



PGA OF AMERICA DEI BRAND GUIDE

BRAND GUIDELINES



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HISTORY

2014 – 2022

In 2014, the PGA of America's leadership positioned inclusion and diversity as foundational principles in our Long-Term Strategic Plan, recognizing that we will be defined by how our commitment to inclusion and diversity resonates throughout the Association, our programs, and practices. This commitment is vital to the health and relevance of our business and our ability to fulfill our mission to serve our members and grow the game.

In order to attract more of the increasingly diverse population to the game, the workforce and the golf industry's supply chain, we must become more inclusive in every regard. The PGA has made meaningful strides in embracing and leveraging diversity, equity and inclusion with particular emphasis on education and skill development, governance, workforce diversification, vendor inclusion, and community engagement, but there is still more work to be done.



OUR MISSION AND PURPOSE

MISSION

Serve the member and grow the game.

PURPOSE

Elevate and advance the member, profession and game.

OUR DEI COMMITMENTS

EDUCATION AND SKILL DEVELOPMENT

Deepen the real understanding of diversity, equity and inclusion and the business case for it, Association-wide.

GOVERNANCE

Ensure our environment, systems and structures create the opportunity for all PGA Professionals to develop, grow and lead.

WORKFORCE DIVERSIFICATION

Evolve the demographically homogeneous composition of our industry's workforce including the PGA Membership.

VENDOR INCLUSION

Include minority-, women, disabled-, LGBTQ+, Veteran and Service Disabled Veteran-owned vendors in our procurement opportunities.

COMMUNITY IMPACT

Engage under-represented and under-resourced individuals in the game; ensuring there are no real or perceived barriers to entry.

All content and communication materials produced by the PGA of America should reflect the strategic vision for diversity, equity, and inclusion (DEI). All materials created should include people of all ethnicities, gender identities, sexual orientations, religious affiliations, abilities, and ages, for example, in a way that makes no assumptions about the receiver of the communications. Remember, the words you use matter and make an impact to those consuming the content.



OVERVIEW

HERE ARE SOME SUGGESTIONS ON HOW YOU CAN WORK TOWARDS MORE INCLUSIVE COMMUNICATION:

- o These guidelines should apply to all content, including internal and external communications, presentations, websites, video, social media, press releases, promotional materials, advertisements, photography, meetings of all kinds and speeches.
- o When writing and creating new content, consider stories and topics that reinforce the benefits of diversity, equity, and inclusion.
- o Consider the sensitivities around words and phrases that relate to culture, race and gender. If you have questions, consider an online resource like The Diversity Style Guide as a reference.
- o Review previously published content for language and images that may be perceived as inclusionary.
- o Be attentive to the choice of photos and video subjects to reflect diversity, equity, and inclusion. As you select photos, think through the visual story you want to tell.
 - Does everyone in the photo look the same?
 - Have you shown enough, or too much, diversity for the audience you are trying to reach?
 - Is there an opportunity to show more diversity in race, body type, gender, physical ability, age, etc?
 - When showing coaching images, are you only showing men coaching women or women coaching children? Think about the way you are representing our coaches visually.
 - When showing someone in an authoritative position, are you showing enough diversity represented?
- o Videos and virtual presentations should include the option for closed captioning.
- o When selecting quotes and appearances within the medium or high profile locations.
- o If you need any assistance or guidance, contact a member of the PGA's DEI team.

WHAT IS DEI?

DIVERSITY

When all facets of the Association, the game and the industry become representative of the world and its different dimensions.

EQUITY

When our Association environment, systems and structures create the opportunity for all PGA Professionals and employees to develop, grow and lead.

INCLUSION

When we've proactively integrated our collective differences into our culture, solutions for our PGA Professionals, our customers and our business strategy.

REMINDER - Creating content through a DEI lens may create a sense of overwhelm in the creator. There's much to learn and to consider and you may not get it exactly right. Remember, that's OKAY. The point is to think of what is possible when crafting content that fosters a sense of belonging for everyone, rather than content that makes people feel unwelcome or that they don't belong.

