



LPGA®

PROFESSIONALS

BRAND GUIDELINES

Purpose of Brand Guidelines



As the LPGA continues to grow in visibility, stature and reputation, so does our responsibility to present the LPGA brand with excellence and consistency worldwide.

The purpose of the LPGA Professionals Brand Guidelines is to help protect and enhance the LPGA Professionals logo and brand value. These guidelines show all who use the LPGA Professionals brand the proper, creative direction and look for the LPGA Professionals marks. Through consistent and proper use, you will assist in strengthening the LPGA Professionals marks, and avoid a loss of rights or dilution. We hope it will be a useful tool as you create graphic elements. Consistent communication when using the LPGA Professionals brand will add further value to all rights holders.

The following guidelines are to be followed in regards to all print, merchandise and web applications.

Any questions or comments regarding the LPGA Professionals Brand Guidelines can be directed to:

Brad Boyd Art Director, The LPGA Creative Group
phone **386.274.6266**
email **brad.boyd@lpga.com**

Legal Notice

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General Guidelines - Components



The LPGA Professionals logo is a registered trademark.

The LPGA Professionals logo primary design is composed of two main components:
the LPGA brand mark and the Title Text

The LPGA Brand Mark

The LPGA's brand mark, in a position of prominence, shows that the LPGA Professionals are central and are part of the foundation of the LPGA.



The Title Text

This is the primary title of the organization.

LPGA®

The Branch Title Text

The word professionals here signifies the women who are professionals at the teaching and club professional level.

PROFESSIONALS

Full Color version



PROFESSIONALS

1 Color (2955) version



PROFESSIONALS

Black only version



PROFESSIONALS

Reversed version

Clear Space

A minimum amount of clear space must always surround the logo to separate it from other elements such as headlines, text and imagery, as well as the outside edge of printed, electronic and three-dimensional materials. Proper use of clear space ensures visual impact and legibility of the brand.

The amount of clear space is determined by the height of "G" in the LPGA mark. When possible, additional clear space is preferred.

The area of exclusion is marked by the red, dashed line. 



General Guidelines - Minimum Size

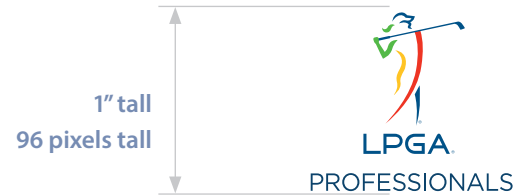


Minimum Size

The minimum size for the LPGA Professionals logo is based on the minimum legible size of the smallest component. In this case, the LPGA brandmark. The LPGA brand mark can be no smaller than 0.75" in height.

Print – The minimum height allowed for the primary, full color logo in **print** is **1" tall**.

Web – The minimum height allowed for the logo in a **web** or **digital** application is **96 pixels tall**.



General Guidelines - Variations



Primary

This variation of the LPGA Professionals logo is to be used by the LPGA.



Master Professional

This variation of the LPGA Professionals logo is to be used by any Master Professional in good standing.



Member

This variation of the LPGA Teaching & Club Professionals logo is to be used by all Members, except Class B and Apprentice Members, in good standing.



Class B

This variation of the LPGA Professionals logo is to be used by any Class B Member in good standing.



Apprentice

This variation of the LPGA Professionals logo is to be used by any Apprentice Member in good standing.



Full Color (RGB) version

1 Color (2955) version

Black Only version

General Guidelines - Variations



Founder

This variation of the LPGA Professionals logo is to be used by any Founder in good standing.



Hall of Fame

This variation of the LPGA Professionals logo is to be used by any Hall of Fame member in good standing.



Full Color (RGB) version

1 Color (2955) version

Black Only version

Wordmark

This variation of the LPGA Professionals logo is to be used when the allotted area is too small to include the full logo at its minimum size.



Black Only version

1 Color (2955) version

Reversed over dark version

General Guidelines - Variations



Descriptors

This variation of the LPGA Professionals logo is to be used by any LPGA Professional in good standing.



LPGA
PROFESSIONALS

EDUCATORS · LEADERS · GAME CHANGERS

Full Color (RGB) version



LPGA
PROFESSIONALS

EDUCATORS · LEADERS · GAME CHANGERS

Black Only version



LPGA
PROFESSIONALS

EDUCATORS · LEADERS · GAME CHANGERS

1 Color (2955) version



LPGA
PROFESSIONALS

EDUCATORS · LEADERS · GAME CHANGERS

Reversed over dark version






Color - 4 Color Process (CMYK)



This 4 color process logo is considered the primary mark for the LPGA Professionals and is to be used for all full color, process, print applications.

This would be things like magazine ads, color newspaper articles or any print job that will be run on a four color press.

Colors Utilized in the LPGA Professionals logo:

	LPGA Blue	PMS 2955 C
	LPGA Red	PMS 1795 C
	LPGA Yellow	PMS 123 C
	LPGA Green	PMS 361 C
	Text Blue	C = 100, M = 77, Y = 34, K = 20 R = 0, G = 66, B = 107 Hex # 00426b



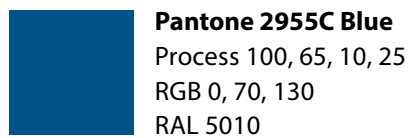
Color - 1 Color Spot



This one color, spot logo is considered the secondary mark for the LPGA Professionals. This version is to be used for all color, digital web or print, large format applications.

