GCSAA
Golf Course Superintendents Association of America

Brand Style Guide
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The GCSAA Brand Style Guide will be updated regularly, users should always reference [www.gcsaa.org/brand](http://www.gcsaa.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 improving communities through the enjoyment, growth and vitality of the game of golf.
Our Vision

OUR VISION
To be the global leader in golf course management.

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 19,000 members in 78 countries.

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.

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 (and its chapters) 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 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 palette 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.
Use of the GCSAA logo and lettermark version as outlined in these usage guidelines.

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.
## 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.

<table>
<thead>
<tr>
<th>Primary Colors</th>
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<tbody>
<tr>
<td><strong>Pantone</strong></td>
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<tr>
<td>PMS 7484C</td>
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<tr>
<td>PMS 342U</td>
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<tr>
<td>c53 m30 y52 k4</td>
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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*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Regular: official font for corporate stationery

Headline/Body/Pull Quotes Typeface

*Helvetica Neue Condensed*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Headline/Body/Pull Quotes Typeface

*Helvetica Neue Extended*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Digital Typeface

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Body Copy Typeface

Adobe Garamond Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890

Logos Only Typeface

Urbano

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

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, equity and inclusion 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 Certified Turf Equipment Manager
The GCSAA Certified Turf Equipment Manager (CTEM) logo may only be used by individuals who currently hold the CTEM designation.

The official GCSAA CTEM logo unit is composed of the flag icon followed by the letters GCSAA. Below GCSAA, are the words “Certified Turf Equipment Manager” in green. “Certified” is bolded. There is also an alternate version of the CTEM logo, which is composed of the same unit elements but does not have “Certified Turf Equipment Manager” at the bottom; instead, it uses the acronym CTEM.

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 Class AA Member Logo
May only be used by Class AA members of the association. The official Class AA Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words “Class AA Member” are below the GCSAA lettering. “Class AA” 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 Assistant Member Logo
May only be used by Assistant members of the association. The official Assistant Member logo unit is composed of the flag icon followed by the acronym GCSAA. The words “Assistant Member” are below the GCSAA lettering. “Assistant” 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 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 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.”

The social media version of the official GCSAA logo may only be used by GCSAA and its affiliated chapters 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.

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.
Foundation Official Logo
The primary function of the official Foundation logo is to identify the Foundation 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 GCSAA Foundation logo unit is composed of the word “Foundation” below the GCSAA lettering.

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, such as the letter spacing or the thickness or size of the typefaces, should be modified in any way.

Color Specifications
The logo is designed in full color. For CMYK/PMS color breaks, please refer to page 8 for all color specifications.
Platinum Tee Club Logo
The Foundation Platinum Tee Club logo may only be used by individuals, chapters and companies that have made donations to the Foundation at this giving level. The official Foundation Platinum Tee Club member logo unit is composed of the Foundation logo and with the words “PLATINUM Tee Club” spelled out in silver below. “PLATINUM” is bolded.

Color Specifications
The logo is designed in full color. 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 Foundation Platinum Tee Club logo may only be used by individuals, chapters and companies that have made donations to the Foundation at this giving level. The official Foundation Platinum Tee Club member logo unit is composed of the Foundation logo and with the words “GOLDEN Tee Club” spelled out in silver below. “GOLDEN” is bolded.

Color Specifications
The logo is designed in full color. 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.
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 composed of the words Rounds and 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 full-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 full-color is 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 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 composed 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 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 rendered in a single spot color of black. The logo cannot be rendered with any sort of transparency affect.
First Green Logo Requirements

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 First Green.

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
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 First Green 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.
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.

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.

Students & Interactions:
Action shots of students interacting will highlight the program’s hands-on learning.

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.

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.

Emotion:
Shooting facial reactions is tough but a good photographer can capture the “wow” moment and provide a finished shot that feels natural. Mood should reflect enjoyment of the game of golf, and students enjoying their outing.

Diversity, Equity and Inclusion:
Photos should reflect diversity, equity and inclusion whenever possible.

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).
Conference and Trade Show Official Logo
The primary function of the official GCSAA Conference and Trade Show (CTS) logo is to represent the overall identity of the CTS, 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 CTS Logo be Used?
• Use the color reproduction. The two approved color configurations appear to the right.

• The logo consists of the Official GCSAA Lettermark and the words “Conference and Trade Show” underneath.

• 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 GCSAA Conference and Trade Show.

• Typeface within the logo may not be altered.

• Do not place the logo at an angle

Sizing, Spacing and Proportions
The CTS 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.”

Color Specifications
The logo is designed in full-color. When reproducing the logo in color, refer to page 8 for guidelines. The logo may also be used in all black, or reversed out in white.

Do not place the logo on backgrounds where the graphic icon is not clearly visible.
GCSAA Golf Championships Official Logo
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.

GCSAA Golf Championships is Presented By TORO and should include the TORO logo as shown, with the words PRESENTED BY above their logo.

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, or white. This includes the TORO logo. Preference is to run the logo in full color whenever possible.

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.
**Grassroots Ambassador Official Logo**
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 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 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.
GCSAAPAC Official Logo
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 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 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.
Official Award Logos
The primary function of the official award logos is to identify award winners for their achievements in connection with the Golf Course Superintendents Association of America (GCSAA) at a glance.

The official award logo unit is composed of the award name, the official lettermark, and the word "AWARD" reversed below the title. There are options for each logo, 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 award logos 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.
Disaster Relief Fund Official Logo
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” positioned 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 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 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.
If you have any questions please visit gcsaa.org/brand or contact the GCSAA Marketing Department at 800-472-7878.

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