



PGA MEMBER BRAND GUIDELINES



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IF YOU NEED HELP

We've tried to make this PGA Member Brand Guidelines as simple for you to navigate and reference as possible. We do realize however that questions and uncertainty may arise. As an overview to the PGA of America branding process, the following guidelines provide options when applying the PGA logo, PGA Member Seal with Rocker designation as well as the PGA Member Seal, Rocker, and PGA Letters to merchandise and apparel items:

1. It is required to use the Trademark Registration Notice on all printed collateral such as business cards, stationary, brochures, fliers, etc.
2. The new PGA Member logo consists of the seal/ rocker and letters PGA together. The preference is to always express the seal/rocker and letters together side by side whenever possible. PGA Members may use the PGA logo, the Seal and Rocker as well as the Seal, Rocker and PGA Letters on any items that are strictly for personal use and not for retail or resale of any kind.

Correct usage of our logo goes a long way in protecting the identity and conveying the pride we all have in our Association. In order for our identity to sustain its inherent value, and to continue to communicate an image that has long been accepted and believed in by all as the industry leader, it must be implemented with care, consistency, and good design judgment.

While we endorse imagination in many aspects of the PGA Member's business, we would like to encourage conformity and compliance with the policies, procedures, and guidelines presented here

This can be accomplished only by using this PGA Brand Guidelines as your reference. Thank you in advance for your support of this very important Association program.

The guidelines may answer many of the questions regarding implementation. However, if you or a vendor have a question or need help with an item not shown in the guidelines, please contact:

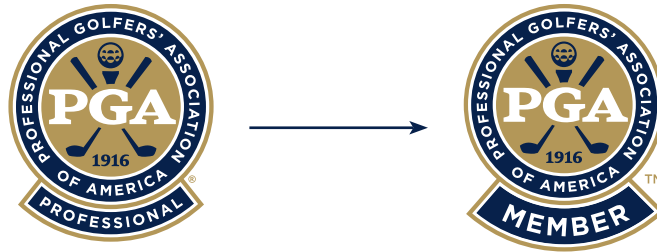
PGA Merchandise Department

Dee Headley
561.624.7637 | PGASHOP@pgahq.com

The PGA of America

100 Avenue of the Champions
PO Box 109601
Palm Beach Gardens, FL 33401-9601

EVOLUTION OF PGA MEMBER LOGOS



Previously, everyone wore the PGA Professional rocker. A PGA Professional represents the 24,000+ PGA Members as well as the 4,000+ PGA Associates. For the remainder of 2019, we will allow PGA Members to choose whether they use the Member or Professional Rocker. At the 2019 Annual Meeting, we will seek input and feedback from the delegates on the direction that we will take moving forward in regards to our logos featuring the rocker.

What logo should I use?

You should use the logo that corresponds with the highest level of PGA Education that you have completed. Personal use of the PGA Member, PGA Specialized Professional, PGA Certified Professional and PGA Master Professional logos is intended to benefit individual PGA Members. Therefore, use of these logos is the responsibility of each PGA Member.

Logos and Merchandising

As part of the continued rollout of the Lifelong Learning and the three career paths, we will be offering a new line of member-branded clothing and accessories in our online PGA Member Merchandise Shop beginning at the 2019 PGA Show. This merchandise will reflect the latest updates to the logos for Members, Specialized Professionals, Certified Professionals and Master Professionals. Please see the PGA Member Merchandise Guide for more information and proper usage of logos.



LIFELONG LEARNING

INTRODUCTION



SEAL WITH DESIGNATION



SEAL WITH DESIGNATION AND PGA LETTERS



The PGA, PGA Member, PGA Specialized Professional, PGA Certified Professional, and PGA Master Professional logos are designed to honor and bring more attention to individual PGA Members.

Personal use of the PGA Member, PGA Specialized Professional, PGA Certified Professional, and PGA Master Professional logos is intended to benefit individual PGA Members. Therefore, use of these logos is the responsibility of each PGA Member. These logo marks should never be given to anyone who is not a PGA Member. It is important

to understand that personal use means not for retail use and/or not for resale of any kind. These logo marks are intended for the applicable PGA Member's use only.

The logos may not be used by anyone else. For example, if your employer wishes to use the PGA Member, PGA Specialized Professional, PGA Certified Professional, and PGA Master Professional logos in a digital advertisement, your name must be included in the advertisement as outlined in the guidelines and use of the logo and your name must be authorized by you.

NOTE: The PGA Master Professional logo will be used for visual purposes in the rest of this guide. All guidelines mentioned will also be applicable to the PGA Member, PGA Specialized Professional and PGA Certified Professional logos with rockers. Additionally, the Teaching & Coaching career path will be used for visual purposes in the rest of the guide. All guidelines mentioned will also be applicable for the Golf Operations and Executive Management logos. Use of PGA trademarks does not imply endorsement, perceived sponsorship or association with any product or service of the PGA of America.

CORRECT



INCORRECT



Use of PGA trademarks does not imply endorsement, perceived sponsorship or association with any product or service of PGA of America.