This would be things like web ads, email graphics or large format banners. *(Always check with your vendor for specifications)*

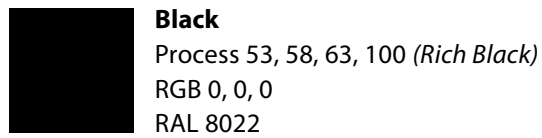
It can also be used when a smaller logo is required, due to space constraints, or when needing a cleaner look.



Color - Black



This one color, black logo is also considered a secondary mark for the LPGA Professionals. This version is to be used for all digital, web or print applications, where black is the only color being used.



Usage - Over a Dark Background



The LPGA Professionals logos can be used over darker backgrounds in its reversed out version.



The lightest a background can be in order to be considered dark and employ the reversed logo is shown in the example above of a 40% black.

Obviously, if the background color is a lighter color, the percentage would need to be higher in order to provide the necessary contrast. The example below shows the dark blue at 50%.



Unacceptable Mark Usage



Do not alter layout



Do not distort



Do not change colors



Do not add effects



Do not alter fonts



Do not crop



Do not alter proportions



Do not remove elements



Do not add elements

Please Note: The font Good Times Regular, shown below, is only to be used as a display font for headlines. This font has been slightly modified in terms of the LPGA primary mark, the bar in the A and the bowl of the P are closed up to fill in the counter space.

The fonts Myriad Pro Condensed Bold and Regular are to be used for all other headers, sub-headers and body copy.

GOOD TIMES REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LPGA Professionals Member Guidelines - General



Advertising

LPGA Professionals members, regardless of class designation and hereinafter referred to as "LPGA Professionals Member" or "LPGA Professionals Members", as appropriate, may use the appropriate LPGA Professionals logo that matches their LPGA Professionals Member designation (i.e., Class A, Class B, Student, etc., hereinafter collectively referred to as "LPGA Professionals Logo") when promoting themselves, always with the proper designation and their name, in traditional advertising such as television, newspapers, directories, magazines, billboards and signs. If an LPGA Professionals Member wishes to use the LPGA Professionals Logo in facility advertising, the advertisement must be pre-approved by the LPGA Professionals and must comply with these guidelines.

Member Identity

LPGA Professionals Members may also use the LPGA Professionals Logo, with the proper designation and their name, to identify themselves on their stationery, business cards and on their personal golf bags (see page 5 and 6 for examples). Note that facilities that offer business cards containing facility name or other identifying information to the LPGA Professionals Members they employ may also include the LPGA Professionals Logo on the facility's business cards, provided, that, the facility business cards also include the LPGA Professionals Member's name and proper LPGA Professionals Member designation.

Web Sites

LPGA Professionals Members may use the LPGA Professionals Logo, with the proper designation and their name, on their personal web site or facility's website where they are employed. LPGA Professionals Members may display a link to the LPGA.com home page, provided that link is a text link (i.e. www.lpga.com), without permission; however, the display of links to other pages within LPGA.com require the prior written consent of the LPGA. In no event may LPGA Professionals Members use the wordmark "LPGA" in the URL address or in the metatags of their personal web site or facility's web site.

Social Media

Subject to all prohibited uses contained herein, LPGA Professionals members may use the LPGA Professionals Logo, with the proper designation and their name on or in their personal social media channels (i.e., Facebook, Twitter, Instagram, etc.).

Prohibited Use

The LPGA Professionals Logo cannot, under any circumstances, be used by LPGA Professionals Members in commercial contexts, including, without limitation, the reproduction of the LPGA Professionals Logo in connection with books, videos, golf equipment and accessories, clothing or other goods or services, without the prior written consent of the LPGA. In the event the quality, appearance or manner in which the LPGA Professionals Logo is used pursuant to these guidelines, in the reasonable opinion of the LPGA, reflects unfavorably upon the professional reputation of the LPGA or the LPGA Professionals, the LPGA has the right to withdraw its approval of such use. Other than use in connection with your capacity as a LPGA Professionals Member as specifically detailed herein, LPGA Professionals Members have no right, title or interest in the LPGA Professionals Logo or any other LPGA registered trademarks or other owned or registered LPGA intellectual property, including but not limited to, trademarks, service marks, tradenames, domain names, symbols, copyrights, logos, designations, slogans, or any other source identifier, and any intellectual property, including but not limited to, trademarks, service marks, tradenames, domain names, symbols, copyrights, logos, designations, slogans, or any other source identifier, and any intellectual property developed and/or used by LPGA in the future (altogether hereinafter collectively referred to as the "Marks"). No Marks, including the LPGA Professionals Logo, may be used, under any circumstances by any LPGA Professionals Members, in any other capacity including in the use or incorporation of any LPGA Professionals Member's own intellectual property for personal purposes.



Member version



Class B version



Apprentice version

LPGA Professionals Member Guidelines - Advertising



Name Association

The LPGA Professionals Logo may be used in traditional advertising such as television, newspapers, telephone and other directories, magazines, brochures, signs, billboards, etc. so long as the LPGA Professionals Logo appears with the LPGA Professionals Member's name as outlined in these guidelines.

The LPGA Professionals Logo **must** always be used with the LPGA Professionals Member's name and designation. While a facility may advertise that it is "staffed by an LPGA Professional," it **may not** use the LPGA Professionals Logo without the LPGA Professionals Member's name and proper designation and is never authorized to use any Marks other than the LPGA Professionals Logo as set forth herein.



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