GCSAA

Golf Course Superintendents Association of America

Brand Style Guide

The GCSAA Brand Style Guide will be updated regularly, users should always reference **www.gcsaa.org/brand** for the latest version.

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 GCSSA'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 affilliates. The social media version of the official GCSAA logo unit is comprised of the acronym GCSAA placed below the flag icon.

GCSAA Full Color Logo
The full color version of the official GCSAA logo shown at right is always preferred. This logo can be printed using either spot or process colors.

When the association name appears with the GCSAA logo, the copy color should be the main color of the logo. Either PMS 7484C/342U, black or white. For more color pallette information refer to page 8.

GCSAA One-Color Logo
When full color is not available, black, white/reversed or PMS 7484C/342U colors are acceptable.

Reproduction Sizes
The official logo may be reduced to no less than 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.

GCSAA Full Color Logo Example

GCSAA One-Color Logo Examples

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100% k

100% white

100% white

Incorrect Color Usage Examples

GCSAA BRAND STYLE GUIDE *Use of Logo vs. Lettermark Version*

7

Use of the Official Logo vs. Use of the Lettermark Version

The official logo is preferred on items that will be viewed by others outside the industry. The lettermark version may be used in instances in which GCSAA is already familiar to the audience and/or space constraints make the official logo difficult to reproduce.

How May the Official Logo and Lettermark Version Be Used?

• Only the association, its members, affiliated chapters, partners and others defined by GCSAA may use the official GCSAA logo and lettermark version as outlined in these usage guidelines.

• Association members (excluding affiliate members) may use the official logo or lettermark on items such as golf bags, travel bags, accessory items, flags, golf shirts, and other apparel, and web sites. Items with the logo may not be created for resale unless authorized by GCSAA. For items that reference a member's name, the official member logo should be used, not the official GCSAA logo.

• No commercial use of the official logo or lettermark version is permitted. Only the association, and others upon authorization from GCSAA, may use the logo in commercial contexts, such as traditional print and digital advertising.

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

• No component of the official GCSAA logo versions, such as the letterspacing or the thickness or size of the typefaces, should be modified in any way. The official GCSAA logo versions may only be used as a design element by GCSAA.

• **The logo may not be used in a block of text. It is not a replacement for typing out the letters GCSAA.**

Official Logo

GCSAA
Golf Course Superintendents Association of America

Lettermark

GCSAA

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**
Primary Colors		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
Secondary Colors		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: offical 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

Photography Direction

Photography selected for all GCSAA materials should accurately reflect the organization, its members, its donors and its focus on the sustainable management of golf facilities. The target audiences for each individual piece and what they would relate to should illustrate the diversity of its members and facilities GCSAA represents.

Photography of superintendents and other members in a variety of roles (directing the work of a team, interacting with golfers on course and participating in meetings with public officials, board meetings or greens committees) should be utilized when selecting images.

Golf Course Imagery

Warm, inviting imagery that provides good contrast and sunlight, when possible, should be used with a preference for images that show real golfers and/or golf course management professionals in their natural state on courses that are environmentally conscience.

Golf course beauty shots are also acceptable when appropriate to the piece and its purpose, as long as they also showcase environmentally friendly aspects of the facility/course. Course shots of member superintendents are preferred.

Unacceptable photography

Images that have been poorly lit, have been badly staged, do not feature real golfers and/or golf course management professionals, include areas of a facility/course that are not environmentally friendly and/or is clearly out of date due to hair, clothing or equipment style. Clip Art is also unacceptable.

GCSAA Certified Golf Course Superintendent Logo
The GCSAA Certified Golf Course Superintendent (CGCS) logo may only be used by individuals who currently hold the CGCS designation and those who have reached CGCS Retired status.