There are five simple rules for PGA Members who wish to utilize the PGA Member, PGA Specialized Professional, PGA Certified Professional, and PGA Master Professional logos. Unauthorized or inappropriate use of the logo is a trademark violation and subject to sanctions:

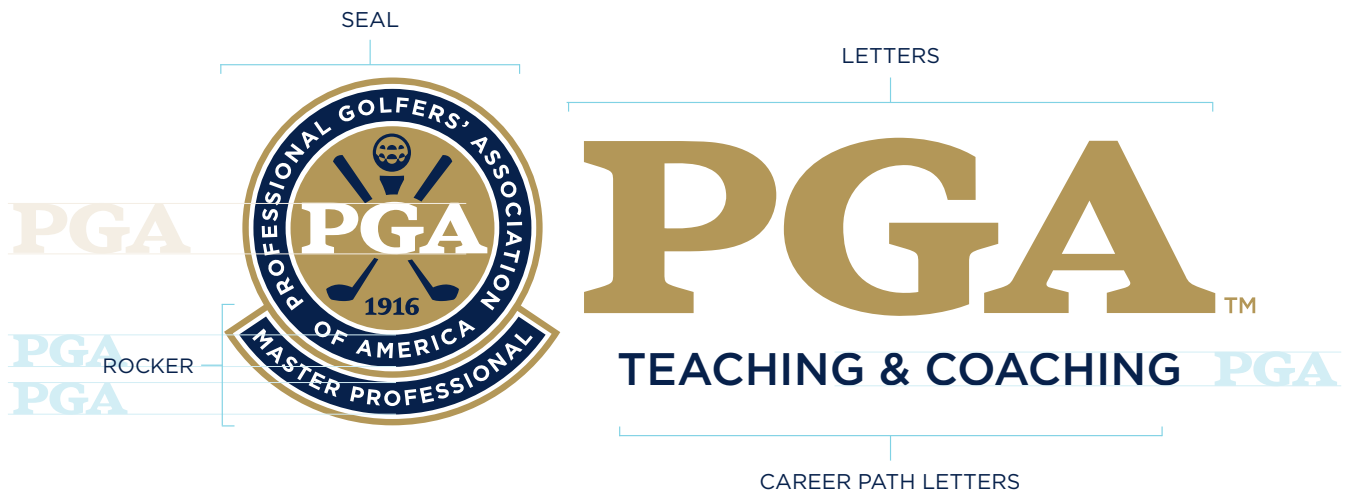
1. Only PGA Members in good standing may use the PGA Member logo. PGA Specialized Professional, PGA Certified Professional, and PGA Master Professional logos may only be worn by PGA Members who have completed the necessary programming and met the specific criteria for each respective career path.
2. PGA Members may only use logos to represent the career paths that they have completed. For example, if a PGA Member has become a PGA Certified Professional in Golf Operations they may not use the PGA Certified Professional logo for Teaching & Coaching or Executive Management unless they have also achieved certification in these career paths.

3. PGA Member’s name must accompany each use of the logo, as specified in the guidelines.
4. Members (not Associates) in good standing may use the PGA logo on their own personal website or their facility’s website. Members who have achieved PGA Specialized Professional, PGA Certified Professional, and PGA Master Professional status may use the appropriate logo on their own personal website or their facility’s website. The use of this logo must conform to the rules outlined in this guide.
5. Neither PGA Associates nor PGA Class F members may use any logo with the PGA rocker.

If you have any questions concerning the proper use of the PGA Member, PGA Specialized Professional, PGA Certified Professional or PGA Master Professional logos, please contact the PGA Member Information Service Center at 800.474.2776

NOTE: The stars will no longer be a part of PGA Master Professional or PGA Certified Professional Logos. Our reasoning for this change is that in this five-star+ world of reviews we felt that branding our Certified and Master Professionals with only two or four stars would not be an appropriate representation of their skills. For PGA Members who have earned Specialized Professional, Certified Professional or Master Professional status we will now be providing additional logos which recognize their designation in a chosen Career Path. If you have a question on which specific designation to use please contact the PGA Education team.

PGA MEMBER LOGO



Changes, deviations, modifications, alterations, or any departures from these standards will cause a breakdown in the continuity and consistency of the image we are trying to maintain. With that in mind, the information in this section should be regarded as rule rather than guidelines.

To ensure that the PGA Member logo never varies in appearance or proportion it should be reproduced only from camera-ready artwork or a digital file supplied by the PGA Membership Department. It must always be displayed without alteration and in accordance with the carefully established rules described in this guide. Under no circumstances is the symbol to be redrawn, re-proportioned,

or modified in any manner. This is the symbol that reflects the professionalism, pride, past and prosperity of the PGA of America. It is important that it be treated with due respect.

For both logo options the following applies: the rocker is centered to and below the seal. The height of the blue internal color is equal to the height of the PGA letters in the seal. MASTER and PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA... are not the same font size. If you include the color and spacing above text in the crest, they're the same size. But the font itself is not.

