

GOLF TOWN BRAND GUIDELINES

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LOGO

GUIDELINES

Do not rotate, distort, outline, crop, or alter the colours.



PRIMARY LOGO, COLOUR

Used only on white or near-white backgrounds.



HORIZONTAL LOGO, COLOUR

Used only on white or near-white backgrounds.
Used when primary logo dimensions are not suitable.



PRIMARY LOGO, WHITE/REVERSED

Used on dark backgrounds, images and anywhere the colour version will not stand up.



HORIZONTAL LOGO, WHITE/REVERSED

Used on dark backgrounds, images and anywhere the colour version will not stand up. Used when primary logo dimensions are not suitable.

LOGO

PLACEMENT

The Golf Town logo is typically placed top-left or top-centre for most materials.

MARGINS (FROM EDGE):

Print (newspaper ads, flyers, other information dense publications):

0.25 - 0.5"

Print (In-store POP, especially pedestal signs):

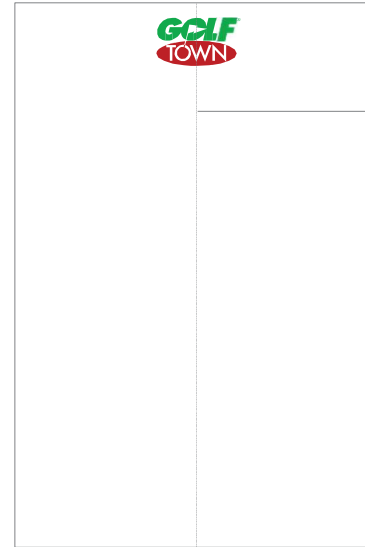
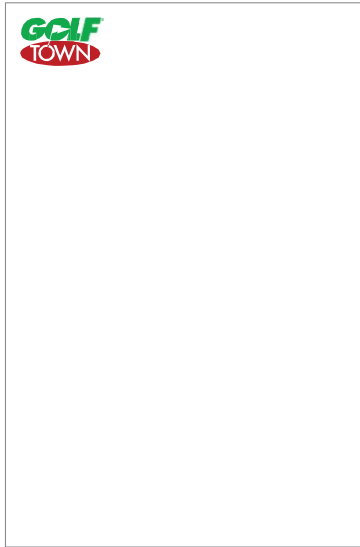
1 - 2"

Large format digital (marketing emails, landing pages, digital billboards, etc.):

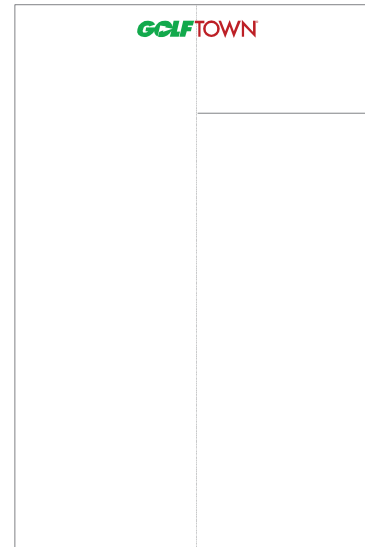
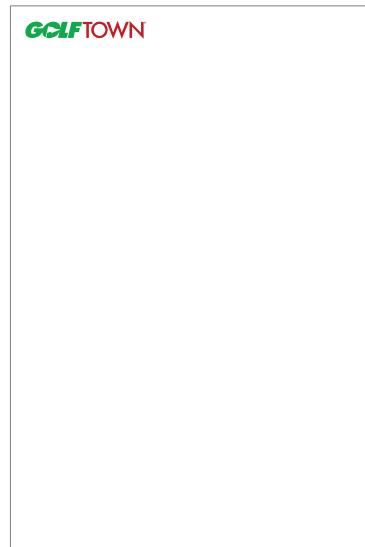
40px - 80px

Small format digital (display big box, leaderboard, skyscraper, etc.):

10px (5px for tiny formats like 320px x 50px)



Note that the vertical Golf Town logo centers on the first vertex of the "W" in "TOWN", not the true center of the logo. (The ® mark shifts the true center to the left.)



The horizontal Golf Town logo doesn't have a clear alignment landmark. Use true center, then, using your judgment, nudge the logo to the right to compensate for the ® mark.