The official GCSAA CGCS logo unit is composed of the flag icon followed by the letters GCSAA. Below GCSAA, are the words "Certified Golf Course Superintendent" in gold. "Certified" is bolded. There is also an alternate version of the CGCS logo, which is composed of the same unit elements but does not have "Certified Golf Course Superintendent" at the bottom; instead, it uses the acronym CGCS.

Official Logo Versions
Versions of the official GCSAA logo have been created to provide opportunities for brand recognition and support by our members, affiliated chapters and industry partners. Refer to pages 5-6 for detailed usage guidelines of all official GCSAA logo versions.

GCSAA Class A Member Logo

May only be used by Class A members of the association. The official Class A Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words "Class A Member" are below the GCSAA lettering. "Class A" is bolded.

GCSAA Class B Member Logo

May only be used by Class B members of the association. The official Class B Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words "Class B Member" are below the GCSAA lettering. "Class B" is bolded.

GCSAA Class C Member Logo

May only be used by Class C members of the association. The official Class C Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words "Class C Member" are below the GCSAA lettering. "Class C" is bolded.

GCSAA Equipment Manager Member Logo

May only be used by Equipment Manager members of the association. The official Equipment Manager Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words "Equipment Manager Member" are below the GCSAA lettering. "Equipment Manager" is bolded.

GCSAA Member Logo

May be used by any member of the association. The official Member logo unit is composed of the flag icon followed by the acronym GCSAA. The word "Member" is below the GCSAA lettering. "Member" is bolded.

GCSAA
Class A Member

GCSAA
Class B Member

GCSAA
Class C Member

GCSAA
Equipment Manager Member

GCSAA
Member

GCSAA International Superintendent Member Logo

May be used by any International Superintendent members of the association.The official International Superintendent Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words "International Superintendent" are below the GCSAA lettering. "International Superintendent" is bolded.

GCSAA Student Member Logo

May only be used by Student members of the association.The official Student Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words "Student Member" are below the GCSAA lettering. "Student" is bolded.

GCSAA Facility Member Logo

May only be used by Facility members of the association.The official Facility Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words "Facility Member" are below the GCSAA lettering. "Facility" is bolded.

GCSAA Affiliate Member Logo

May only be used by Affiliate members of the association.The official Affiliate Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words "Affiliate Member" are below the GCSAA lettering. "Affiliate" is bolded.

GCSAA Friend Member Logo

May only be used by Friend of the Golf Course Superintendent members of the association. The official Friend of the Golf Course Superintendent logo unit is composed of the bolded word "Friend" with the "of the Golf Course Superintendent" followed by the flag icon followed by the acronym GCSAA.

GCSAA Chapter Logo

The GCSAA Chapter logo may only be used by organizations who have signed the GCSAA Chapter logo 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.

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 5 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 international GCSAA Chapter logo may only be used by organizations who have signed the GCSAA International Affiliation agreement. The official international GCSAA 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 the "A – America is removed."

Rocky Mountain Chapter
GCSAA
Golf Course Superintendents Association of America

Affiliated Chapter
GCSAA
Golf Course Superintendents Association of America

Student Chapter
GCSAA
Golf Course Superintendents Association of America

Mexico Chapter
GCSA
Golf Course Superintendents Association

Guidelines for use of the GCSAA Chapter logos can be found at **www.gcsaa.org/brand**

Industry Partner Logos

The primary function of the official GCSAA Industry Partner Logos is to identify at a glance the GCSAA Platinum, Gold and Silver partners, and their relationships with GCSAA. These logos are for those industry partners who have invested in the GCSAA Partner Recognition Program at a specific giving level – either Platinum, Gold or Silver.

Platinum Partner Logo

The official GCSAA Platinum Partner logo unit is composed of the words "Platinum Partner" below the flag icon followed by the GCSAA lettering. "Platinum" is bolded.

Gold Partner Logo

The official GCSAA Gold Partner logo unit is composed of the words "Gold Partner" below the flag icon followed by the GCSAA lettering. "Gold" is bolded.

