

# PGA PROFESSIONAL MERCHANDISE GUIDELINES

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**PGA**<sup>TM</sup>

## 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.

As an overview to The PGA of America branding process, the following guidelines provide options when applying The PGA logo, The PGA Professional Seal with Rocker and Stars designation as well as the PGA Professional Seal, Rocker, Stars 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. It is **NOT** required to use the Trademark Registration Notice on actual apparel or merchandise such as award plaques, shirts and mugs.
3. The logos proprietary color application (Madeira Classic Navy 1043 and Madeira Classic Gold 1070) is preferred when used on natural or white-bodied garments.
4. The new PGA Professional logo consists of the seal/rocker and letters PGA together. The preference is always try to express the seal/rocker and letters together side by side whenever possible. PGA Professionals may use the new PGA logo, the Seal, Rocker and Stars as well as the Seal, Rocker, Stars and PGA Letters.

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 from authorized golf manufacturers bearing The PGA Professional logo for their personal use. These products cannot be used in retail and/or for resale of any type. If you wish to order logo products for personal use from a company, please have the company representative fax a written request to The PGA (561) 624-7625 or contact the PGA Membership Department at (800) 474-2776 for details. PGA Professionals are responsible for the use of the PGA Logo and should defer any questions to the Membership Department at (800) 474-2776

**ITEMS CAN BE USED FOR PERSONAL USE ONLY NOT INTENDED FOR RETAIL OR RESALE OF ANY KIND.** This includes but not limited to:

- PGA Professional Golf Bag
- Personal Shirts Hats
- Jackets
- Money Clips
- Golf Balls Luggage
- Briefcase
- Laptop Case
- Office Items [Desk Accessories
- Bag Tags Business Cards
- Letterhead
- PGA Flag Head Covers
- Golf Club Signage
- Table Covers

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.



# PGA™



# PGA

## LOGO COLORS - EMBROIDERY



MADEIRA CLASSIC  
NAVY 1043



MADEIRA CLASSIC  
GOLD 1070

We understand that the horizontal version may not work in small areas or on certain merchandise pieces. We have created a stacked version of the PGA Professional logo to use when appropriate. **The stacked logo has been approved for MERCHANDISE ONLY. Never use the stacked logo in print, television or online.**

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 intended for retail and or resale of any kind. These logo marks are intended for the applicable PGA Professional's use only.

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 is 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 in both seal and letters. Both items all may be expressed tonally.

An Example of Logo Colors for a Dark Blue and Light Blue striped/patterned shirt.



- First ring of seal (A), color must always match the backfilled area (H) of the seal.
- Second ring of seal (B), color must always match the text “PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA” (C) and PGA letters (D) inside seal.
- Inner Ring (E), color must always match the elements of the clubs, tee, ball, and “1916” (F).
- Third ring (G), color must always match the match text “PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA” (C) and PGA letters (D) inside seal.
- Backfilled area of the Seal (H) color must always match First ring of Seal (A).
- PGA Letters (I) out of the Seal can be embroidered to match one of the colors utilized within the seal.

- First ring of the “Rocker” designation (J), color must always match the first ring of the Seal (A), the backfilled area (H) of the Seal and the PGA letters (I) outside of the seal.
- Second ring of “Rocker” designation (K), color must always match the text “PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA” (C) and the PGA letters (D) inside Seal.
- Inner Ring of “Rocker” designation (L), color must always match the elements of the clubs, tee, ball and “1916” (F).
- Designation lettering (M), color must always match the text “PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA” (C).
- Stars designation (N), color must always match the color of the backfilled area of the Seal (H) and the PGA letters (I) outside of the Seal.

**Tonal:** When coloring the logo tonally, a 1-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.

**Color Coordinated:** To color coordinate the logo, the full color PGA logo should be used for the application. Only colors found within the garment in question may be used to substitute for the Blue, Gold, and White of the PGA logo. All elements

of the logo that are Blue (ball, tee, clubs, “1916”, and backfill of the third ring) must be expressed as one color. All elements of the logo that are Gold (outermost ring and center backfill) must be a second color. All elements of the logo that are white (second ring from outside, “PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA”, ring outside of the center, and “PGA” inside seal) must be a third color. The PGA letters outside of the seal can be embroidered to match one of the colors utilized for the seal.

# LOGO REPRODUCTION



We strive to produce high-quality, fashionable and entertaining 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 color coordination 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.

We understand that the horizontal version may not work on all merchandise. We have created a stacked version of the

PGA Professional logo to use when appropriate. The stacked logo has been approved for MERCHANDISE ONLY. Never use the stacked logo in print, television or online.

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 preference is always to express the PGA Professional seal/rocker with PGA letters together, side by side whenever possible.

If separated the seal/rocker, and stars will always receive primary location on merchandise. The seal/ rocker/stars should appear on left chest, PGA letters on the left sleeve, or on the collar of the shirt. We understand that the horizontal version of the logo may not work on all merchandise. We have created a stacked version of the PGA Professional logo to use when appropriate. **THE STACKED LOGO HAS BEEN APPROVED FOR MERCHANDISE USE ONLY.** Never use the stacked logo in print, television or online.

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. The letters PGA may appear underneath the PGA Professional rocker logo when space does not permit a horizontal logo.

The letters PGA can never be used alone on any piece of apparel in lieu of the PGA Professional logo. Preferred placement of the PGA letters would be on the left side of a short sleeved shirt, or the collar of a shirt.

The seal with rocker designation may be used alone on such items as jewelry or other very small items. Jewelry may be produced gold on gold or silver on silver but not in combination. (eg. lapel pins, cuff-links or earrings)



# INCORRECT PGA PROFESSIONAL LOGO PLACEMENT



- If separated, the Seal/Rocker/Stars must always appear on left chest
  - Seal/Rocker/Stars should never be compromised
  - Seal/Rocker/Stars should be large enough to be legible and reflect good quality
- PGA letters should never appear:
  - On the right sleeve of any merchandise
  - On the bottom of merchandise

- PGA letters should never appear alone on right sleeve of dual logo merchandise

The seal and letters on all outerwear are to follow the same general guidelines mentioned above.

# 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 (Seal, rocker and

PGA Letters) must appear in a larger size, unless prior authorization has been given by The PGA Merchandising Department.

2. If The PGA Professional logo appears on the same panel (i.e. duffel bag) with another brand or logo they must be separated by the greatest distance possible.