LOGO

TYPICAL USAGE

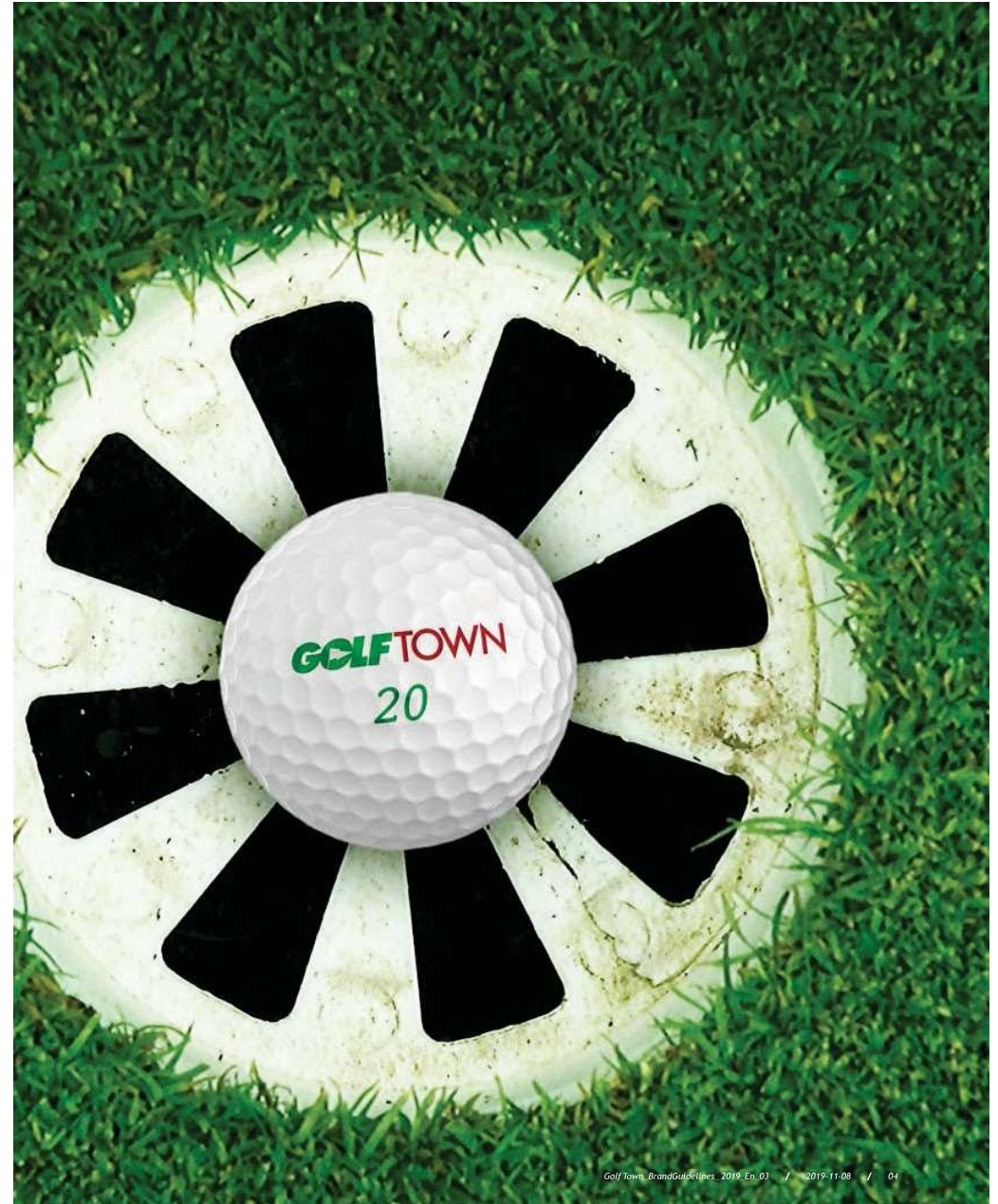
Examples of how the Golf Town logo is typically used in marketing material.



LOGO

NOVEL USAGE

Under special circumstances the Golf Town logo may be used in ways that bend the general rules outlined previously. All novel uses of the logo must be approved ahead of time by the Marketing Department.



