



PGA MEMBER MERCHANDISE GUIDELINES

JANUARY 2020

TABLE OF CONTENTS

If You Need Help	1
Introduction	2
Logo Reproduction	3
Logo Colors	4
Embroidery Measurements	5
Merchandise Colors	6
Logo Embroidery Slick Sheet	7-8
Logo Placement	9
Licensing & Logo Placement	10

IF YOU NEED HELP

We've tried to make these PGA Member Merchandise Guidelines as simple for you to navigate and reference as possible. We do realize however that questions and uncertainty may arise.

Correct usage of our logo goes a long way in protecting that 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 creativity, we caution PGA Members to use the logo within guidelines set forth to encourage conformity and compliance with the policies, procedures and standards.

This can be accomplished only by using this PGA graphics and merchandise manual as your reference guide.

PERSONAL USE

PGA Members may purchase goods from authorized golf manufacturers bearing the PGA Member logo 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**.

The manual itself 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 manual, please contact:

PGA Merchandise Department

Dee Headley

561.624.7637 | PGASHOP@pgahq.com

PGA of America

100 Avenue of the Champions

PO Box 109601

Palm Beach Gardens, FL 33401-9601

Thank you in advance for your support of this very important Association program.

NOTE: During the 103rd PGA Annual Meeting, the logo with the Member Professional rocker was shared with the Delegation. A straw poll regarding the adoption of the Member Professional Rocker was conducted, and over 79% of the Delegation supported the adoption of the Member Professional rocker. During their post-Annual Meeting Board Meeting, the Board approved the Member Professional rocker for usage beginning in January of 2020. PGA Members are not required to dispose of existing merchandise, golf bags, business cards, etc. with the old logos, but will be required to use the new logo on any new inventory going forward.

INTRODUCTION



SEAL WITH DESIGNATION*



SEAL WITH DESIGNATION AND PGA LETTERS



The PGA, PGA Member Professional, 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 Professional, 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 Professional, 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 without stars will be used for visual purposes in the rest of this guide. All guidelines mentioned will also be applicable to the PGA Member Professional, 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.

*PGA Certified and Master Professionals who have attained that status by December 31, 2019, will be allowed to continue to use the appropriate PGA Certified and PGA Master Professional logos with the "stars" at their discretion. The PGA will continue to sell this logo in the PGA Member Shop, and allow approved vendors to produce soft goods with these logos for those eligible to purchase.

While PGA Certified and Master Professionals who have earned that status by December 31, 2019 will continue to have the ability to use the logo with the stars, the Association will move forward promoting the value of earning PGA Master Professional and PGA Certified Professional status using the logos without the stars.

PGA MEMBER LOGO REPRODUCTION

We strive to produce high-quality and fashionable merchandise. This includes applying the merchandise signature to an assortment of licensed sales items in a wide range of reproduction methods, including screen printing, pad printing, embroidery, embossing, debossing and lithography. Each of these imaging methods has their own requirement for reproduction excellence.

We promote the PGA of America logo's to be color coordinated with your specific garment color. In logo presentation on items with multi-colored backgrounds (prints, plaids, stripes). Use of color is restricted to only those colors found in the garment/item itself.

We encourage etching, engraving or embossing on appropriate materials as a tone on tone signature solution as long as they are solid and synonymous with good taste.

Personal use of the PGA Member Professional, 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 and/or not for resale of any kind. These logo marks are intended for the applicable PGA Member's use only. For example, if your employer wishes to use the PGA Member Professional, PGA Specialized Professional, PGA Certified Professional, or PGA Master Professional logo 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.

The PGA of America reserves all rights to approve all sample products for advertising, catalog development or sell sheet material bearing the PGA logo.

All items produced, including those with commemorative designs, must be submitted to the PGA of America Merchandising Department for approval prior to production.



NOTE: All clothing/apparel will use a stacked logo for all embroidered logos using Teaching & Coaching, Executive Management and Golf Operations designations. A horizontal logo will be used for all other types of merchandise for print only.

