

PGA OF AMERICA

Brand Guide





HOME OF
THE PGA OF AMERICA

It only takes one.
One pure shot.
One clean splash out of a bunker.
One bomb down the middle of the fairway to fall in love for life.

It only takes one.
One great coach to inspire picking up a club and taking that first swing.
One great lesson to become a lifelong student of the game.
One great round to fall in love and turn the game into a passion.

It only takes one.
One great facility to transform a curiosity into an obsession.
One dedicated professional to show what commitment really means.
One great experience to know you've found a home.

It only takes one.
One PGA of America Golf Professional to inspire a career.
One PGM professor to turn a passion into a profession.
One trip to PGA Frisco to spur the desire to shape the future of the game.

It only takes one.
One organization with more than 30,000 committed professionals.
To cultivate a love for the game.
To help it grow and lead it into an ever brighter future.



Contents

01. THE PGA OF AMERICA BRAND

02. GRAPHIC STANDARDS

03. VISUAL PRODUCTION

04. BRAND IN APPLICATION

About this book:

The goal of this book is to provide an overall guideline for how we make real connections with other golfers and introduce this game we love to new audiences.

Approach this guide the same way you would a warm-up session on the range; get reacquainted with the motions, freshen up on the rules, and get confident with your game before you hit the tee box.



An aerial photograph of a golf course green. The green is a vibrant green color and is surrounded by a light-colored, winding path. There are three sand traps on the green, each with a blue water feature. The surrounding area is covered in dense green vegetation. The text "The PGA of America Brand" is overlaid on the right side of the image in a large, white, serif font. A small ".01" is positioned above the first few letters of "The".

.01
The PGA
of America
Brand

1916



A rich History

Dating back to 1916, The PGA of America has been known as the foundation of golf in America. It is described as the backbone of the sport due to its primary functions of teaching and growing the game of golf through its members. Our rich history allows us to build a bright future for the sport of golf from a solid foundation.

The more than 30,000 PGA of America Golf Professionals are the heartbeat of the association, and together, We Love this Game.

Who we are Today

The PGA of America is an association of trained golf professionals dedicated to elevating and advancing the game for the enjoyment of everyone. For over 100 years, we've helped create, develop and bolster golf's presence in the United States and around the world, furthering the love of the game for all.

From club owners to managers, from coaches to merchandisers, PGA of America Golf Professionals work at over 10,000 U.S. facilities. They're the essential fabric of the Association, the core of the golf industry, and a golfer's guide to the game.

From our talented PGA of America Members driving the business and coaches teaching the game to our diverse programming and our four major events, we support the sport we love in a variety of ways to grow the game for future generations.

Teaching & Coaching

Shaping the future of player development through innovative coaching philosophies and technology that will enrich the experience and cultivate a culture of continuous improvement.

Golf Operations

Managing and coordinating golf operations, facilities and tournaments while maintaining course standards and fostering player development to uphold the integrity and growth of the sport.

Executive Management

Overseeing strategic planning, financial management and organizational governance, while ensuring the effective operation and advancement of the association to support its members and promote the game of golf.

\$102B

THE DIRECT ECONOMIC IMPACT
THE GOLF INDUSTRY
HAS ON THE U.S. ECONOMY

10,000
Facilities
41 Sections


30,000+
PGA of America
Golf Professionals

Championships

PGA Championship
Senior PGA Championship
KPMG Women's PGA Championship
Ryder Cup

OUR BRAND PROMISE:

**To elevate and advance
the member, profession,
and game – guiding
the sport into a more
modern, diverse,
and inclusive future.**



Our Vision

We can wait to see what the future of golf will be, or we can shape it to define what it will become.

Our vision is to lead the sport of golf to a future that's **modern, inclusive, progressive, fun, and approachable** while protecting its heritage and preserving its importance.





How we make a Difference

The PGA of America and our PGA of America Golf Professionals change lives. The entire trajectory of thousands of lives have changed because of their introduction to the sport and connections they've made.

The game of golf is a story of relationships — mentors, children, parents, grandparents, business relationships, lifelong friendships.

Life skills and important life lessons are learned through golf: humility, honesty, courtesy, integrity, learning to lose, tenacity and perseverance.

How do we grow the Game?

Our internal mission has always been to “Serve the Member, Grow the Game”. But how do we actually grow the game?

This means so much more than simply recruiting more golfers. Our goal to grow the game means evolving and democratizing the sport to bring it to more people than ever before, and expanding into a more inclusive and more diverse group of people.

It also means growing players’ abilities through coaching, programs and technology that helps to nurture and cultivate a love for the game. We’re in it for the long haul.





Who are we Talking to?

Our audience is diverse. Thoughts, motivations, and even approaches differ from one person to the next, so it is important to understand the mindsets and motivations that drive our fellow golfers in order to provide them with content and messaging that aligns with their relationship with golf.

Because we want to relate to golfers on a personal level, it's important to understand their motivations in order to connect with them in more meaningful ways. It's also important to understand how each audience relates to us.

Our research has allowed us to distill our audiences into three distinctive personas:

- Serious players / focused on winning
- Social players / focused on camaraderie
- Mindful players / inspired by the outdoors



Win

Serious players are our smallest, but most engaged audience. Our focus should be on helping them become a pro, become a coach, or enter a tournament.

WHAT DO THEY THINK?

"I'm competitive with myself so I always like to have a good score."

HOW CAN WE TALK TO THEM?

"These two drills will add serious distance to your game."



Socialize

Social players account for modest search volume, largely around event-driven keywords like golf parties, or golf meeting. Our focus can be on inspiring them to improve their game to keep up with their friends, highlighting the camaraderie of the sport.

WHAT DO THEY THINK?

"The score is not that important. The camaraderie is."

HOW CAN WE TALK TO THEM?

"How to plan the ultimate golf trip itinerary."



Mindfulness

The broadest category, least aligned with PGA of America and golf. Includes themes like fresh air, walking, sunlight and exercise. We can connect with this audience through inspirational, lifestyle-based messaging.

WHAT DO THEY THINK?

"Playing golf makes me relax and helps me be more focused."

HOW CAN WE TALK TO THEM?

"Take a deep breath and take it all in."

Our brand Voice

Our voice is our personality. It's how we express ourselves and interact with people. If you think of the PGA of America as a person, then our voice in a nutshell is:

HUMAN

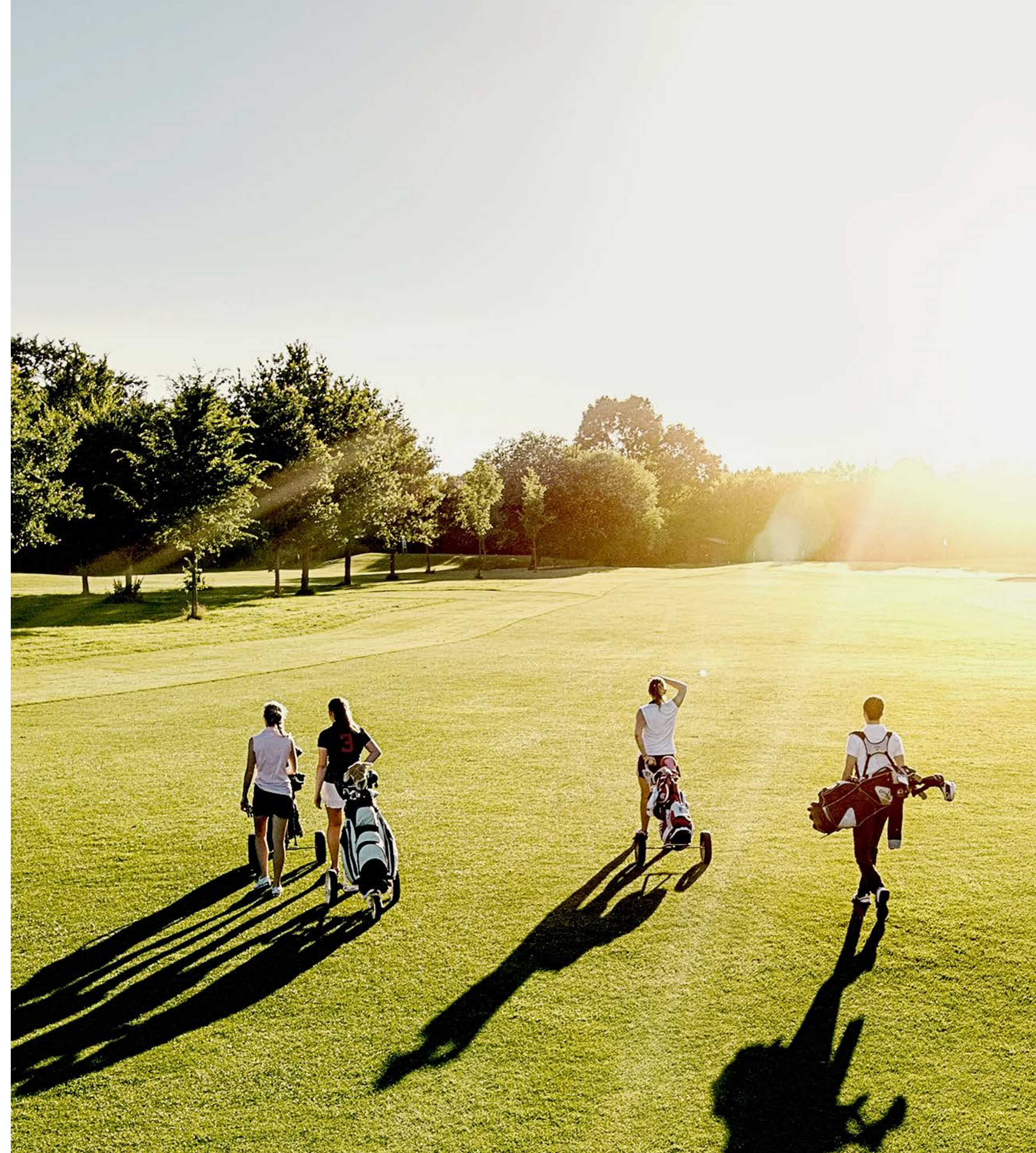
Someone you know vs an organization you belong to

AUTHENTIC

Someone who lives and breathes golf

POSITIVE AND INSPIRING

Someone who shares their love for the game in a way that's welcoming, encouraging, and infectious



How we Speak & Write

When speaking or writing about the PGA of America, it is important to use specific terminology and phrasing to ensure consistency in reference to our organization.

In all printed materials, adhere to the preferred guidelines when referencing the PGA of America in text-based graphics or written content.

OUR PREFERENCES

The PGA of America ...

should always be referred to as “the PGA of America” in text based graphics or written text.

DO / In written material, use a capital “T” in our full name for the first reference to our Association in a sentence, but lower case “t” when appearing anytime after.

Example: “Headquartered in Frisco, Texas, The PGA of America is home to over 30,000 Golf Professionals who represent the PGA of America as coaches, directors and managers.”

“PGAA” or “PGA” or “U.S. PGA”

DO NOT / Abbreviate the name of the PGA of America within or outside the United States.

PGA of America Golf Professional(s)

DO / Use the term “PGA of America Golf Professional(s)” at every opportunity when discussing the Association. Our more than 30,000 Members and Associates set us apart as **Golf Professionals vs. Professional Golfers**. In writing, always use the full phrase “PGA of America Golf Professional(s)” in headlines, subheadings and first references in paragraphs. For subsequent references, “PGA Professional(s)” may be used stylistically or to help meet word counts.

DO / Capitalize the words as shown above.

DO NOT / Abbreviate PGA of America Golf Professionals in headlines, subheadings and first references in paragraphs.

Examples: PGA Professional, PGA Pro, PGA of America GP

PGA of America Member(s) ...

are those who have completed all levels of PGA of America education, passed their playing ability test and have been elected to membership.

DO / When referring to PGA of America Members in writing always use the full phrase “PGA of America Members” in headlines, subheadings and first references in paragraphs. For subsequent references, “PGA of America Member(s)” or “PGA Member(s)” may also be used stylistically or to help meet word counts.

DO / Capitalize the words as shown above.

DO NOT / Refer to Members as “Member Professionals”.

DO NOT / List Associates, Affiliates or Students as PGA of America Members.

, PGA

DO / Add, “, PGA” after a PGA of America Member’s name to denote their earned status.

Example: Samantha Smith, PGA



Telling Our Story

Golf is a beautiful adventure told in words and images. Each golfer's journey is unique, and reaching them starts with telling the right story.

Our story begins with the dedicated PGA of America Golf Professionals who form the foundation and backbone of our game. From club to backyard, dressed up to dressed down, we celebrate the game we love, no matter the player's background.

By celebrating golf's diverse experiences through stories, we also share our story and the PGA of America's core commitment to enhancing the experience of individual golfers and the game of golf as a whole.

AND IT ALL BEGINS BY ASKING ...

- What story are we trying to tell?
- What makes our story unique?
- Why is this story important for others to know?



Our Championships

PGA of America Championships are at the core of who we are as an organization and what we stand for as a brand.

Each Championship, with its unique focus and audience, is more than just golf; it's about shaping our influence and leadership in the game.