LOGO

GOLFTOWN Brand Guidelines

COLOUR

PRIMARY BRAND COLOURS

Golf Town's brand colours are green & red (values below). It can be challenging to use these colours together in a manor that does not overwhelm. Typically only one of the two are used at a time.



RGB: R=3, G=170, B=77
CMYK: C=82, M=4, Y=98, K=0
HEX: #00A94D
PMS: 355 C



RGB: R=190, G=30, B=36
CMYK: C=14, M=100, Y=100, K=11
HEX: #BE1E24
PMS: 1795 C

SECONDARY COLOURS

The colour pallet of a golf course on a sunny day. Use of these colours must be approved ahead of time by the Marketing Department.



GRASS



SAND



SKY



WATER



FLAG

TYPE

TYPE FAMILY

All Golf Town marketing communications use *Avenir Next LT Pro* (referred to as Avenir throughout). There are other versions of Avenir, please be sure to specifically use *Avenir Next LT Pro*.

“ If you are caught on a golf course during a storm and are afraid of lightning, hold up a 1-iron. Not even God can hit a 1-iron.” — *Lee Trevino*

Avenir Next LT Pro Regular

“There’s a force in the universe that makes things happen. All you have to do is get in touch with it, stop thinking, ... and be the ball.” — *Ty Webb*

Avenir Next LT Pro Medium

“Just how childlike golf players become is proven by their frequent inability to count past five.”— *John Updike*

Avenir Next LT Pro Demi

**“We learn so many things from golf—how to suffer, for instance.”
— *Bruce Lansky***

Avenir Next LT Pro Bold

TYPE

BEST PRACTICES

Always use typographer's quotes & apostrophes.

YES **WOMEN'S**

YES **"19th HOLE"**

NO **WOMEN'S**

NO **"19th HOLE"**

Use small caps for numbers with ordinal indicators (TH, RD, etc.) & AM/PM for time.
When possible, *do not* use ordinal indicators for dates.

YES **19th HOLE**

NO **19TH HOLE**

NO **19TH HOLE**

YES **SEPT. 2**

OK **SEPT. 2nd**

NO **SEPT. 2ND**

YES **4am**

NO **4am**

NO **4AM**

TYPE

TYPE SIZE & LEADING GUIDELINES

These recommendations will frequently be bent & broken, but starting here will help add consistency to our typography & remove guess work when sketching out a new task.

Start with an appropriate type size (in points.) from the chart below. Also choose a value from below for leading. (ex. 48/48 or 48/55)

See the following page for detailed examples.

6	7	8	9	10	12	14	16	18	21	24	28
32	36	42	48	55	63	73	84	96	110	127	146
167	192	221	253	291	334	384	441	507	582	669	768



TYPE

HEADLINES, SUBHEADINGS & BODY COPY

Values are a guideline in the following examples. Type should *never be disproportionately horizontally or vertically scaled*.

**THE HOME OF
GOLF IN CANADA**

*Bold, all-caps
48/48*

SUBHEADING EXAMPLE

18pt (multiples of 9)

*Bold, all-caps
32/32*

18pt (multiples of 9)

The largest selection of the best brands,
expert staff & state-of-the-art custom fitting.
47 STORES ACROSS CANADA or visit us at
GOLFTOWN.COM

*Demi, u&lc
16/21 (heavy, all-caps)*

**THE HOME OF
GOLF IN CANADA**
SUBHEADING EXAMPLE

The largest selection of the best brands,
expert staff & state-of-the-art custom fitting.
47 STORES ACROSS CANADA or visit us at
GOLFTOWN.COM

TYPE

HEADLINES, SUBHEADINGS & BODY COPY

YOUR EXPERTS IN EVERYTHING GOLF.