CLEAR SPACE & MINIMUM SIZE

CLEARSPACE



MINIMUM SIZE

0.6"



0.5"



Whenever the PGA or the PGA Member logos is applied, it must always be clearly visible in order to be instantly recognizable.

For both logo options, the following applies: the minimum clear space is equal to the height of the PGA letters in the Seal in the logo's reproduced size, as shown here. This clear space isolates the logo from competing graphic elements such as copy, photography, or background patterns that may divert attention from it.

The PGA Member logos retains its visual strength in a wide range of sizes. However, because of the detail inherent in the

Seal, there are sizes in which it ceases to be clearly legible and its impact is diminished.

To accurately reproduce the PGA and the PGA of America Member logos, use the following guide:

- ▶ The minimum size of the Member logos is determined by the height of the PGA of America Seal. The Seal from top to bottom as shown above measures 1 3/8 inches. The letters shown above measure 7/8 of an inch. The minimum size should never be smaller than 0.5 inches from top to bottom. Never reproduce the logo smaller than this size.

NOTE: Use of PGA trademarks does not imply endorsement, perceived sponsorship or association with any product or service of the PGA of America.

LOGO COLORS



PGATM
TEACHING & COACHING



PGA[®]

OFFICIAL LOGO COLORS



PANTONE 872 C, 872 U
C20 M30 Y70 K15
R180 G151 B90



PANTONE 533 C, 539 U
C95 M72 Y15 K62
R37 G50 B85

The PGA and PGA Member logos should appear in Gold and Blue, although other variations are allowed when necessary (see Color Variations). It is important to note that the exact specifications for these colors:

- ▶ PGA of America Metallic Gold is equivalent to **PANTONE 872 C** or **PANTONE 872 U**
- ▶ PGA of America Blue is equivalent to **PANTONE 533 C** or **PANTONE 539 U**

The chart on this page identifies the exact color formulations for 4-color printing (**CMYK**) and on-screen use (**RGB**).

When reproducing our identity, always match the **PANTONE** colors defined here. When printing on uncoated paper stock, use the uncoated **PANTONE** numbers as colors can sometimes change significantly.

NOTE: The colors shown in manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Refer to the PANTONE Matching System for accurate representation of these colors. PANTONE® is a registered trademark of Pantone, Inc.

COLOR VARIATIONS



FULL-COLOR



ONE-COLOR
BLACK



REVERSE

Our logo is most powerful when it is reproduced in PGA Gold and Blue (Full-Color version), as shown above. However, to accommodate communications where the two-color logo cannot be properly reproduced or applied, other color variations are available, including:

- ▶ One-color Black logo
- ▶ Reverse logo

These color variations should only be used when the two-color Gold and Blue version cannot be reproduced accurately or legibly.

Here are two ways to determine if another color variation should be used:

- ▶ If the layout uses a dark color or photographic background, the two-color logo or reverse logo should be used;
- ▶ If multi-color printing is unavailable, the one-color Black, or reverse logo should be used.

When using one of these alternate color variations, observe the same clear space and minimum size requirements specified for the two-color logo..

NOTE: All examples shown above are also applicable to the PGA Member, PGA Specialized Professional and PGA Certified Professional logos using only the seal, designation.

TYPOGRAPHY

Gotham Book

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#%<>?!+={}[];;

Gotham Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#%<>?!+={}[];;

Gotham Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#%<>?!+={}[];;

Gotham Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#%<>?!+={}[];;

Hoefler Text Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#%<>?!+={}[];;

Using a consistent typeface throughout our communications creates a proprietary look. Two typefaces have been selected for PGA of America – Gotham and Hoefler Text.

Gotham is a modern, sans-serif face that is geometric and precise. It evokes the exacting nature of the game. Because it is bold, Gotham should be used in headlines, captions, and primary messaging. Gotham is available in several weights including Black, Bold, Medium, and Book.

Hoefler Text has been chosen for use in body text. Its classic and highly legible character reflects the heritage of the game and complements Gotham. Never use Hoefler in headlines or primary messaging.

For communications such as letters, standard typefaces such as Arial can replace Gotham and Times Roman can replace Hoefler Text.

USAGE GUIDELINES

The PGA.org is your online resource for business and personal use items that feature PGA and PGA Member logos, and promote your professional expertise as a PGA Member. Personal use of the PGA Specialized Professional, PGA Certified Professional, and PGA Master Professional logos is intended to benefit individual PGA Members. Therefore, use of these logos are the responsibility of each PGA Member. These logo marks should never be given to anyone who is not a PGA Member. It is important to understand that personal use means not for retail and or not for resale of any kind. These logo marks are intended for the applicable PGA Member's use only. The PGA Member logo marks may not be used by anyone else.

In addition, it is recommended that you check the PGA Style Book on PGA.org which is designed to assist you in the proper use of the PGA Member title and phrases that relate to golf and the PGA.

PGA Members who supply the PGA Member logos or other trademarks of PGA of America to printers, companies, etc., to produce letterhead, business cards, or personal use items, etc., shall be ultimately responsible for any negligent use of the logo and/or trademarks. The PGA Member must ensure that the logo is removed entirely from the files, records, etc., of the provider from which they received services.

