



# **Chapter Logo Guidelines**

**GCSAA CHAPTER LOGO**

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We've tried to make this GCSAA Chapter Guidelines Manual as simple for you to navigate and reference as possible. However, we do realize that questions and uncertainty may arise.

The manual itself may answer many of the questions regarding implementation. However, if you or a vendor have a question or need help in the design of an item not shown in the manual, please contact:

GCSAA Marketing Department  
1421 Research Park Drive  
Lawrence, KS 66049  
T: (800) 472-7878

For your convenience and expediency, your GCSAA Chapter Logo can be downloaded directly to your computer. Please visit [www.gcsaa.org/mbrlogos](http://www.gcsaa.org/mbrlogos) for more information.

Note:

The GCSAA Chapter Logo Guidelines will from time to time be updated. Users should always visit [www.gcssa.org/brand](http://www.gcssa.org/brand) for the latest version.

Golf Course Superintendents Association of America grants its members and users revocable, non-exclusive, limited license to use its trademarks consistent with the terms of this Brand Style Guide.

Members and users acknowledge that such use shall inure solely to the benefit of GCSAA. Members and users agree not to take any action which is inconsistent with GCSAA's sole ownership of the marks.

Any unauthorized use of GCSAA's trademarks may result in legal action. Any questions should be directed to the GCSAA Marketing Department at 800-472-7878.



## **OUR MISSION STATEMENT**

GCSAA is dedicated to serving its members, advancing their profession, and enhancing the enjoyment, growth and vitality of the game of golf.

**Vision**

**OUR VISION**

To be the global leader in golf course management.

**Positioning**

**OUR POSITIONING STATEMENT**

Since 1926, The Golf Course Superintendents Association of America is the professional association for the men and women who manage and maintain the game's most valuable resource – the golf course. With a focus on golf course management, GCSAA has been the top professional association worldwide, providing education, information and representation to more than 18,000 members in 78 countries.

**Brand Voice**

**OUR BRAND VOICE TRAITS**

These five attributes demonstrate and express how GCSAA's brand voice portrays its members to the industry and beyond.

**Dedicated** We are driven, hardworking and committed.

**Professional** We are leaders, innovators and advocates.

**Environmentalist** We are stewards of the land and the environment.

**Educated** We are a valued authority and experts in agronomy.

**Benevolent** We are a supportive and philanthropic community.

**Brand Behaviors**

**OUR BRAND BEHAVIORS**

These five attributes demonstrate and express how GCSAA's brand behavior is recognized by others.

**Experts** Others recognize us as the gold standard resource for education.

**Leaders** Others recognize us as professionals.

**Environmentalist** Others recognize us as stewards of the land and the environment.

**Advocates** Others recognize us as keepers and promoters of the game of golf.

**Dedicated** Others recognize us as dependable and hardworking.

## GCSAA Official Logo

The primary function of the official GCSAA logo is to identify the association at a glance to individuals who are not familiar with it. The official GCSAA logo unit is comprised of the flag icon followed by the GCSAA acronym with the words “Golf Course Superintendents Association of America” spelled out below the GCSAA.

## Lettermark Version

The primary function of the GCSAA lettermark is to identify the association at a glance to those who are already familiar with it. This version of the logo also ensures a professional representation of the association on materials that have size constraints for logo inclusion. The lettermark version of the official GCSAA logo unit is comprised of the flag icon followed by the GCSAA acronym.

## Spacing

No other element should be placed within .25” of the outer edge of the official logo and lettermark version units.

## Modifications

No component of the official logo or lettermark version, such as the letter spacing or the thickness or size of the typefaces, should be modified in any way. The official logo, lettermark version and flag icon may only be used as design elements by GCSAA.

## Social Media

The social media version of the official GCSAA logo may only be used by GCSAA on its social media pages (Facebook, Twitter, etc.). It may not be used by any other individuals, organizations or affiliates. The social media version of the official GCSAA logo unit is comprised of the acronym GCSAA placed below the flag icon.



### **GCSAA Chapter Logo**

The primary function of the GCSAA Chapter logo is to identify at a glance the affiliated chapter and its relationship with GCSAA. The Chapter logo may only be used by organizations who have signed the GCSAA Chapter logo agreement and affiliation agreements.