By bringing together the world's top golfers, our Championships capture global attention and generate significant economic benefits through sponsorships, broadcasting rights, and tourism that go well beyond the local venue.

Every event helps us connect deeply with fans, players and sponsors, expanding our reach and playing a pivotal role in attracting new fans and inspiring aspiring players. All of which contributes to our mission of growing the game of golf.



Our brand Campaign

At the core of every golf experience lies a passion that surpasses just the sport. Each of us at the PGA of America share a profound love for the game and want to share that love with golfers everywhere. We witness firsthand the ways our game has impacted golfers of every skill level and age group.

“We Love this Game,” is dedicated to celebrating the passion that fuels us and all those we support. Our campaign highlights the contributions of over more than 30,000 PGA of America Golf Professionals. It showcases our dedication to the key roles we play across the game of golf – from coaching, to club operations, and business management. Through these efforts, PGA of America Golf Professionals enrich experiences for golfers of all levels.

“WE LOVE THIS GAME” IS MORE THAN JUST A TAGLINE;

- It represents our commitment to teaching, leading, nurturing, and growing the game we love.
- It celebrates the inclusivity, tradition, and dedication that make golf more than just a pastime.
- It underscores our dedication to golf and its profound impact on our lives and the lives of those we serve.
- It is a unique opportunity for more than 30,000 strong to tell their stories of love and passion for the game.

Through genuine storytelling and compelling visuals, our campaign highlights the unique narratives and shared experiences that epitomize the world of golf. It highlights the dedication, commitment, camaraderie, and joy that PGA of America Golf Professionals bring to the game each day.

This campaign also serves as a call to action for anyone who has felt the thrill of a successful shot or the tranquility of a round on a well managed facility. It serves as a subtle reminder for all golfers to seek out a PGA of America Golf Professional to experience the best the game has to offer us all.

“We Love this Game” ultimately celebrates how the love of the more than 30,000 PGA of America Golf Professionals inspires and nurtures the love of the game in the hearts of the millions of people touched by the PGA of America, each and every day.



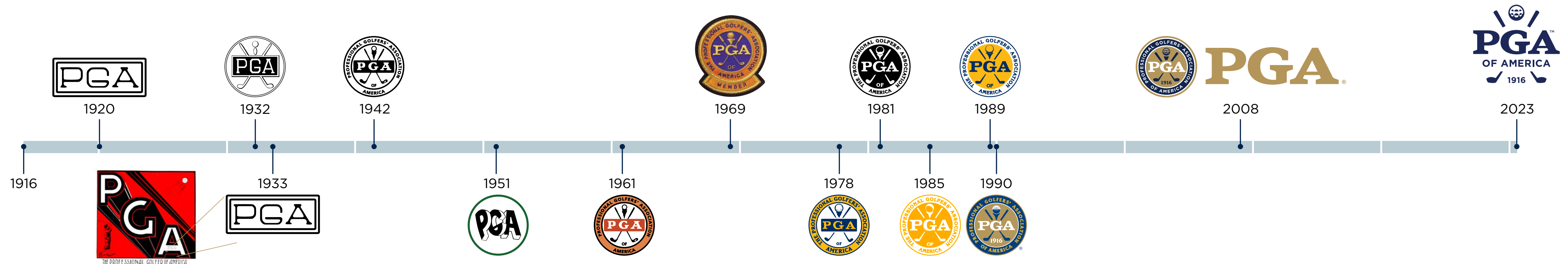
We Love
this
Game

*leading
coaching
nurturing
growing
advancing
managing
playing*

An aerial photograph of a golf course. On the left, a large, well-maintained green is visible, surrounded by several sand traps. To the right of the green, there is a dense forest with trees showing autumn foliage in shades of yellow, orange, and brown. The overall scene is captured from a high angle, looking down on the landscape.

⁰²Graphic Standards

Our Logo Evolution



1920 First PGA Logo appeared in black & white

1932 First PGA Seal appeared

1933 Appeared in print – color red

1942 The PGA Seal enhanced to add Professional Golfer's Association, America

1951 PGA Logo appeared with inflated letters

1961 PGA Seal appeared in print – color orange

1969 PGA logo did not change, however the Member logo with “rocker” was introduced on jackets, but not in print

1978 PGA Seal appeared in blue & gold with gold PGA letters

1981 Blue box removed, still rarely printed in color

1985 PGA Seal appeared in print – yellow gold

1989 PGA Seal appeared in print – blue & yellow gold

1990 Refreshed ball and clubs, new lettering, and “1916” inserted – blue & gold

2008 Refreshed ball and clubs, new PGA lettering and addition of PGA letters to the right of the seal

2023 The PGA of America logo evolved from the center of the historic PGA seal, helping to define the brand for a modern audience. This mark provides clarity in digital, broadcast and social channels, as well as embroidery and print. This logo becomes the centerpiece for other logos, such as Member and Section.

The Logo

The PGA of America Logo has been refined to define our unique role in the world of golf and distinguish our brand from all others in the space. By elevating “Of America” we define our unique purview.

We’ve leveraged our heritage and clearly called out our relevance as the organization that creates and delivers fulfilling golf experiences for all of us throughout America.

This updated logo is clear and readable across digital, broadcast, and print formats, reinforcing our brand’s presence.

In line with our history, the PGA of America logo continues to feature the PGA of America wordmark, crossed clubs and golf ball symbols, and the establishment date of 1916.



OUR LOGO

Logo Colorways

The PGA of America Navy Blue logo (PMS 281) is for primary use.

When the logo is used against color and/or photographic backgrounds, or when image quality is uncertain, please use the reversed version of the logo to ensure maximum readability.

Digital Use

When the logo is used in digital applications, screen size and dimensions can vary greatly. To ensure maximum readability, we recommend that the logo should contrast highly against any background images or colors used.

We also recommend the color combinations shown here.



Trademark

PGA of America is a registered trademark, so always include the TM symbol as part of the logo. There may be instances where the TM can be omitted – when production process or size could compromise legibility, ie: embroidery and merchandise, or some digital uses.

Use the following legal disclaimer in print advertising and in footers of our websites & emails:

PGA of America™. All Rights Reserved. Note: PGA letters and PGA of America logo are registered trademarks owned by the PGA of America.

Clear Space and Minimum Size

CLEAR SPACE

To maintain legibility and clarity, a clear space should be observed around the logo. No elements such as detailed imagery or text should sit within this space.

MINIMUM SIZE

The minimum width of the logo is 0.625” for print and 40px for digital (recommended). The only situation where this rule may not apply is where space is limited and specific consent from the PGA of America has been given.

PRINT CLEAR SPACE



For print applications, the clear space is calculated using the width of our “P” horizontally and the height of the “P” vertically.

DIGITAL CLEAR SPACE



For digital applications, the clear space is calculated using the width of our golf ball horizontally and the height of the golf ball vertically.

PRINT MINIMUM SIZE



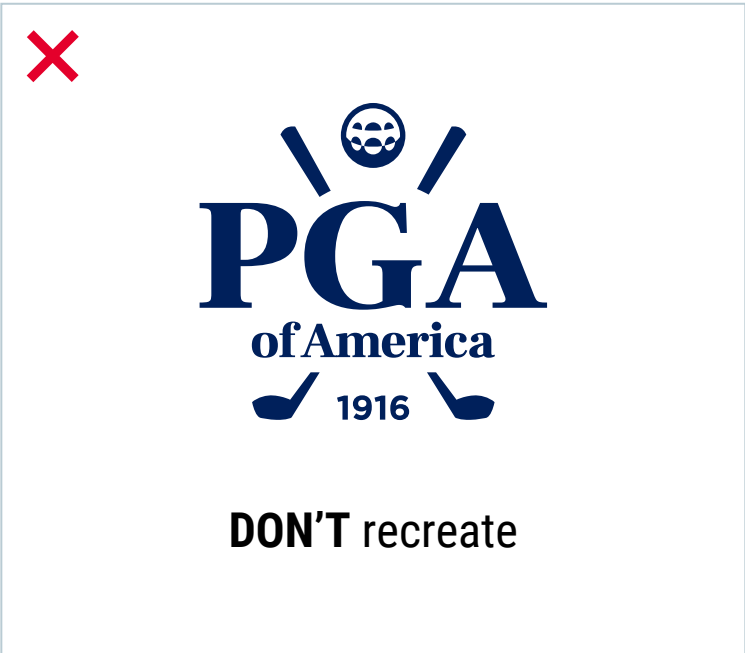
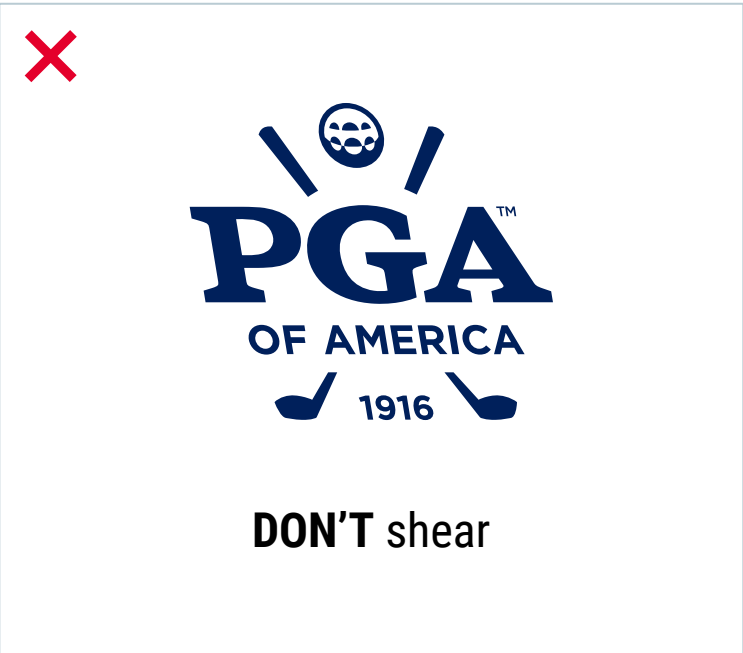
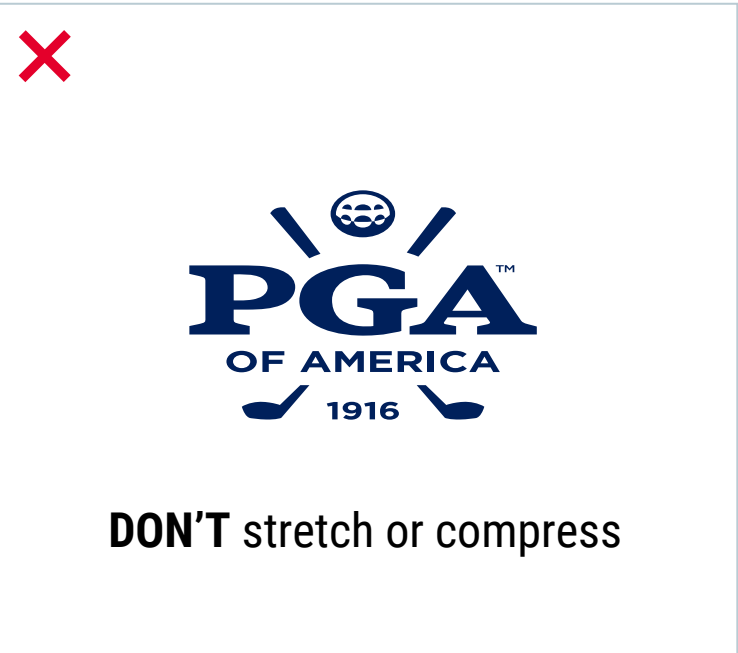
DIGITAL MINIMUM SIZE



Logo Misuse

The PGA of America Logo is a valuable asset. Please always use the supplied digital artwork of the logo. Follow these guidelines closely and avoid placing the logo in situations where it is altered beyond the original supplied form.

- Don't modify the logo in any way, such as changing the design, scale or color.
- Don't fill the golf ball with white or any color. The ball has a clear background and should always appear to be clear when it's on a color background as well.
- If the correct color logo can't be used due to design or technical limitations, use a black or white version of the logo.
- Don't animate or fabricate physical objects in the form of our logo.
- Don't use the PGA of America wordmark alone to represent the Association. The wordmark is reserved for our corporate use only.
- Don't use the "PGA letters" alone for any reason.
- Don't use any element of the PGA of America logo to create another logo.
- Don't use past/older logos. Always make sure to have the latest logo files.



Other Logos

The core elements of the primary logo are seamlessly incorporated into other logos within our brand architecture. This integration ensures a cohesive and unified brand identity, making it easier for people to recognize and remember our brand across different platforms. All logos that include the PGA of America primary logo or wordmark convey the Association's broad reach.

Here are some examples:

- The Member logo is intended for use by active Members of the PGA of America, including Specialized and Certified PGA of America Golf Professionals.
- The PGA of America Master Professional logo is intended for use by active PGA Master Professionals.
- The 41 PGA of America Section logos create unity across our National landscape.

Please refer to individual logo guidelines for more detail and specifications.



Our Tagline

The We Love this Game tagline is a graphic we created using the Frank Ruhl Extra Bold font. Please use this tagline as it was intended ...