The PGA Member logos are a registered federal trademark of the PGA of America and any unauthorized or inappropriate use of it or any other trademark(s) of PGA of America is misleading and constitutes as trademark infringement and unfair competition.

PERSONAL USE

PGA Members may purchase goods from authorized golf manufacturers bearing the PGA Member logos for their personal use. These products cannot be used in retail and/or for resale of any type. PGA Members are responsible for the use of the PGA Member logos and should defer any questions to the **Membership Department** at **800.474.2776**.

STANDARDS



JONATHAN SMITH, PGA PGA MASTER PROFESSIONAL

When the PGA Member logo is featured with the individual PGA Member's name placed immediately beneath it, the size of the name should be made equal to the height of the letters "PGA" within the Seal. The spacing between the logo and the Member's name should also be equal to the height of the letters "PGA" within the Seal. The PGA Member's name should be set in Gotham Book typeface.

The individual PGA Member's name with the words "PGA Master Professional" beneath it can be used on personal merchandise such as shirts, sweaters, jackets, golf bags, hats. It should be set in Gotham Book typeface and maintain a 50/50 ratio in size.

NOTE: Use of PGA trademarks does not imply endorsement, perceived sponsorship or association with any product or service of the PGA of America.

STATIONERY SYSTEM

The PGA of America stationery is, by far, the most important means of communication that we have. It communicates as much or more than a brochure, a magazine advertisement or a TV commercial, PGA commitment to quality and performance.

The stationery system described in the following pages has been established for PGA Members. It was designed to ensure a unified and consistent appearance to all stationery used by the Association. By the nature of our business, next to one-on-one verbal communication, the most common means of communicating with our members, customers, and suppliers is written letter, business card or business form.

If you are responsible for ordering stationery items, please provide your printer with the appropriate spec sheet supplied here. The following applies to all traditional forms of business communication such as business cards, envelopes, letterhead, etc.

Then make sure upon delivery, that the finished product matches the standard layout, paper, typography and colors. If you are responsible for developing new or modified stationery items, provide your design consultant with access to this entire section to guarantee consistency in appearance and specifications.

The following applies to all traditional forms of business communication such as business cards, envelopes, letterhead, etc.

LETTERHEAD

SPECIFICATIONS

SIZE: 8 1/2" x 11"

PAPER STOCK:

Classic Crest Writing Paper
Avon Brilliant White
24lb Text

COLOR/PROCESS:

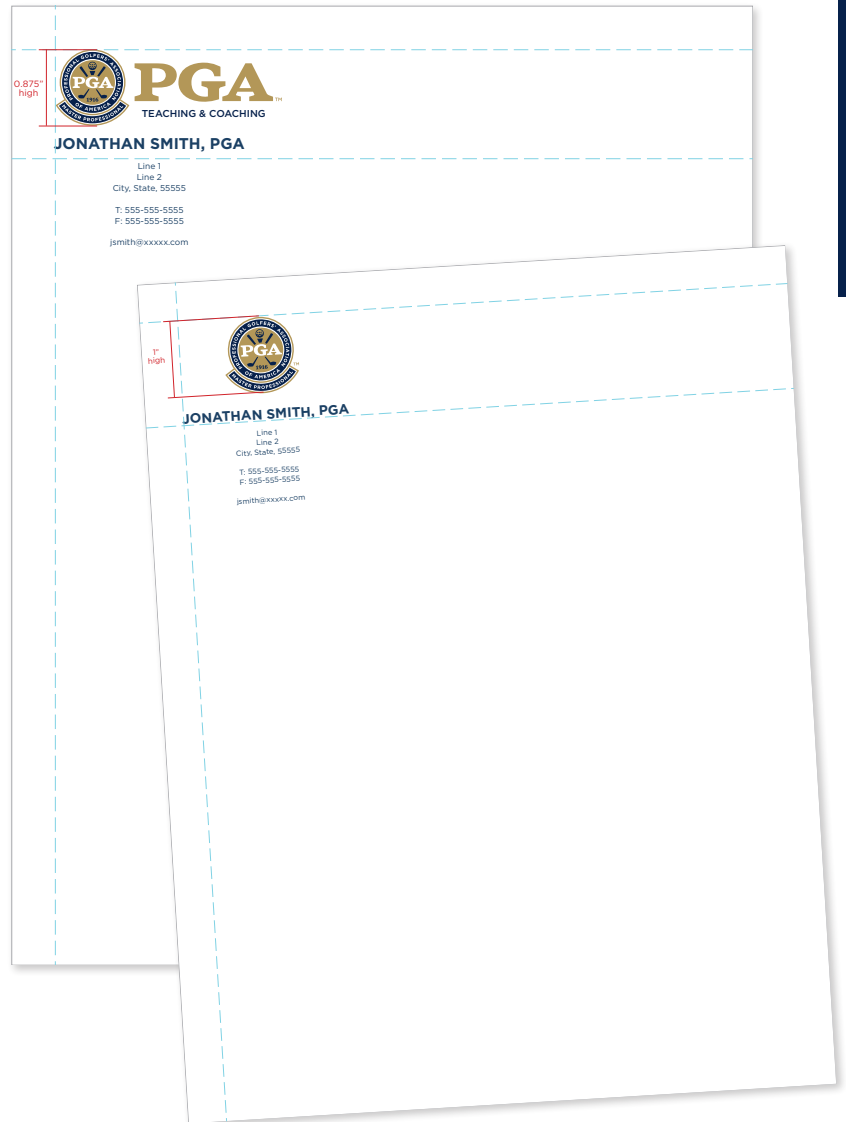
Blue = Pantone 539 U
Gold = Pantone 872 U (metallic)

