

BRAND GUIDE

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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.

LOGO USAGE

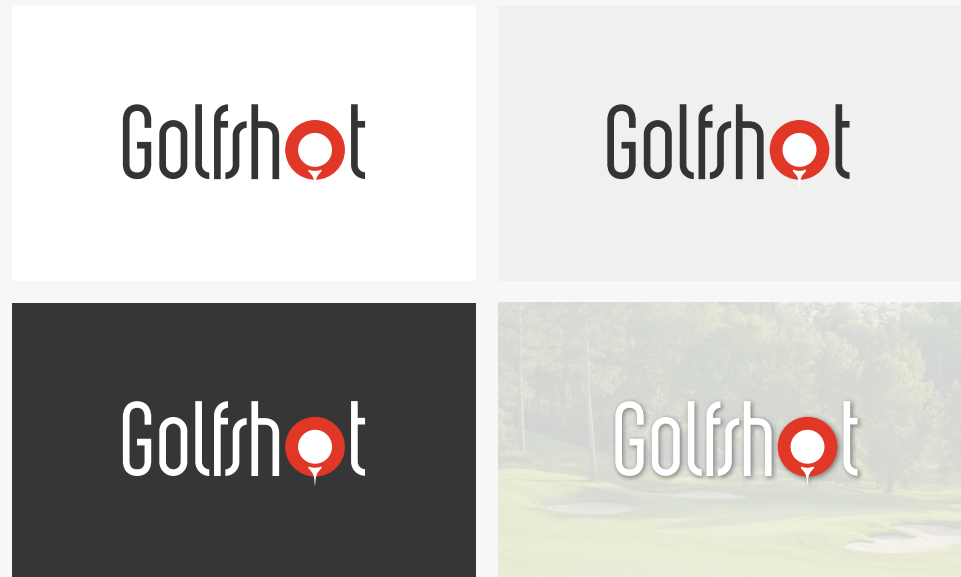
The Golfshot logo is the centerpiece of the brand and our most valuable asset. We stress proper usage.

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

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

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.

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.



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 4.



ICON USAGE

The Golfshot icon is used primarily for our mobile apps and general marketing collateral.

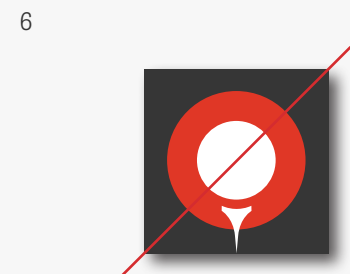
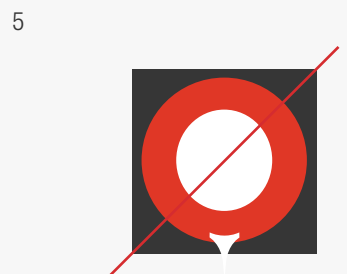
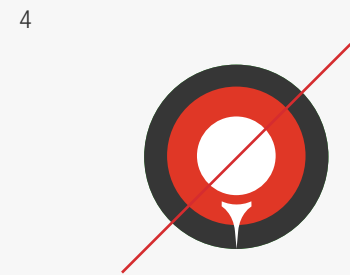
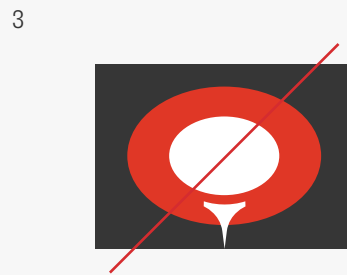
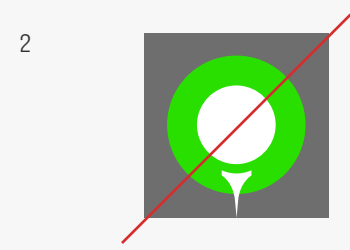
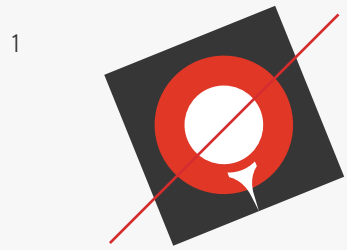
The icon is more versatile than the logo. It can be used as a perfect square or with rounded corners and be placed against most backgrounds.