- Lowercase 't' to emphasize the words, Love & Game.
- No period or exclamation point.
- Use it with our logo in a stacked, vertical or horizontal format.

Examples of use provided throughout this guide.

Use our tagline in a stacked or horizontal format

We Love this Game

Lowercase 't'
helps to emphasize
the words,
Love & Game

No period or
exclamation point
needed

OUR TAGLINE

Logo + Tagline / Headline Placement

There are a few primary locations we recommend for placement of the PGA of America Logo and Tagline/or headline:

1. As a design element that anchors the tagline/headline.
2. As a classic sender, either at the bottom, or on one of the corners of the layout.
3. With watermark, when logo and tagline is clearly visible.

The PGA of America Logo and Tagline can overlay spaces and images or be placed over approved background elements.

Whenever the logo is used, it should always be readable. The logo should not cover important information at any time. No other elements – such as typography – may be placed on top of the our logo.

Special care must be taken to ensure that the logo is not placed on top of a product or people's faces.



WITH TEXT



SENDER



WITH WATERMARK

Our Colors

The PGA of America has a proud history of being the face of golf, a sport with a unique and timeless quality. As such, our colors should reflect the rich heritage we celebrate, while also help usher the brand into a digital future for the next generation of golfers.

Our digital-led color palette focuses on RGB and HEX values. Always use the color specifications shown here to maintain consistency across all channels and media.

Note that our color values are not always a match to the specific PMS color spec. Some have been altered for optimal digital & 4-color print use.

The use of Pantone inks may be rare, but our matches of Pantone to CMYK are intended to be as close as possible. However, there may be instances where the Pantone spot colors appear more vibrant than their respective 4-color specs. These minor discrepancies should not be cause for concern.

PGA NAVY BLUE

R0 G32 B91
HEX #00205B
C100 M78 Y0 K57
PMS 281 C

PGA SPORT BLUE *

R0 G83 B255
HEX #0053FF
C99 M76 Y0 K0
PMS 2728 C

*PGA Sport Blue demonstrates
its vibrancy best in RGB/HEX

WHITE

R255 G255 B255
HEX #FFFFFF
C0 M0 Y0 K0

STEEL GRAY

R151 G153 B155
HEX #97999B
C38 M29 Y24 K5
PMS COOL GRAY 7 C

PGA GOLD

R197 G165 B97
HEX #C5A561
C20 M33 Y70 K5
PMS 465 C

BIRDIE BLUE

R185 G203 B211
HEX #B9CBD3
C25 M10 Y10 K0
PMS 5455 C

TROPHY SILVER

R241 G241 B241
HEX #F1F1F1
C4 M3 Y3 K0
PMS COOL GRAY 1 C

GRAPHITE GRAY

R99 G102 B106
HEX #63666A
C57 M46 Y40 K25
PMS COOL GRAY 10 C

Reserved
FOR MEMBER
MESSAGING
— **ONLY** —

Background Color Proportions

PGA of America is primarily a blue brand. Please take into consideration the proportion of PGA Navy Blue used when deciding colorways.

PRIMARY (use most)

The majority of communication should be in PGA Navy Blue.

SECONDARY (use as a supporting color)

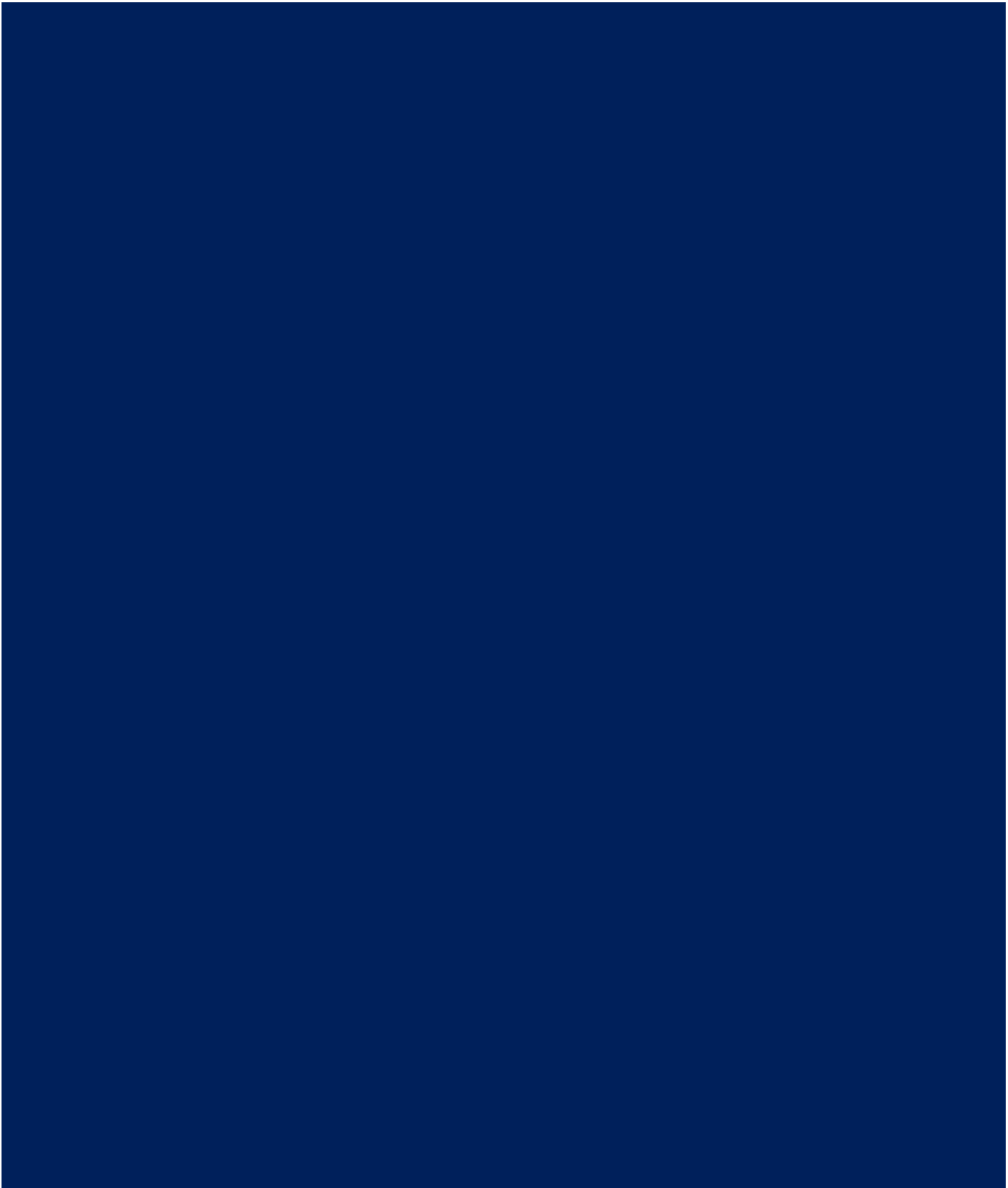
Sport Blue and White can be used to add variety.

TERTIARY (use sparingly, as a highlight color)

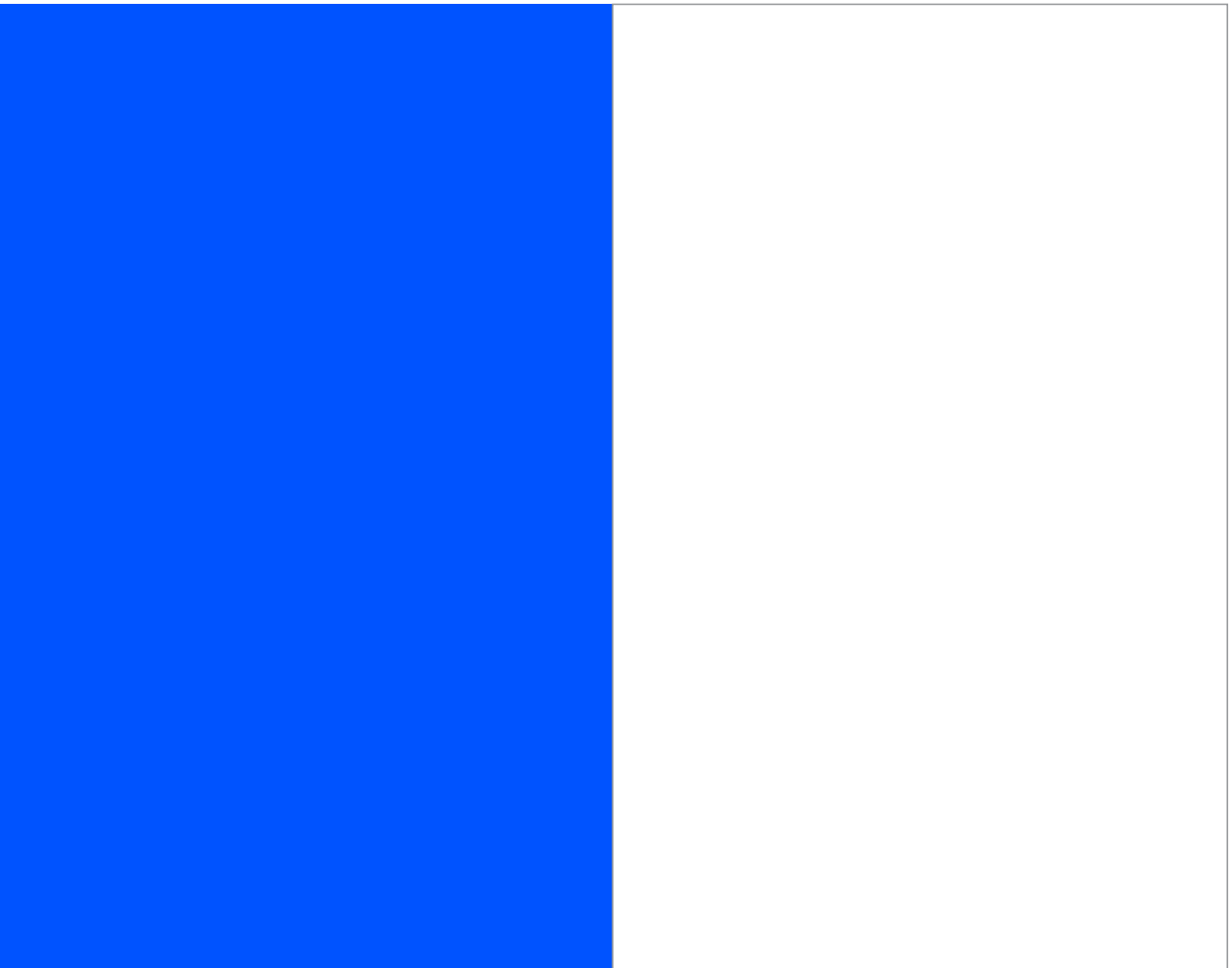
Birdie Blue and Trophy Silver can be used as supporting accent colors.

USE OF BLACK

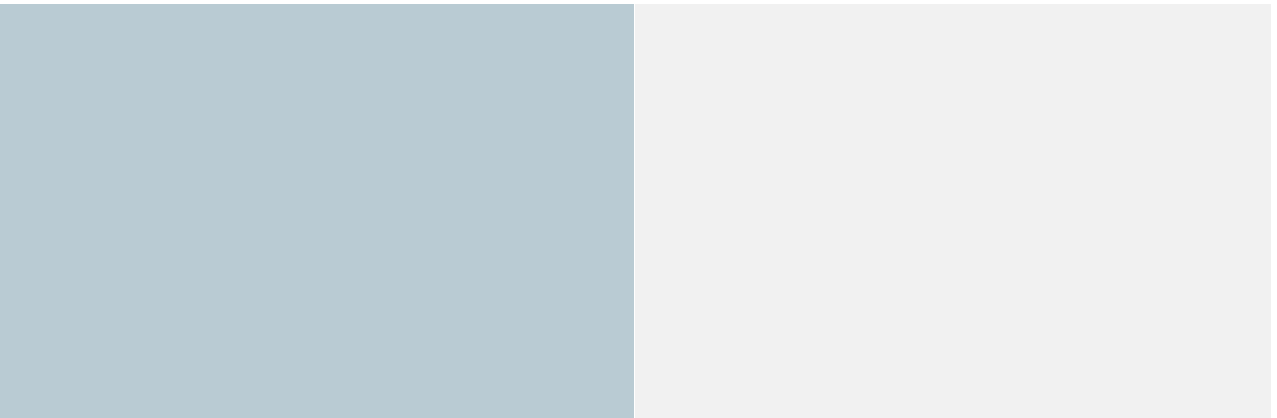
Limit use of black for body copy, legal, and instances where reproduction in our other colors is not possible.



