



McLEMORE

above the clouds

OUR NAME

McLemore is a two hundred year old story. It began with a Scottish fur trader and a Cherokee woman who fell in love in the heart of a cove. The couple had a son and gave him the English name of John. As John grew up, he fell in love with this cove. He loved how the morning and evening sunlight fell across it. He love how fertile the soil was. And he loved how it brought the worlds of his mother and father together. A narrow valley where America and Scotland joined together as one at the feet of Lookout and Pigeon Mountains.

John believed the two landscapes belonged together as much as its people did. And so do we.

Which is why we named this mountaintop golf resort community after Mr. John McLemore—a man of the people and a man of the land. Today, we look over the valley that bears his name, continues his memory and sustains the values that we imagine he stood for.

TABLE OF CONTENTS

OUR NAME	2
SPIRIT OF MCLEMORE	5
OUR VALUES	6
OUR MARK	8
OUR LOGO	12
OUR MONOGRAM	22
OUR TAGLINE	24
OUR ESSENCE	26
WHAT WE MEAN WHEN WE SAY	30
OUR TONE & VOICE	32
SENTENCE CASE	34
OUR COLORS	36
OUR TYPOGRAPHY	42
BOTANICAL ILLUSTRATIONS	48
PHOTOGRAPHY	52
APPENDIX	62



SPRIIT OF MCLEMORE

We believe in truth, the natural order of life, authenticity at every turn and elegance whenever possible. We believe in the bridge between cultures, and joining the divide between them.

We believe in the story beneath the deep core of a red cedar, the four petals of a Cherokee dogwood, the soft lean of a bent grass green, the heat of an August sunset and the gravity of a cliffside view. We believe in the magnifying glass that reveals the beauty and the truth in these too often forgotten parts of creation.

We believe in having a front row seat to the beauty, the breeze, the wintry blast, the blistering sun of August, the green of spring and the warm ochres of autumn.

We believe in the spirit of perseverance, the attitude of exceptional service and the joy of play. We believe in the force beneath the sunrise and the physics of a perfect drive on an early morning fairway. We believe in taking care of one another. We respect the ordinary and the extraordinary as the same extraordinary thing.

We are believers in the redemption of the forgotten view, the un-napped nap, the un-read book, the un-played round, the unopened bottle and the restless night. We are believers in the art of the spa, steam on the face, a lazy afternoon and a game well played.

We do not believe in the humdrum and chaotic or the rules of the city.

At McLemore, we believe in living above the clouds.

OUR VALUES

NATURE

We believe in the voice of Creation and the truth of the Creator. We admire the natural order of the elements around us, the age of the stone and the growth of its lichen. We see the order of the elements and build upon them. Improving them is impossible. Reflecting them is our responsibility.

HONESTY

We believe in the effort of honesty at all cost. To our people. To our members. To our guests. To our residents. To our colleagues. And most of all to ourselves. We believe in the honesty of design and truth to materials. With honesty comes simplicity and understanding.

AUTHENTICITY

Nothing is hidden here. Nothing is fake. When we ask “How are you?” we are genuinely interested. We believe in making things comfortable, but not artificial. We believe in the beauty of the rough edges of a sandstone boulder. We believe in the fine grain in a length of cedar. And we believe that feeling the crisp bite of an early Spring rain or the heat of a July 4th sunset are things worth embracing.

ELEGANCE

There is an elegance in listening before speaking. In letting nature have its way. In working around the landscape. In the updraft of a falcon above the ridgeline. In the curve of a road or the slope of a doorway. In the stem of a glass and the stone pavers beneath your feet. There is elegance in showing respect and being gentle in spirit. In speaking softly and using the colors of nature. In the opening of a door for one another and the sincere “Hello” of the bellman. In elegance, effort is invisible.

SIMPLICITY

Only what is necessary. Nothing extraneous. We believe in the essence of things more than the finesse of them. And while a golf swing or a glass of red burgundy or the design and construction of a home may be immensely complex at its root, the “look” and the “feel” of those things should seem simple. Should appear as they were meant to be. Should belong there. Like a tree in a forest or an undiscovered waterfall.