The PGA Member Professional logo does not have a career path designation and should always stand alone. The PGA Master Professional, Certified Professional and Specialized Professional logos can choose to have their designations included or stand alone.

LOGO COLORS

STACKED LOGO



The stacked logo is to be used for embroidery on apparel and headwear only.

HORIZONTAL LOGO



The horizontal logo is to be used for embroidery or print on large accessories. e.g. golf bags

OFFICIAL EMBROIDERY COLORS



MADEIRA CLASSIC NAVY 1043
PANTONE 533 C, 539 U



MADEIRA CLASSIC GOLD 1273
PANTONE 872 C, 872 U

By maintaining a consistent, high-quality look for the merchandise materials we distribute, we ensure that each time these materials are used, the associations with the PGA brand will be appropriate and positive. The guidelines ensure that the PGA Member logo(s) are reproduced consistently and that the integrity and image of the PGA brand is maintained.

These simple guidelines have been developed to maintain the integrity and equity of the PGA brand. The examples discussed demonstrate appropriate ways to apply the PGA Member logos to a range of materials.

Always keep the following general parameters in mind when developing or evaluating promotional items:

- ▶ Approved PGA Typefaces must be used for supporting type when discussing programs or services.

- ▶ The PGA colors of blue and gold should be used wherever possible for PGA branded promotional items.
- ▶ The official colors are listed above.
- ▶ It is **REQUIRED** to use the Trademark Registration Notice on **ALL PRINTED COLLATERAL** such as business cards, stationary, brochures, fliers, etc.
- ▶ It is **NOT** required to use the Trademark Registration Notice on actual apparel or merchandise such as award plaques, shirts and mugs.

Any unauthorized use of a logo could result in termination of membership. We trust the integrity of our members to use the logo to which they are qualified (i.e. you may not order a Certified Professional logo if you have not earned that level of membership through PGA education).

EMBROIDERY MEASUREMENTS






EMBROIDERY MEASUREMENTS

- ▶ Seal must be no larger than 2" on apparel/ headwear.
- ▶ 1" Signature (**PGA letters**) for the collar, ladies woven cuffs.
- ▶ 1.5" Signature (**PGA letters**) for men's woven cuffs, ladies and kids apparel/outerwear sleeve.
- ▶ 2" Signature (**PGA letters**) for men's sleeve, headwear.
- ▶ 0.1875" Career Path Letters (**EXECUTIVE MANAGEMENT**)

OFFICIAL COLORS



Shown here in 4-color process (CMYK)

GOLD	FOR PRINT PMS Color	FOR PRINT Process Colors	FOR WEB RGB Colors	FOR FABRIC Embroidery Thread
	PMS 872 C, U	Cyan = 20 Magenta = 30 Yellow = 70 K (Black) = 15	Red = 180 Green = 151 Blue = 90	Madeira 1273 <i>(Always refer to the PMS C-coated color)</i>
BLUE 	PMS 533 C PMS 539 U	Cyan = 95 Magenta = 72 Yellow = 15 K (Black) = 62	Red = 0 Green = 35 Blue = 75	Madeira 1043 <i>(Always refer to the PMS C-coated color)</i>
GOLD 	PMS 872 C, U	Cyan = 20 Magenta = 30 Yellow = 70 K (Black) = 15	Red = 180 Green = 151 Blue = 90	Madeira 1273 <i>(Always refer to the PMS C-coated color)</i>
BLUE EXECUTIVE MANAGEMENT	PMS 533 C PMS 539 U	Cyan = 95 Magenta = 72 Yellow = 15 K (Black) = 62	Red = 0 Green = 35 Blue = 75	Madeira 1043 <i>(Always refer to the PMS C-coated color)</i>