LOGO:

Height = 0.875"/ 1"

TYPOGRAPHY:

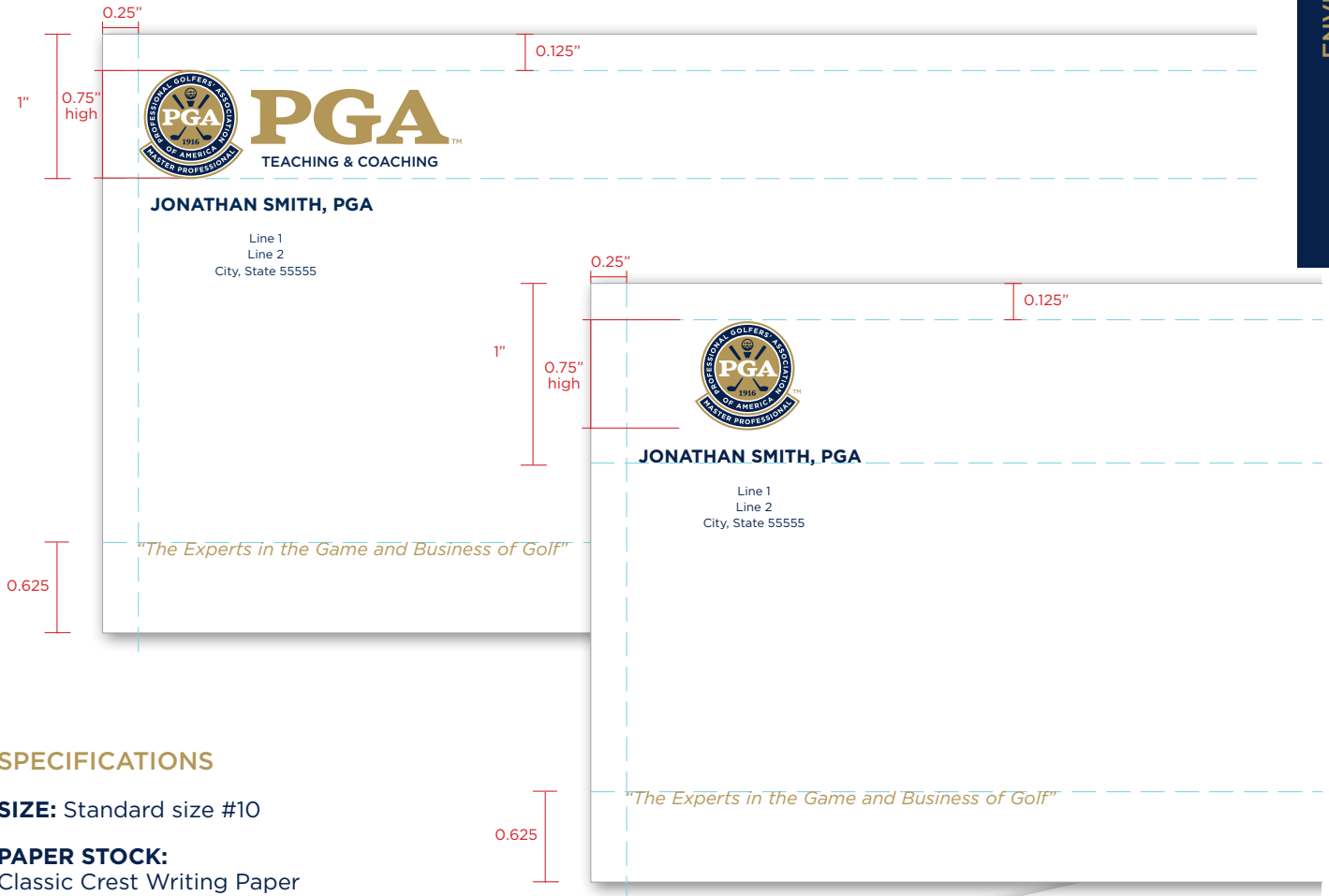
Name: Gotham Bold 13 pt./15 pt.
Address, Phone, web:
Gotham Book 7 pt./9 pt.



Use the PGA letters along with the PGA Specialized Professional, PGA Certified Professional, or PGA Master Professional logo with the individual's name beneath the logo for letterhead. This style is consistent with national and section styles.

