Brand Book 2019

This book is a documentation of our identity. Logo, colour, typography and tone of voice.
Identifying our Brand

Our brand identity is made up of a few simple elements that work together to ensure that we are consistent in appearance and tone wherever people interact with our brand.

But more importantly our brand identity means we are able to stand out and be easily identified within the golfing sector and the environments where we exist.
The Get into Golf Logotype
The Get into Golf Logotype
Primary brand marque

Our brand marque is our number one asset for identifying our brand. It is clear clean and bold. It works great in single colours as well as on our brand colour backgrounds.

This stacked version is our primary logotype and should be used, wherever possible, on everything the brand produces.
The Get into Golf Logotype
Single line brand marque

Our single line logotype should only be used when it is not possible to use the stacked version, for example when printed on to a pencil.
The Get into Golf Logotype

Logotype usage

Our logotype is so simple and bold that it is recognisable when used in a variety of ways and for all types of purposes.

As a brand we are free thinking and creative, we are flexible and can adapt to new and changing situations, and our logotype can too. We aim to challenge stereotypes and change perceptions of golf. We do not adhere to the rules, particularly if they get in the way of having fun, creating something new and enjoying golf.

This is why we do not need to have loads of rules detailing how you should or should not use our logotype. Simply use common sense to ensure that our logotype does not appear too small, distorted, pulled apart, or partially visible.

Our logotype must be identifiable and recognisable wherever it appears.
Our Brand
Colours
Our Brand Colours

Our bright colours fuel recognition

Our brand identity has been designed to work in single colour. However, we use a palette of fresh bright colours to fuel recognition and amplify differentiation. Our brand colours help us stand out within the golfing sector and the environments where we exist.

Black and white can be used to help layouts, sections, and typography. Or when it is not possible to use colour.

Our brand and logotype should always appear in full colour, except where this is impossible.

Our colour palette consists of five bright colours. The five colours should never be used all at once. Instead we use them in pairs — a background or base colour, and a foreground or type colour.

Coloured type should be limited to display copy and never used below 18pt. The combinations for this iteration of the Get into Golf campaign (2019) are here:
Our Brand Colours

Colour palette

<table>
<thead>
<tr>
<th>CMYK</th>
<th>R=255 G=240 B=0</th>
<th>R=21 G=0 B=183</th>
<th>R=244 G=74 B=199</th>
<th>R=0 G=215 B=69</th>
<th>R=254 G=72 B=1</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>C=0 M=0 Y=100 K=0</td>
<td>C=100 M=87 Y=0 K=0</td>
<td>C=0 M=100 Y=0 K=0</td>
<td>C=60 M=0 Y=85 K=0</td>
<td>C=0 M=85 Y=85 K=0</td>
</tr>
<tr>
<td>Tint</td>
<td>100%</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>RGB and Hex</th>
<th>R=255 G=240 B=0</th>
<th>R=21 G=0 B=183</th>
<th>R=244 G=74 B=199</th>
<th>R=0 G=215 B=69</th>
<th>R=254 G=72 B=1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hex</td>
<td>#FFFF00</td>
<td>#1500b7</td>
<td>#f4ac7</td>
<td>#00d745</td>
<td>#fe4801</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone</th>
<th>803 C</th>
<th>Blue 072 C</th>
<th>806 C</th>
<th>802 C</th>
<th>Orange 021 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>C=0 M=0 Y=100 K=0</td>
<td>C=100 M=87 Y=0 K=0</td>
<td>C=0 M=100 Y=0 K=0</td>
<td>C=60 M=0 Y=85 K=0</td>
<td>C=0 M=85 Y=85 K=0</td>
</tr>
<tr>
<td>Tint</td>
<td>100%</td>
<td>90%</td>
<td>90%</td>
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<td>90%</td>
</tr>
</tbody>
</table>
Typography
Typography

Our brand typeface

This is our brand typeface. It comes in a variety of weights, to be used in different contexts. This is explained later in this document.

It should be used on everything from headlines to body copy, both online and offline.

For titles and headings, title case should be used.

For subtitles and body copy, sentence case should be used.
Typography

Our secondary typeface

This is our secondary typeface. It should be used as body copy only where the use of GT Eesti is not possible.
Typography

Family weights

Typeface weights should be used in the following ways:

Bold should be used for headlines.

Medium is reserved for subtitles.

Book should be used for body copy.
England Golf
England Golf

Logo

In addition to our logotype, the England Golf logo must also appear on everything our brand produces. It is important that we are seen to be in close association.