OUR VOICE AND TONE

- o Welcome the historically underrepresented.
 - Remind the audience that golf is a sport that is welcome to all
- o Keep the language simple.
 - Always use an active voice. Write clear and concise sentences. Do not use jargon or acronyms (other than PGA-specific acronyms). Avoid slang and cliches.
- o Avoid negative language.
- o Stay clear of words like “never”, “must”, “fail”, “bad”, or “impossible.”
- o Appeal to the desire to be a part of something bigger than yourself.
 - PGA Members, golf consumers and those in the industry have a passion for the game of golf. Every person wants to spend their free time doing something they enjoy and at a place they feel welcome. Passion and fun are common motivators.
- o When identifying a select group or specific audience, consider if the identification is really necessary.
 - Avoid calling out race, age, gender, ethnicity, ability, etc whenever it's not absolutely necessary. Ex. **DON'T!** Bill Smith becomes the second African-American to achieve PGA Master Professional status. **DO!** PGA Professional Bill Smith achieved PGA Master Professional status, which is the highest educational designation for a PGA Member.
- o Create authenticity through storytelling.
 - Tell real stories of PGA Members, golf consumers and program participants to demonstrate the impact golf can make on their lives.
- o Make the customer the hero.
 - Allow the person to see themselves in the story we are trying to tell.
- o Understand how the story you are telling impacts the PGA of America.
 - Are you trying to increase participation, educate members or PGA employees, showcase a program, write a press release? Explain how the PGA of America plays a role.



VOICE IS YOUR BRAND PERSONALITY AND IT ALWAYS STAYS THE SAME
OUR DEI BRAND VOICE IS WELCOMING, INSPIRATIONAL, AUTHENTIC
TONE CHANGES DEPENDING ON THE SITUATION, SUBJECT MATTER AND WHO YOU ARE TALKING TO

DOS AND DON'TS

DOS

- o Keep it conversational
- o Talk with the audience, not about the audience
- o Make it personal, don't generalize about an audience
- o Use language that makes our audiences feel inspired, understood, valued, hopeful, motivated, encouraged, welcomed, invited, included and empowered
- o Use the active voice
- o Use clear concise language
- o Convey a sense of welcome and inclusiveness
- o Remind people that the sport of golf is a safe space
- o Use images that include under-represented populations
- o Write for the specific audience you are trying to engage with
- o Tell transformational stories

DONT'S

- o Assume people know what we know about the sport of golf
- o Use slang, jargon or acronyms
- o Call out gender, race, age, ability, etc when it's not necessary
- o Use negative language

KEY AUDIENCES

PGA PROFESSIONALS

Provide educational tools for our PGA Members to use their skill sets and passions to enhance the livelihood of the member and grow their business.

GOLF CONSUMERS

Introduce golf as fun and welcoming to people of all backgrounds, ability, gender, race, age, etc. It is a safe environment and an opportunity to make friends, acquire life skills and build character.

THE GOLF INDUSTRY

Show the PGA of America as a leader within the entire golf industry when it comes to welcoming new audiences into the game and retaining our current, and valuable audiences.

MEDIA OUTLETS

Use confidence in pitches to show that the PGA of America is committed to education and skill development, opportunities for PGA Professionals and PGA Employees to develop, grow and lead (PGA LEAD), diversifying our workforce, vendor inclusion and community engagement.

PGA SOCIAL CHANNELS

Be conversational and more casual. Show through visuals and in writing that the sport of golf, and the PGA of America, is a safe and welcoming space for all to have fun and be active.

The sport of golf is a beautiful game. The sport of golf is about people and experience. Golf is a beautiful game that can be captured in the stories we tell in both written and visual form. We showcase all types of inclusion in the game of golf - from practicing their swing in their backyard, to a career expo, and everything in between. The content we create is about celebration.



KEY MESSAGING

THE JOURNEY ANYONE TAKES WITHIN THE GAME OF GOLF IS UNIQUE TO THAT INDIVIDUAL PERSON AND THE ABILITY TO REACH THEM STARTS BY TELLING THE RIGHT STORY.

