



## Brand guide

*Updated 5/21/18*



**60%**  
Fairways

**41%**  
GIR

**12%**  
Recovery

**1.84**  
Putting

# Table of contents

Introduction

Principles

Logo usage

Icon usage

Colors

Typography

Iconography

Tone & messaging

Design elements

# Introduction

Golfshot is all about improving the golfer's experience on and off the course.

We use the latest technology, best design practices, and thorough testing methods to deliver excellent products used everyday by millions of golfers.

The purpose of this guide is to familiarize you with our practices and brand usage. We strive to keep Golfshot the best golf app on the market and our brand should be kept as stated and recognizable as possible.

# Principles

**Simplicity and familiar:** Interactions, tasking, and processes should feel familiar, relevant, and intuitive. Goal completion should be as seamless and obvious as possible.

**Comprehensive and thorough:** All tools should be housed within the same system, from desktop to mobile. Additional features will allow the app to grow and be more all-encompassing.

**Facilitating and enabling:** Reduce confusion and pain points that compliment a coaches routine and planning style.

**Trustful and reliable:** Remove hiccups, obstruction and interruption from the process, allowing for a higher account of stability.

**Clean and unambiguous:** Content and visuals shouldn't be distracting or warrant confusion. Be clear, to-the-point, and subtle.

**Metaphorical:** Everything should have a meaning behind it. Don't let design elements or content become arbitrary or empty.

**Consistent:** In order to unify a brand family, use a set system of elements and guides to bring a consistent and fluid experience across all platforms.

# Logo usage

The Golfshot logo is the centerpiece of the brand and our most valuable asset. We stress proper usage.

**1a-b.** The preferred method of using the Golfshot logo is against a white or lighter background.

**2.** If a darker background is required or lighter color options are limited, please use the white logo.

**3.** Our white logo can also be placed against an image, but must have a 50% transparent drop shadow with a tight offset and slight blur.

**4.** Make sure the logo has ample spacing around each side to preserve visual effectiveness. Preferred spacing is at least half the size of the logo.

1a

Golfshot

1b

Golfshot

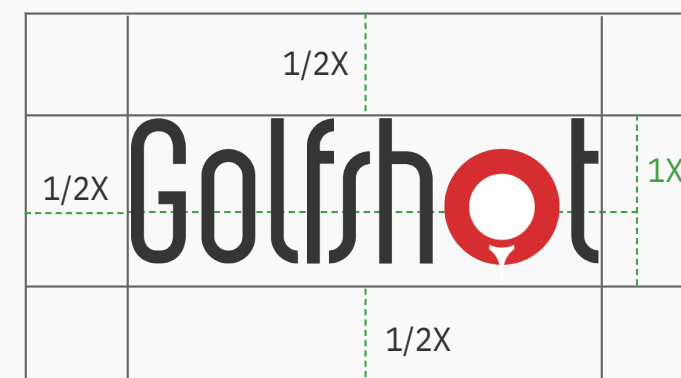
2

Golfshot

3



4



# Incorrect logo usage

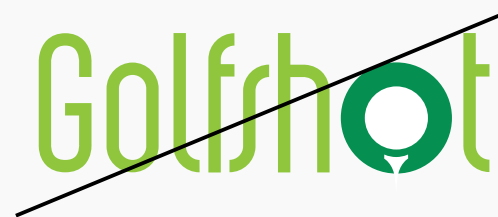
Please do not:

1. Rotate or change the orientation of the logo.
2. Alter the colors of the logo.
3. Scale the logo unproportionately.
4. Repeat the logo for a “wallpaper” like affect or decoration.
5. Alter or adjust the elements of the logo in any way.
6. Add any extra effects with the exclusion of the dropshadow mentioned on page 6.

1



2



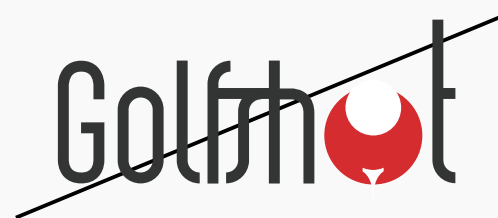
3



4



5



6



# Icon usage

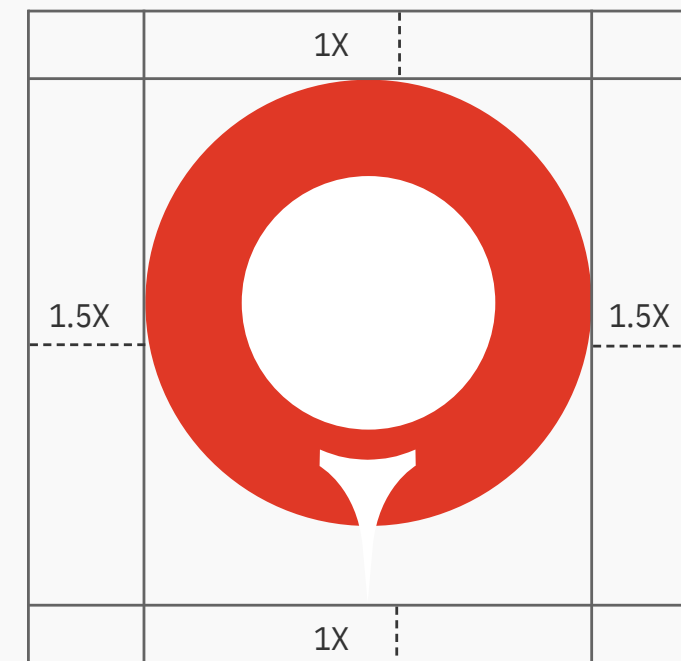
The Golfshot icon is used primarily for our mobile apps and general marketing collateral and is more versatile than the logo.