PERSEVERANCE

We believe that getting it done and getting it right are two sides of the same coin. Both take time. Both require work. And both demand patience beyond a bad mood, a rainy day or a missed deadline. We believe perseverance sees the end in sight and is committed to reaching it.

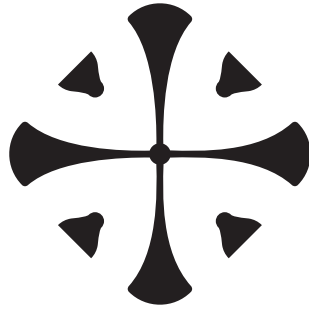
SERVICE

We judge a book by its content, not its cover. Every person deserves only one level of service: the best. Despite appearances or the size of the wallet, we offer to help at every opportunity.

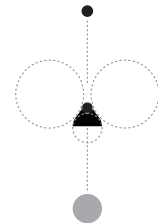
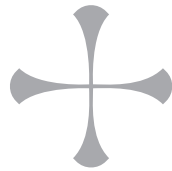
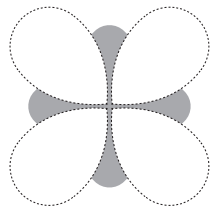
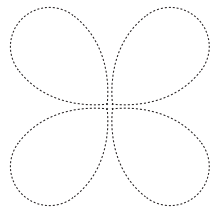
OUR MARK

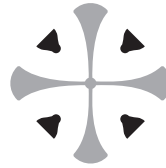
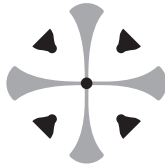
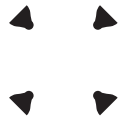
The McLemore mark is simple, playing between the positive and negative space of a stylized Celtic cross and a Cherokee dogwood. The merging of two cultures within a third. Where the Scotsman and the Cherokee join hands in the mountains of northwest Georgia. The symbol of something old world and something eternal. Both delicate and both mortal, fused into a timeless symbol.

We imagine that this mark was one that John McLemore carried with him as a seal for his family. Something over two hundred years old that would be pressed in hot wax on a fresh piece of inked parchment. Something old and symbolic and true to many things.



OUR MARK





OUR LOGO

The McLemore logo is a balanced composition of three elements: the McLemore Mark, the Name and the Tagline.

The McLemore Star is based on four elements: the Cherokee sun symbol, the Cherokee dogwood, the Scottish cross and the tracery of a rose window. Blended together, these four symbols form a fifth.

The McLemore Name is based on John McLemore, who lived in what is now called McLemore Cove, which rests in the valley beneath our resort community.

The McLemore tagline, “Above the Clouds,” is explained a few pages away, but the idea is that it is more of a state of mind and an attitude than a description of the weather. Most of the year, McLemore will be above the clouds. But there will be days when we are in the middle of them. Which makes for a nice book and a cup of tea.

Each of these three elements may be used individually as well as in several arrangements. But only as outlined in in the McLemore Style Guide.



McLEMORE

above the clouds

PROTECTING OUR LOGO

As you examine the McLemore logo, note the balanced proposition of the design, starting with the McLemore Star. The positive and negative spaces are equally proportioned, creating a tension of light and dark that suggest two symbols, not just one. Gentle curves soften hard points and create the notion of a shape that has been worn by time and nature.

The McLemore Name is comfortably placed beneath the McLemore Star with an appropriate amount of breathing room between the two. The font is called Gaudy and was selected for the soft elegance of its serifs. The kerning between the letters also provides a comfortable space for the letters to relax inside. This reinforces the casual nature of McLemore and its physical and psychological distance from the bustle of the city.

Some believe that a word in all caps suggests shouting. In the instance of the McLemore logo, we believe the all caps usage communicates a strength and confidence, rather than a loudness, that is then balanced with the lower case, soft spoken tagline: above the clouds.

Again, please respect the balanced proportions between the letters and the shapes, as well the weight of the letters and the thickness of the lines. They are there for a reason.



OUR LOGO USAGE

The McLemore logo can be used in three configurations and no others under any circumstances unless approved by the Brand Manager: top, side and as a favicon.

