

the Memorial  Tournament™

PRESENTED BY



2016

BRANDING GUIDELINES

Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

This guide presents a few simple rules to follow for the usage of the logos and brand identity of the Memorial Tournament presented by Nationwide. Please follow the information in this guide to ensure the integrity of the Tournament's image in all print and web formats.

When the Memorial Tournament logo is not in use and the Tournament name is written in text only, the following should be expressed exactly as: **the Memorial Tournament presented by Nationwide**. Please note the specific use of lower and upper case letters.

Overview

Logo Formats

Horizontal Logos

Vertical Logos

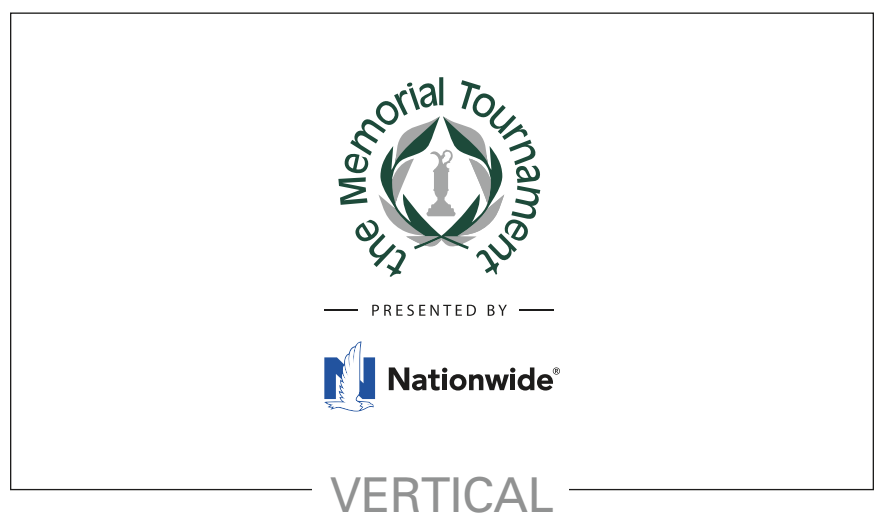
Clear Space

Do's and Don'ts

Color Palette

Usage

Below are the two main versions of the logo formats. The horizontal version is preferred unless the vertical version provides more prominence.



Overview

Logo Formats *Variations*

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

Each of the two previous logos are supplied in a variety of formats depending on the various usage needs which are described below:

PRINT:

.eps – The Illustrator .eps is a vector file, which is the highest quality format and .pdf should be used whenever possible.

.psd – The Photoshop .psd is a pixel file, which is a common bi-platform file that can be used in many print programs and applications. The supplied file is on a floating layer in CMYK / 300 d.p.i. format.

.tif – The Photoshop .tif is a pixel file, which is a common bi-platform file that can be used in many print programs and applications. The supplied file on a white background in CMYK / 300 d.p.i. format.

.pdf – The Acrobat .pdf is a vector file, which is a common bi-platform file that can be used in many print programs and applications. The supplied file on a white background in CMYK / 300 d.p.i. format.

WEB:

.png – The Photoshop .png is a pixel file, which is a common bi-platform file that can be used in many web programs and applications. The supplied file with transparency on in PNG-24 format.

.jpg – The Photoshop .jpg is a small pixel file, which is a common bi-platform file that can be used in many web programs and applications. The supplied file on a white background in CMYK / 300 d.p.i. format.

Overview

Logo Formats
Color Options

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

Every version of the logos are supplied in a variety of colors depending on the various usage needs which are described below:

COLOR – Standard CMYK Process printing file

COLOR_BORDER – For printing on light (non-white) solid colors where color boundary of the trophy in the Memorial wreath needs to be defined.

B&W – For black & white printing applications

WHITE – For a white “knockout” version

Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

Below are the four versions of the horizontal logos.



PRESENTED BY



MEM15_Horiz_4C



PRESENTED BY



MEM15_Horiz_4C_BORDER



PRESENTED BY



MEM15_Horiz_BW_REV



PRESENTED BY



MEM15_Horiz_WH

Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

Below are the four versions of the vertical logos.



— PRESENTED BY —



MEM15_Horiz_4C



— PRESENTED BY —



MEM15_Horiz_4C_BORDER



— PRESENTED BY —



MEM15_Horiz_BW_REV



— PRESENTED BY —



MEM15_Horiz_WH

Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

To achieve maximum presence and impact, the brand signature should always stand apart from text, symbols or other graphic elements that may compete for the reader's attention. Always surround it with a minimum clear space equal to the height of two stacked "M"s from the Memorial Tournament logo.



Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

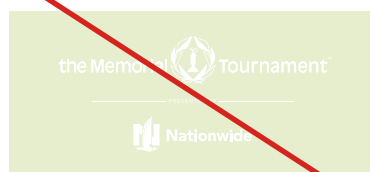
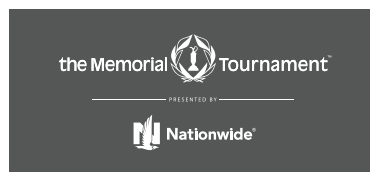
To achieve maximum presence and impact, the logo should always follow these basic rules:

1. The use of the horizontal logo is preferred over the vertical logo wherever possible unless the vertical logo provides greater prominence.

2. Do not display the horizontal logo smaller than 1.25" wide or the vertical logo smaller than 0.5" tall.



3. Use the "white" version of the logo on dark, solid backgrounds only.



Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

To promote consistency, utilize the PANTONE® colors shown here whenever possible. These colors can be found in the current edition of the PANTONE Color Formula Guide. For process color printing, refer to the CMYK values shown in the table below.