Silver Partner Logo

The official GCSAA Silver Partner logo unit is composed of the words "Silver Partner" below the flag icon followed by the GCSAA lettering. "Silver" is bolded.

EIFG Official Logo

The primary function of the official EIFG logo is to identify the Environmental Institute for Golf (EIFG) and its connection with the Golf Course Superintendents Association of America (GCSAA) at a glance. Its success depends on proper and consistent usage.

The official EIFG logo unit is comprised of the acronym EIFG with a leaf and flag defining the letter "I" and with the words "Environmental Institute for Golf" spelled out below the "FG."

EIFG Lettermark Version

The primary function of the EIFG lettermark is to identify the organization and its connection to GCSAA at a glance. This version of the logo also ensures a professional representation of the organization on materials that have size constraints for logo inclusion.

The lettermark unit is comprised of the acronym EIFG with a leaf and flag defining the letter "I" and with no words below the "FG."

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 hole design may only be used as a design element by EIFG.

GCSAA BRAND STYLE GUIDE *Use of EIFG Logo vs. Lettermark Version*

17

Use of the Official Logo vs. Use of the Lettermark Version
The official logo is preferred on items that will be viewed by others outside the industry. The lettermark version may be used in instances in which the EIFG is already familiar to the audience and/or space constraints make the official logo difficult to reproduce.

How May the Official Logo and Lettermark Version Be Used?
• Only the EIFG and GCSAA, its members, affiliate chapters, partners and others defined by the EIFG and/or GCSAA may use the official EIFG logo and lettermark as outlined in these usage guidelines.

• Association members (excluding affiliate members) may use the official logo or lettermark on items such as golf bags, travel bags, accessory items, flags, golf shirts, and other apparel and web sites. Items with the logo may not be created for resale unless authorized by the EIFG and/or GCSAA.

• No commercial use of the official logo or lettermark is permitted. Only the EIFG, and others upon authorization from the EIFG and/or GCSAA, may use the logo in commercial contexts, such as advertising in: newspaper ads, magazine ads, television ads, pamphlets, electronic materials, or any other written, printed or visual material.

• The official logo or lettermark should not be displayed in any form not authorized by the EIFG and/or GCSAA, or appear in any manner that implies endorsement or is disparaging to the EIFG and GCSAA.

• **The logo may not be used in a block of text. It is not a replacement for typing out the letters EIFG.**

Color Specifications
The logo is designed in full color. For CMYK/PMS color breaks, please refer to page 8 for all color specifications.

Official Logo

Lettermark

EIFG One-Color Logo
When reproducing the logo in one-color, it may be reversed out in white or rendered in a single spot color. The only acceptable single spot color is PMS 7484C/342U.

Reproduction Sizes
The official logo may be reduced to no less than 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.

EIFG One-Color Logo Examples

100% k

Incorrect Color Usage Examples

Official EIFG Logo Versions

Versions of the official EIFG logo have been created to provide opportunities for brand recognition and support by our donors, members, affiliate chapters and industry partners. Following are detailed usage guidelines for all official EIFG logo versions.

EIFG Proud Supporter Logo

The EIFG Proud Supporter logo may only be used by individuals, chapters and companies that have made a donation to the EIFG. The official EIFG Proud Supporter logo unit is comprised of the acronym EIFG with a leaf and flag defining the letter "I" with the words "Proud Supporter" above the "FG" and with the words "Environmental Institute for Golf" spelled out below the "FG."

Color Specifications

The logo is designed in full color. When reproducing the official logo in color, it must appear in the official colors. Refer to page 8 for all color specifications.

When reproducing the logo in one color, it may be reversed out in white or rendered in a single spot color. The only acceptable single spot color is PMS 7484C/342U. The logo cannot be rendered with any sort of transparency affect.