The standard configuration is the stack, in which the McLemore Star, name and tagline are stacked and centered above one another. Less frequently used will be the side configuration, which will be incorporated when used in banner ads and as print placement requires. *Please note that special permission is required before using the any configuration.*

The favicon is to be used as a symbol for McLemore for instances when abstract design is all that is required to communicate the brand. For example, usage on a website, golf ball, apparel or decorative marks at the end of a paragraph are all appropriate usages of the favicon.

Negative space can be used dramatically for the McLemore logo as a black and white combination, as well as our primary color combination of McLemore Blue and McLemore Sterling. (see Color Guide) However, it is unacceptable to use the McLemore secondary colors reversed out or without the specific permission of the Brand Manager.

PRIMARY



SECONDARY



FAVICON





REVERSED



PRIMARY
NO TAGLINE



SECONDARY
NO TAGLINE



INCORRECT LOGO USAGE

Need copy here.



Don't stretch the logo disproportionately.



Don't alter the logo colors.



Don't rotate the logo.



Don't alter the internal spacing of the logo.



Don't use the logo over a distracting background.



Don't add effects (glows, shadows, etc) to the logo.

OUR MONOGRAM

In select circumstances, the Brand Manager will approve the use of the McLemore monogram. This usage will be applied in a more exclusive context, such as, the naming of a special member's club, special member's clothing and merchandise. It may also be used to signify Roman numerals, which total 1,150. The application of color on the Monogram is limited to McLemore Blue and McLemore Sterling.

McL

OUR TAGLINE

Above the clouds.

We say we are above the clouds, but it's not true all of the time. We are not above the clouds every minute or every hour. In fact, some days we are in the clouds all day. Blankets of grey can swallow McLemore whole, holding us in a damp embrace. Like something from a scene in the Lake District of England or the Scottish Highlands. A perfect occasion for a cup of tea, a warm fire and a good book.

But often, mostly at sunrise, we see the clouds swirling beneath us like an ocean. Low hills emerge. Long shadows stretch themselves westward across the valley. Colors transform from cool blues to fiery oranges. Then, in a matter of minutes, the sun is high in the sky, bright and burning off the morning fog. The air crisps. Clouds lift and dissipate, just to beautifully reappear later in the day above us.

Above the clouds is one part literal and two parts metaphorical. While clouds are weather related things that look beautiful from a distance and cozy close up, they are also symbols of things we often desire to escape from. A busy commute or stressful job. Week after week of stress followed by month after month of managing details and burdening responsibilities.

Sometimes, oftentimes, we all want to get away above the clouds of stress, chaos, uncertainty to be reminded who we are, what we believe and what matters most at the end of each day. Above the clouds means above the fray.

Above the grey. Inside the color. Away from the murky busyness of the city and to the clarity of the mountaintop.

OUR ESSENCE

Live above the clouds.





EUAN MCGLASHAN

We have built our reputation by focusing on two key fundamentals of hospitality:

Our relationships with our guests are 'emotional.' Our relationship with our staff is 'cultural.'

Our goal is for guests to feel far better about themselves when they leave our property than they did upon arrival. Because we understand that all of our service interactions affect our guests' emotional state, we know that our cultural relationship with our staff extends directly to our guest experience. Consequently, we treat our staff as our most important asset, not an expense line on the P&L statement. Furthermore, by focusing on, and caring for our staff, we can demand more from them on the basis that everybody wins.

WHAT WE MEAN WHEN WE SAY...

ABOVE THE CLOUDS

A mindset as much as a place, “above the clouds” describes the emotion as well as the place of McLemore. It is a place above the scuffle and verve of the unnecessarily busy world. And it is a place above the ocean of clouds each morning in McLemore Cove.

MOUNTAINTOP

Rather than being in the mountains, as many resorts are, McLemore is a resort set on top of a mountain. McLemore is the only resort in the southeast that can make this claim. And while the mountains that surround many resorts around the nation are beautiful, the sensation of being on the top of the mountain is distinctive.

TWO-HOUR DRIVE

McLemore is a two-hour drive from Atlanta, Nashville, Knoxville and Birmingham. Close enough to the office to be available as needed. And far enough to keep the pressure at bay. It is a weekend getaway on a Friday after work or a full-time home set in the middle of world-class business, art, culture, dining and shopping.

