

 **Discovery** | SPORTS

Golf Digest

GOLFTV | 

BRAND STANDARDS

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The following document provides an introduction into the **DISCOVERY GOLF Brand Ecosystem**. It provides the rules and guidelines on how to use our assets, and should not be deviated from.

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 **Discovery** | SPORTS

The following brand identities below show how they need to be used together in a logo lock up for all B2B content.

PRIMARY LOCKUP



SECONDARY LOCKUP



PRIMARY LOCKUP FOR COMMERCIAL REVENUE

GOLFTV



The following is our primary logo lockup to be applied to all PGA TOUR content (ie. marketing and sales materials, merch/premiums and social media). As with all of our logotypes, they should only be used as shown and never altered or adjusted. Please see the COLOUR PALETTE guidelines page for specific brand colours and guidelines for their logo usage.

Primary Positive



Primary Reversed



Primary Single Colour



How we write about ourselves

For editorial, PR or any instance where GOLFTV is written out in text, the first time it appears it must be shown as:

“GOLFTV powered by PGA TOUR”

All instances after that can be referred to as **GOLFTV** alone.

The following is our secondary logo to be applied to all non PGA TOUR content (ie. European TOUR, Ladies European TOUR, Majors). As with all of our logotypes, they should only be used as shown and never altered or adjusted.

Primary Positive

GOLFTV
GOLFTV

Primary Reversed

GOLFTV

Primary Single Colour

GOLFTV
GOLFTV

GOLFTV (without PGA TOUR logo designation) should only be used in conjunction with the TOURS below and cannot be placed directly next to logo:



Cannot lock up other TOUR or content directly adjacent to GOLFTV logo. Must always be placed on appropriate side of frame.



Example logo placement

This is our primary logo that always needs to include the PGA TOUR logo as shown below. Dark green and sand colourway with cup shadows. Our logo should always be used in its entirety and should never be changed.



DARK GREEN
PMS 2410C
CMYK 75 / 5 / 100 / 85
RGB 0 / 48 / 0

BRIGHT GREEN
PMS 2279C
CMYK 75 / 5 / 100 / 25
RGB 44 / 134 / 55

WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255

BLACK
PMS Black 3 C
CMYK 30 / 30 / 30 / 100
RGB 0 / 0 / 0

RED
RGB: 232 / 0 / 11
HEX: E8000B
CMYK: 0 / 97 / 100 / 3
PMS: 2035

BLUE
RGB: 0 / 58 / 112
HEX: 003A70
CMYK: 100 / 67 / 0 / 41
PMS: 654

When being used in print applications, we recommend using PANTONE® Matching System whenever possible.

When our logo is being used in its transparent format, for example for watermarking, the following versions should be used. Please note this version is for special usage only, and must be pre-approved.

Primary logo for PGA TOUR content

Opacity
Value



WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255

This version of the logo is in white,
with the opacity value at 50%.

Do not deviate from this value.

Secondary logo for ALL European TOUR and Ladies European TOUR content/Majors



WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255

This version of the logo is in white,
with the opacity value at 50%.

Do not deviate from this value.

Example
Usage



All versions of our logotype must be used in their entirety and to the guidelines as described in this document. The master logo files must never be edited or altered, and the logo should not be re-drawn. The following are a selection of examples of incorrect usage, but if you are in any doubt, please contact your central marketing department.



The image shows the word "GOLFTV" in its standard green and red color scheme. A thin, dark diagonal line is drawn across the entire logo from the top-left to the bottom-right.

Do not add a key-line



The image shows the word "GOLFTV" in its standard green and red color scheme, but the letters are significantly stretched horizontally, making them appear thin and distorted.

Do not stretch our logo



The image shows the word "GOLFTV" in its standard green and red color scheme, but the letters are distorted, appearing slanted and uneven in height.

Do not distort our logo



The image shows the word "GOLFTV" in its standard green and red color scheme, with two green stars added: one to the left of the 'G' and one to the right of the 'V'.

Do not add any secondary elements



The image shows the word "GOLFTV" where the letters are re-colored: 'G' is red, 'O' is blue, 'L' is red, 'F' is blue, and 'TV' is gold.