PRIMARY



SECONDARY

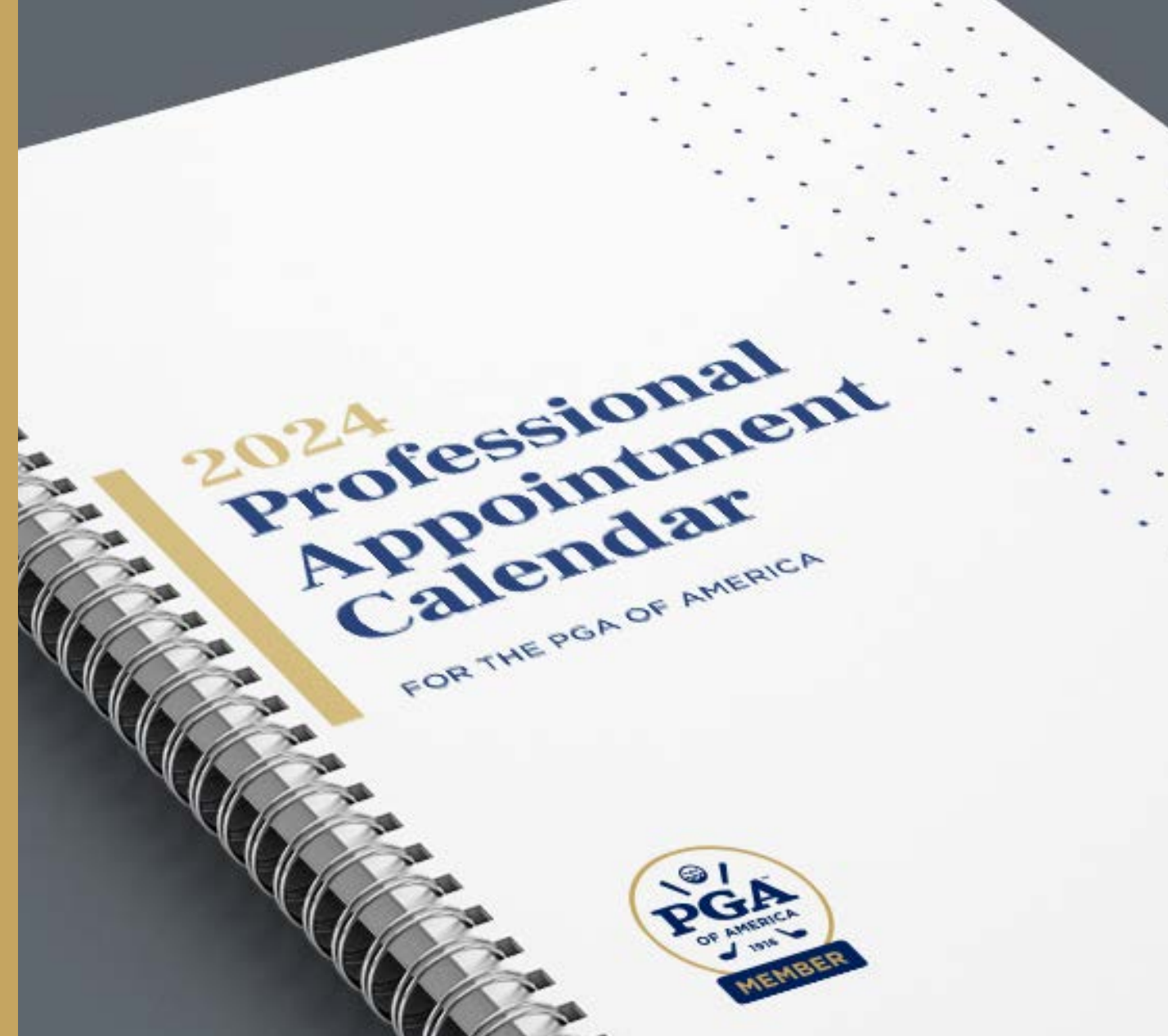


TERTIARY

OUR COLORS

Use of Gold

PGA Gold carries a lot of history and equity for our members. In order to preserve its importance and weight, we've reserved the use of the legacy PGA Gold as an accent color option for member content and materials only.



Our Letters

HEADLINE

Our headline typeface is Frank Ruhl Libre. It is a robust serif typeface that is effective at large or small sizes, on screen, and in print. It comes in a variety of weights that enable its dynamic use across the brand.

All weights can be used depending on the creative for maximum flexibility, however, we recommend Extra Bold for headlines. **Avoid using in all caps. For best letter spacing, set kerning to Optical vs Metric.**

SUBHEADLINE & BODY COPY

Roboto Condensed is our subhead and body copy typeface. It is clean, sporty, and easy to read.

We recommend using the Regular weight, all caps for subheadlines, and sentence case for body copy.

Both Frank Ruhl Libre and Roboto Condensed can be downloaded via Google Fonts.

HEADLINE – FRANK RUHL LIBRE EXTRA BOLD

Aa Bb Cc Dd
Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

SUBHEADLINE – ROBOTO CONDENSED REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BODY COPY – ROBOTO CONDENSED REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Use in Headlines

To help with messaging hierarchy, please use the following approach for headline font use.

Use of color and size to help separate key words can help the designer highlight desired messages, as well as make for a more dynamic type treatment. Contrast in size should always be used sparingly and for one or two words at a time.

When one or two words are enlarged to break up the headline, the rest of the text should remain the same size to maintain consistency.

HEADLINE COLORWAYS

In instances where the featured headline is PGA Navy Blue or white, we can use our secondary colors as accent for the headline or subheadline.

Use the color proportions provided to help guide headline colorway decisions.

Only use one accent color at a time, avoid having more than two colors in a headline/subheadline combination.

**Use size
and color to break up a headline.**

**Or just write a
regular headline.**

AND LET YOUR SUBHEADS DO THE REST OF THE TALKING.

Your body copy is here to help with anything that isn't captured in the main headline space. So don't worry about having to cram too many words into a headline or subhead.

Supporting Font – Gotham

Our supporting font is Gotham, it is a legacy typeface that provides us with a sans serif alternative for headlines when needed.

Gotham has a variety of weights and versatility that allows us to use it on signage, copy, and other channels when needed.

Even though Frank Ruhl Libre should be considered our primary headline font, designers can use Gotham as a supporting headline font, on sub headlines, or body copy if the project deems it necessary.

Each individual at an agency or external group using or installing Gotham is responsible for acquiring a license.

When Gotham isn’t available for digital applications, Monsterrat can be used as an alternative. Monserrat is available via Google Fonts.

HEADLINE – GOTHAM BOLD

Aa Bb Cc Dd
Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

SUBHEADLINE – GOTHAM MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BODY COPY – GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9



TESTIMONIALS

“Kendall breaks the swing down into simple steps and does not over-complicate things. Excellent lesson.”

– JEN DOYLE

SKILL LEVEL

Beginner

DATE

Feb 9

WE'VE GOT THE COACH FOR YOU

We think we have the perfect coach for you. Let's connect you to get started.

Kendall Murphy, PGA

Troon Golf
Phoenix, AZ
(4.5 Miles Away) 55 REVIEWS

MORE ON KENDALL →

BOOK NOW

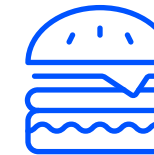
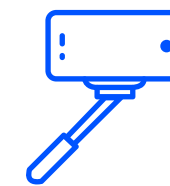
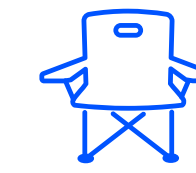
VIEW ALL COACHES

Our Icons

Icons can help as visual aids in several of our channels, as well as signage. We've developed an iconographic style composed of line art with all the same weight. Most corners and edges are rounded to make for a human, approachable design.

Additional icons can be created, but must follow the same stylistic makeup as the ones provided in this book. Icons can be any color from our main palette.

Our icon library can be accessed upon request.



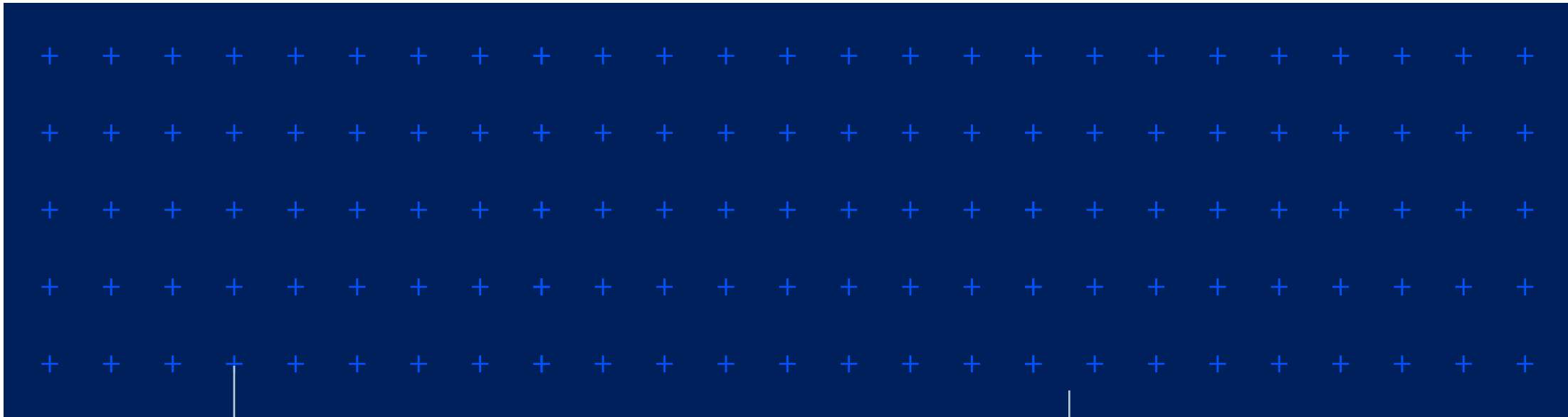
Our Patterns

Patterns are a clean, simple way to help communicate the visual language of golf without the use of photography. In some instances, patterns and/or textures can be used to add depth to our color backgrounds.

Special care must be taken to ensure the contrast and colors of the patterns don't compete with any text/copy. Text readability should always be the priority.

In instances where that may be the case, the pattern or texture can be reduced in opacity to gain more text readability.

When in doubt, it is best to use solid color backgrounds.



