

YOUR BRAND YOUR CHOICE

PGA MEMBERS BRAND GUIDELINES



PGA PROFESSIONAL

PGA
— PROFESSIONAL —



#makinggolfhappen

INTRODUCING THE NEW MEMBER LOGO - THE CHOICE IS YOURS

Introducing your refreshed PGA Brand Guidelines that includes the Members' Crest and the Members' Logo. The development of the Members' Logo allows you to use the most powerful three letters in golf with pride. It is a badge that is underpinned by the brand strategy of making golf happen.

Section 1 demonstrates how you can use the new PGA Members' Logo (pages 3 - 6)

Section 2 demonstrates how the Members' Crest can be used (pages 7 - 11)

This gives you the choice of two logos depending on your preference. It is recommended that whichever logo you choose to use, it is used as your preferred route on all your applications consistently. The agreed Logos can be used on the following items/areas:

- Headed notepaper and stationery
- Business cards
- Marketing material (including brochures, catalogues, flyers and advertisements)
- Website
- Email signatures
- Own signage, apparel and accessories including golf bags etc.

Other items can be submitted to The PGA for consideration. For the avoidance of doubt, the Members' Crest or Members' Logo may not be used on merchandise, gifts or prizes.

Please note that use of the Members' Logo is not allowed in countries where the Association does not own the trademark. International Members should check if their country of business is included. There is a full list of countries where the trademark can be used on the Members' Area of the website. If a country is not covered by use of the trademark then Members should continue to use the PGA Crest.



PGA PROFESSIONAL



SECTION 1 THE MEMBERS' LOGO



The Members' Logo is an official designation of The PGA and as such it occupies a privileged position within the hierarchy of our brand. We are keen for qualified professionals to promote themselves as Members of the Association, and the use of the Logo, a registered trademark, has been extended for the exclusive use of PGA Members.

The Members' Logo accreditations



USE OF THE MEMBERS' LOGO

Use of the logo is for PGA Members only and should not be used by PGA training assistants. Please ensure that the Logo appears as supplied and that PGA does not appear on its own as a separate entity - the relevant accreditation must be in full, i.e. Advanced Professional (see list). If you wish to include your name, please ensure that this appears in upper case underneath the Logo and the relevant accreditation.

Every use of the Logo must be accompanied by the trademark ownership line which must appear even if it is at the bottom of the page or on the back of a business card. It can be used in very small print, but it must be used in order to safeguard the trademark:

® PGA is a registered trademark of The Professional Golfers' Association Limited

Examples showing the Members' Logo colour options



PGA Grey
PMS Warm Grey 7c
CMYK 12/17/23/40
RGB 152/143/134



PGA Gold
PMS 457c
CMYK 2/19/97/26
RGB 187/151/0



USING THE LOGO WITH THE NEW MEMBERS' NUMBERING SYSTEM

MASTER PROFESSIONAL, COACH & MANAGER

PGA Master Professionals, Coaches and Managers can use the PGA Members' Logo as detailed within these guidelines.

In addition, a numbering system has been introduced for those with Master status.

PGA Master Professionals, Coaches and Managers are a highly regarded and elite group of PGA Members who have been awarded the most prestigious title of Master – and the new numbering system reflects that exclusivity.

All Members who are awarded Master status will be informed of their number.

The use of the number is not compulsory, however should you wish to use it with the PGA Members' Logo, the number should be placed underneath your designation or designation/name and centralised. Please see examples opposite.

Number Only



With Name and Number



THE MEMBERS' LOGO STATIONERY

Correct Examples

The examples on this page show the Members' Logo used correctly on stationery.

The Logo has been given the correct amount of clear space around it, free from other visuals such as type and graphics. The minimum amount of clear space is equal to X-1/2 of the height of the Logo as shown below.

When using the Logo, please ensure that this appears as supplied and that PGA does not appear on its own as a separate entity - the relevant accreditation must be in full, i.e. Advanced Professional (see list)

Every use of the Logo must be accompanied by the trademark ownership line which must appear even if it is at the bottom of the page or on the back of a business card. It can be used in very small print, but it must be used in order to safeguard the trademark:

® PGA is a registered trademark of The Professional Golfers' Association Limited



Members' Logo clear space rule



Members' Logo with name clear space rule



Members' Logo usage on letterheads & business cards

THE MEMBERS' LOGO ON APPAREL & RETAIL

ON APPAREL

We encourage you to use the Logo as a way to promote yourself as a Member of the Association and this extends to your clothing.