The colors shown through this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of PANTONE, Inc.

PANTONE 877C

C 0
M 0
Y 0
K 40

PANTONE 3435C

C 100
M 0
Y 81
K 66

PANTONE 2133C

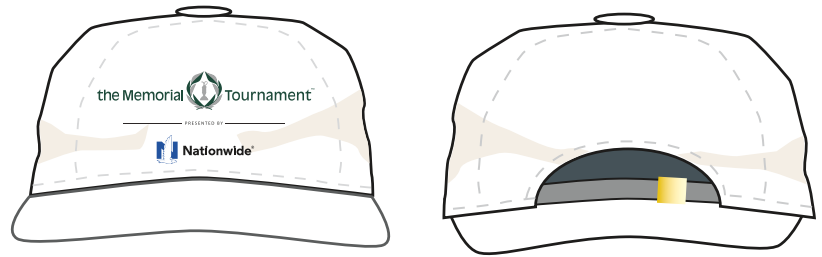
C 95
M 72
Y 2
K 0

Overview

Sample proof required of all ordered items.

Logo Formats

Horizontal Logos

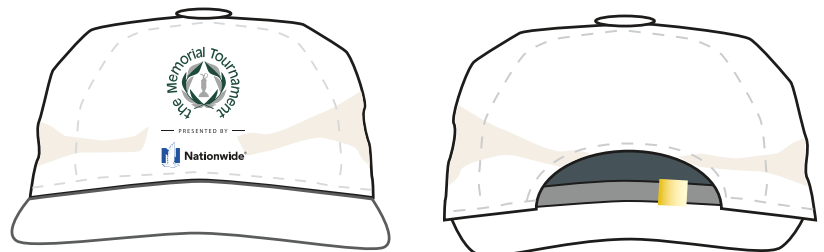


Logo is 3.75" wide

White Baseball Cap (Horizontal)

Use logo at 3.75" wide at minimum

Vertical Logos



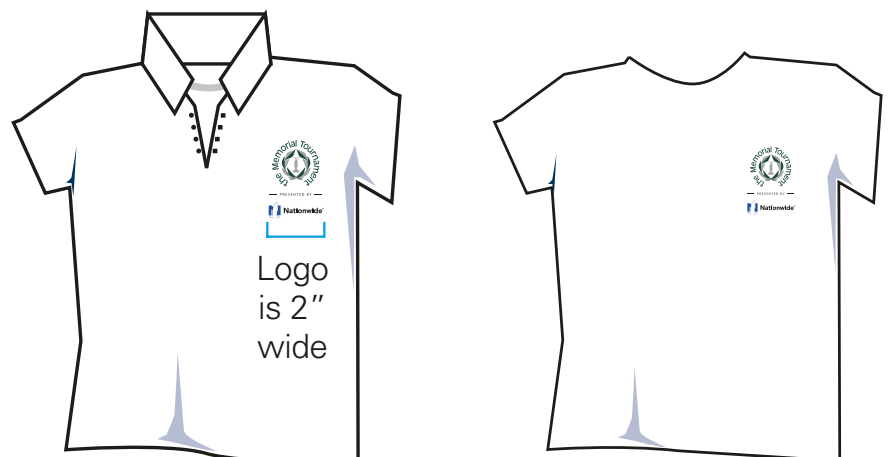
Logo is 2" wide

White Baseball Cap (Vertical)

Use logo at 2" wide at minimum

Do's and Don'ts

Color Palette



Logo is 2" wide

White Shirts

Use logo at 2" wide at minimum

Usage

White Shirts & Caps

Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage Colored Shirts

Logo Options

MERCHADISE LOGO A

Text Colors:

"the Memorial Tournament" white
"presented by Nationwide" white



MERCHANDISE LOGO B

Text Colors:

"the Memorial Tournament" Pantone 3435
"presented by Nationwide" black



BURNT ORANGE



BLACK



WHITE



SUN



TURF



BERRY



CLOUD



MAUI



ORCHID



Sewn Samples Required for:

LIME



Sewn Samples Required for:

LIME



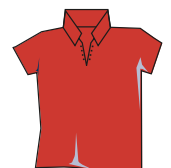
NAVY



Color Not Approved For Use:

PRIMARY RED

or a similar shade is not approved for embroidery with the Memorial Tournament presented by Nationwide logo on it. If a red fabric color is requested, written review is required and not guaranteed for approval.



PINE



Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage
Golf Ball & Towel

Sample proof required of all ordered items.



Front

Golf Balls (Front)

Use logo at .6" wide on front and .9" wide on back at minimum

Please note: The vertical logo is preferred for the golf ball. In special cases, separation of the logo into two individual graphics could be considered. Separate review and approval is required.



Golf Towel

Use file at 2" wide at minimum

Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

Shoe Bag & Umbrella

Sample proof required of all ordered items.

Light Gray Golf Shoe Bag

Scale logo as large as clear

space rules will allow.



Golf Umbrella

Scale logo as large as clear

space rules will allow.

Overview

Logo Formats

Horizontal Logos

Vertical Logos

Clear Space

Do's and Don'ts

Color Palette

Usage

Pin Flag & Lanyard

Sample proof required of all ordered items.



Pin Flag

Scale logo as large as clear space rules will allow.



Lanyard Front & Back

Scale logo as large as clear space rules will allow.

Please note: The horizontal logo is preferred for the lanyard. In special cases, separation of the logo into two individual graphics could be considered. Separate review and approval is required.

the Memorial  Tournament™

PRESENTED BY