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.



COLORS

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

- 1. Primary color palette, used for all Golfshot apps.
- 2. Secondary color palette, used for websites, emails, and other digital products.

1



Blue
HEX# 1976d2
RGB 25,118,210
CMYK 81,52,0,0



Green
HEX# 388e3c
RGB 56,142,60
CMYK 80,21,99,6



Red
HEX# d32f2f
RGB 211,47,47
CMYK 11,96,92,2



Purple
HEX# 7b1fa2
RGB 123,31,162
CMYK 65,96,0,0



Orange
HEX# f57c00
RGB 245,124,0
CMYK 0,63,100,0



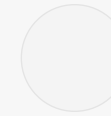
Yellow
HEX# fbc02d
RGB 251,192,45
CMYK 1,26,93,0



Medium Grey
HEX# 767676
RGB 118,118,118
CMYK 55,47,46,12



Grey
HEX# e4e4e4
RGB 228,228,228
CMYK 55,47,46,12



Light Grey
HEX# f4f4f4
RGB 244,244,244
CMYK 3,2,2,0

2



Blue
HEX# 42a5f5
RGB 66,165,245
CMYK 63,25,0,0



Green
HEX# 66bb6a
RGB 102,187,106
CMYK 63,178,0



Red
HEX# ef5350
RGB 239,83,80
CMYK 1,83,67,0



Purple
HEX# ab47bc
RGB 171,71,188
CMYK 43,81,0,0



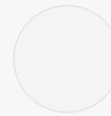
Orange
HEX# ffa726
RGB 255,167,38
CMYK 0,40,94,0



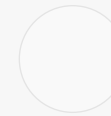
Link Blue
HEX# 1a77bd
RGB 26,119,189
CMYK 85,48,0,0



Dark Grey
HEX# 363636
RGB 54,54,54
CMYK 69,63,62,56



Medium Grey
HEX# f4f4f4
RGB 244,244,244
CMYK 3,2,2,0



Light Grey
HEX# f9f9f9
RGB 249,249,249
CMYK 1,1,1,0

TYPOGRAPHY

Our typeface is key to maintaining a unified look for Golfshot and communicating our brand in a clear and concise way.

Tablet Gothic Narrow is a playful take on contemporary Gothic types. Used for all in-app communication and titling for websites. Can be used for body copy in most digital products.

Helvetica Neue is a gold standard for web design. Used for body copy on emails and websites.

Tablet Gothic Narrow Light

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
1 2 3 4 5 6 7 8 9

Tablet Gothic Narrow Semi-Bold

**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
1 2 3 4 5 6 7 8 9**

Helvetica Neue Regular

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
1 2 3 4 5 6 7 8 9

Helvetica Neue Bold

**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
1 2 3 4 5 6 7 8 9**

COPY & TONE

Our writing style is engaging and insightful.

Agile

We're up-to-date, flexible, and proactive. Be sharp, direct, and punctual. Don't be passive, sluggish, nor rushed.

Encouraging

We're insightful, passionate, and promise great experiences. Be thoughtful and use meaningful language. Don't be negative, vague, nor uninspiring.

Innovative

We're fresh, technical, and ahead of the game. Be knowledgeable and clever. Don't be confusing, dense, nor verbose.

Authentic

We're real, honest, and build reliable products. Be confident and trustworthy. Don't be fake, unoriginal, nor bombastic.



Has Golfshot helped you improve your game? Is there a feature you particularly love to use? Do you find yourself telling your golf buddies about Golfshot all the time? If so, [we'd love to hear about it.](#)

We are inviting all of our members to share with us **why you love Golfshot.** If your response is selected as the winner, you get this authentic Masters Tournament flag signed by the one and only **Jack Nicklaus.**



ICONOGRAPHY

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

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