As in other applications, the Logo can be used provided the correct guidelines are adhered to with regards to clear space, colour variations, the relevant accreditation accompanying the Logo in upper case (see the embroidery guidelines for manufacturers).

On embroidery, the Logo can be used gold on dark colours, navy on light colours or tonal to match the item of clothing. The Logo must not be used on any merchandise to be sold, as it is intended for personal promotional use only.

ON RETAIL

We also encourage you to use the Logo as a way to promote yourself as a Member of the Association on retail signage.

As in other applications, the Logo can be used provided the correct guidelines are adhered to with regards to clear space, colour variations, the relevant accreditation accompanying the Logo in upper case and trademark statement needing to appear. In all instances, the Logo must be used with the Professional's name to indicate that this is a Member of the Association rather than a PGA-approved facility.

Please refer to the Members' Logo usage on examples to the right:



Example of Logo only embroidery



Example of Logo and name embroidery



Example of Logo on retail signage

PGA MEMBERS' LOGO EMBROIDERY GUIDELINES TO BRIEF MANUFACTURERS

The following notes are guidelines on the use of the PGA Members' Logo for you to send to manufacturers.

The PGA Members' Logo can be embroidered in PGA Gold, Navy or tonal to garment. Club crests are permissible on the sleeve. Manufacturer logo is permissible on the sleeve but must be requested on the order. No corporate logos are allowed to be embroidered with the PGA Members' Logo. Embroidery options are dependent upon the PGA Member's accreditation, see below



PMS 457c
CMYK 2/19/97/26
RGB 187/151/0



PMS 281c
CMYK 100/90/31/35
RGB 0/32/125

Left chest only - PGA Gold, Navy or tonal. If you wish to include your name, you should make sure that this is monogrammed IN CAPITALS directly underneath. Master Professionals may also use their number as detailed on page 4 of these guidelines.

Maximum size for embroidery is 7.5cm in width (including ®) and up to 5cm in height (including monogrammed name, accreditation (and number if Master Professional)).



SECTION 2 THE MEMBERS' CREST



PGA PROFESSIONAL

THE MEMBERS CREST IS AN ALTERNATIVE THAT YOU CAN USE DEPENDING ON YOUR PREFERENCE

PGA Members are differentiated through formal recognition of their previous experience, further education, achievements and accreditations. These designations can be used with the Members' Crest. These guidelines are designed to give you some assistance in the use of designations and the Crest.

With its heraldic design, the Members' Crest is a symbol of our heritage. It is an official designation of PGA Membership and as such it occupies a privileged position within the hierarchy of our brand. We are very keen for you to promote yourself as a Member of the Association, and the use of The PGA Crest, a registered trademark, has been reserved for the exclusive use of PGA Members.



PGA PROFESSIONAL



PGA ADVANCED
PROFESSIONAL



PGA FELLOW
PROFESSIONAL



PGA ADVANCED
FELLOW PROFESSIONAL



PGA MASTER
PROFESSIONAL



PGA COACH



PGA ADVANCED
COACH



PGA FELLOW
COACH



PGA ADVANCED
FELLOW COACH



PGA MASTER
COACH



PGA MANAGER



PGA ADVANCED
MANAGER



PGA FELLOW
MANAGER



PGA ADVANCED
FELLOW MANAGER



PGA MASTER
MANAGER

USING THE MEMBERS' CREST

USE OF THE MEMBERS' CREST

Use of the Crest is for PGA Members only and should not be used by PGA training assistants. Please ensure that the Crest appears as supplied and does not appear on its own as a separate entity - the relevant accreditation must be in full, i.e. Advanced Professional (see previous list).

If you wish to include your name, please ensure that this appears in upper case underneath the Crest and the relevant accreditation.

Every use of the Crest must be accompanied by the trademark ownership line which must appear even if it is at the bottom of the page or on the back of a business card. It can be used in very small print, but it must be used in order to safeguard the trademark:

® PGA is a registered trademark of The Professional Golfers' Association Limited

Examples showing the Members' Crest colour options



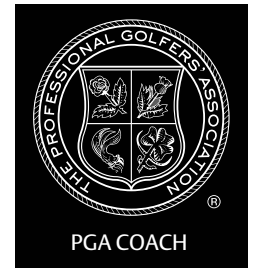
PGA PROFESSIONAL



PGA MASTER
PROFESSIONAL



PGA MANAGER



PGA COACH



PGA Grey
PMS Warm Grey 7c
CMYK 12/17/23/40
RGB 152/143/134



PGA Gold
PMS 457c
CMYK 2/19/97/26
RGB 187/151/0

USING THE CREST WITH THE NEW MEMBERS' NUMBERING SYSTEM

MASTER PROFESSIONAL, COACH & MANAGER

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In addition, a numbering system has introduced for those with Master status.