Second and subsequent pages should be typed on blank sheets of letterhead

ENVELOPE



SPECIFICATIONS

SIZE: Standard size #10

PAPER STOCK:
Classic Crest Writing Paper
Avon Brilliant White

COLOR/PROCESS:
Blue = Pantone 539 U
Gold = Pantone 872 U (metallic)

PGA MEMBER LOGO:
Height = 0.75"

TYPOGRAPHY:
Name:
Gotham Bold 9 pt./11 pt.

Address:
Gotham Book 6 pt./8 pt.

Tagline "The Experts in the Game and Business of Golf":
Gotham Book Italic 9 pt./9 pt.



Envelopes and mailing labels should both use the appropriate logo and the individual's name. It can be reproduced as a two-color or one-color item as shown here.

STATIONERY SYSTEM MISUSE

INCORRECT



INCORRECT



INCORRECT



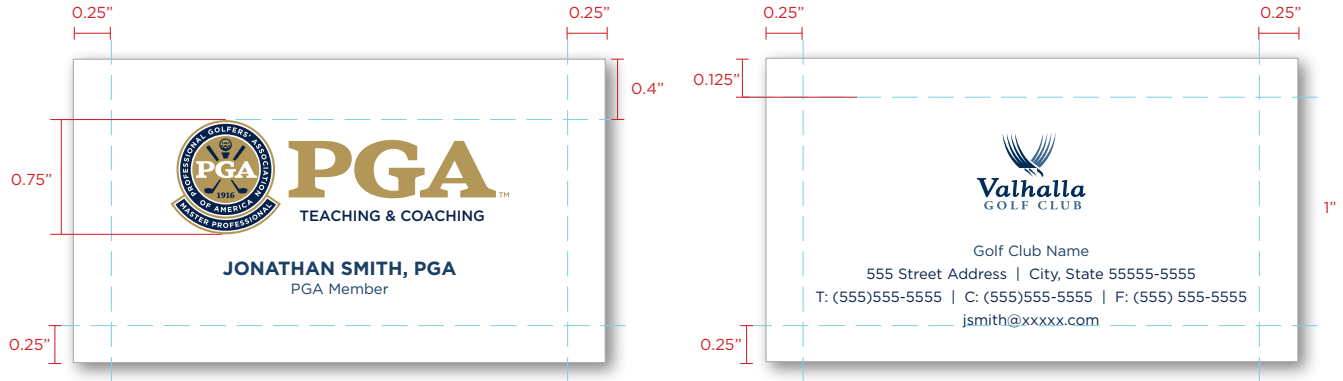
LETTERHEAD/ENVELOPE EXAMPLE

The PGA Member logos must always appear with the individual's name beneath it.

NOTE: Use of PGA trademarks does not imply endorsement, perceived sponsorship or association with any product or service of the PGA of America.

BUSINESS CARD

DOUBLE-SIDED CARD, WITH CLUB LOGO



SINGLE-SIDED CARD



SINGLE-SIDED CARD



SPECIFICATIONS

SIZE: 3½" x 2"

PAPER STOCK:

Classic Crest Writing Paper
Avon Brilliant White | 80lb Cover

COLOR/PROCESS:

Blue = Pantone 539 U
Gold = Pantone 872 U (metallic)

PGA MEMBER LOGO:

Height = 0.75" / 0.625"

TYPOGRAPHY:

Name:

Gotham Bold 9 pt./11 pt.

Titles:

Gotham Book 7 pt./9 pt.

Address, Phone, web:

Gotham Book 7 pt./11 pt.

The business card must communicate the PGA of America's values of competence, professionalism, quality and attention to detail. When working with a dual-logo business card it is important to remember that the PGA logo must remain in the priority position. Because of this, it is highly important that printers strictly comply to the approved designs and production specifications and monitor quality carefully.