WORLD-CLASS GOLF

Led by golf legend Rees Jones and the up and coming Bill Bergin, the re-design of the McLemore golf course is establishing the resort as a national destination course. The engagement of Jones and Bergin brings decades of professional golf experience and competition to McLemore, as well as two unique, though complementary, approaches to the game of golf.

RESORT

In the most traditional sense of the word, McLemore is a true resort. A place to be visited frequently, not sparingly. A place that is truly special, but has an everyday accessibility to it. Not a last resort by any means, but what we hope becomes a first resort—the first choice and first of its kind in the Southeast—for our residents, members and guests.

COMMUNITY

We believe humans are designed to live together in community. Being in relationship with one another, and serving one another, is one of our highest callings. In this way, McLemore looks at its community as more than the sum of roads, houses and garages. Instead, we believe that the McLemore community is a small, tightly-knit group of like minded people who enjoy the beauty of Creation, the predictably unpredictability of mountaintop living and the gathering together of old and new friends.

OUR TONE & VOICE

The tone of McLemore is elegant and poetic, yet straightforward and direct. Conversational and colloquial. Relaxed in our grammar and punctuation, but intent on clear articulation. We prefer honesty and authenticity over pomp and circumstance. We are calm and respectful. We speak as peers, not salesmen. We have the blood of poets and the brevity of the bullet point. We know when to use them. And where. We are humble, never braggadocious. And if you think our writing is wasting you time, it's because we believe you need to use some of it up and relax.

For example, McLemore would never, ever merchandise our brand in the following way: *Our Lowest Prices. Instant Benefits.* That's just preposterous transactional language that treat visitors and members as cash. At McLemore, we treat people as people, no matter how much or little they decide to spend with us on any given day.

Here's another thing we would never say: *Bringing your event vision to life in ways you've never thought possible.* While it's a nice idea, it's hyperbole. We can dream up some pretty amazing things together. So to assume you or I may not have thought of some pretty amazing ideas is, simply put, wrong and arrogant. Instead, the spirit of McLemore is to listen to our guests, learn about what they want and give them what is possible based on the amenities and the landscape.

Our philosophy of taking care of people is similar to how we developed the property. We don't build on the landscape, we build with the landscape. Likewise, we work with and for you.



SENTENCE CASE

The McLemore's capitalization method is sentence case. This refers to a capitalization style in which most words are lowercased.

Sentence case is used in a few different contexts in APA Style, including for the following:

- The titles of references when they appear in reference list entries and
- Headings at Levels 3, 4, and 5

Here are directions for implementing sentence case in APA Style in these two contexts:

1. Capitalize the first word of the title/heading and of any subtitle/subheading;
2. Capitalize any proper nouns and certain other types of words; and
3. Use lowercase for everything else.

Additionally, as you might suspect given its name, sentence case is used in regular sentences in the text of a paper. In a typical sentence, the first word is always capitalized, and the first word after a colon is also capitalized when what follows the colon is an independent clause.

This is sentence case. It is relaxed and easy to read.
We like it.

This Is a Title Case. It Looks Wonky and Is Hard to Read.
We Do Not Like It.

That said, we probably need to change our headline font selection to reflect sentence case.

OUR COLORS

We have chosen the McLemore colors based on an August sunrise over McLemore Cove. The blue, red, orange, yellow and green are each based in something seen. Something real. But even more so, the colors of McLemore have been selected because of the message they communicate. A season. A feeling. A memory. A quality.



OUR PRIMARY COLORS

MCLEMORE SIGNATURE BLUE

McLemore Blue is the rich sky above and the deep shadow below. Royal and regal as the cool depth of a perfect sunrise. Yet as humble as the shadows of the farmland below. Each ordinary and everyday. Each extraordinary in their eternity. Always been. Always will be. The color of truth and clarity. The invisible wisp of a wind. A color searched for, but never found. Always seen, but never touched. A reflection of the royal eternal and the distance of infinity.