Platinum Tee Club Logo

The EIFG Platinum Tee Club logo may only be used by individuals, chapters and companies that have made donations to the EIFG at this giving level. The official EIFG Platinum Tee Club member logo unit is comprised of the acronym EIFG with a silver leaf and burgundy flag defining the letter "I" and with the words "PLATINUM Tee Club" spelled out in silver below the "FG." "PLATINUM" is bolded.

Color Specifications

The logo is designed in full color. When reproducing the EIFG Platinum Tee Club logo in color, it must appear in the official colors. Refer to page 8 for full color specifications.

When reproducing the logo in one color, it may be reversed out in white or rendered in a single PMS 7484C/342U color.

Golden Tee Club Logo

The EIFG Golden Tee Club logo may only be used by individuals, chapters and companies that have made donations to the EIFG at this giving level. The official EIFG Golden Tee Club member logo unit is comprised of the acronym EIFG with a silver leaf and burgundy flag defining the letter "I" and with the words "GOLDEN Tee Club" spelled out in gold below the "FG." "GOLDEN" is bolded.

Color Specifications

The logo is designed in full color. When reproducing the EIFG Golden Tee Club logo in color, it must appear in the official colors. Refer to page 8 for full color specifications.

When reproducing the logo in one color, it may be reversed out in white or rendered in a single PMS 7484C/342U color.

Co-Branding GCSAA & the EIFG
There will be instances when both the GCSAA and EIFG brands will be need to be represented. When this is the case, primary and secondary positioning must be used so that it is clear which organization is providing the message.

When GCSAA is Primary
The GCSAA brand will take the primary brand position when promoting GCSAA products and services that are funded by the EIFG. The statement "Funded by the Environmental Institute for Golf, the philanthropic organization of GCSAA" must be used in conjunction with the secondary logo position to clearly define the relationship between these brands.

Following is an example:
GCSAA Golf Course Environmental Profile – Energy Use (see example)

GCSAA is the primary brand with larger, more prominent logo placement. The EIFG logo has secondary positioning with smaller, less prominent logo placement coupled with the statement, "Funded by the Environmental Institute for Golf, the philanthropic organization of GCSAA."

When EIFG is Primary
The EIFG brand will take the primary brand position when promoting the EIFG, its programs and services. The statement "The Environmental Institute for Golf is the philanthropic organization of GCSAA" must be used in conjunction with the secondary logo position to clearly define the relationship between these brands.

Following is an example:
EIFG Sign/Ad (see example)

The EIFG is the primary brand with larger, more prominent logo placement. The GCSAA logo has secondary positioning with smaller, less prominent logo placement coupled with the statement, "The Environmental Institute for Golf is the philanthropic organization of GCSAA."

GCSAA is Primary

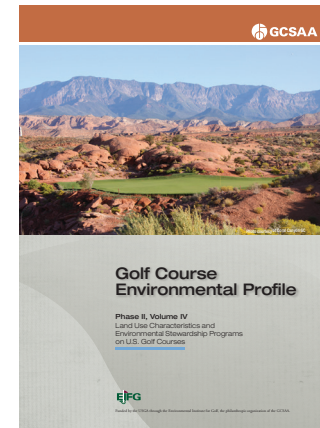**EIFG is Primary**

Approved Logo
The primary function of the official Rounds 4 Research logo is
to identify GCSAA's Rounds 4 Research program at a glance. Its
success depends on proper and consistent usage. Outlined below
are the general rules, reproduction requirements, design methods
and procedures, and usage rules.

The official Rounds 4 Research 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.

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.

Minimum Size:
When reproducing the logo, be conscious of legibility which may
be affected by different usages offline or online. To ensure quality
reproduction, please reference the minimum-size guidelines
shown here.

Minimum Print Width: 1.25"
Minimum Digital Width: 90px

Color Logo Usage
The four-color version of the official Rounds 4 Research logo shown right is always preferred. This logo can be printed using either spot or process color.