PGA SPORT BLUE

PGA NAVY BLUE



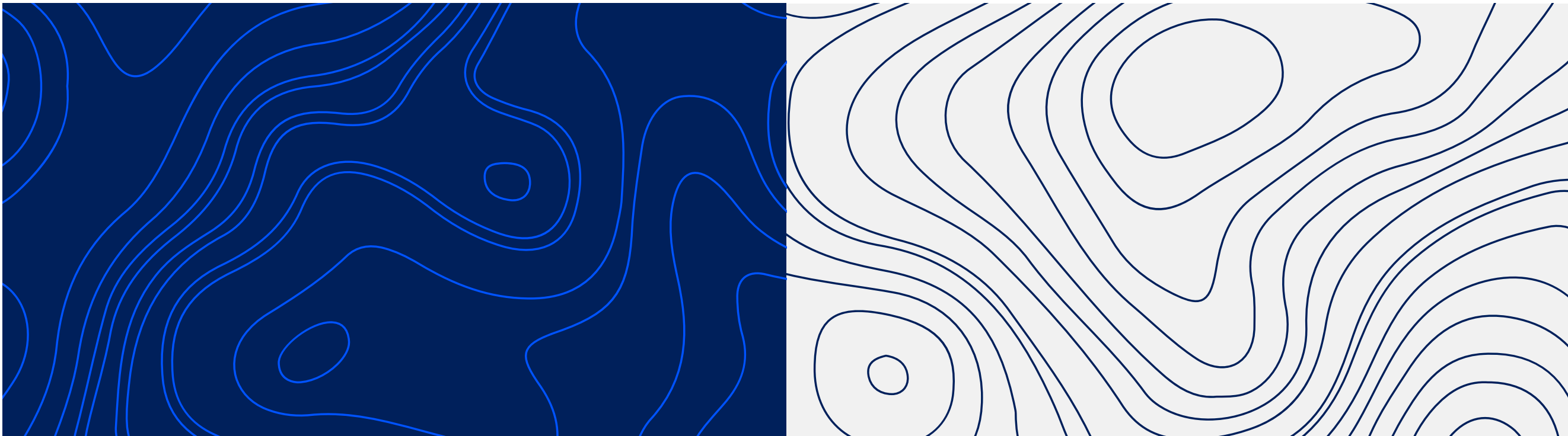
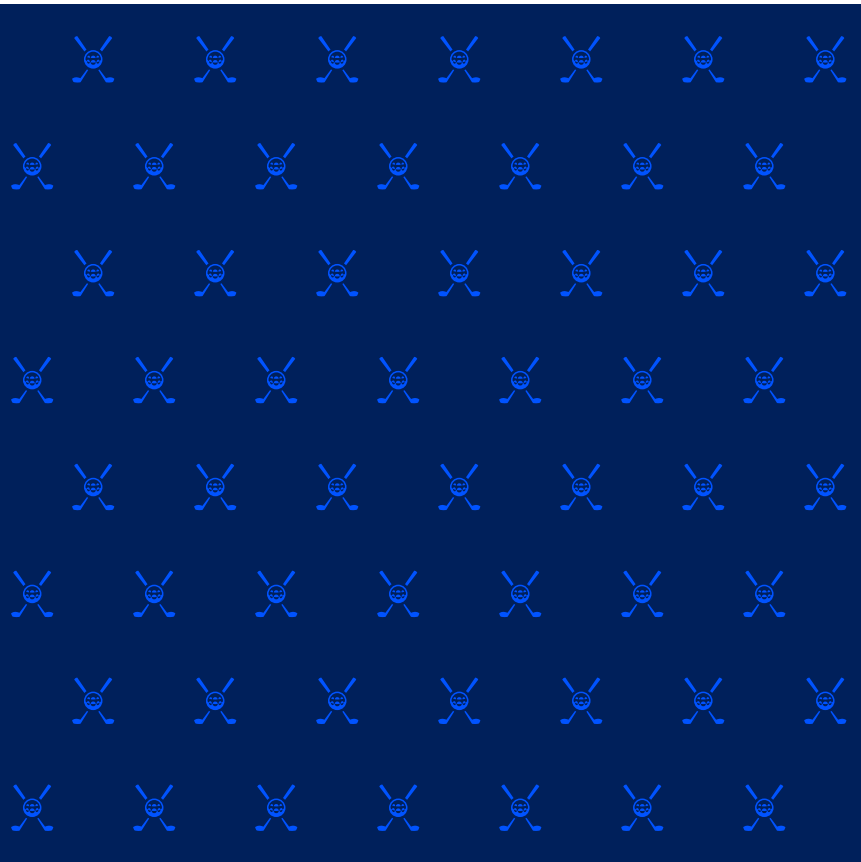
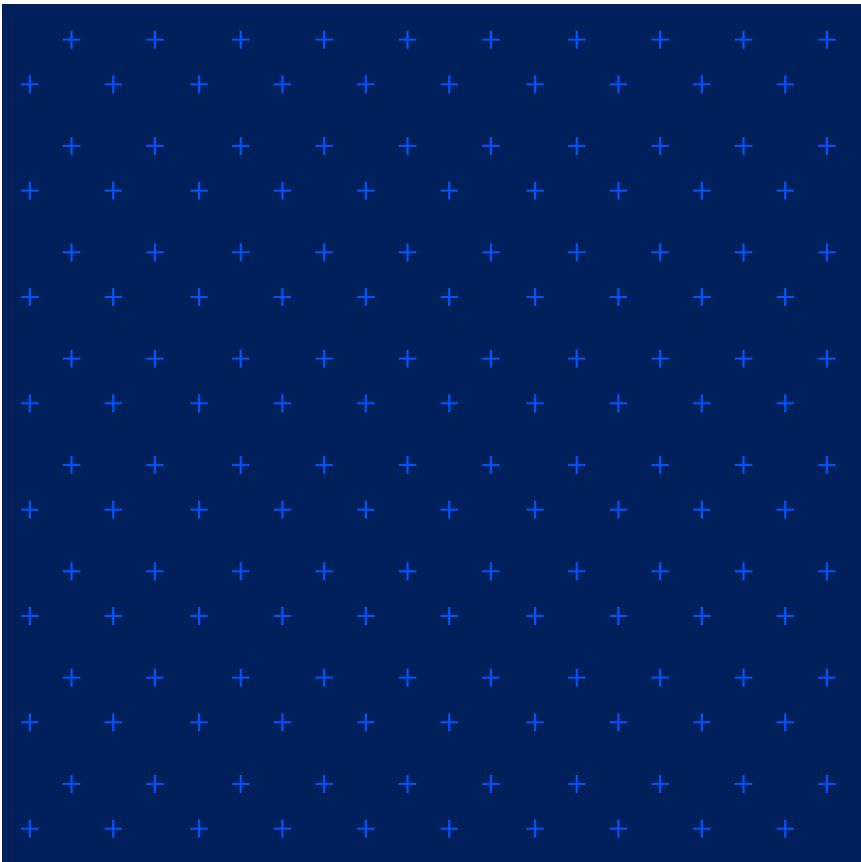
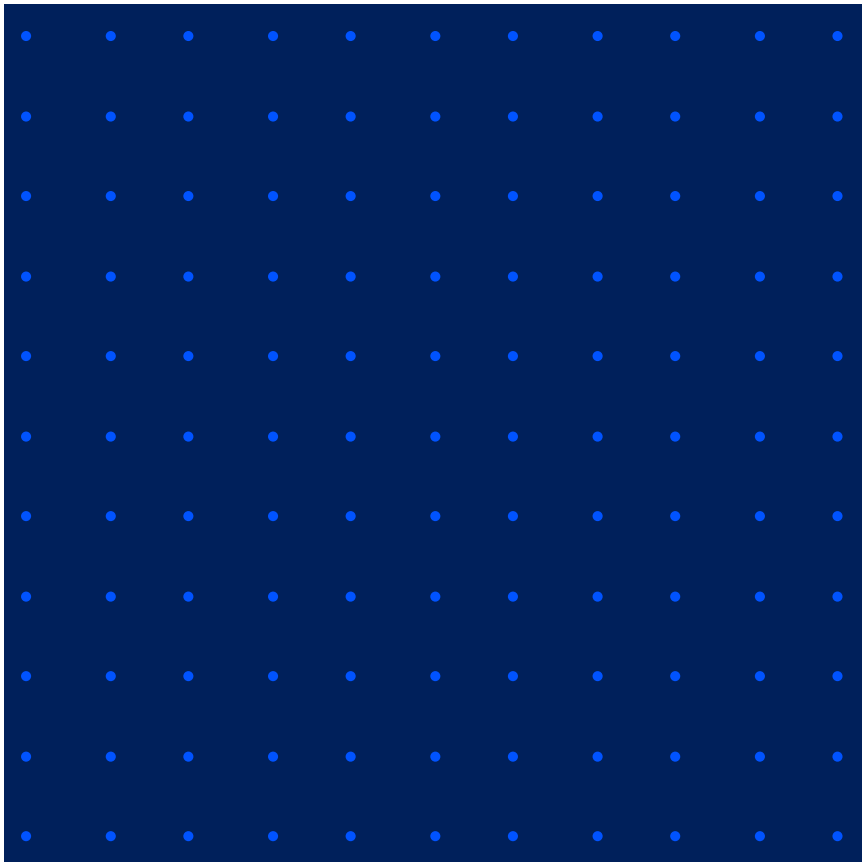
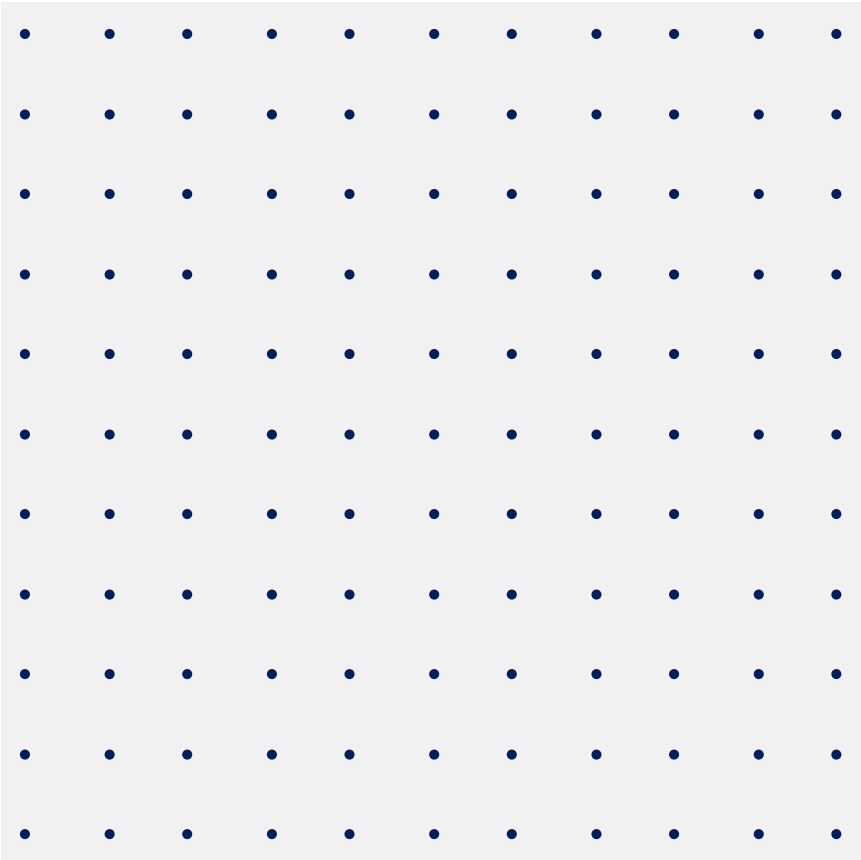
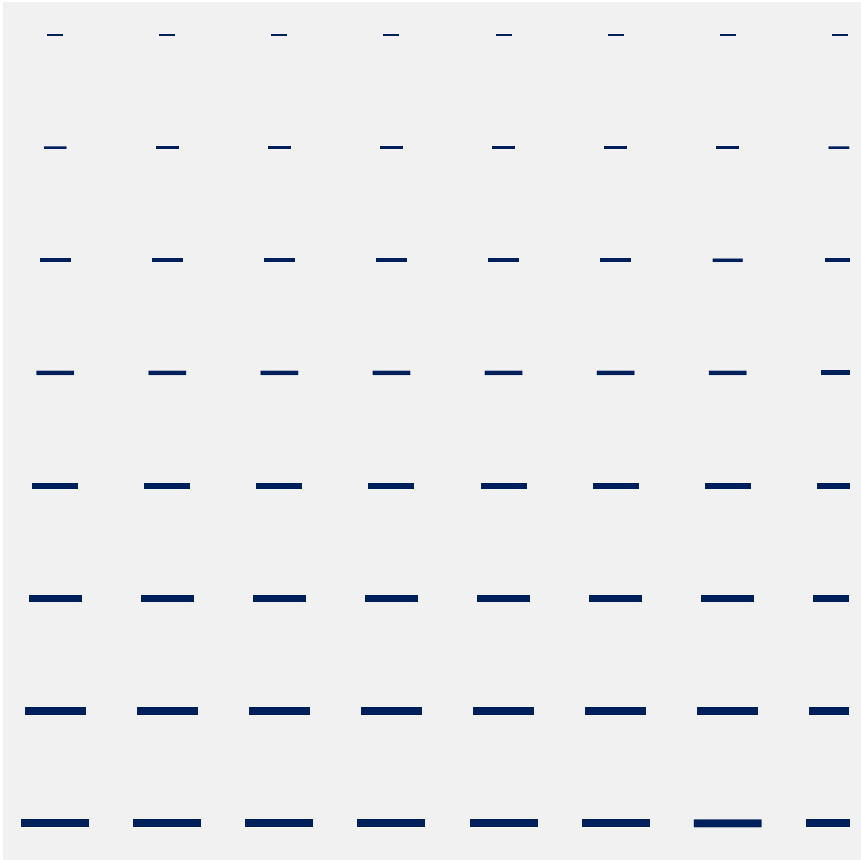
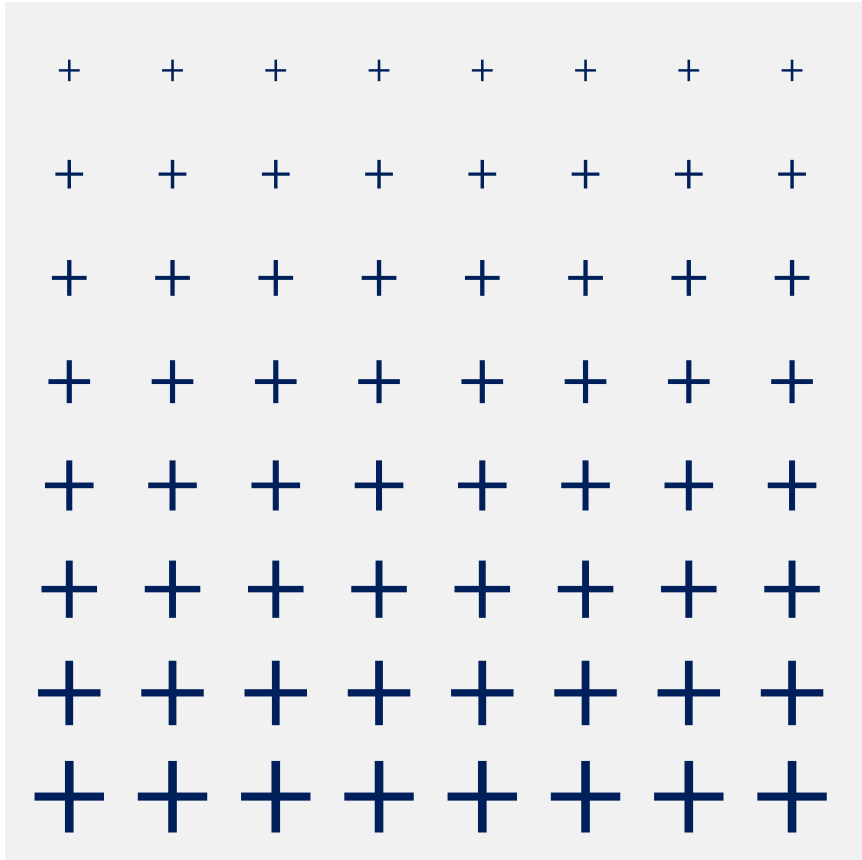
PGA SPORT BLUE AT 40% OPACITY
WHEN TEXT IS PRESENT

OUR PATTERNS

Patterns

The subject of patterns should be kept simple. Clean repetitive shapes that can be tied back to the sport of golf. Stylistically, it’s best to follow the same principles as our iconography and avoid overly ornate shapes that might distract from any foreground elements.