PGA Master Professionals, Coaches and Managers are a highly regarded and elite group of PGA Members who have been awarded the most prestigious title of Master – and the new numbering system reflects that exclusivity.

All Members who are awarded Master status will be informed of their number.

The use of the number is not compulsory, however should you wish to use it with the PGA Members Crest the number should be placed underneath your designation or designation/name and centralised. Please see examples below.

Number Only



PGA MASTER
PROFESSIONAL
60



PGA MASTER
MANAGER
60



PGA MASTER
COACH
60

With Name and Number



PGA MASTER
PROFESSIONAL
IAN WILSON
60



PGA MASTER
MANAGER
IAN WILSON
60



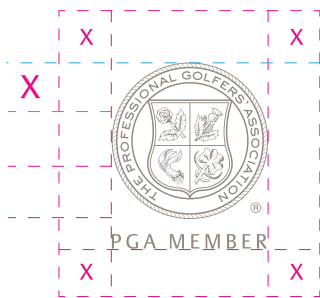
PGA MASTER
COACH
IAN WILSON
60

THE MEMBERS' CREST ON STATIONERY

Correct Examples

The examples on this page show the Crest used correctly on stationery. The Crest has been given the correct amount of clear space around it, free from other visuals such as type and graphics. The minimum amount of clear space is equal to $X - 1/3$ of the height of the Crest as is shown below.

When using the Crest, please ensure that this appears as supplied and does not appear on its own as a separate entity - the relevant accreditation must be in full, i.e. Advanced Professional (see list)



Members' Crest clear space rule



Members' Crest with name clear space rule



Members' Crest usage on letterheads & business cards

THE MEMBERS' CREST ON APPAREL & RETAIL

ON APPAREL

We encourage you to use the Crest as a way to promote yourself as a Member of the Association and this extends to your clothing.

As in other applications, the Crest can be used provided the correct guidelines are adhered to with regards to clear space, colour variations, the relevant accreditation accompanying the Crest in upper case.

On embroidery, the Crest can be used gold on dark colours, navy on light colours or tonal to match the item of clothing. The Crest must not be used on any merchandise to be sold, as it is intended for personal promotional use only.

ON RETAIL

We also encourage you to use the Crest as a way to promote yourself as a Member of the Association on retail signage.

As in other applications, the Crest can be used provided the correct guidelines are adhered to with regards to clear space, colour variations, the relevant qualification accompanying the Crest in upper case and trademark statement needing to appear.

In all instances, the Crest must be used with the Professional's name to indicate that this is a Member of the Association rather than a PGA-approved facility. Please refer to the examples to the right:



Example of Crest only embroidery



Example of Crest and name embroidery



Example of Crest on retail signage

PGA MEMBERS' CREST EMBROIDERY GUIDELINES TO BRIEF MANUFACTURERS

The following notes are guidelines on the use of the PGA Crest for you to send to manufacturers. The PGA Crest can be embroidered in PGA Gold, Navy or tonal to garment. Club crests are permissible on the sleeve. Manufacturer logo is permissible on the sleeve but must be requested on the order. No corporate logos are allowed to be embroidered with the PGA Crest. Embroidery options are dependent upon the PGA Member's accreditation, see below

Maximum size for embroidery is 7cm in width (including ®) and up to 9.5cm in height (including monogrammed name, accreditation (and number if Master Professional)) (if requested).



Left chest only - PGA Gold, Navy or tonal. If you wish to include your name, you should make sure that this is monogrammed IN CAPITALS directly underneath. Master Professionals may also use their number as detailed on page 10 of these guidelines.



PMS 457c
CMYK 2/19/97/26
RGB 187/151/0



PMS 281c
CMYK 100/90/31/35
RGB 0/32/125



FURTHER INFORMATION AND HELP

Should you have any questions on maximising the benefits of PGA Membership though the use of The PGA brand, please do not hesitate to contact us at membership@pga.org.uk or on +44(0) 1675 470 333.

Membership Department,
PGA National Headquarters,
PING House,
The Belfry,
Sutton Coldfield,
West Midlands B76 9PW

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