1. It can be used as a perfect square or with rounded corners and be placed against most backgrounds.
2. When placed inside a square maintain a border as shown here.

1



2





# Incorrect icon usage

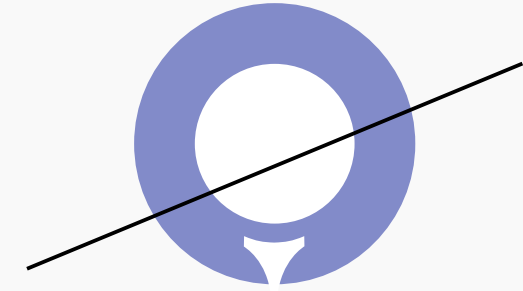
Please do not:

1. Rotate or change the orientation of the icon.
2. Alter the colors of the icon.
3. Scale the icon unproportionately.
4. Apply a shape mask against the icon.
5. Alter or adjust the elements of the icon in any way.
6. Add any extra effects to the icon.

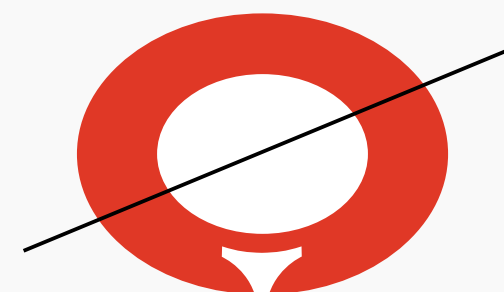
1



2



3



4



5



6



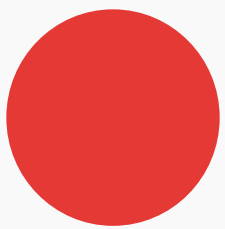


# Colors

Our colors express the personality of Golfshot: vivid, purposeful, and bright.

Orange and blue are our primary complimentary colors. Green, purple, and gold are secondary and can be used to diversify branding elements.

Our grey pallette is used for base typography and interface backgrounds.



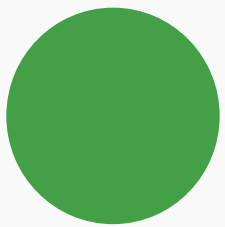
Red

HEX# E53935  
RGB 229,57,53



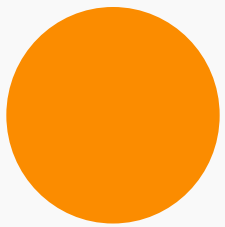
Blue

HEX# 1E88E5  
RGB 30,136,229



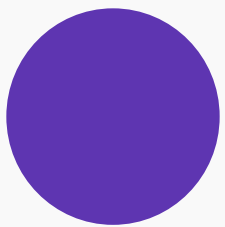
Green

HEX# 43A047  
RGB 67,160,71



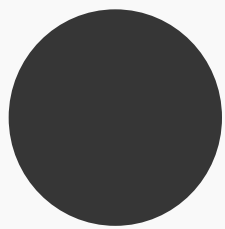
Orange

HEX# FB8C00  
RGB 251,140,0



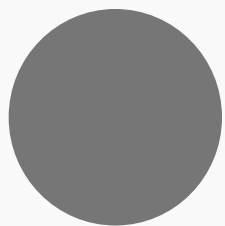
Purple

HEX# 5E35B1  
RGB 94,53,177



Dark grey

HEX# 363636  
RGB 54,54,54



Slate grey

HEX# 767676  
RGB 140,140,140



Grey

HEX# E4E4E4  
RGB 213,213,213



Light grey

HEX# F4F4F4  
RGB 247,247,247

# Typography

Our typeface is key to maintaining a unified look for Golfshot.

IBM Plex Sans Condensed is a modern, legible typeface that is supported across all platforms.

Leading/line spacing should be roughly 25% larger than the font size used.

There should be no kerning.

Use metric, not optical spacing.

IBM Plex Sans Condensed Regular

Aa Bb Cc Dd Ee Ff Gg Hh

IBM Plex Sans Condensed Italic

*Aa Bb Cc Dd Ee Ff Gg Hh*

IBM Plex Sans Condensed Bold

**Aa Bb Cc Dd Ee Ff Gg Hh**

IBM Plex Sans Condensed Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh***

# Iconography

Our icon family is meaningful, cohesive, and above all, inferable.

The Golfshot icon set is built to capture the essence of coaching and be clear on intent. All icons are scaleable vector format to maintain readability at all sizes.



# Tone & messaging

Golfshot was made by golfers for golfers, so our tone is friendly and encouraging, yet direct and precise.

**Personality:** Friendly, Encouraging, Helpful

**Language:** Informative, Motivational, Clear

**Tone:** Educational, Engaging, Genuine

**Purpose:** To transform the way coaches coach and empower them to save time and coach smarter/better/more.



# Design elements

Our design and graphics have a purpose, they convey metaphors about communication, empowerment, movement, and progress.

Candid photography, nothing “stock photo”-like.

Close ups and cropping to create drama and interest.

Data/metrics for emphasis and highlighting.

Slashes to portray movement, direction, and change.

Use of multiply color effects.

Square shapes and blocks for consistency.