Do not re-colour our logo



The image shows a cropped version of the "GOLFTV" logo, where the letters are cut off at the top and bottom, leaving only the middle portion visible.

Do not crop our logo.



The image shows the word "GOLFTV" where the 'O' is colored yellow, while the other letters remain in their standard green and red colors.

Do not re-colour individual elements within the logo



The image shows the word "GOLF" in green, with the letters 'TV' missing, representing a split-up or partial use of the logo.

Do not split up our logo, or use elements individually

The following logos below represent the various TOURS that can be viewed on GOLFTV.



The following appropriate GOLFTV logos are to be applied in the exact position as shown below.



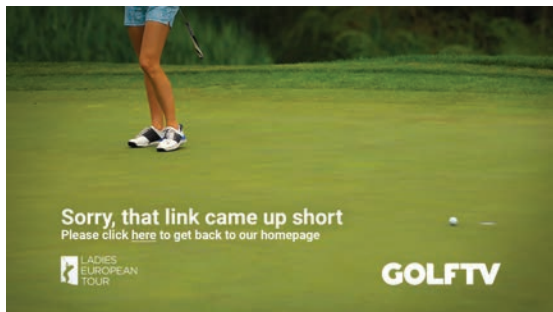
GOLFTV/PGA TOUR logo lockup is placed on the far left of image.



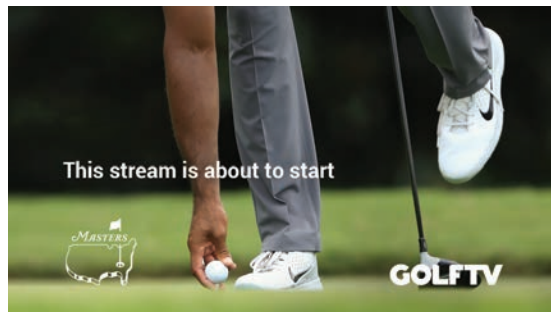
Korn Ferry logo is placed on the far left and the GOLFTV logo is applied to the far right of image.



WGC logo is placed on the far left of image and the GOLFTV/PGA TOUR logo lockup is applied to the far right of image.



GOLFTV (without PGA TOUR logo designation) is placed on the far left and the LET logo is applied to the far right of image.



MASTERS logo is placed on the far left and the GOLFTV logo (without PGA TOUR logo designation) is applied to the far right of image.



GOLFTV (without PGA TOUR logo designation) is placed on the far left and the European TOUR logo is placed on the far right of image.

The following Social media posts show placement of the GOLFTV logo and GOLFTV/PGA TOUR logo lockup.



Correct use of GOLFTV logo for non-PGA TOUR events



Correct use of logo lockup for PGA TOUR related content

Correct use of logo lockup for PGA TOUR related content



The following Email examples show placement of the GOLFTV (with and without PGA TOUR designation).



GOLFTV 

HOME **GOLFTV** PASSES PGA TOUR

WELLS FARGO CHAMPIONSHIP

FRANCESCO MOLINARI

JUSTIN THOMAS

BRYSON DECHAMBEAU

Francesco Molinari riuscirà a lasciare il suo segno al Wells Fargo Championship? In campo anche Justin Thomas, Bryson DeChambeau, Jon Rahm, Rory McIlroy, Jason Day, Tommy Fleetwood e tanti altri. Dal 2003, Il Green Mile del Quail Hollow Club è il punto più difficile di tutto il PGA TOUR con una media di +0.904 sul par. Oltre 1.550 palline sono terminate in acqua su questo tratto a tre buche. Disponibili con commento in Italiano.

GUARDA ORA

GOLFTV 

FOR USE IN PGA TOUR
CONTENT EMAIL



GOLFTV

HOME **GOLFTV** PASSES PGA TOUR

BETFRED BRITISH MASTERS

MARTIN KAYMER

SAMI VÄLIMÄKI

BERND WIESBERGER

EUROPEAN TOUR

Danny Willett ospita il Betfred British Masters dell'European Tour, in diretta al Belfry di Sutton Coldfield, in Inghilterra. Guido Migliozzi, Renato Paratore, Martin Kaymer e Justin Harding si sfidano per il trofeo.