One-Color Logo Usage
When four colors are not available the color black should be utilized. For more color palette information refer to page 8.

Incorrect Logo Usage
The Rounds 4 Research logo should be used as it is provided to you in this guide. Aside from proportional scaling of the logo, no alterations to the logo should be made without GCSAA approval. Examples of incorrect logo usage are shown here.

Alteration – Elements of the logo may not be altered.

Color Changes – Aside from the approved colors, no alternative colors may be used.

Stretching and Skewing – The logo may be scaled proportionately, but should not be stretched or skewed.

Clear Space and Minimum Size – As outlined on page 22, the logo should be used at a readable size with adequate spacing from other elements.

Legibility – The logo should not be used on similarly toned backgrounds or on a background with a conflicting pattern.

Chapter Vesions

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 8 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.

Approved Logos
The logos shown on this page are the approved logos for First Green. There are two approved logos – horizontal and stacked. Although the horizontal version is the preferred version, please use best judgment on when/where to use the stacked version.

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 hole design may only be used as a design element by EIFG.

Minimum Size:
When reproducing the logo, be conscious of legibility which may be affected by different usages offline or online. To ensure quality reproduction, please reference the minimum-size guidelines shown here. Determine if the tag line is legible; if it is not, please obtain GCSAA permission to use the logo without the descriptor.
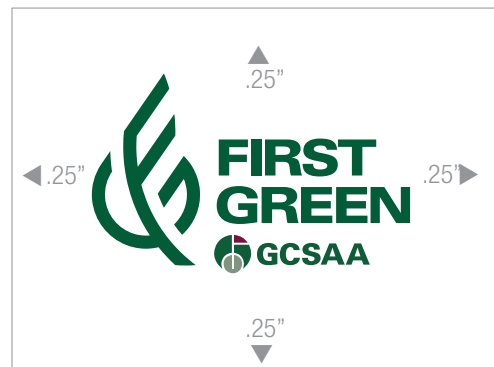
Minimum Print Width: 1.25"
Minimum Digital Width: 90px

Horizontal (preferred) Logo

Secondary Logo

Correct Logo Usage

A collection of First Green logos was created to provide greater flexibility while still maintaining the brand's integrity. These logos are available in both vector and raster formats. Please use the vector versions (.ai or .eps) whenever possible to ensure maximum scalability and quality.

The logos can be used with both a white/light color background, as well as black/dark color backgrounds. If there is any question of legibility, please use a solid black or white logo version in its place. This will ensure no loss of readability.

Incorrect Logo Usage

The First Green logo should be used as it is provided to you in this guide. Aside from proportional scaling of the logo, no alterations to the logo should be made without GCSAA approval. Examples of incorrect logo usage are shown here.

Alteration – Elements of the logo may not be altered.

Color Changes – Aside from the approved colors, no alternative colors may be used.

Stretching and Skewing – The logo may be scaled proportionately, but should not be stretched or skewed.

Clear Space and Minimum Size – As outlined on page 24, the logo should be used at a readable size with adequate spacing from other elements.

Legibility – The logo should not be used on similarly toned backgrounds or on a background with a conflicting pattern.

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.

Brand Color
The First Green brand colors are dictated by our parent brand, GCSAA. The color palette should be used whenever color logo versions are employed.

Accurate reproduction of the brand colors is vital for brand integrity and other colors are not permitted. If a vendor cannot match these colors precisely, then a solid black or white version should be used. Refer to page 8 for color specifications.

Headline Typeface
Univers 73 Black Extended

ABCDEFGHIJK abcdefghijk 1234567890

Substitutes
Print: Helvetica Neue, Electronic: Verdana and Arial

Secondary Headline Typeface
Univers 53 Extended

ABCDEFGHIJK abcdefghijk 1234567890

Substitutes
Print: Helvetica Neue, Electronic: Verdana and Arial

Body Copy Typeface
Helvetica Neue Regular

ABCDEFGHIJK abcdefghijk 1234567890

Substitutes
Print: AGaramond, Electronic: Verdana and Arial

Photography Direction
Having consistent photography can be a great way to express your brand personality. Images can be one of the first ways your audience views your brand, so use high-quality photography to establish credibility.