Avoid using more than 2 patterns at a time.



Creating Infographics

Golf is a numbers game. Strokes, distance, history, statistics, and more are what make this game great. The considerations for color, type, and iconography all come together when crafting a visual way to communicate information that can really help break down the game for our audience.

Use color and size to help establish a hierarchy as to what's most important. Distill the information to its simplest form to avoid cluttered layouts that make information hard to digest.



The statistics shown are for graphic example only.



.03

Visual Production

Our Imagery

Our photos and videos should always capture real golf moments. This means everything that reflects what golfers love about golf, both on and off the course, and everywhere in between.

Avoid using the same posed stock photography everyone uses and try to find authentic moments that feel effortlessly real.

As the face of golf, our goal with photography and video is to engage current golfers and attract new golfers, to make playing golf more attractive. We do this by following our vision of being [modern, inclusive, progressive, fun, and approachable](#).





GOLF YESTERDAY

Stodgy.

Elitist.

Boring.

Time-Consuming.

Too hard.

Exclusive.

Homogenous.

Formal.

Unattainable.

Stiff.

GOLF TOMORROW

Fresh.

Attainable.

Inspiring.

Rewarding.

Learnable.

Inclusive.

Diverse.

Casual.

Approachable.

Fun.

Visual Style/Tone

Depending on the subject or the environment there are multiple opportunities to use a variety of styles. Having options is important in telling the right story.

Our primary style consists of big, bold, colorful images that capture the essence of the subject matter. These images need to tell their own story even without words.



Conceptual Themes

Along with style and tone it is important to have conceptual intent with each image. Whether standing alone or accompanying content, each tells its own story in its own way.

To help choose imagery, our photography is divided into six conceptual themes.

Note: Please ensure all photography is properly licensed before using.



ALL WALKS OF GOLF

Modern, inclusive, approachable

From pros to first timers, we showcase the game we love, no matter the player's background.



AUTHENTIC PLAY

Real moments, emotions, fun

Show real, candid moments that happen throughout the course.



COACH = PARTNER

Progressive, fun, approachable

Golf is intimidating enough. Show coaches as encouraging and invested in their student's progress.

Conceptual Themes

CONTINUED ...



GRIND NOW, SHINE LATER

Work, commitment, approachable

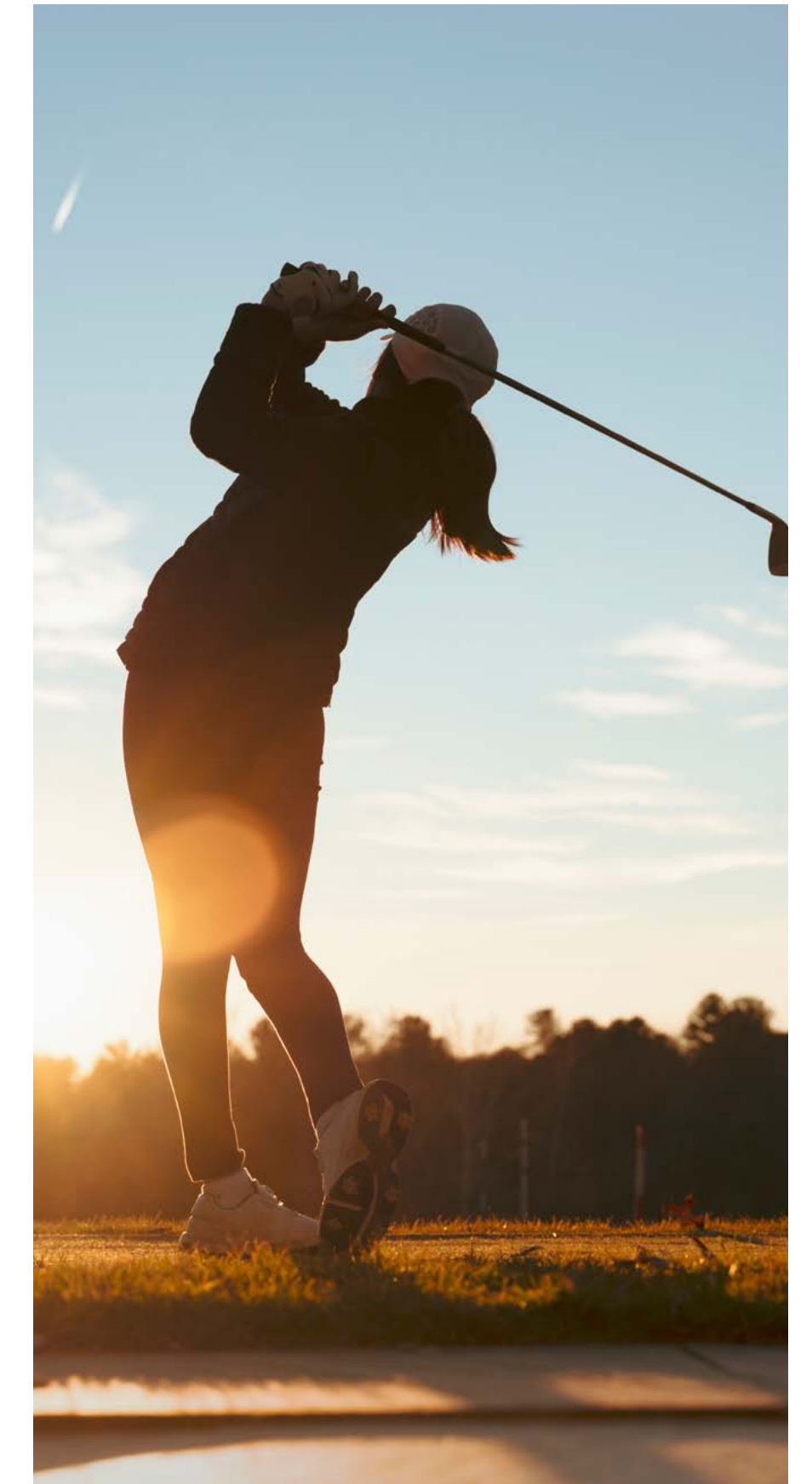
Celebrate the hard work, training and morning hours that goes into playing your best. Show every little detail that goes into improving our game.



ON THE COURSE

Details, beauty, fun

When capturing courses not on the fringe, look for interesting angles & images celebrating the course outside of the green. Real > Manicured.



LOVE OF THE GAME

Beauty, inspiring

Golf is a beautiful adventure. By showing first-person perspectives, we make the game more real, attainable, adventurous, and fun.

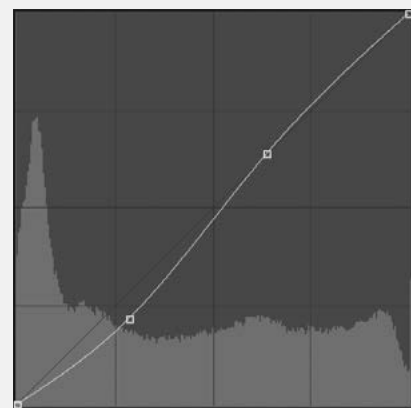
Look/ Technique

Since each image uses a different color profile and preset, it's difficult to define a one-size-fits-all preset to apply to all photography.

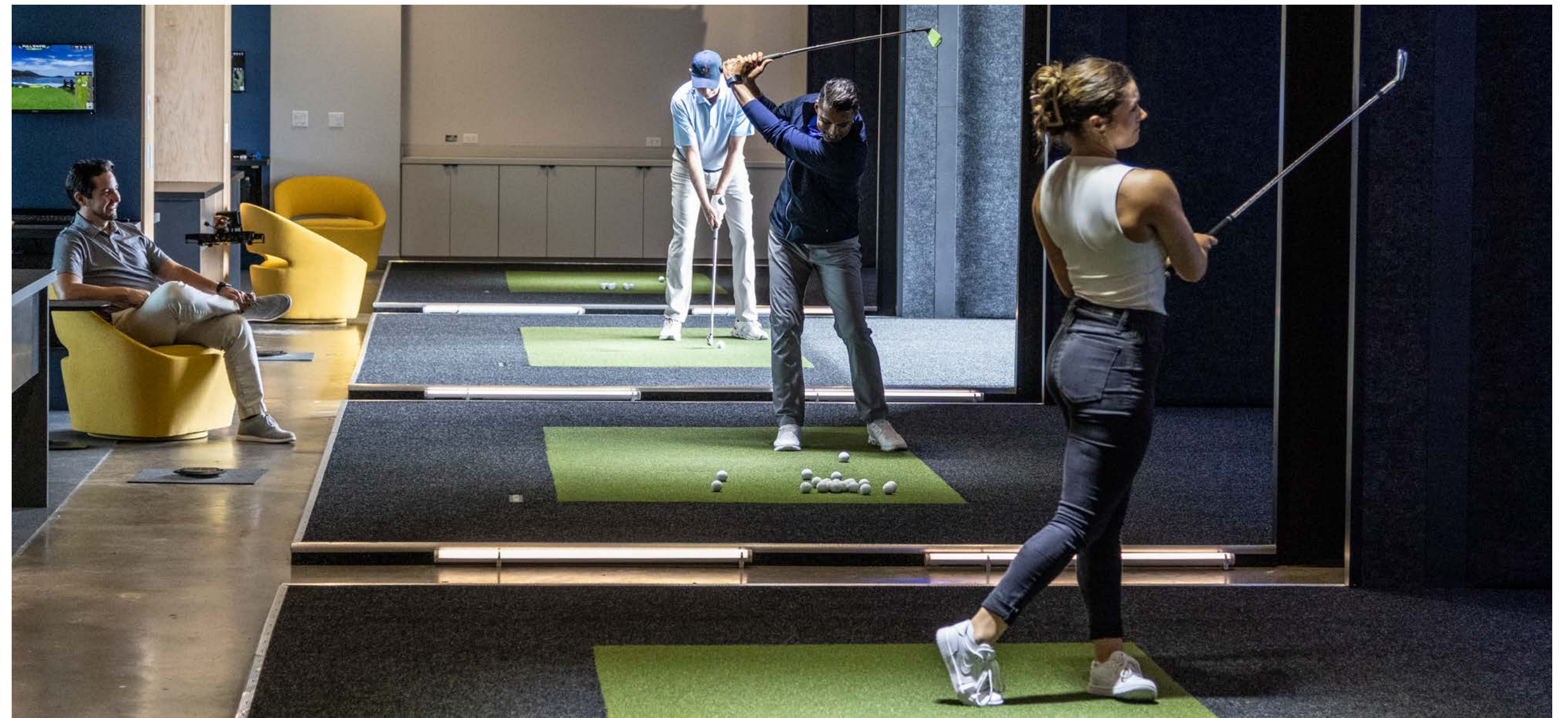
A good rule of thumb is to use a few of the examples in this book as a north star for the desired outcome. Try and experiment with editing to get it as close as possible to these examples.

USING THE 'S' CURVE

- The images we use are bold and impactful in both color or b&w. To enhance these images it is helpful to use the curve tool.
- Using the curve tool allows you to make adjustments that will boost the contrast as well as increasing saturation whether color or b&w.
- When needing to further enhance the sharpness or highlights it can also be helpful to add a high pass filter to the image.



PATH:
[Image > Adjustment > Curves](#)



Applying Color Overlays

There are some instances in which you might want to add a color overlay to an image. Whether it's to lay text on top of the image, or provide uniformity across images taken by different photographers, a simple color overlay can help make a photo a branded background image.

Always use our approved background colors.
To apply a color overlay, simply follow these two steps:

1. DESATURATE THE ORIGINAL IMAGE

You can play with brightness and contrast as needed.

2. LAY A COLOR BOX ON TOP WITH 70% OPACITY

70% opacity provides a good balance of seeing the image and allowing text on top to be read. You can vary the opacity slightly in some cases, but designers should avoid going under 60% or over 80% opacity.