The England Golf logo should appear as white when used on the blue, pink and orange backgrounds, and as black when used on the yellow or green background.

Only the England Golf compact logo should be used.
Club, County, National and Local Partnerships

Guidance when using other logos

Often the Get into Golf logo will need to be used alongside club operators, county partnerships or other partners. The logos of partners should always be centre-aligned and spaced equally and optically at the same size. Use the guidance below to manage the placement.

All partnership logos, or any artwork including partnership logos, must be approved by marketing@englandgolf.org prior to use.

Partnership Logos

Where Get into Golf is featured alongside a single partner, club operator or county partnership on marketing material we advise using the logo in the following way:

• The Get into Golf logo is always the first logo to be placed.
• Always place the logo bottom left of your canvas.
• Use the O from the Get into Golf logo as your measurement device when placing the logo. The logo sits two Os from the left and bottom of the canvas edge. See example 1.
• Add a vertical line between the Get into Golf logo and the partner logo. The line is 1pt in weight and the height of the Get into Golf logo, it is spaced one O away from each logo.
• Partner logos should be the same height as the Get into Golf logo however in some instances this generates partner logos that are too big as in example 2. In this instance make the partner logo 50% of the height of the Get into Golf logo.

Example 1:

Example 2:

Partner logo sits comfortably with the Get into Golf logo when scaled to the same height
Partner logo doesn’t sit comfortably with the Get into Golf logo when scaled to the same height
Partner logo is reduced to 50% of the height of the Get into Golf logo
Club, county, national and local partnerships

Guidance when using other logos

Multiple Logos

If there are multiple logos, for example if Get into Golf is one of a number of sponsors for an event, please follow these steps:

• The Get into Golf logo is always the first logo to be placed.

• Always place the logo at the bottom left of your canvass.

• Add a vertical line between each logo used. Apply the rules from the previous page for placement and height

Multiple logos should be used at the bottom of marketing material.

Partner Lead Marketing

The partnership may require the focus to be on the partner brand, for example, a Crown Golf email. In this case, use the Get into Golf logo shown in example 2. It should be used at the bottom of the marketing material.
Photography
Photography
Campaign images

This is the suite of hero campaign images for below the line (BTL) promotional activity for Get into Golf.
Photography

Campaign images

These are the available images of couples. They work best in landscape layouts but can be used across the full suite of assets.
Photography

Campaign images

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Photography
How we use our photography

All photography of golfers should only be used as cut outs and on brand colour solid backgrounds.

The golfers should always be cropped at the bottom creating a dynamic composition.

Where possible include the golf equipment and integrate the images with the logo without making the logo illegible. Body copy should not run over image as it restricts legibility.
**Photography**

**Photography usage**

England Golf, and all England Golf affiliated clubs, can use photography from the Get into Golf campaign:

- Up to and including 1 April 2021
- In the UK only, including the internet and other globally accessible platforms
- For digital use, social media and printed leaflets, flyers and posters.

The images must not be used for television, outdoor media or in print adverts for newspapers and magazines.

**Exceptions**

Images and video media featuring Jessica Skye (of @iamjessicaskye) can only be used:

- For 12 months between 1 April 2018 and 31 March 2020
- On channels owned by England Golf, including those of affiliated golf clubs
- For digital, social media and printed leaflets, flyers and posters

From 1 April 2020 any images or video media featuring Jessica, visible to the public on channels controlled by England Golf, must be removed. This includes website use, social media and print imagery. Jessica must be removed from all group shots used after 1 April 2020.

Images featuring Cat Meffan (of @catmeffan) can only be used:

- For 12 months between 1 April 2018 and 31 March 2020
- On channels owned by England Golf, including those of affiliated golf clubs
- For digital, social media and printed leaflets, flyers and posters

Images of Cat cannot be used on paid digital advertising or Facebook advertising. After 1 April 2020 any images of Cat, visible to the public through channels controlled by England Golf, must be removed.

Prior to 1 April 2020, Ear to the Ground will remind England Golf of the image rights of Jessica and Cat and request that imagery featuring them is removed.
Editable Assets
Editable Assets

Word document posters

The 2019 campaign suite includes editable Word templates, making it easy for clubs to create their own posters including their name and logo.

Your club logo should match the England Golf logo on the poster you choose; added either on a white background or using a black/white PNG.

A place holder image box is provided for the club logo to sit in. Club logos should fill this space, but not be squashed or stretched. Text boxes are set, please keep to the same point size and colour. Fonts will be issued with the word document. Do not run type over the image.