BUSINESS CARD MISUSE

INCORRECT



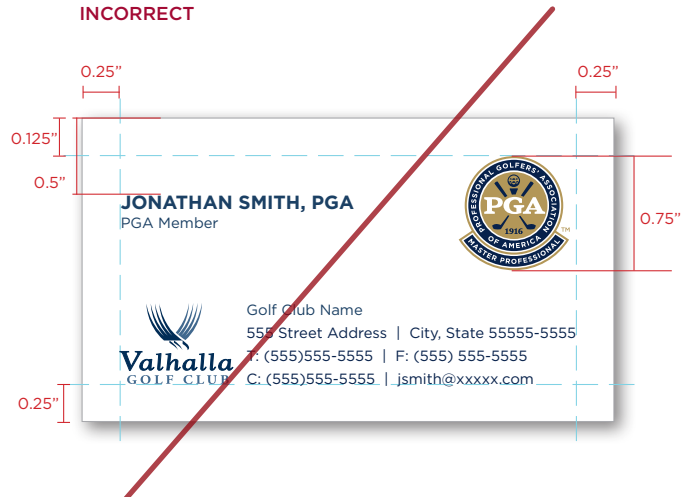
INCORRECT



INCORRECT



INCORRECT



ASSOCIATE USAGE

CORRECT



INCORRECT



CORRECT



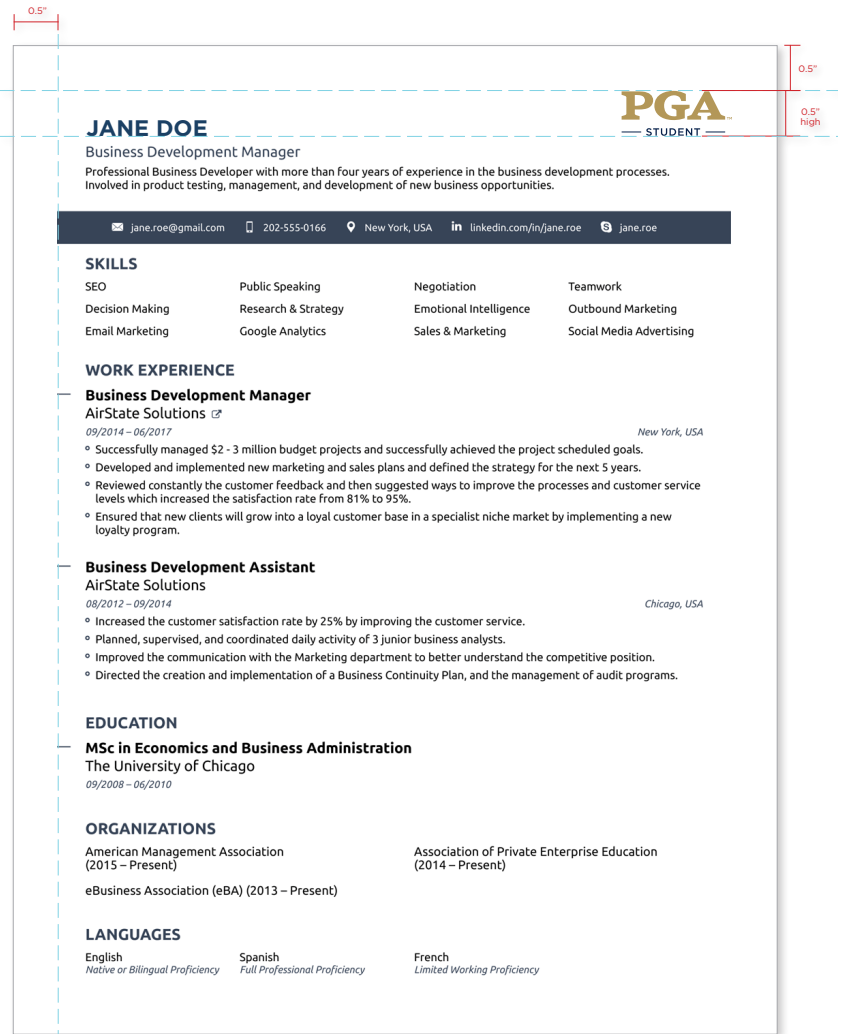
INCORRECT



In order to provide recognition to PGA Associates, they are allowed to utilize the PGA Associates logo on business cards, resumes and cover letters, which is to appear no smaller than **0.5” high**. An associate card, resume and cover letter **will not** contain the PGA logo, PGA Seal or PGA Member logos, but may use the Gotham typeface.

NOTE: Associates must be in “good standing” in order to use PGA Associate logos. Those in suspended status are not in “good standing.”

STUDENT USAGE



In order to provide recognition to PGA Students, they are allowed to utilize the PGA Student logo on resumes, cover letters, etc., which is to appear in the top right corner. No smaller than **0.5" high**. A student resume and cover letter **will not** contain the PGA logo, PGA Seal, or PGA Member logos, but may use the Gotham typeface.

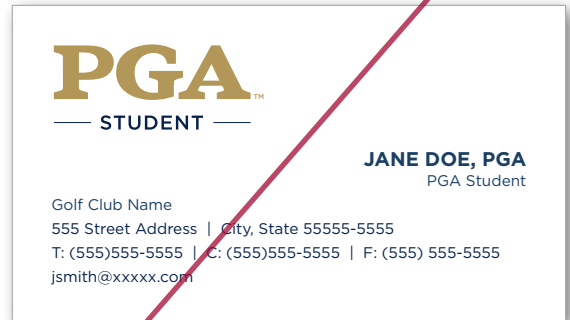
NOTE: Students have to follow the guidelines set by PGA of America Golf Management and their universities for embroidery use of the PGA logo.

STUDENT USAGE

CORRECT



INCORRECT



CORRECT



INCORRECT



In order to provide recognition to PGA Students, they are allowed to utilize business cards. An student card **will not** contain the PGA logo or PGA Member logos, but may use the Gotham typeface.

NOTE: Students must be in “good standing” in order to use PGA Student logo.

ADVERTISING

CORRECT


Acme Golf Club
18-hole Championship Course
1-333-888-8888



JONATHAN SMITH, PGA

INCORRECT

Acme Golf Club
18-hole Championship Course
1-333-888-8888



(This advertisement is crossed out with a red diagonal line.)


CORRECT

Acme Golf Club
18-hole Championship Course
1-333-888-8888

Staffed by PGA Members

INCORRECT

Acme Golf Club
18-hole Championship Course
1-333-888-8888



Staffed by PGA Members

(This advertisement is crossed out with a red diagonal line.)