MCLEMORE WHITE

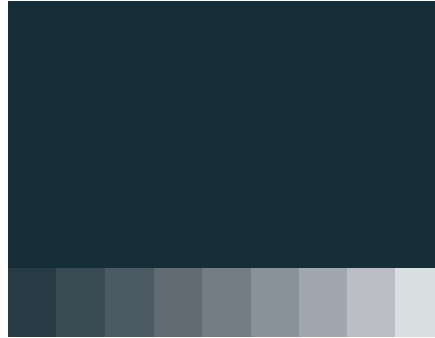
McLemore White is the color of a cloud and the bright reflection of the sun on a pond. It is soft and never, ever harsh. It balances McLemore Blue and is transitioned by our McLemore Gray.

MCLEMORE STERLING

McLemore Sterling is the material of elegance and refinement. Intentionally, one step beneath the bravado of gold and not to be confused with brass or bronze or copper. Sterling is the voice of elegant understatement. The speech of refinement without the push of wealth. The affordable precious metal.

MCLEMORE GRAY

McLemore Gray is the color of the dawn sky before the first wisps of sunlight emerge over Pigeon Mountain. It is the soft, thick morning cloud that rises from the Cove below. It is the space between the blue, the white and the sterling that brings the hues together. It is a warm gray and has the touch of a blanket.

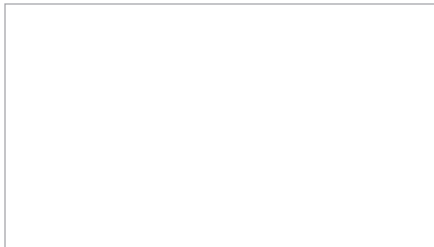


C 96 M 71 Y 51 K 51

R 7 G 47 B 64

HEX 072F40

PANTONE 303 C



C 0 M 0 Y 0 K 0

R 255 G 255 B 255

HEX FFFFFFFF

WHITE



C 51 M 40 Y 39 K 4

R 132 G 136 B 139

HEX 84888B

PANTONE 877 C



C 51 M 40 Y 39 K 4

R 132 G 136 B 139

HEX 84888B

PANTONE GRAY 4 C

OUR SECONDARY COLORS

EVER GREEN

McLemore Green is the symbol of the eternally evergreen. A color of the pine and the cedar. The green leaf of the mountain laurel and rhododendron. The leaves around the Cherokee dogwood and the blades of a green of bent grass. Delicate, alive and filled with promise.

BURNT ORANGE

McLemore Orange is the sunrise across McLemore Cove and sunset across the western brow of Lookout Mountain. We love the hues of orange it brings us—from the sharp and bright to the amber and tangerine. We see it on the ground on the leaves each fall, mixed with pine needles and gathered acorns.

DARK SIENNA

McLemore Sienna is the color of a fertile valley and the shadowed bark of a tree, sienna is the black of browns. It is known as red earth, red ochre and terra rossa. Dark as night with a hidden hint of warmth from a touch of red.

RED

Unlike other flaunty reds, the McLemore Red is the red of the Autumn oak leaf and the burn of the early morning sunrise—rich, smoldering, soft and never brash. Like hot coals in a stone fireplace.

SECONDARY COLORS



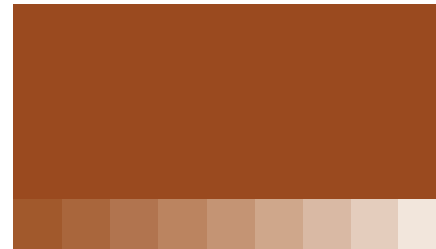
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R 217 G 121 B 36
HEX **D97924**
PANTONE 7413 C



C 70 M 24 Y 100 K 8
R 90 G 142 B 34
HEX **5A8E22**
PANTONE 370 C



C 25 M 93 Y 78 K 18
R 163 G 48 B 56
HEX **A33038**
PANTONE 1807 C



C 28 M 80 Y 100 K 25
R 148 G 66 B 14
HEX **94420E**
PANTONE 1535 C

TYPOGRAPHY

GOUDY OLD STYLE

The “Goudy” name is from Scotland and was first recorded in Edinburgh in 1598. The Goudy Old Style typeface is a beautifully sophisticated typeface that exudes a strong sense of class, affluence and antiquity. It is said that its grace and balance make it one of the most legible and readable typefaces in both print and digital applications.