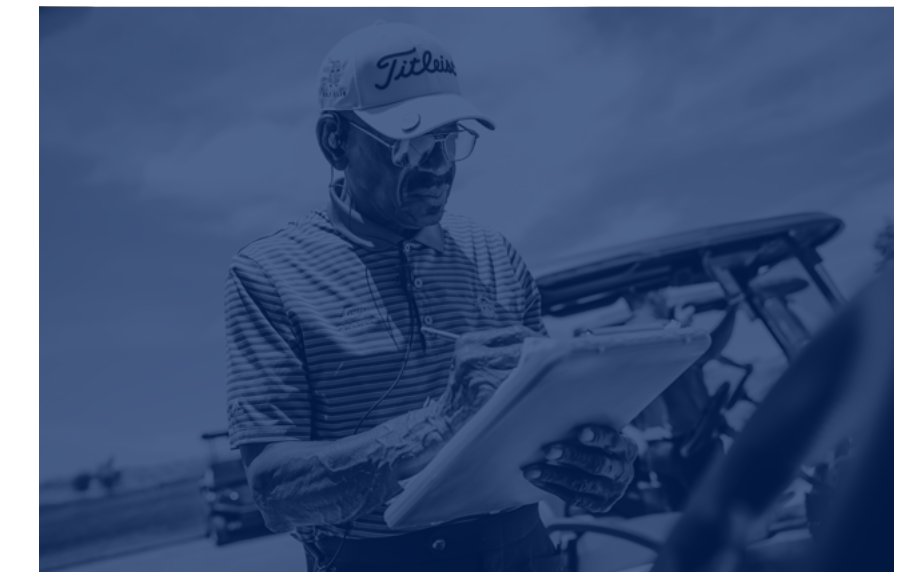
ORIGINAL PHOTO



1. DESATURATE



2. COLOR ON TOP W/ 70% OPACITY

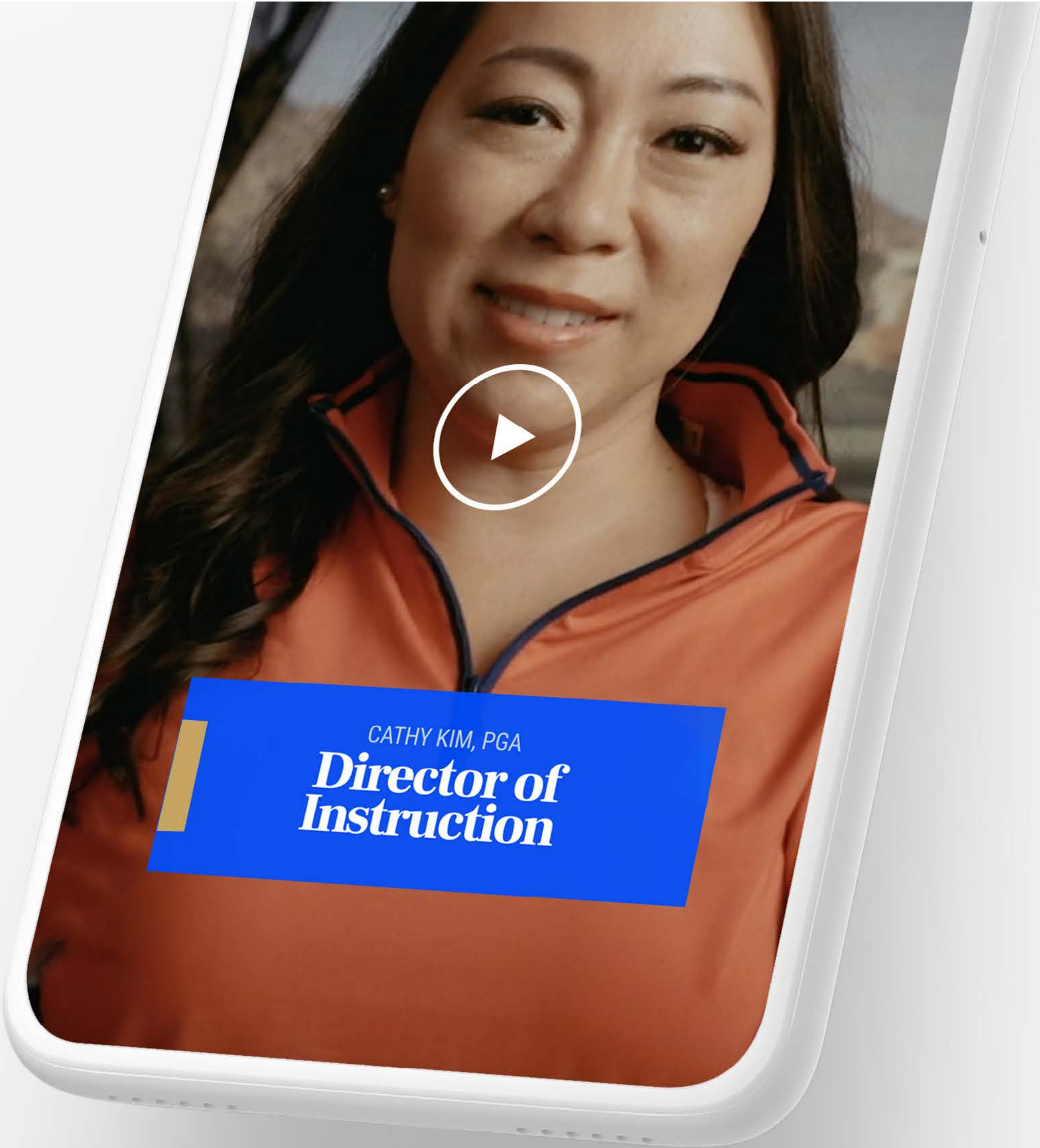


An aerial photograph of a golf course. On the left, there is a large, irregularly shaped sand trap (bunker) with a light beige color. To its right is a vibrant green fairway. Further right is a large, circular green with a slightly darker shade of green. The background is a deep, dark green, possibly representing a forest or a distant part of the course. The overall composition is split vertically, with the landscape on the left and the text on the right.

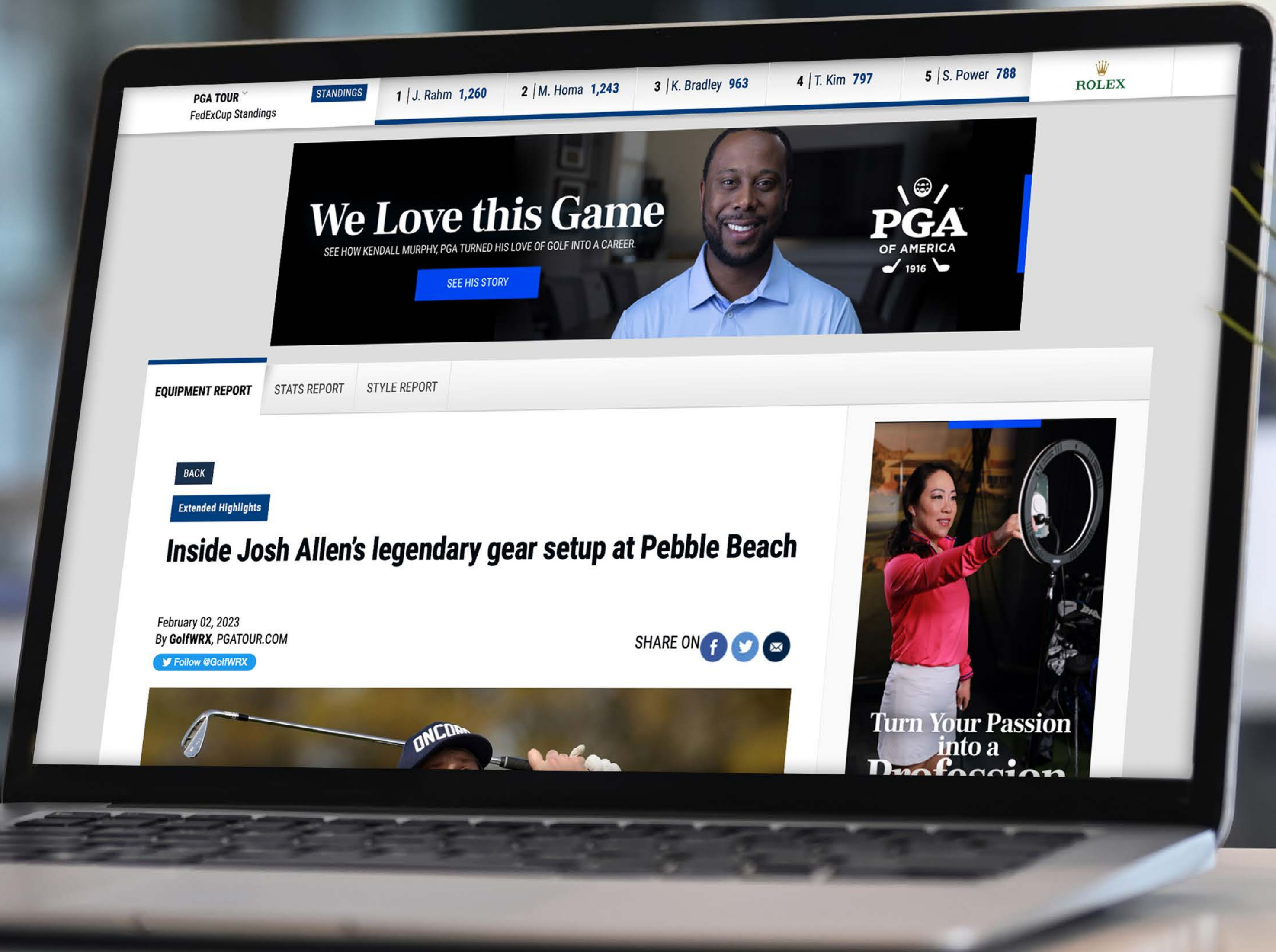
.04
**Brand in
Application**

We Love this Game





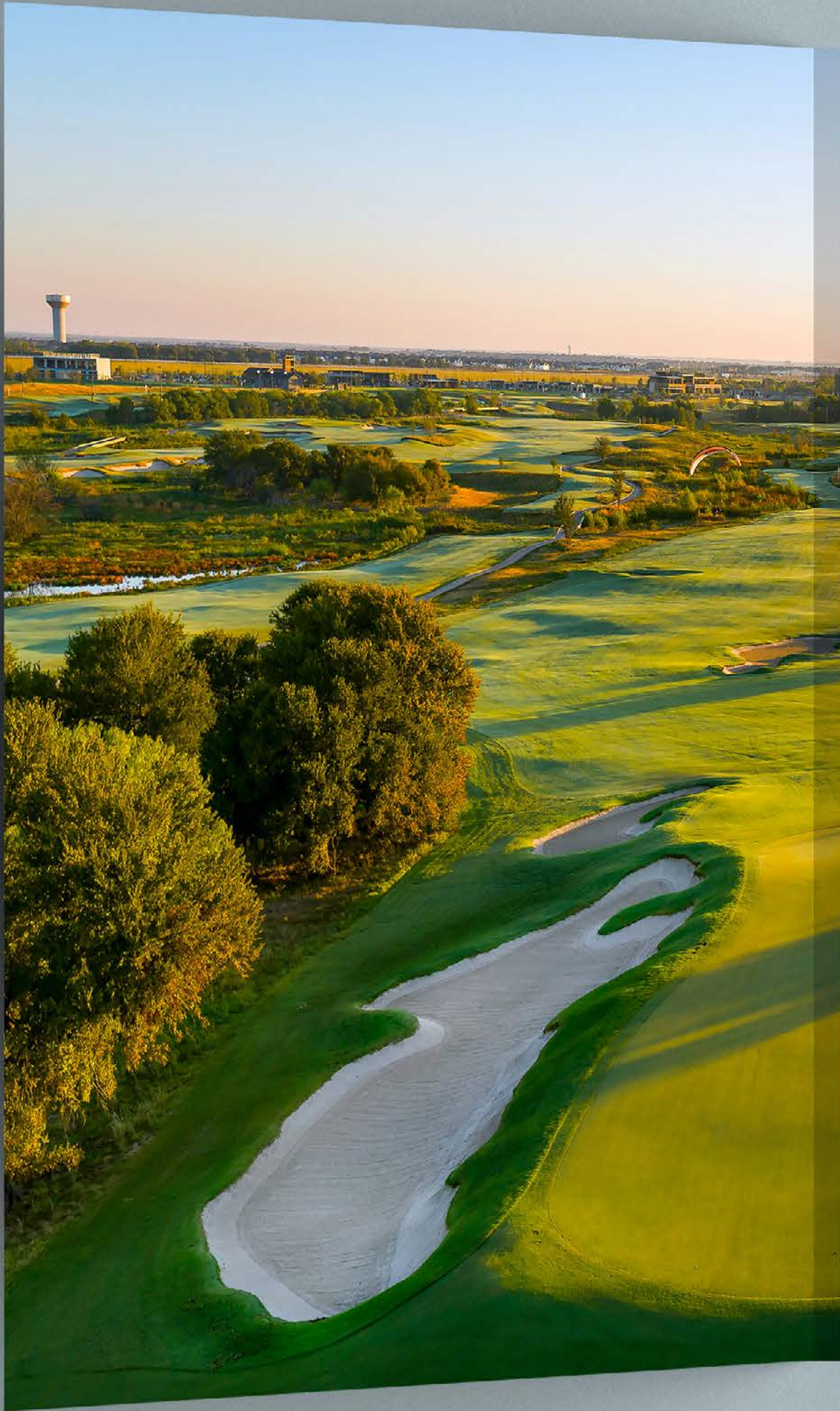






**Future
PGA Championships**

- 105th PGA Championship**
Oak Hill Country Club
East Course
Pittsford, New York
May 2023
- 106th PGA Championship**
Valhalla Golf Club
Louisville, Kentucky
May 2024
- 107th PGA Championship**
Quail Hollow Club
Charlotte, NC
May 2025
- 108th PGA Championship**
Aronimink Golf Club
Newtown Square, Pennsylvania
May 2026
- 109th PGA Championship**
PGA Frisco
Frisco, Texas
May 2027
- 110th PGA Championship**
The Olympic Club
Lake Course
San Francisco, California
May 2028
- 111th PGA Championship**
Baltusrol Golf Club
Lower Course
Springfield, New Jersey
May 2029
- 112th PGA Championship**
TBD
May 2030



2024 - 2025
**Sponsorship
Packages**

**AMERICAN
ROMAN WANA
TROPHY**

NELSON

John Smith
Account Management, Partnerships



PGA
OF AMERICA
1916

1916 PGA Parkway • Frisco, TX 75033
T. 555.555.5555 C. 555.555.5555
jsmith@pgahq.com
pga.com

**Sponsorship
Packages**



OOH DISPLAY



The billboard features a vibrant green golf course under a bright, hazy sky. In the center, a white golf ball with the PGA Championship logo sits on the grass, directly above a hole. To the right of the hole, the text "It's that time again" is displayed in a large, white, serif font. Below this, in a smaller, white, sans-serif font, is the text "COMING MAY 13-19". The entire advertisement is framed by a dark metal structure with visible mounting brackets at the top.