Heavy, all-caps
63/63

SUBHEADING EXAMPLE

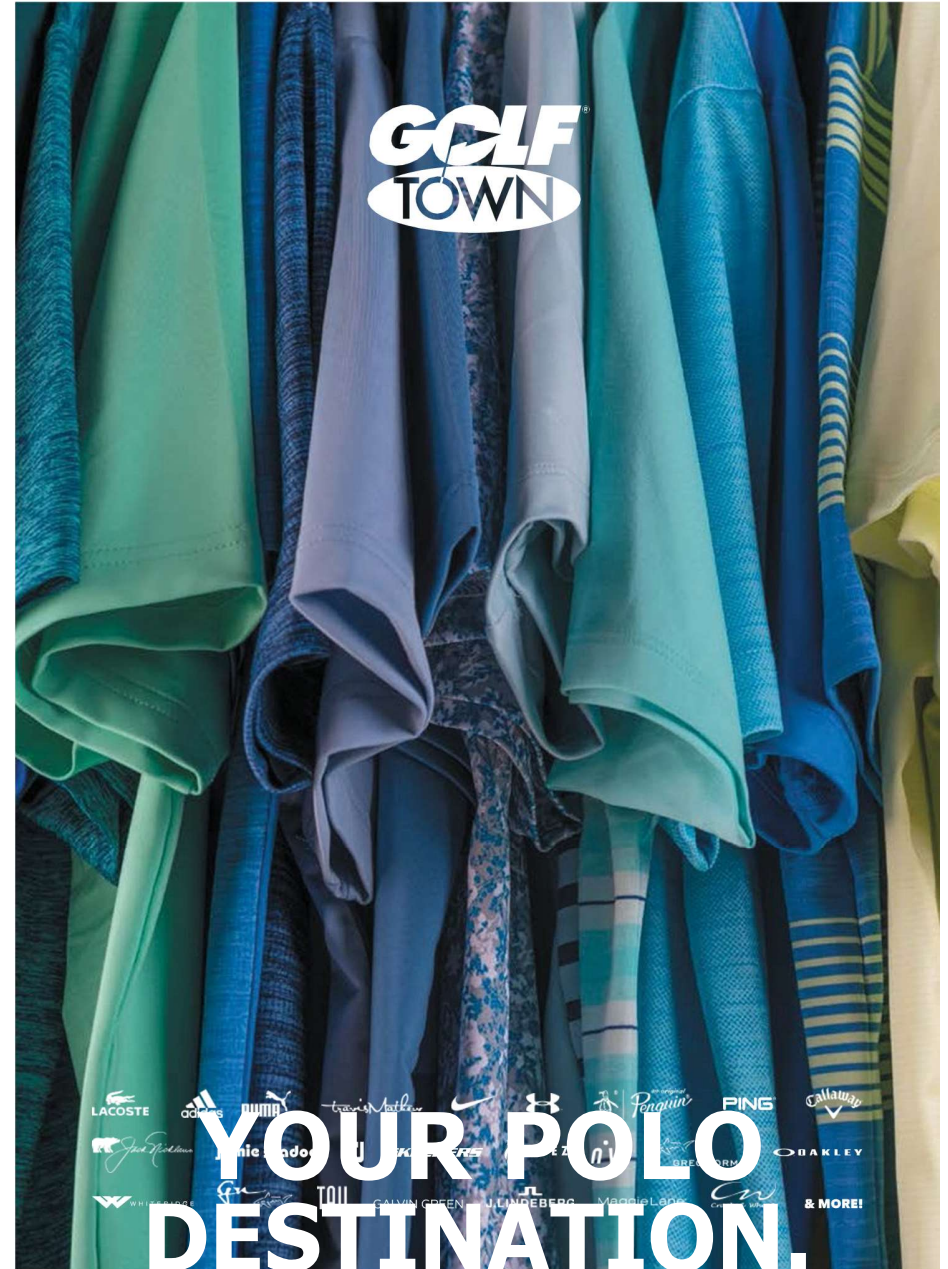
27pt (multiples of 9)

Bold, all-caps
36/36

27pt (multiples of 9)

The largest selection of the best brands,
expert staff & state-of-the-art custom fitting.
47 STORES ACROSS CANADA or visit us at
GOLFTOWN.COM

Demi, u&l
16/21 (heavy, all-caps)



GOLF
TOWN

LACOSTE adidas PUMA Travis Mathew NIKE Under Armour Penguin PING Callaway
Jack Nicklaus J. Lindeberg J. Lindeberg J. Lindeberg J. Lindeberg J. Lindeberg
W. L. Gore & Co. TAILOR CALVIN KLEIN J. LINDBERGG Marnie Lane & MORE!