The official GCSAA Chapter logo unit is composed of the bolded chapter name followed by the GCSAA flag icon, bolded lettering and spelling. Two Versions of the logo are provided to each chapter: one with “Golf Course Superintendents of America” spelled out below the unit, and the other with no words spelled out.

### **GCSAA Affiliated Chapter Logo**

The GCSAA Affiliated Chapter logo is for those chapters who have not officially adopted the GCSAA chapter logo, but would still like a way to show their affiliation with GCSAA. It can be used in conjunction with the chapter’s own official logo.

The official GCSAA Affiliated Chapter logo unit is composed of the words “Affiliated Chapter” above the GCSAA letters. “Affiliated” is bolded. Refer to page 6 for spacing requirements when using with another logo.



**GCSAA Affiliated Student Chapter Logo**

The GCSAA Student Chapter logo may only be used by organizations who have applied and been accepted as an affiliated student chapter of the association.

The official GCSAA Student Chapter logo unit is composed of the words “Student Chapter” above the GCSAA above the GCSAA letters. “Student” is bolded.

**GCSAA International Chapter Logo**

The primary function of the GCSAA International Chapter logo is to identify at a glance the international affiliated chapter and its relationship with GCSAA. The International Chapter logo may only be used by organizations who have signed the GCSAA International Affiliation agreement

The official GCSAA International Chapter logo unit is comprised of the bolded chapter name followed by the GCSAA flag icon, with GCSA in bolded lettering and spelling. Note for international chapters “A –America is removed.”





## Chapter Versions

Versions of the official Rounds 4 Research logo have been created to provide opportunities for GCSAA Chapters to co-brand for recognition and support by donors. Following are detailed usage guidelines for the Rounds 4 Research Logo when versioning for GCSAA Chapters.

## Rounds 4 Research GCSAA Chapter Logo

The Rounds 4 Research GCSAA Chapter logo may only be used by organizations who have signed the GCSAA Chapter logo and affiliation agreements. The Rounds 4 Research GCSAA Chapter Logo unit is comprised of the words Rounds & Research bolded with the number 4 imposed on a golf ball with blades of grass at the base of the number. The GCSAA flag icon followed by acronym GCSAA bolded is located directly below starting at the second letter “E” in research and aligning with the “H” in research.

## Color Specifications

The logo is designed in four colors. When reproducing the official logo in color, it must appear in the official colors. Refer to page 10 for all color specifications.

When reproducing the logo in one color, it may be rendered in a single spot color of black. The logo cannot be rendered with any sort of transparency affect.

Questions about the use of the logos or requests for additional file formats should be directed to Mischia Wright, Assoc. Director of the EIFG, or GCSAA's Marketing team at (800) 472-7878.



**Look & Feel**

The GCSAA look and feel is established by the consistent use of a specified color palette, photography style, fonts and messaging.




















**Color Palette**

Use of primary and secondary colors and their screens is preferred. If primary and secondary colors cannot be used, pull colors from photos staying with earth tones.

**Print vs. Digital**

When doing traditional printing, use of PMS or CMYK is required. PMS is a solid color, while CMYK is a blend used to make the desired color. For spot colors, the lighter green “hole/cup” at the bottom of the flag icon is a 50% screen of the Green PMS 7484C (coated paper) or 342U (uncoated paper).

When designing for screens or web sites, using the hexadecimal (#) color is required for digital assets. This allows the color to be displayed properly on screens.

