

PGA of America Section Logo Guidelines

LOGO

As the primary identifier of PGA of America Sections, it is essential that the Section 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. Sections may not use the PGA of America logo primary logo, without the section name included.

A PGA of America Section 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 SECTION designation text



SOUTHERN
CALIFORNIA SECTION



SOUTHERN
CALIFORNIA

Note: The examples given in this guide are for reference and apply to all Section names.

The use of the logo with or without the word "SECTION" is at the discretion of each Section.

COLOR

The colors used for the PGA of America Section 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.



PGA NAVY BLUE



WHITE



PGA NAVY BLUE



WHITE



PMS: 281 C

CMYK: C:100/M:78/Y:0/K:57

RGB: R:0/G:32/B:91

Hex: #00205B

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 "P" horizontally and the height of the "P" vertically.

The minimum width of the logo for print is based on the width of the PGA LETTERS (.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.

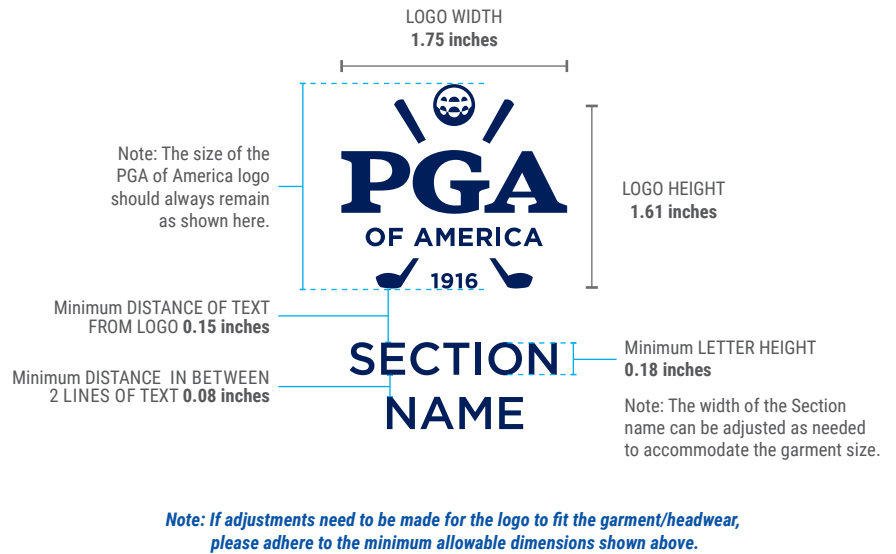


Section Logo / Merchandise Use

EMBROIDERY LOGO

This version of the PGA of America Section logo is to be used **ONLY** for stitching using the approved Embroidery Thread listed here. EPS files for this spot color version may be obtained by contacting your representative at the PGA of America.

If there is a need to “re-set” the typography for the Section Name to fit within the recommended specifications, Gotham is the brand font used in the logo. If not available, please match as closely as possible based on the embroidery system the vendor uses. Example: Ralph Lauren uses Micro Block in Wilcom Embroidery Studio for the Section text.



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



ONE COLOR



TONAL

SCREEN PRINT