YOUR POLO DESTINATION.

TYPE

HEADLINE & SUBHEADING LOCKUPS

This lockup can be used when the copy needs to stand out against a challenging background, or emphasis is needed to support an event.

**YOUR EXPERTS
IN EVERYTHING
GOLF.**

EXAMPLE SUBHEADING

THE LARGEST SELECTION OF THE BEST BRANDS,
EXPERT STAFF & STATE-OF-THE-ART CUSTOM FITTING.
47 STORES ACROSS CANADA OR VISIT US AT
GOLFTOWN.COM

**GOLF
TOWN**

**MEET
BROOKE
HENDERSON**

MONDAY JUNE 18

5-6pm

Come meet & take a picture with Golf Town athlete & LPGA Pro Brooke Henderson!

Golf Town Brand of the Golf Enthusiast

TYPE

HEADLINE / SUBHEADING LOCKUP

This lockup can be use for special events. Typically start with Avenir bold or black italic, always rotated 10°.

Heavy italic, all-caps
63pt.

**TAYLORMA
MADNES
EVERY
T S**

heavy italic, all-caps
84pt.

**ON NOW!
DEMO CLUB EVENT
UP TO 40% OFF**

TaylorMade Callaway Titleist PING Mizuno Srixon & MORE!

**+ 2 DAY DOOR CRASHERS ON NOW!
SAT. NOV 2 & SUN. NOV 3 ONLY!
IN STORE & ONLINE, SHOP BEFORE THEY'RE GONE!**

**NOV. 2-3
SAVE OVER 60%**

UNDER ARMOUR
Men's or Women's Storm Sweater/Fleece Pullover
ONLY \$29.98
Reg. \$90 ea.*

SHOP NOW >

**NOV. 2-3 ONLY
\$26.98 ea.**

Men's

GOLF TOWN

7 DAYS ONLY!

**TAYLORMA
DEALS**

SAVE \$100

TAYLORMADE
M5 Driver
NOW \$599.98
Reg. \$699.99

SAVE \$50

TAYLORMADE
M5 OR M6 FAIRWAYS OR RESCUE

TAYLORMADE
M5 Fairway
NOW \$449.98
Reg. \$499.99

TAYLORMADE
M6 Fairway
NOW \$349.98
Reg. \$399.99

TAYLORMADE
M6 Rescue
NOW \$249.98
Reg. \$299.99

Select the way by which a advertising error or omission our Golf Town will only customers on our as possible. All prices shown are Golf Town's regular selling prices.

IMAGES

GOLF COURSES

Images of golf courses invoke the love of the game shared by Golf Town & our customers. The courses are all Canadian (unless context dictates otherwise; for example when discussing travel). All Canadian courses are labeled with name & location, drawing attention to the variety & beauty each province in Canada has to offer.

IMAGES



IMAGES



EXAMPLES

Trade-In Bonus on New 2019 Titleist or Cobra Irons from Callaway Clubs | View all items

CLUBS | BALLS | SHOES | APPAREL | TECH | DEALS

CALLAWAY IS BACK WITH AN EPIC FLASH.
Artificial Intelligence and Real Ball Speed.
[PRE ORDER NOW](#)

EASY LAUNCH. SERIOUS DISTANCE.
[SHOP CALLAWAY BIG BERTHA](#)

SHOP CALLAWAY APEX

SHOP CALLAWAY ROGUE

[SHOP ALL CALLAWAY CLUBS](#)

SHOP CALLAWAY CART BAGS

SHOP CALLAWAY BALLS

[FIND ALL THE LATEST FROM CALLAWAY](#)

SERIOUS DISTANCE.
[SHOP CALLAWAY BIG BERTHA](#) | [SHOP CALLAWAY ROGUE](#)

[SHOP ALL CALLAWAY CLUBS](#)

SHOP CALLAWAY CART BAGS

SHOP CALLAWAY BALLS

SHOP CALLAWAY STAND BAGS

SHOP CALLAWAY BALLS

[FIND ALL THE LATEST FROM CALLAWAY](#)

WANT TO GET FIT FOR THE NEW EPIC FLASH?
Find a Fitting Day Near You Today!
[LEARN MORE](#)

