

TruGolf Inc.

Brand Book & Guidelines



**TruGolf**  
Est. 1982



**TruGolf<sup>®</sup>**  
Est. 1982

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The following manual provides you with specifications to accurately utilize the TruGolf brand elements. The TruGolf branding has been specifically designed to represent the company and products and to fulfill the brand's mission of excellence. It will also serve to reinforce the core essence of your organizations pride, accomplishment and mission. It is critical that all parties utilizing any of the TruGolf brand elements follow this manual with attention to detail in order to preserve and protect the TruGolf brand image and what it stands for.

Thank you in advance for reviewing this manual, thoroughly understanding its contents and abiding by the specifications provided.

## Introduction

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## Legal Notes

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### USE OF THE ELEMENTS



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Creation, application or any use of the TruGolf brand elements must conform to approved standards as authorized by the TruGolf Company. Additionally, it is imperative that the TruGolf brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the TruGolf brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within TruGolf.



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#### Primary Logo Mark

Should be the first choice and used on official documents and displays such as on the front of the business, events, stationary, collateral materials, business cards, website and most functions.

#### Wordmark

Should be used as an ancillary mark when the primary or secondary marks do not work and a simpler icon is needed. Can be used on fashion gear, uniforms, sport specific designs, collateral materials, and informal letterheads.

#### Gradient Logo Marks

These logo marks should only be used when TruGolf approves usage.

#### Secondary Logo Mark

Interchangeable with the Primary Logo Mark but would be used in cases where vertical space is a challenge.

#### Icon Mark

Should be used as an ancillary mark when the primary or secondary marks do not work. Can be used on fashion gear, uniforms, and sport specific designs that are more appropriate for embroidery or applications requiring less detail.

#### Official Colors Usage

The primary foundation colors should always be the first versions used in any application where a single color predominates. White and black should only be used as a secondary accent color.

## Approved Logos



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1



2



3



4



5



6



7



8



9



10



11






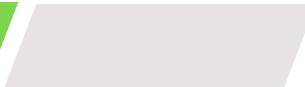


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## Approved Logos

- 1 Primary Logo Mark
- 2 Secondary Logo Mark
- 3 Icon Mark
- 4 Wordmark
- 5 Primary Logo Mark - Alternative
- 6 Secondary Logo Mark - Alternative
- 7 Wordmark - Alternative
- 8 Primary Logo Mark - Gradient
- 9 Secondary Logo Mark - Gradient
- 10 Icon Mark - Gradient
- 11 Secondary Logo Mark - Gradient Alternative
- 12 Secondary Logo Mark - Gradient Alternative



			
	Black	Firth Blue	First Tee Time Blue
Pantone	Black	PMS 4505 C	PMS 7687 C
Web	#000000	#0098CE	#1A428A
CMYK	C: 0 M: 0 Y: 0 K: 100	C: 78 M: 25 Y: 4 K: 0	C: 100 M: 86 Y: 15 K: 3
RGB	R: 0 G: 0 B: 0	R: 0 G: 152 B: 206	R: 26 G: 66 B: 138
	PRIMARY COLOR	PRIMARY COLOR	SECONDARY COLOR
			
	Jacket Green	Links Green	Frost Grey
Pantone	PMS 7741 C	PMS 7488 C	PMS 663 C
Web	#418840	#7BC24D	#E5E1E5
CMYK	C: 78 M: 25 Y: 100 K: 10	C: 56 M: 0 Y: 93 K: 0	C: 9 M: 9 Y: 5 K: 0
RGB	R: 64 G: 135 B: 64	R: 123 G: 194 B: 78	R: 229 G: 225 B: 229
	PRIMARY COLOR	PRIMARY COLOR	SECONDARY COLOR

## Approved Colors

### IDENTITY COLORS

\*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.

Black, Firth Blue, Links Green and Jacket Green are the official approved colors of TruGolf and play a major role in supporting the core visual identity of the brand.

The color palette presented on this page represents the approved colors for the TruGolf brand identity. Black, Firth Blue, Links Green and Jacket Green are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White and black should only be used as a secondary accent color.



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The Primary Logo should only be used against light solid colors, white, transparent or neutrals such as gray/silver.

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).

If the logo needs to be applied over black or dark colors, the logo in all white should be used.

The full primary logo should only be used against approved colors.

## Approved Colors

### LOGO GUIDELINES AGAINST BACKGROUND COLORS



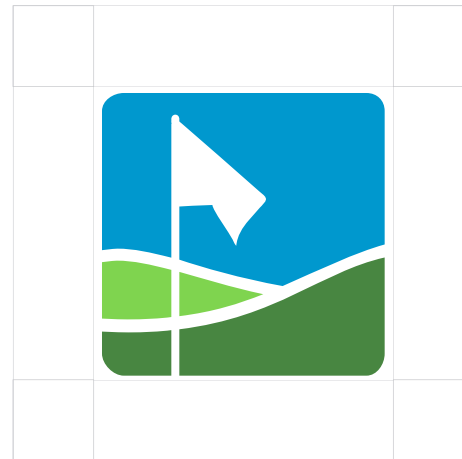




## Approved Colors

## ONE COLOR LOGOS





## Logo Positioning

The TruGolf logos should always stand apart from their surroundings. Maintain a clear area around the logo and if placed with other brand logos, be sure to maintain the same distance between the TruGolf logo and other brand logo marks it's placed in proximity to.





## Non-Approved Identity Uses

- 1 Do not use previous identity elements alone or in combination with the new brand elements
- 2 Do not use the logo or any elements in non-approved colors.
- 3 Do not reverse placement of approved colors (3.1) in design.
- 4 Do not alter any portion of the brand elements. (Different typeface used )
- 5 Do not add graphics directly over any of the brand elements obscuring logo.
- 6 Do not distort proportions of any of the graphic identity elements.
- 7 Do not flip/reflect logo elements.
- 8 Do not crop/cut logo elements.
- 9 Do not repurpose/rearrange approved logos elements with other approved elements.



Base Font  
Scandia Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



Base Font  
Scandia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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Scandia Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Calluna

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Scandia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Typography

Good font pairing with any variation of the the TruGolf logo is a serif fonts Garamond and for web purposes Arial and Georgia.

For Email signatures, web descriptions, and other related digital media, do not try to recreate the logo structure with fonts alone, instead use a graphical version of the logo and use recommended font pairings as relevant.



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## Photo, Logo and Imagery Styles

Photos and images used for TruGolf promotional materials, collateral materials, and brand materials need to use Image styling and filtering to create a recognizable brand signature.

The TruGolf Logo Mark should only be placed in the upper left corner of the image to start the visual or in the lower right corner of the image to punctuate and finalize the visual.



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