GUARDA ORA

Potrebbe essere richiesto un abbonamento.*

Only the highest quality reproduction should display the GOLFTV and PGA TOUR brand identities.
Consider the following branded samples:



White GOLFTV logo on front.
Wire-frame master PGA TOUR logo
on right side of hat as shown.



GOLFTV and PGA TOUR
logo are placed on two
sides of mic as shown.



All apparel has a white GOLFTV logo
placed on left chest and wire-frame
PGA TOUR logo on left sleeve as shown.

Hospitality Invite



Step & Repeat Wall



Note: Before printing/manufacturing materials, please submit to josh_stern@discovery.com for approval.

Neue Plak Condensed Black is our main headline font, to be used in all typographic applications across print and digital executions. Other variations can be used in conjunction below. Font usage is very important and creates the initial flow of your project. Going forward, we are transitioning to the Neue Plak family of fonts (listed below) for all print + digital projects and presentations.

NEUE PLAK BOLD

NEUE PLAK SEMIBOLD

NEUE PLAK REGULAR

NEUE PLAK NARROW BOLD

NEUE PLAK CONDENSED BLACK

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww xx Yy Zz**

Neue Plak Condensed Black- Main Headline font

Below are the recommended weights, tracking and leading to be used in any of our tyographic applications.

NEUE PLAK CONDENSED BLACK

NEUE PLAK BOLD SUBHEAD TITLE CASE

Nec quis in turpis. Donec elit feugiat tincidunt ac quam. Nulla etiam velit, nec metus purus in imperdiet, metus vitae massa sit libero semper.

“QUOTATION IN PROHIBITION REGULAR. NULLA ETIAM VELIT, NEC METUS PURUS IN IMPERDIET, LIBERO SEMPER.”

Tortor a morbi massa vehicula, sem nullam risus tristique nunc, ante gravida, duis nulla integer sodales, libero mattis est molestie. **Molunct metus** varius interdum enim duis. Purus diam etiam dignissim cras lobortis, rhoncus fusce blandit nec at libero, porttitor sit id leo sollicitudin. Ac debitis sit amet, in wisi sed nisl nunc lectus aliquam.

Headline is Neue Plak Condensed Black (All Caps)
100% leading with optical kerning

Sub header is Neue Plak Bold (All Caps)
100 leading with optical kerning






Body Copy is Neue Plak Regular

Quotation is NeuePlak Condensed Black In paragraph

In paragraph highlight
Neue Plak Bold

Golf Digest

The following is a snapshot of our various logos and their recommended uses. These rules should always be followed, and no other versions of our logo should be used.

	POSITIVE	REVERSED	ON COLOUR or CONTNET
MASTER			<p>Either Positive or reverse, dependant on application</p>
MONO			

The following sizing, orientations and ratios should be used when attributing the logo with Discovery branding.

NOTE: This logo is for internal use only.



Primary positive with metal effect



Primary reverse

This is our primary logo. The Golf Digest logo should always be used in its entirety and should never be changed.



BLACK / PMS 172 / PMS 877



40 C 30 M 100 K / 85 M 100 Y / 10 Y 55 K

Primary positive logo to be used on light backgrounds



KO / PMS 172 / PMS 877

KO / 85 M 100 Y / 10 Y 55 K

Primary reversed logo to be used on dark backgrounds

BURNT ORANGE
PMS 172
CMYK 0 / 85 / 100 / 0
RGB 240 / 78 / 35

GREY
PMS 877
CMYK 0 / 0 / 10 / 55
RGB 139 / 139 / 130

WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255

BLACK
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0



When being used in print applications, we recommend using PANTONE Matching System whenever possible

Logo clear-space requirements

The following logos below represent the various brands found at GolfDigest.com.



Golfworld



Tungsten (All Caps) is our Headline font, to be used in all typographic applications across print and digital executions.

TUNGSTEN MEDIUM
TUNGSTEN SEMIBOLD
TUNGSTEN BOLD
TUNGSTEN BLACK

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Tungsten - Headline + Sub Head + Quotation Use Only

Gotham is our body copy font, to be used in all typographic applications across print and digital executions.