UPGRADE YOUR CURRENT CALLAWAY GEAR & GET A 50% TRADE-IN BONUS
TOWARDS 2019 CALLAWAY CLUBS*
[STORE LOCATOR](#)

ON NOW THROUGH MARCH 3
ANNUAL REGRIP EVENT
SAVE ON TOP BRAND GRIPS & SHAFTS*
[SHOP NOW](#)

f | t | i

[STORE LOCATOR](#) | [E-GIFT CARDS](#) | [ORDER BY PHONE](#) | [EVENTS NEAR YOU](#)

Trade-In Bonus on New 2019 Titleist or Cobra Irons from TaylorMade Clubs | View all items

CLUBS | BALLS | SHOES | APPAREL | TECH | DEALS

TAYLORMADE'S NEW TWIST
Speed Injected with Personalized Performance
[SHOP NOW](#) | [LEARN MORE](#)

A BRIDGE TO MORE DISTANCE
[SHOP NOW](#)

FIND YOUR X FACTOR
[PRE-ORDER NOW](#)

GET A 50% TRADE-IN BONUS
Towards 2019 TaylorMade M5 & M6 Clubs*
[STORE LOCATOR](#)

BACK WITH AN EPIC FLASH
[SHOP CALLAWAY FLASH NOW](#)

f | t | i

[STORE LOCATOR](#) | [E-GIFT CARDS](#) | [ORDER BY PHONE](#) | [EVENTS NEAR YOU](#)

CLUBS | BALLS | SHOES | APPAREL | TECH | DEALS

A BRIDGE TO MORE DISTANCE
[SHOP NOW](#)

FIND YOUR X FACTOR
[PRE-ORDER NOW](#)

GET A 50% TRADE-IN BONUS
Towards 2019 TaylorMade M5 & M6 Clubs*
[STORE LOCATOR](#)

BACK WITH AN EPIC FLASH
[SHOP CALLAWAY FLASH NOW](#)

UPGRADE YOUR CURRENT CALLAWAY GEAR & GET A 50% TRADE-IN BONUS
TOWARDS 2019 CALLAWAY CLUBS*
[STORE LOCATOR](#)

f | t | i

[STORE LOCATOR](#) | [E-GIFT CARDS](#) | [ORDER BY PHONE](#) | [EVENTS NEAR YOU](#)

EXAMPLES

Golf Town Promotional Copy: Home | Your Events & Places | Leaderboard | Your Account

GOLF TOWN
LEADERBOARD

CLUBS | BALLS | SHOES | APPAREL | TECH | DEALS

FRONT 9 DEALS
7 DAYS ONLY!
SHOP THESE DEALS NOW BEFORE THEY'RE GONE!

HOT DEAL!
TAYLORMADE 2017 M2 DRIVER
2017 M2 FAIRWAY
2017 M9 IRONS, SPC STEEL

NOW \$299⁹⁹ | NOW \$199⁹⁹ | NOW \$699⁹⁹

SHOP NOW

25% OFF
SELECT WOMEN'S APPAREL BRANDS*

SHOP NOW

SAVE 30%
ON FOOTJOY CONTOUR FIT STYLES

SHOP NOW

SAVE \$40
TOUR TREK CURVE PUSH CART
NOW \$139⁹⁹

SHOP NOW

SAVE \$5
VOLVIK VIVID 13PK
NOW \$37⁹⁹

SHOP NOW

SAVE OVER 40%
PUMA HIGHLIGHT STRIPE POLO
NOW \$49⁹⁹!

SHOP NOW

2 FOR \$35
NOODLE NEON 13PK
Reg. \$199⁹⁹

SHOP NOW

Golf Town Promotional Copy: Home | Your Events & Places | Leaderboard | Your Account

GOLF TOWN
LEADERBOARD

CLUBS | BALLS | SHOES | APPAREL | TECH | DEALS

5 DAYS ONLY!
EXTRA 15% OFF ALL APPAREL
INCLUDING ALREADY REDUCED & CLEARANCE ITEMS

Excludes Outerwear

SHOP NOW

HOT DEAL!
CALLAWAY XR¹⁶ DRIVER

ONLY \$249⁹⁸

SHOP NOW

BUY 2, GET 1 FREE
SRIXON G STAR 4 12PK
Reg. \$279⁹⁹ ea.