You will need to download the GT Eesti Text Book font. This can be purchased for a licence for up to three desktop computers. Or, you can download a free trial which has the same font, but has limited characters. If this isn’t possible, please choose Verdana Regular, which is available as a system font on all machines.

Choose an image that works well with the type of activity being promoted.

*N.B. the print process requires CMYK colours. These will not be as bright as the RGB colours, but we have worked hard to ensure that we have as bright a combination as possible.
The posters are also available as editable PDFs, offering a wider choice of images. The guidance given for Word document posters also applies with the PDFs.
To complete the suite of assets, additional pull-up and roadside banners have been created. When sending these to print, clubs will need to edit their copy and drop the logo in to the space allocated. Clubs need to double check whether the printer has the GT Eesti font. If not, the system typeface Verdana must be used.

We recommend limiting the copy on the roadside banners as people will only have a short time to read the relevant information. Likewise, on the pull-up banners, we suggest offering contact details so people can find out more.
Tone of Voice
Tone of Voice
Talking to our target audience

The tone of voice for Get into Golf reflects the brand and the imagery style — it is different to other golf campaigns.

Get into Golf is bold, energetic and unexpected, yet welcoming and friendly.

The core audience for Get into Golf is beginners — people who are completely new to golf or have some experience, but would not call themselves a golfer. Therefore, the language used for the brand needs to be simple, welcoming and friendly. Don’t use golf specific terms that could be intimidating or exclusive.
We go out of our way to make golf as personable, enjoyable and inclusive as we can. Get into Golf is open to new people and offers experiences of golf. Everyone is welcome!

While Get into Golf takes golf seriously, we aren’t too serious when we talk about golf. We enjoy celebrating the light-hearted moments in golf including the slight mishaps of being a beginner.

We aren’t stiff or formal like people perceive golf to be. We’re relaxed, approachable and informal, talking to new people as if they were new friends.

We speak with simple, straightforward language that isn’t technical. You don’t need to know golf to understand Get into Golf! Keep sentences short and concise.

NOT: Overly familiar or colloquial
NOT: Comedic or sarcastic
NOT: Corporate or overly casual
NOT: Technical/golf terminology or long winded
Tone of Voice

Campaign taglines

The campaign taglines can be used on promotional material such as posters, social media posts, digital banners and email imagery.

The hero taglines we are using for the 2019 Get into Golf campaign are:

First Timers Welcome

Fresh Faces Welcome

Fun Seekers Welcome

Everyone Welcome
Tone of Voice

Social media

Social media is the perfect place to bring out the informal, welcoming tone of voice which, along with our vibrant imagery, makes the Get into Golf campaign stand out.

Here are some examples of the tone of voice in action on social media. We welcome the use of emojis when appropriate, particularly the golf emojis and faces to convey emotion.

The hashtag #GetIntoGolf can be used when driving conversation about the sessions and sharing user-generated content or product promotions. It should always be used with the campaign assets to promote the brand message, but does not need to be used on every social post.

Welcoming & Friendly

```
Always thought golf was difficult? We have friendly coaches to show you just how easy it is to play. First Timers Welcome! #GetIntoGolf
```

Light Hearted

```
Keep it simple, just start with the basics. First Timers Welcome #GetIntoGolf #beginner 🏌️‍♂️ 😁 🏌️‍♀️
```

Informal

```
The sun’s out, grab your friends, get outside and give golf a go. Look here to find out how #GetIntoGolf: https://goo.gl/sQBTKy
```

Simple & Straightforward

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It might take you 5,10 or 20 attempts but when you finally hit the ball, it’s oh so satisfying!
```
Asset Examples
Twitter Header & Twitter Post
GET INTO GOLF

First Timers Welcome

70 likes

@EnglandGolf: Looking for a new weekend activity? Grab your partner and try something new. #WoodhallSpa #GetTrioGolf #TrySomethingNew #GrowTheGame
Dear Jon,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex officio commodo consequat.

Duis aute irure dolor in reprehenderit in pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Best,
Jane
Poster, Pull-up Banner and Roadside Banner
Tommy Fleetwood feeling sharp ahead of Dubai Desert Classic

By Ali refill

We've just added Tommy Fleetwood to your Golf Channel watchlist.

Sergio Garcia: On Dubai Desert Classic

Sergio Garcia is in Dubai for the first time. He's not just there to compete, but also to enjoy the lifestyle that the United Arab Emirates has to offer. Garcia has won the European Tour's Order of Merit three times and is a multiple Major winner, so he knows what it takes to be successful on the circuit.

Follow the latest news and updates on the Golf Channel app and website.
GET INTO GOLF