- o What is the story we are trying to tell?
- o Why is this story important?
- o How does this story connect to the mission of the PGA of America?
- o How do the visuals and graphics help communicate the story?

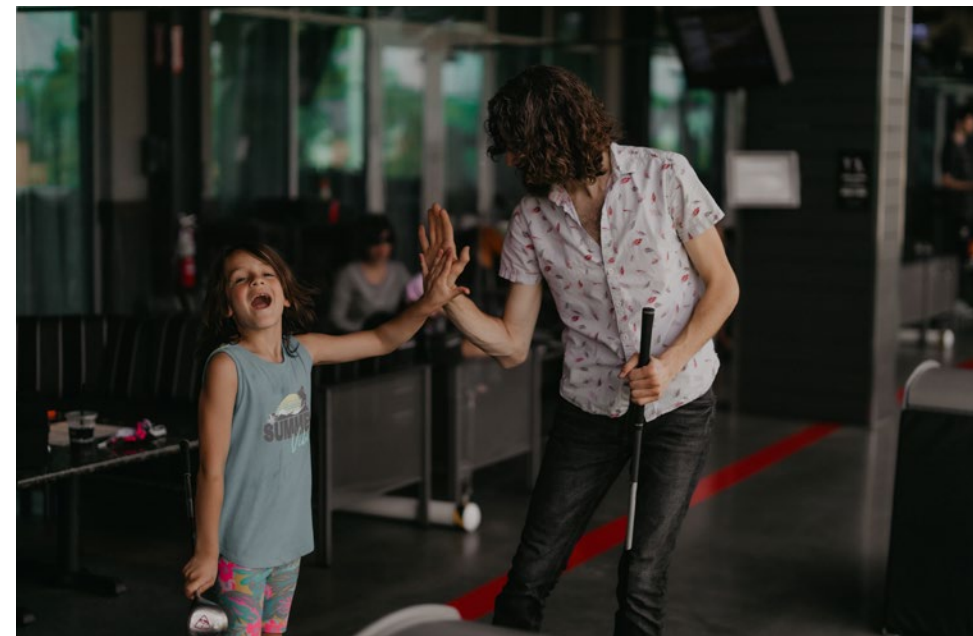
WHEN REFERENCING OUR PGA MEMBERS, PLEASE KEEP THE FOLLOWING STATEMENTS IN MIND.

- o The PGA of America is one of the world's largest sports organizations, with nearly 28,000 PGA Professionals who work daily to grow interest and inclusion in the game of golf.
- o For over 100 years, the PGA of America has been training, supporting, and developing the best golf professionals and coaches in the world. These coaches have played a valuable and important role in the positioning and development of the game as the hands-on connection between the golf industry and the consumer.
- o PGA Members are the backbone of our sport. They are among the world's best players and are highly skilled coaches. They are experts in golf operations and they run the best facilities on the planet.
- o PGA Members help all golfers work in executive management and how they manage the best facilities on the planet.

IMAGERY

Every image tells it's own story and we want to reinforce that golf is a game that is welcoming to everyone. We see the game as...

Progressive
Fun
Approachable
Possible
Inclusive
Diverse
Inspiring
Healing



DOS AND DON'TS

DOS

- o Images used to reflect PGA of America DEI should be of high quality and professional images. Avoid using images taken on mobile devices in marketing campaigns and materials.
 - Use the PGA of America's photo and video guidelines and the link on the Hub for requesting images.
- o Choose photos and video subjects that accurately and authentically reflect the mission of the PGA of America. Aim to include visuals that are representative of our current and future member, employee and consumer demographics.
 - Keep in mind that inserting only imagery that is overly aspirational in representing diversity can undermine the overall goal by portraying the PGA of America as something it is not.
 - Select images that represent who we are now and then also images of where we want to be.
- o Imagery should capture a variety of people and should avoid portraying people in stereotypical roles - i.e. Always showing a woman in the proshop folding clothes.

DON'TS

- o Avoid stock photography whenever possible
- o No staged or disingenuous photography
- o Avoid the cliché
- o No overly art directed images that include unrealistic models
- o Avoid images and language that support the perception of golf as exclusive

ICONOGRAPHY