SHOP NOW

ONLY \$499⁹⁸
CALLAWAY XR OS IRONS, 7PC STEEL**
Right hand only.

SHOP NOW

20% OFF
ALL WILSON PACKAGE SETS

20% OFF
TOUR TREK TRAVEL COVERS

Golf Town Promotional Copy: Home | Your Events & Places | Leaderboard | Your Account

GOLF TOWN
LEADERBOARD

CLUBS | BALLS | SHOES | APPAREL | TECH | DEALS

SPRING MADNESS EVENT
SAVE UP TO **60%**
IN STORE & ONLINE!

ALL CLEARANCE APPAREL!
EXTRA 15% OFF*

SHOP NOW

GARMIN PRICE DROP
SELECT GARMIN TECH

SHOP NOW

SAVE UP TO \$200
TAYLORMADE 2017 M2 CLUBS

SHOP NOW

15% OFF
ALL TOUF BUDDY GPS & RANGEFINDERS

BUY 3, GET 1 FREE

Golf Town Promotional Copy: Home | Your Events & Places | Leaderboard | Your Account

GOLF TOWN
LEADERBOARD

CLUBS | BALLS | SHOES | APPAREL | TECH | DEALS

NIKE AIR JORDAN 11 CONCORD SPIKED GOLF SHOE
AVAILABLE TOMORROW AT 10AM EST*

LEARN MORE >

*ONLINE ONLY. LIMITED QUANTITIES

STORE LOCATOR | GOLF LINKS | ORDER BY PHONE | EVENTS & SALES

*This product is available from all purchases, limited to 1 per customer. Please allow 2-3 days to process orders of an Air Jordan 11 Concord Spiked Golf Shoe online purchase only.
*While quantities last. Products may not be exactly as shown. Selection (color, model, size) and pricing and availability may vary by store. If any participating retail partners are participating, Golf Town will honor the appropriate promotional and notify customers as soon as possible.

EXAMPLES



GOLF TOWN

YOUR EXPERTS IN EVERYTHING GOLF.

THE LARGEST SELECTION OF THE BEST BRANDS,
EXPERT STAFF & STATE-OF-THE-ART CUSTOM
FITTING. **VISIT US AT GOLF TOWN SASKATOON**
3015 CLARENCE AVE. SOUTH

TaylorMade Callaway Cobra Titleist Mizuno WTB SRIXON PING Cleveland
Wilson adidas FJ puma Nike ODYSSEY BETTINARDI SCOTTY CAMERON GARMIN
ECCO SKECHERS jamie : saddock LOLE YOURTREC OAKLEY TAIL
Bushnell Nikon BRIDGESTONE GOLF XXIO SeeMore Volvik YAMAHA HONMA & MORE!



GOLF TOWN | **PROMOTIONS**
PRODUCTS • TOURNAMENTS • SERVICES

Event & tournament gifts.
Logo'd promotional
products. The best prices
& expert service.

www.golftownpromotions.com

**YOUR
LOGO
HERE**

EXAMPLES

TaylorMade
SPEND & GET
 SPEND \$625+ ON ANY TAYLORMADE GEAR
GET A \$50 PROMO CARD*
 — OR —
 SPEND \$1150+ ON ANY TAYLORMADE GEAR
GET A \$125 PROMO CARD*
 Promo Cards valid towards future purchase.
 SHOP NOW >
GOLF TOWN

TaylorMade
SPEND & GET
 GET UP TO
\$125 PROMO CARD*
 Promo Cards valid towards future purchase.
 SHOP NOW >
GOLF TOWN

TaylorMade
SPEND & GET
 GET UP TO
\$125 PROMO CARD*
 Promo Cards valid towards future purchase.
 SHOP NOW >
GOLF TOWN

TaylorMade GET UP TO **\$125 PROMO CARD*** **GOLF TOWN**

TaylorMade
SPEND & GET GET UP TO **\$125 PROMO CARD*** SHOP NOW > **GOLF TOWN**
 Promo Cards valid towards future purchase.

