

PGA PROFESSIONAL LOGO EMBROIDERY SLICKSHEET



OFFICIAL COLORS



Shown above in
4/color process

MEASUREMENTS FOR EMBROIDERY

- Seal must be no larger than 2" on apparel/headwear.
- 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.

	FOR PRINT PMS Color	FOR PRINT Process Colors	FOR WEB RGB Colors	FOR FABRIC Embroidery Thread
<p>Gold</p> 	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>
<p>Blue</p> 	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>

COMPONENTS OF THE PGA PROFESSIONAL LOGOS



- **A, H, J** — Outer ring (A, J) and center backfill of the Seal (H)
- **B, C, D, G, K, M** — Inner rings (B, G, K) and text (C, D, M)
- **E, F, L** — Inner backfill ring (E), rocker (L), clubs, tee, ball and “1916” elements (F)

- **I, N** — PGA letters (I) and stars (N)
- PGA letters are optional and are not required with the Professional logo(s).

PGA PROFESSIONAL LOGO COLOR OPTIONS

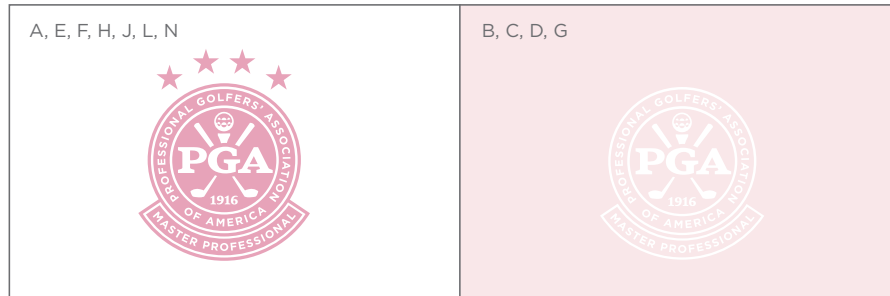
COLOR COORDINATED



- **A, H, J** – Outer ring (A, J) and center backfill of the Seal (H) must be the same color as garment.
- **B, C, D, G, K, M** – Inner rings (B, G, K) and text (C, D, M) to be white or very light color.

- **E, F, L** – Inner backfill ring (E), rocker (L), clubs, tee, ball and “1916” elements (F) must be a darker color.
- **N** – Stars (N) are to match one of the three colors used in the Seal, selecting the most contrasting color to the garment colors.

TONAL



- **A, E, F, H, J, L, N** – Must be similar in color to the garment.

- **B, C, D, G** – Must be a subtle, contrasting color.

1-COLOR



PGA PROFESSIONAL MERCHANDISE GUIDELINES

FEBRUARY 2015



PGATM

MERCHANDISE GUIDELINES

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IF YOU NEED HELP

We've tried to make this PGA Professional 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 Professionals may purchase goods directly from authorized golf manufacturers bearing the PGA Professional logo(s) for their personal use. These products cannot be used in retail and/or for resale of any type. PGA Professionals are responsible for the proper use of the PGA logo(s) 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
The PGA of America
100 Avenue of the Champions
PO Box 109601
Palm Beach Gardens, FL 33401-9601
T: 561-624-8400

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

OFFICIAL LOGO COLORS



OFFICIAL LOGO COLORS - EMBROIDERY



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 promotional 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 Professional 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 Professional 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 logo if you have not earned that level of membership).

MERCHANDISE COLOR OPTIONS



- **A, H, J** — Outer ring (A, J) and center backfill of the Seal (H) must be the same color as garment.
- **B, C, D, G, K, M** — Inner rings (B, G, K) and text (C, D, M) to be white or very light color.
- **E, F, L** — Inner backfill ring (E), rocker (L), clubs, tee, ball and “1916” elements (F) must be a darker color.

- **I, N** — PGA letters (I) and stars (N) are to match one of the three colors used in the Seal, selecting the most contrasting color to the garment colors.
- PGA letters are optional and are not required with the Professional logo(s).
- See page 6 for placement options.

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.



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 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 Professional. 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 Professional's use only. For example, if your employer wishes to use the PGA Professional, PGA Certified Professional, or PGA Master Professional logo in a newspaper or telephone directory 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.

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.

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 The 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.

CORRECT PGA PROFESSIONAL LOGO PLACEMENT



The PGA Professional logo(s) will always receive primary location on merchandise. The seal/rocker/stars 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 Professional 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 AND 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 Professional logo must appear in a larger size and in the primary location.
2. If The PGA Professional 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.