Inanimate Objects:
Shooting inanimate objects may not appear interesting for viewers but this is a great way to showcase the tools and instruments the students will be using throughout the day. It can also demonstrate how each curriculum will be tied to it's surrounding environment.

Close-ups:
Take close-ups of objects being used by students or the superintendents. This will draw viewers into the photo to look for details.

We want to take close-up candid shots of the students enjoying the program. These should feel authentic. When posed, it can feel stiff and fake. We want viewers to relate to the image and this is best done with candid shots.

Negative Space:
Negative space is the area where the subject is not. This should be plain or blurred by using a shallow depth of field, and provide a background for advertising messages.

Students & Interactions:
Action shots of students interacting will highlight the program's hands-on learning. Focus on one student rather than a group for more emphasis.

Teacher/superintendent interaction with the students will showcase the educational aspect of the program. The photo should provide an idea of what the student can expect.

Emotion:
Shooting facial reactions is tough but a good photographer can capture the "wow" moment and provide a finished shot that feels natural.

Depth of Field:
A shallow depth of field makes for a very dynamic shot. This keeps subjects within one plane (student and jar) in focus, but blurs everything else in the foreground (teachers head and other students) and background (stream and grass).

GIS Official Logo

The primary function of the official GIS logo is to represent the overall identity of the Golf Industry Show, the partnership of golf industry associations, the strength of those partnerships, and continued growth of the game.

Proper and consistent usage of this icon is a critical part of ensuring this annual event continues to grow and serve as the resource for those in the golf course management industry.

How may the GIS Logo be Used?

• Use the color reproduction. The two approved color configurations appear to the right.

• The icon is required to appear with "Golf Industry Show." The logo icon should not appear without the "Golf Industry Show" identifier unless prior approval is given.

• The logo should not be integrated into another graphical element or logo unless prior approval is given.

• The logo may not be used in a block of text. It is not a replacement for typing the name Golf Industry Show.

• Typeface within the Golf Industry Show logo may not be altered.

• Images or text should not be placed inside the icon unless prior approval is given.

• Do not place the logo at an angle.

Sizing, Spacing and Proportions

The Golf Industry Show logo may be resized to comply with space requirements, however it must be kept in proper proportion as rendered here.

The logo may not appear smaller than 1" in length when using horizontal configurations and no smaller than 1" in height when using vertical configurations. An ideal length for the horizontal configuration is 1-1/2."

GOLF INDUSTRY SHOW
GCSAA

Icon with text below

GOLF INDUSTRY SHOW
GCSAA

Icon with text to right

Color Specifications

The logo is designed in full color. When reproducing the logo in color, refer to page 8 for guidelines.

Drop Shadow

The Golf Industry Show logo may be used with or without a drop shadow as design elements dictate.

Black and White Treatment

If you must reproduce the logo in black and white, reproduce the mark in 100% black. For a solid black background, or a tint of black higher than 50%, the entire logo should be dropped out to white.

Do not place the logo on backgrounds where the graphic icon is not clearly visible.

The primary function of the official GCSAA Golf Championships logo is to identify the event and its connection with the Golf Course Superintendents Association of America (GCSAA) at a glance.

The official Golf Championships logo is composed of the words "Golf Championship" positioned below the GCSAA lettering.

Color Specifications
The logo is designed in full color. When reproducing the Golf Championships logo in color, it must appear in the official colors. Refer to page 8 for all color specifications.

One-color logo
When reproducing the logo in one-color, it may be reversed out in black, white or rendered in the PMS 7484C/342U color.