Gotham Ultra

Gotham Black

Gotham Bold

Gotham Medium

Gotham Book

Gotham Light

Gotham Extra Light

Gotham Thin

Aa

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

Gotham Book - Body Copy Use Only

Below are the recommended weights, tracking and leading to be used in any of our tyographic applications.

TUNGSTEN BOLD HEADLINE

TUNGSTEN MEDIUM SUBHEAD TITLE CASE

Nec quis in turpis. Donec elit feugiat tincidunt ac quam. Nulla etiam velit, nec metus purus in imperdiet, metus vitae massa sit libero semper.

Nec quis in turpis. Donec elit feugiat tincidunt ac quam. Nulla etiam velit, nec metus purus in imperdiet, metus vitae massa sit libero semper.

“QUOTATION IN TUNGSTEN BOLD. NULLA ETIAM VELIT,

NEC METUS PURUS IN IMPERDIET”

Tortor a morbi massa vehicula, sem nullam risus tristique nunc, ante gravida, interdum enim duis. **Purus diam etiam** dignissim cras lobortis, rhoncus fusce blandit nec at libero, porttitor sit id leo sollicitudin. Ac debitis sit amet, in wisi sed nisl nunc lectus aliquam.

Headline is Tungsten Bold (All Caps)
100% leading with optical kerning

Sub header is Tungsten Medium (All Caps)
100 leading with optical kerning

Body Copy is Gotham Light or Book
depending on usage
Auto Leading with metrics kerning

Quotation is Tungsten Bold (All Caps)
In paragraph highlight Heroic Condensed BLACK Oblique

In paragraph highlight
Gotham Bold

 **Discovery** | SPORTS

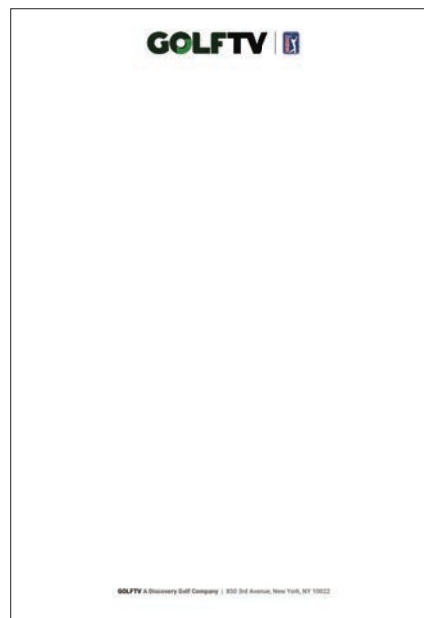
COLLATERAL

The following examples below represent corporate related materials such as business cards, letterhead and email signatures.

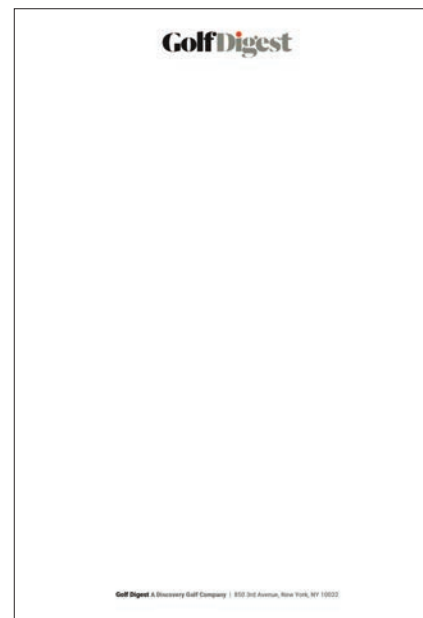
BUSINESS CARDS



LETTERHEAD: GOLFTV



LETTERHEAD: GOLF DIGEST



EMAIL SIGNATURES

**Rules of use:**

1. Discovery Sports: employees who work on both GOLFTV/PGA + Golf Digest content
2. GOLFTV/PGA: employees who work on streaming product only.
3. Golf Digest: employees who work on Golf Digest business only.



THANK YOU