lake logo is a fresh yet classic emblem that captures the essence of nearly a century of tradition, beauty, and community. The sitting duck symbolizes our calm and welcoming spirit, while the geometric waves nod to our serene lakefront and storied past. A bold, vibrant golf flag proudly connects our love for the game and invites all to be part of our inclusive, family-owned legacy. Encircled to represent unity and timelessness, and brought to life with forest green, dark blue, and a burst of orange-red, this logo is a vibrant blend of elegance and warmth—honoring our history while boldly embracing the future.



SILVER LAKE
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Symbols and Meanings



SILVER LAKE
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Parts of the Silver Lake Logo



The Duck

At the heart of the logo is the sitting duck, a symbol of calm, stability, and tradition. It honors the original 1980s duck logo, reflecting the club's family-owned heritage and the welcoming, easygoing atmosphere that has defined Silver Lake for nearly a century.

Waves

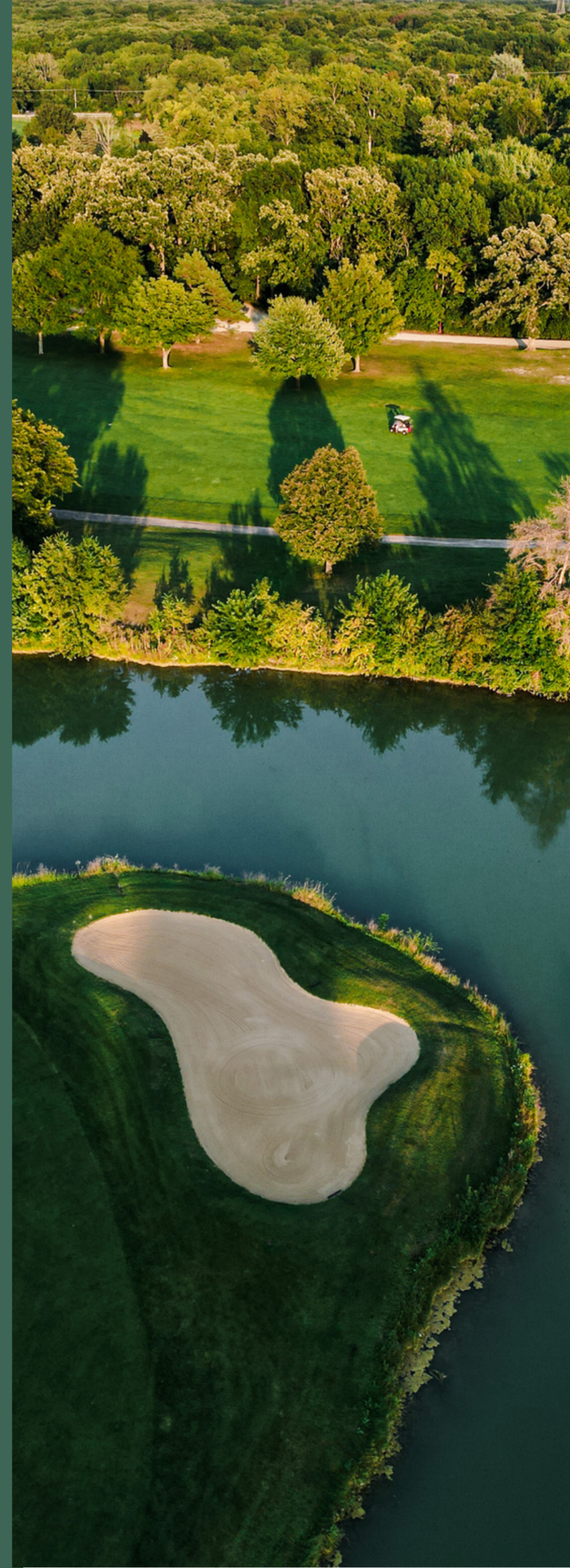
The geometric waves draw inspiration from our 1970s design, reflecting the natural flow of our lake and deep connection to the landscape. Beyond just nature, these three waves represent the three Coghill families who have shaped Silver Lake over the years. It's a subtle nod to our history and roots, bringing a sense of continuity and tradition to our evolving brand.

Flag

The bold orange-red golf flag replaces the original reeds and cattails, highlighting our identity as a public golf club. It connects the logo to the game we love, symbolizing the lively spirit of the club and its welcoming invitation to golfers of all kinds.

Circle

Encircling all the elements is a timeless ring, nodding to the original days of the club when it was known as Euclid Hills Country Club. The unending circle speaks to unity, continuity, and the enduring nature of our traditions and community.





The Colors of Silver Lake.

Our color palette for logo usage

The Silver Lake logo uses a distinctive color palette: Mallard Green symbolizes the natural beauty of the duck and golf course, Silver Lake Blue conveys tranquility and depth, lagoon adds a refreshing and serene touch, and Flag Red brings vibrant energy and warmth. Together, these colors embody Silver Lake's inviting, elegant spirit and its harmonious connection to nature.



Mallard Green
#3d6656

Lagoon
#D8F0F0

Flag Red
#F55858

Silver Lake Blue
#3E729E

Logo Font



SILVER LAKE

Country Club

The Fonts

The Silver Lake logo features a stylish pairing of fonts that bring together modern flair and classic charm. Futura is clean, bold, and approachable, giving the logo a fresh, friendly vibe that feels welcoming to everyone. Abril Text (Semibold Italic) adds a touch of sophistication with its elegant curves, adding personality and a hint of timeless grace that captures the club’s enduring character. Together, they strike the perfect balance—mixing contemporary energy with a dash of tradition, just like the spirit of Silver Lake itself.

Futura

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Abril Text SemiBold Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*





Exclusion Zones

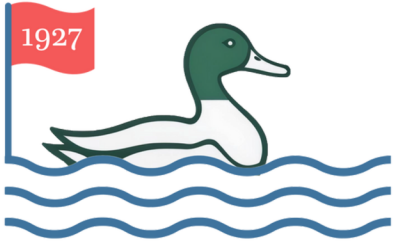
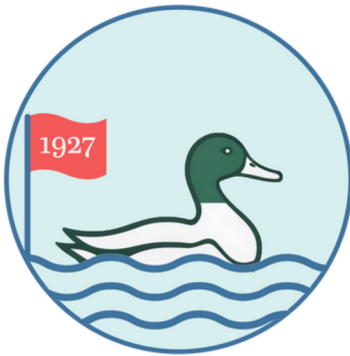
The safe distance to put your logo in

To maintain its visual impact and ensure clarity, the Silver Lake logo requires ample clear space around all sides, allowing it to stand out and breathe without any distractions.





Logo Variations

Icon	Horizontal	Vertical
		 SILVER LAKE Country Club →



Logo Variations

Horizontal v1	Horizontal v2	Horizontal v3
 SILVER LAKE <i>Country Club</i>	 SILVER LAKE <i>Country Club</i>	SILVER LAKE <i>Country Club</i> 



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www.silverlakecc.com