Goudy Old Style was created by Frederic W. Goudy, an American, in 1915 on behalf of the American Type Founders. Goudy Old Style is one of the most popular typefaces ever produced. It is characterized by diamond-shaped dots on the “i,” “j” and punctuation marks, the upturned ear on the “g,” the somewhat stunted tail of the “y,” the upward slant of the base of the uppercase “E” and “L,” and the calligraphic tail of the uppercase “Q.”

KNOCKOUT

Knockout is a sans-serif typeface designed by Jonathan Hoefler and Tobias Frere-Jones. It was originally released through H&FJ in 1994. Knockout is unique in that it contains nine different widths and each width is individually designed to include subtle variations, harkening back to nineteenth century typefaces that predated the idea of uniform type families.

HOEFLER

Hoefler Text is a serif typeface designed in 1991 by Jonathan Hoefler. Apple Computer commissioned Hoefler to create a typeface that would show off the Mac's ability to handle complex typography with its advanced type technologies. It is, indeed, old-fashioned and formal. It is also strong and a touch youthful or eccentric (take your pick), the typographical equivalent of a well-tailored, dark, pin-striped business suit with a scarlet bow tie. It has enough formality, enough finesse, and enough panache to be suitable for almost anything, and its proportions permit it to be legible no matter how it is used. We like it because it looks old and new at the same time.

KNOCKOUT FLYWEIGHT

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

KNOCKOUT FEATHERWEIGHT

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Hoefler Roman

The quick brown fox jumped over the lazy dog.

HOEFLER BLACK

The quick brown fox jumped over the lazy dog.

Hoefler regular italic swash

The quick brown fox jumped over the lazy dog.



REES JONES

“We believe in truth, the natural order of life, authenticity at every turn and elegance whenever possible. We believe in the bridge between cultures, and joining the divide between them.

We believe in the story beneath the deep core of a red cedar, the four petals of a Cherokee dogwood, the soft lean of a bent grass green, the heat of an August sunset and the gravity of a cliffside view. We believe in the magnifying glass that reveals the beauty and the truth in these too often forgotten parts of creation.”

BOTANICAL ILLUSTRATIONS

Within McLemore Cove rests the “Pocket,” which is considered to be among the finest areas for wildflowers in Georgia. It is a part of the Crockford-Pigeon Mountain Wildlife Management Area, and is home to the Shirley Miller Wildflower Trail.

On a typical stroll along the path, one will encounter dozens of unique botanicals that bloom throughout the year. These include the Flowering Dogwood, which is the inspiration for the McLemore logo. In addition, there are several crowd pleasing botanicals, such as the False Solomon’s Seal, the Bursting Heart, the Hairy-Joint Meadow Parsnip, the Dutchman’s Breeches, the Bladdernut, the Bloodroot, the Gray Beard Tongue, the Broadleaf Waterleaf, the always popular Bladdernut, and the ever ironic Trillium Simile.

Because these plants are beautiful little mysteries of life, we believe they are worth sharing for our residents, members and guests to enjoy, through the tradition of botanical illustration.

Typical botanical illustrations are in watercolor, but may also be in oils, ink or pencil or some combination of all the above. The scale is often shown, and may show the habit and habitat of the plant, the upper and reverse sides of leaves, and details of flowers, bud, seed and root system. Botanical illustrators paint or draw plants and sometimes their natural environment as well, forming a lineage where art and science meet.





BILL BERGIN

At The Course at McLemore we're going to create options where people have an ability to challenge a hole or play a little bit more conservatively, but they'll feel that the golf course is there for them.

A great golf course sets a tone for a player so that when they enter the property and they get the first glimpse of the course, it grabs them in the heart or speaks to them. The Course at McLemore is that kind of property.

PHOTOGRAPHY

The photography at McLemore strives to be authentic and un-retouched. We want to let the landscape, the game and our people be what and who they are without artificial enhancements. That said, we also want to present McLemore in its best light. The colors should be vivid. The scenes should be authentic. The people should be genuine. Thus, any image that has the appearance of manipulation or of being overly staged is simply unacceptable. Stock photography is completely unacceptable.

















DUANE HORTON

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APPENDIX: AD TEMPLATES





IMAGE



McL

McLemore is located at 14653 Highway 157, Rising Fawn, GA 30738

themclemore.com