CORRECT


Acme Golf Club
18-hole Championship Course
1-333-888-8888



JONATHAN SMITH, PGA

INCORRECT

Acme Golf Club
18-hole Championship Course
1-333-888-8888



(This advertisement is crossed out with a red diagonal line.)

The following guidelines apply to traditional advertising such as websites, social media, television, newspapers, telephone and other directories, magazines, brochures, signs, billboards, etc.

1. If the PGA, PGA Specialized Professional, PGA Certified Professional, or PGA Master logos is used in an ad or other printed promotional copy, it must appear with an individual member's name. While a facility may advertise that it is "staffed by PGA Members," it may not use any PGA Member logos without an individual's name.
2. The PGA logo or the PGA Member logos must be used in the proportions set forth in the logo guidelines. No facility will be allowed to use any PGA Member logos disproportionately in any way. No facility may use any PGA Member logos larger than the facility name.

ON-SITE SIGNAGE

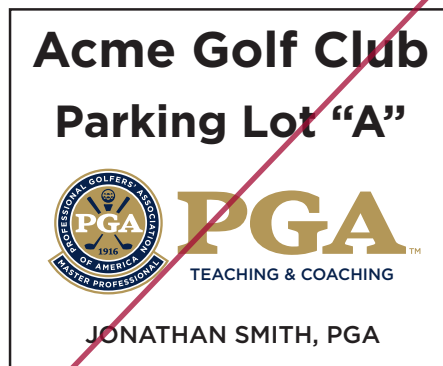
CORRECT



INCORRECT



INCORRECT



The PGA or the PGA Member logos can be used on-site at any facility employing a PGA Member. The logo may be used anywhere the PGA Member conducts his or her business (i.e., the golf shop, locker rooms, practice ranges, etc.) It would not be

appropriate, for example, to display the logo at a facility's swimming pool, tennis court or parking lot.

The logo must always be accompanied by the individual member's name as previously specified.

DIGITAL SIGNATURE USE

CORRECT

JONATHAN SMITH, PGA

Golf Club Name
555 Street Address
City, State 55555-5555

T. (555)555-5555
C. (555)555-5555
F. (555) 555-5555
jsmith@xxxxx.com



JONATHAN SMITH, PGA

Golf Club Name
555 Street Address
City, State 55555-5555

T. (555)555-5555
C. (555)555-5555
F. (555) 555-5555
jsmith@xxxxx.com



INCORRECT

JONATHAN SMITH, PGA



Golf Club Name
555 Street Address
City, State 55555-5555

T. (555)555-5555
C. (555)555-5555
F. (555) 555-5555
jsmith@xxxxx.com



JONATHAN SMITH, PGA

Golf Club Name
555 Street Address
City, State 55555-5555

T. (555)555-5555
C. (555)555-5555
F. (555) 555-5555
jsmith@xxxxx.com

PGA MEMBER ELECTRIC SIGNATURES

The PGA Member logos must always appear with the individual's name and contact above the logo.

NOTE: This page refers exclusively to digital signatures. For digital use as it relates to websites and social media please refer to page 20.

NOTE: Use of PGA trademarks does not imply endorsement, perceived sponsorship or association with any product or service of the PGA of America.

DIGITAL SIGNATURE USE

CORRECT

JAMES DOE
 PGA Associate
 Golf Club Name
 555 Street Address
 City, State 55555-5555
 T. (555)555-5555
 C. (555)555-5555
 F. (555) 555-5555
 jdoe@xxxxx.com



JAMES DOE
 PGA Associate
 Golf Club Name
 555 Street Address
 City, State 55555-5555
 T. (555)555-5555
 C. (555)555-5555
 F. (555) 555-5555
 jdoe@xxxxx.com

JANE DOE
 Golf Club Name
 555 Street Address
 City, State 55555-5555
 T. (555)555-5555
 C. (555)555-5555
 F. (555) 555-5555
 jdoe@xxxxx.com



JANE DOE
 Golf Club Name
 555 Street Address
 City, State 55555-5555
 T. (555)555-5555
 C. (555)555-5555
 F. (555) 555-5555
 jdoe@xxxxx.com

INCORRECT

JAMES DOE, PGA



Golf Club Name
 555 Street Address
 City, State 55555-5555
 T. (555)555-5555
 C. (555)555-5555
 F. (555) 555-5555
 jdoe@xxxxx.com



JANE DOE, PGA

Golf Club Name
 555 Street Address
 City, State 55555-5555
 T. (555)555-5555
 C. (555)555-5555
 F. (555) 555-5555
 jdoe@xxxxx.com

ASSOCIATE & STUDENT ELECTRIC SIGNATURES

The PGA Associate or Student’s name and contact should appear with or without the PGA Associate or Student logo.

NOTE: This page refers exclusively to digital signatures. For digital use as it relates to websites and social media please refer to page 20.

NOTE: Use of PGA trademarks does not imply endorsement, perceived sponsorship or association with any product or service of the PGA of America.