	For print		For screens	For web	
	Pantone	CMYK	RGB	HEX	
<b>Primary Colors</b>		PMS 7484C	c100 m0 y26 k66	r0 g86 b64	#005640
		PMS 342U	c43 m0 y14 k56	r64 g112 b96	#407060
		PMS 5565	c53 m30 y52 k4	r127 g149 b128	#7B9583
		PMS 216	c36 m100 y55 k34	r122 g19 b62	#7A0B3C
		PMS 405	c61 m53 y52 k23	r97 g97 b97	#616161
		PMS 7503	c27 m35 y68 k2	r189 g158 b105	#BD9E69
		PMS 0961	c44 m37 y43 k3	r148 g145 b138	#94918A
<b>Secondary Colors</b>		PMS 302	c100 m11 y0 k74	r0 g63 b95	#003B5C
		PMS 645	c30 m4 y0 k31	r128 g161 b182	#80A1B6
		PMS 7472	c50 m0 y28 k18	r104 g174 b167	#68AEA7
		PMS 7496	c62 m32 y97 k14	r104 g129 b58	#68813C
		PMS 375	c50 m0 y100 k0	r141 g198 b63	#8DC63F
		PMS 5777	c10 m0 y55 k30	r173 g176 b109	#ADB06D
		PMS 112	c0 m15 y65 k42	r164 g140 b75	#A48C4B
		PMS 126	c45 m60 y100 k0	r158 g115 b55	#9E7337
		Bright Orange C	c0 m75 y100 k0	r242 g101 b34	#F16522
		PMS 7593	c0 m82 y100 k36	r167 g58 b17	#A73A11
		PMS 416	c52 m42 y52 k10	r126 g127 b116	#7E7F74
		PMS 7527	c0 m4 y8 k17	r216 g207 b198	#D6D2C4

**Typography**

Multiple fonts are used throughout GCSAA platforms. Consistency will create subtle brand recognition throughout all branded materials. Fonts may not always be available across all platforms, but options listed here will provide you with a font for different systems.

Headline, Body Pull Quotes Typeface

**Helvetica Neue\***

ABCDEFGHIJK abcdefghijk  
1234567890

Regular: official font for corporate stationery

Body Copy Typeface

**Helvetica Neue Condensed**

ABCDEFGHIJK abcdefghijk  
1234567890

Body Copy Typeface

**Helvetica Neue Extended**

ABCDEFGHIJK abcdefghijk  
1234567890

Digital Typeface

**Arial**

ABCDEFGHIJK abcdefghijk  
1234567890

Headline Typeface

**BLAIR MIDITC TT**

ABCDEFGHIJK  
ABCDEFGHIJK  
1234567890

Body Copy Typeface

**Adobe Garamond Family**

ABCDEFGHIJK abcdefghijk  
1234567890

Logos Only Typeface

**Urbano**

**ABCDEFGHIJK abcdefghijk  
1234567890**

**Reproduction sizes:** The logo with the “Golf Course Superintendents Association of America” lettering spelled out below should be used when reproducing the logo with at least 2 inches horizontally or 60 pixels high for web use. If the logo is to be used at smaller sizes (usually for stationery, web sites and merchandise), the lettermark version without the lettering below must be used.

**One-Color Logo: When three colors are not available, printing in black, white/reversed or in PMS 7484C for coated paper or 342U for uncoated is permitted.**

**GCSAA Chapter Logo Usage:** The logo may be used on web sites, stationery, correspondence flags, chapter collateral pieces, its own merchandise, advertisement and other uses that identify and promote the chapter.

It is permissible for GCSAA Chapters to utilize an older version of the chapter’s logo for limited internal member facing audiences and local events when necessary. However, when used it is recommended to be co-branded with the Chapter’s official GCSAA Chapter logo. GCSAA Chapters should use their respective official GCSAA Chapter logo for external materials and signage. For spacing and modification information refer to page 6 in the GCSAA Chapter Logo Guidelines.

No commercial use of the logo is permitted. No chapter shall use the logo to promote the sale of commercial items (chapter merchandise items not included).

The logo should not be displayed in any form not authorized by GCSAA or in any manner that is disparaging to the chapter or the association.

**GCSAA Chapter Logo File Types:** The GCSAA Chapter logo file will be provided in the following formats: EPS, JPEG, PNG.

- .EPS: Graphics file format used in vector based images in Adobe Illustrator. Best format for high resolution printing. (Preferred for large signs, banners, used to create embroidery file: .DST)
- .JPEG: File format best used for very small files, best for web sites or email.
- .PNG: File format is similar to the .GIF format, best use for web graphics that require transparency.



# GCSAA

Golf Course Superintendents Association of America

If you have any questions please visit [gcsaa.org/brand](https://gcsaa.org/brand) or contact the GCSAA Marketing Department at **800-472-7878**.

1421 Research Park Dr, Lawrence, KS 66049 • [GCSAA.org](https://GCSAA.org)