TaylorMade
SPEND & GET
 SPEND \$625+ ON ANY TAYLORMADE GEAR
GET A \$50 PROMO CARD* | OR | **SPEND \$1150+ ON ANY TAYLORMADE GEAR
 GET A \$125 PROMO CARD***
 SHOP NOW >
 Your online promo code will be emailed to you within 2 business days of purchase.

GOLF TOWN SPEND & GET
 GET A PROMO CARD UP TO **\$125***
 WHEN YOU PURCHASE TAYLORMADE GEAR!

EXAMPLES

GOLF TOWN
4 DAY MAJOR DEALS
SAVE NOW ▶

GOLF TOWN
4 DAY MAJOR DEALS
SAVE NOW ▶

GOLF TOWN
4 DAY MAJOR DEALS
SAVE NOW ▶

GOLF TOWN
4 DAY MAJOR DEALS
SAVE NOW ▶

GOLF TOWN
4 DAY MAJOR DEALS
SAVE NOW ▶

4 DAY MAJOR DEALS
COBRA F8S+ DRIVER
ONLY \$249⁹⁸
ENDS SUNDAY!
While Supplies Last.

4 DAY MAJOR DEALS
TITLEIST PRIOR GEN. PRO V1 OR PRO V1X
ONLY \$44⁹⁸ ea.
ENDS SUNDAY!
While Supplies Last.

EXAMPLES

ON **GOLF TOWN**

7 DAYS ONLY!

TAYLORMA MADNESS MADE EVEN

ONLY \$299.97
TAYLORMADE M3 DRIVER
While supplies last.

TURN SEE IT ALL!

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ON **GOLF TOWN**

7 DAYS ONLY!

TAYLORMA MADNESS MADE EVEN

SAVE \$100

TAYLORMADE M3 Driver
NEW \$399.97
Reg. \$499.97

TAYLORMADE TP5 or TP5L 12pk
SAVE \$100
Reg. 299.97

TAYLORMADE M2 Driver
NEW \$499.97
Reg. 599.97

20% OFF
ALL TAYLORMADE STAND, STAFF & CART BAGS

SAVE \$50
TAYLORMADE M2 Fairway Wedge
NEW \$149.97
Reg. \$199.97

FREE
HEAD, BODY, NECK AND PURCHASE ONE DRIVER

SAVE \$250
ON ALL TAYLORMADE IR OR SWG

15% OFF
ALL TAYLORMADE PUTTERS

2 FOR \$35

FREE
TAYLORMADE 24 Irons
2pk, 12 and 18pk options

25% OFF
ALL TAYLORMADE CAPS

BUY 1, GET 1 50% OFF
ALL TAYLORMADE GLOVES

TAYLORMADE M2 Club
NEW \$249.97
Reg. \$299.97

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EXAMPLES

TRADE-IN FOR ANYTHING

- 1 TRADE IN YOUR OLD CLUBS
- 2 GET CREDIT FOR YOUR OLD CLUB'S VALUE + 50% BONUS
- 3 APPLY YOUR CREDIT TOWARDS ANYTHING IN THE STORE!

ASK AN ASSOCIATE FOR DETAILS

in store only. Some restrictions apply. Excludes clubhouse items & gift certificates.

GOLF TOWN **4 DAYS ONLY! ENDS JULY 21**

TRADE-IN FOR ANYTHING

- 1 TRADE IN YOUR OLD CLUBS
- 2 GET CREDIT FOR YOUR OLD CLUB'S VALUE + 50% BONUS
- 3 APPLY YOUR CREDIT TOWARDS ANYTHING IN THE STORE!

PLUS, EVEN MORE HOT DEALS ON NOW THROUGH JULY 31!

BUY 1, GET 1 50% OFF
NIKE & UNDER ARMOUR MEN'S, WOMEN'S & JUNIOR APPAREL!

20% OFF
MEN'S, WOMEN'S & JUNIOR FOOTWEAR!

30% OFF

VISIT US IN-STORE & UPGRADE TODAY!

IN-STORE ONLY. HURRY. OFFER ENDS JULY 31.
1. TRADE IN YOUR OLD CLUBS. 2. GET CREDIT FOR YOUR OLD CLUB'S VALUE + 50% BONUS.
3. APPLY YOUR CREDIT TOWARDS ANYTHING IN THE STORE!

LOOK UP!