Modifications
No component of the official Golf Championships logo, such as the letterspacing or the thickness or size of the typefaces, should be modified in any way. Please refer to page 5 for spacing information.

The primary function of the official GCSAA Grassroots Ambassador logo is to identify the government advocacy efforts and its connection with the Golf Course Superintendents Association of America (GCSAA) at a glance.

The official Grassroots Ambassador logo unit is composed of the words "Grassroots Ambassadors" positioned below the GCSAA lettering.

Color Specifications
The logo is designed in full color. When reproducing the Grassroots Ambassador logo in color, it must appear in the official colors. Refer to page 8 for all color specifications.

Grassroots Ambassador One-color logo
When reproducing the log in one-color, it may be reversed out in black, white or rendered in the PMS 7484C/342U color.

Modifications
No component of the official Grassroots Ambassador logo, such as the letterspacing or the thickness or size of the typefaces, should be modified in any way. Please refer to page 5 for spacing information.

The primary function of the official GCSAAPAC logo is to identify the Political Action Committee and its advocacy efforts in connection with the Golf Course Superintendents Association of America (GCSAA) at a glance.

The official GCSAAPAC logo unit is composed of the words "Political Action Committee" positioned below the GCSAA lettering.

Color Specifications
The logo is designed in full color. When reproducing the GCSAAPAC logo in color, it must appear in the official colors. Refer to page 8 for all color specifications.

GCSAAPAC One-color logo
When reproducing the log in one-color, it may be reversed out in black, white or rendered in the PMS 7484C/342U color.

Modifications
No component of the official GCSAAPAC logo, such as the letterspacing or the thickness or size of the typefaces, should be modified in any way. Please refer to page 5 for spacing information.

The primary function of the official GCSAA Excellence in Government Affairs Award (EGAA) logo is to identify award winners for their advocacy in connection with the Golf Course Superintendents Association of America (GCSAA) at a glance.

The official GCSAA EGAA logo unit is composed of the words "EXCELLENCE IN GOVERNMENT AFFAIRS AWARD", consisting of a stacked and a horizontal version.

Color Specifications
The logo is designed in one color. It may be reversed out in black, white or rendered in the green
PMS 7484C/342U color.

Modifications
No component of the official GCSAA Excellence in Government Affairs Award logo such as the letterspacing or the thickness or size of the typefaces, should be modified in any way. Refer to page 5 for spacing information.

The primary function of the official GCSAA Environmental Leaders in Golf Award (ELGA) logo is to identify the government advocacy efforts and its connection with the Golf Course Superintendents Association of America (GCSAA) at a glance.

The official GCSAA ELGA logo is composed of the words "ENVIRONMENTAL LEADERS IN GOLF AWARD", consisting of a stacked and a horizontal version.

Color Specifications
The logo is designed in one color. It may be reversed out in black, white or rendered in the green PMS 7484C/342U color.

Modifications
No component of the official GCSAA Environmental Leaders in Golf Award logo such as the letterspacing or the thickness or size of the typefaces, should be modified in any way. Refer to page 5 for spacing information.

The primary function of the official GCSAA Disaster Relief Fund logo is to identify the fund as a resource in its efforts and in connection with the Golf Course Superintendents Association of America (GCSAA) at a glance.

The official GCSAA Disaster Relief logo unit is composed of the words "Disaster Relief Fund" position below the GCSAA lettering.

Color Specifications
The logo is designed in full color. When reproducing the GCSAA Disaster Relief Fund logo in color, it must appear in the official colors. Refer to page 8 for all color specifications

GCSAA Disaster Relief Fund One-color logo
When reproducing the log in one-color, it may be reversed out in black, white or rendered in the PMS 7484C/342U color.

Modifications
No component of the official GCSAA Disaster Relief Fund logo, such as the letterspacing or the thickness or size of the typefaces, should be modified in any way. Please refer to page 5 for spacing information.

GCSAA

Golf Course Superintendents Association of America

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

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