It's that
time
again

COMING MAY 13-19



WELCOME
Taylor Smith PGA
Partnerships & Activations



MOTION GRAPHICS / LIVE ACTION TRANSITIONS

Animation: Art/logo cards over live footage with color at 85% opacity. Vertical Bands slide in from the left of frame, in increasing widths, sweeping the field of color and reveal the live footage underneath. If needed, lower thirds can slide in from the edge of frame.



1.



2.



3.



4.

When applicable, create transitions using simple shapes to add interest as well as reveal and enhance information..



1.



2.



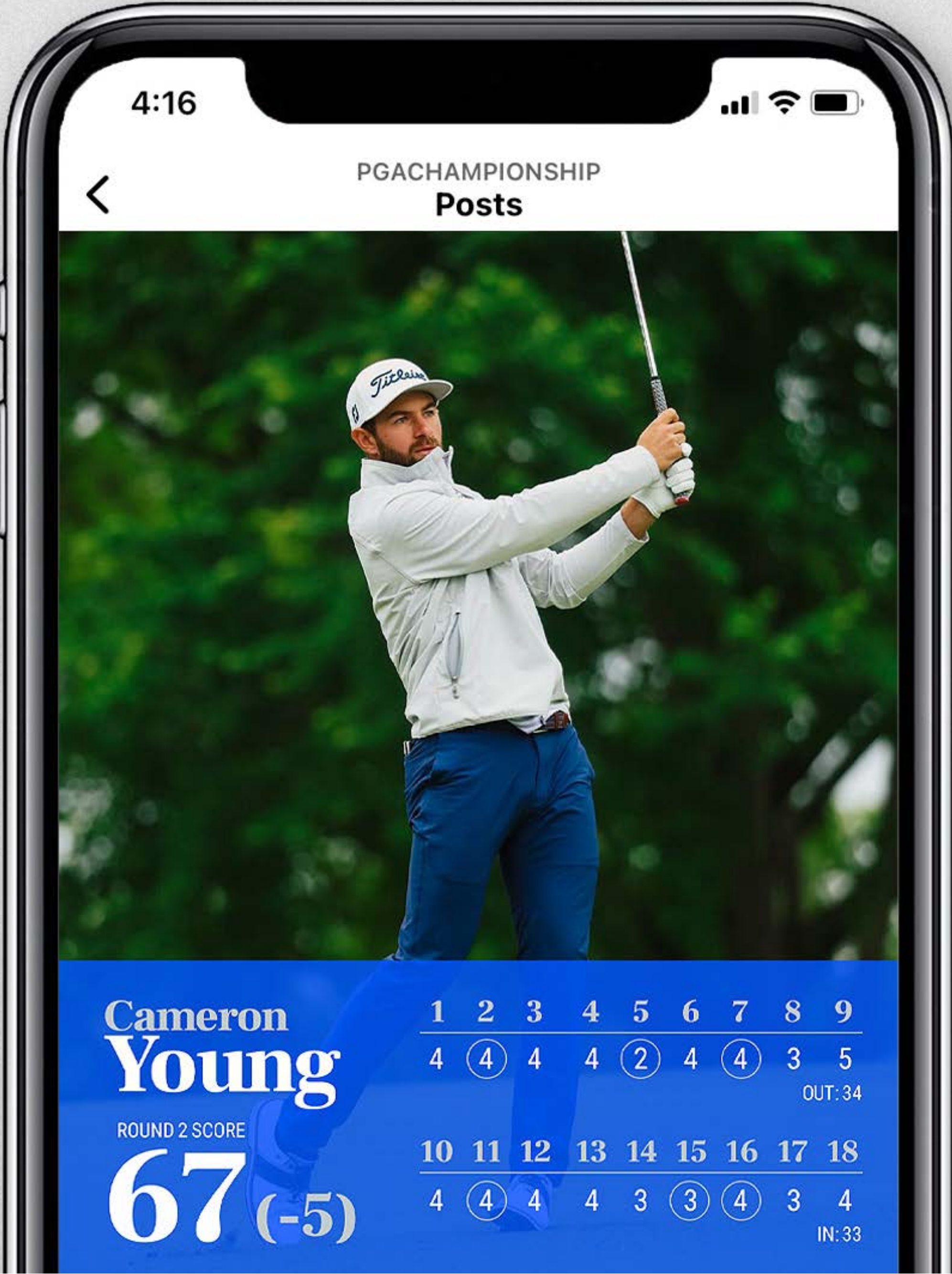
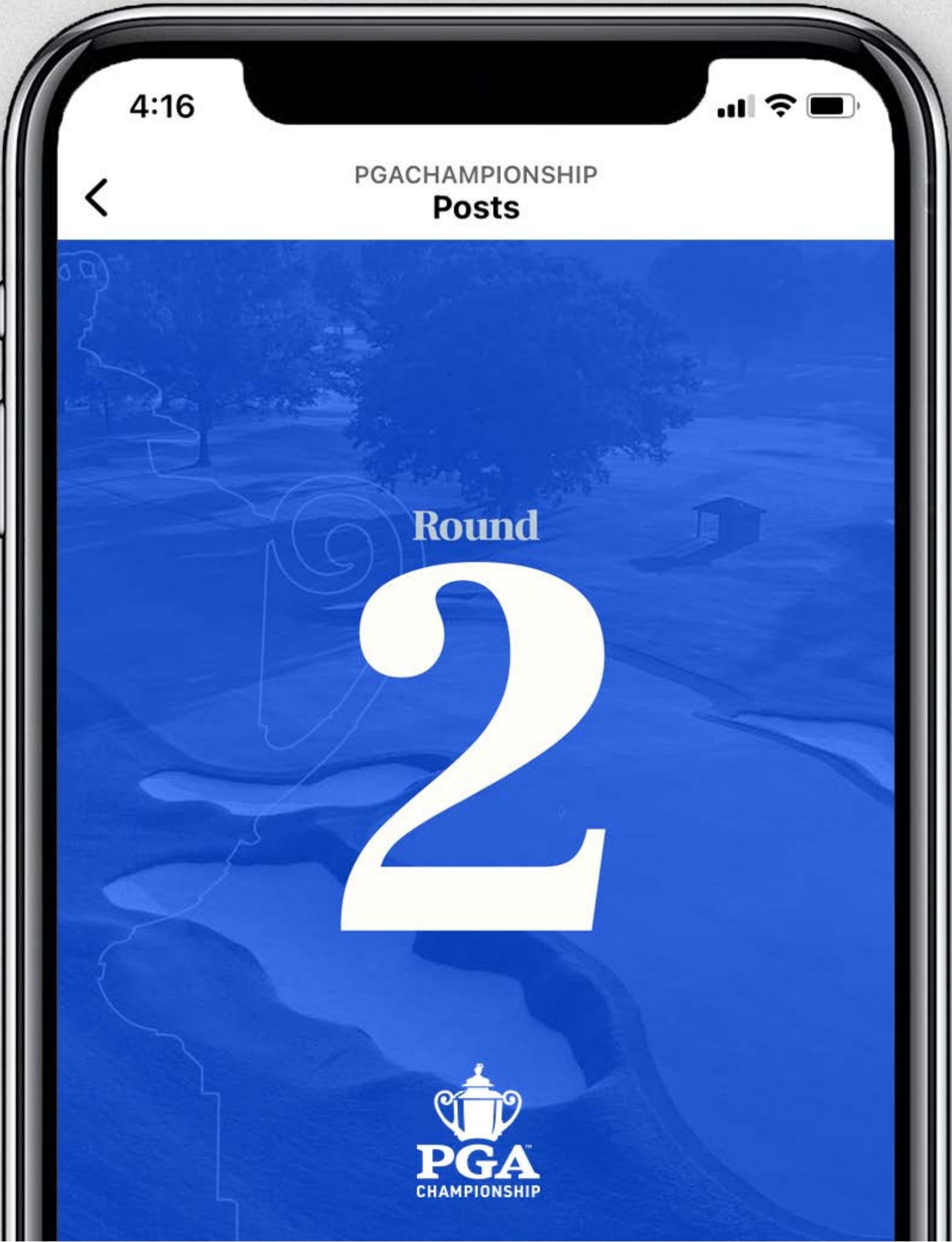
3.



4.









APPAREL

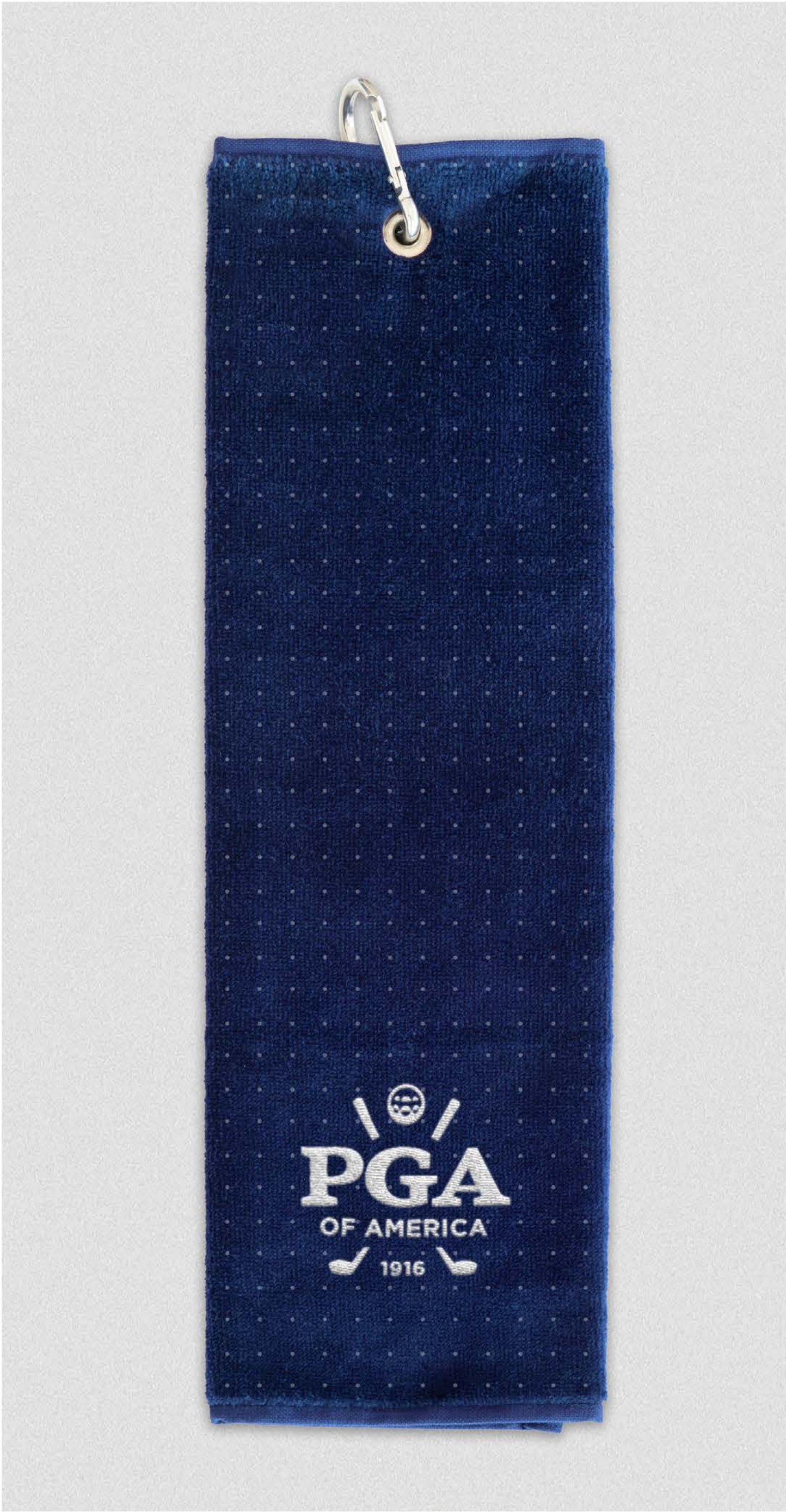


APPAREL





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[MARIANNE YOUNG](#)

Brand Creative Leader

[CORINNE LEW](#)

Global Media Leader

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