

CHAMPIONING OUR BRAND



PGA



CREATING LINKS



The PGA of America and its members are the experts in the game and business of golf. Our experience makes playing a round at a local course or watching the pros on television an enjoyable experience.

As a strong brand, we have an opportunity to preserve and strengthen our reputation. To do this we must maintain a connection with our key audiences by clearly differentiating ourselves from our competition.

OUR KEY AUDIENCES

- The Playing Public
- The Golf Industry
- Golf Fans

Our audiences turn to us when making decisions about how to improve their

game, select the best equipment, find a local course, or keep up with the pros. The industry recognizes The PGA of America Members as the best trained individuals in managing golf-related businesses.

OUR DIFFERENCE

The PGA of America sets itself apart by providing rigorous education, training, and certification to our Members. The result is an unparalleled understanding of the game.

Today, The PGA of America Members must complete the Professional Golf Management (PGM) program, which requires over 600 hours of work and study. In addition, all must pass a test of their playing skill through the Player Ability Test.

THE EDUCATION, TRAINING AND CERTIFICATION PROCESS FIRMLY POSITIONS THE PGA OF AMERICA AND ITS MEMBERS AS RESPECTED EXPERTS IN THE GAME AND THE BUSINESS OF GOLF.



THE DRIVING FORCE



OUR SIGNATURE

The PGA of America signature is one of our most recognizable and respected assets. It is the face of the Association, seen by business owners, players, and spectators around the world. We've added the letters PGA to the right of the Seal to clearly and powerfully state to everyone who we are — the PGA. Going forward, it is important to use these two elements together as a signature in all communications. It recalls our heritage while increasing recognition.

The PGA of America is recognized by its use of Gold. Gold is often associated with the highest standards of achievement and this is one of the reasons we use it. Our long association with this color in the industry allows us to own it and differentiate ourselves from our competitors and other sports associations.



TYPOGRAPHY

Using a consistent typeface throughout our communications creates a proprietary look. The primary typeface for The PGA of America is Gotham. A modern, sans-serif face that is geometric and precise, Gotham evokes the exacting nature of the game. A secondary typeface, Hoefler Text, can be used in smaller body text. Its classic and highly legible character reflects the heritage of the game and complements Gotham.

GOTHAM LIGHT
GOTHAM BOOK
GOTHAM MEDIUM
GOTHAM BOLD
Hoefler Text

COLOR

A palette of complementary colors has been defined for use throughout communications to create excitement and interest. Building on the idea of the members' perspective, our color palette draws its inspiration from the game of golf and its surroundings.

The color palette can help set the tone of each communication piece. Bright colors for more public facing communications such as events or promoting the game and a more sophisticated palette for properties and members materials.