MERCHANDISE COLORS

STACKED
LOGO



HORIZONTAL
LOGO



- ▶ **A, H, N** — Outer ring (**A, N**) and center backfill of the Seal (**H**) must be the same color as garment.
- ▶ **B, C, D, G, J, L** — Inner rings (**B, G, J**) and text (**C, D, L**) to be white or very light color.
- ▶ **E, F, K** — Inner backfill ring (**E**), rocker (**K**), clubs, tee, ball and “1916” elements (**F**) must be a darker color.
- ▶ **I** — PGA letters (**I**) are to match one of the three colors used in the Seal, selecting the most contrasting color to the garment colors.
- ▶ **M** — Career Path letters (**M**) must be in one of the three colors used in the Seal, but not the same as the PGA letters (**I**).
- ▶ **PGA letters are optional and are not required with the Member logo(s) for merchandise use.**
- ▶ **Career path letters (*i.e. Executive Management*) are also optional for merchandise use.**

Tonal: When coloring the logo tonally, a 2-color PGA logo should be used for the application. This color must be found in the garment itself. A slightly lighter or darker shade of the thread color in the garment may be used to define raised areas.

One Color: A one color version of the PGA logo is acceptable.

Color Coordinated: To color coordinate the logo, the full color PGA logo should be used for the application. Colors found within the garment may be used to substitute for the Blue, Gold and White of the PGA logo.

LOGO EMBROIDERY SLICK SHEET

COLOR COORDINATED



A, H, N

B, C, D, G, J, L

E, F, L, N

A, H, N — Outer ring (A, J) and center backfill of the Seal (H) must be the same color as garment.

B, C, D, G, J — Inner rings (B, G, J) and text (C, D, L) to be white or very light color.

E, F, K — Inner backfill ring (E), rocker (K), clubs, tee, ball and "1916" elements (F) must be a darker color.

TONAL



A, E, F, H, L, N

B, C, D, G, J

A, E, F, H, L, N — Must be similar in color to the garment.

B, C, D, G, J — Must be a subtle, contrasting color.

1-COLOR



A, B, C, D, G, F, J, L

LOGO EMBROIDERY SLICK SHEET

COLOR COORDINATED



I — PGA letters (I) are to match one of the three colors used in the Seal, selecting the most contrasting color to the garment colors.

M — Career Path letters (M) must be in one of the three colors used in the Seal, but not the same as the PGA letters (I).

TONAL



I, M — Must be a subtle, contrasting color.

1-COLOR



LOGO PLACEMENT



The PGA Member logo(s) will always receive primary location on merchandise. The seal/rocker should appear on left chest. PGA letters are not required on merchandise, however if used should be on the left sleeve.

When ordering a “dual logo” piece of merchandise, the club or facility name may appear on the left chest. The PGA Member seal/rocker should appear on the left sleeve.

If selecting the optional use of the PGA letters preferred placement would be on the left side of a short sleeved shirt or cap.

Measurements for Embroidery

- ▶ Seal must be no larger than 2” on apparel.
- ▶ 1” signature (PGA letters) for the collar logos/ladies woven cuffs.
- ▶ 1.5” signature (PGA letters) for men’s woven cuffs, ladies apparel/outerwear and kids apparel/outerwear.
- ▶ 2” signature (PGA letters) for men’s sleeve, headwear.

LICENSING & LOGO PLACEMENT



Our association with licensees, corporate marketing sponsors and tournaments heightens our reputation, while lending prestige to our partners. With that in mind, the PGA of America encourages the co-branding of merchandise items.

1. When other logos are represented on merchandise, the PGA Member logo must appear in a larger size and in the primary location.
2. If the PGA Member logo must appear on the same panel (i.e. duffel bag) with another brand or logo they must be separated by the greatest distance possible.
3. The Member Professional, Specialized Professional, Certified Professional and Master Professional seal with rocker can stand alone without the letters on merchandise.



© 2019 The Professional Golfers' Association of America ("PGA of America"). All rights reserved.
PGA® and the PGA® logo are registered trademarks of the PGA of America.