

PGA of America Member Logo Guidelines

LOGO

As the primary identifier of the PGA of America Member, it is essential that the logo and the individual components are never altered in any way. Never re-create the logo or any of the elements and only use the approved and appropriate digital artwork.

The PGA of America Member logo carries significant weight in our brand's history and to our members. The logo is made up of several important elements:

- The PGA of America wordmark
- Golf ball and clubs
- The PGA of America's established date
- The circle enclosure and bar
- The MEMBER designation text



COLOR

The colors used for the PGA of America Member logo are as important as the individual graphic elements that comprise the mark. It is critical that the color specifications here be used as reference when considering reproduction of the logo in color.



FULL COLOR



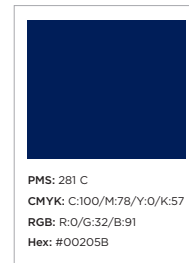
1-COLOR
NAVY



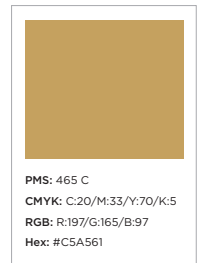
REVERSE



1-COLOR
GOLD



PMS: 281 C
CMYK: C:100/M:78/Y:0/K:57
RGB: R:0/G:32/B:91
Hex: #00205B



PMS: 465 C
CMYK: C:20/M:33/Y:70/K:5
RGB: R:197/G:165/B:97
Hex: #C5A561

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

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. The clear space is calculated using the width of our "A" horizontally and the height of the "A" vertically. The only situation where this rule may not apply is in digital applications, social media icons or broadcast materials where space is limited and specific consent from the PGA of America has been given.

The minimum width of the logo for print is .625"

The PGA of America trademark is required. There may be instances where the TM can be removed, if there is a risk of clarity – when production process or size compromises the mark, ie: embroidery, merchandise, or digital/social use.



Member Logo / Merchandise Use

EMBROIDERY LOGO

This version of the PGA of America Member logo is to be used ONLY for stitching, using the approved embroidery threads listed here. EPS files for this spot color version may be obtained by contacting your representative at the PGA of America. Follow the recommended dimensions for use on apparel. Logo can be created at a larger size for specific use, ie. when used on apparel viewed through broadcast.

BLUE	GOLD
Madeira Classic 40 (#1242) Always refer to the PMS 281C - coated color	Madeira Classic (#1273) *Always refer to the PMS 872C - coated color

RECOMMENDED HEIGHT
1.67 inches



(Larger size logo may be used if needed 1.78" W x 1.98" H)

*For **embroidery**, we use our legacy gold thread color (match to PMS 872C) which is different from the PMS color we use for printing with ink, specified on page 1 of this guide.

OFFICIAL COLOR

The colors used should be complimentary to those in the garment. Colors are up to the vendors discretion (following the guidelines featured here).



FULL COLOR



REVERSE



TONAL



NAVY FILLED WHITE



WHITE FILLED NAVY

SCREEN PRINT

