



*lifeblood*

REGULATIONS GOVERNING THE USE OF THE PGA OF  
CANADA LOGO AND THE BRAND NAME PGA OF CANADA

THE

# PGA OF CANADA

DEVELOPS, PROMOTES AND

SUPPORTS ITS MEMBERS

IN LIVING A BETTER LIFE AND EARNING A

BETTER LIVING WHILE GROWING

PARTICIPATION, EXCELLENCE AND

PASSION FOR THE SPORT OF GOLF.

# HARNESS THE POWER OF THE BRAND



The use of the logo is not just an earned privilege; it is a contractually binding obligation on behalf of the user. If you are not a qualified member in good standing you are not eligible to use the logo or the brand. If you are a qualified member you are eligible to use the logo and the brand name on condition that you use it only within the proscribed regulations.

The PGA of Canada logo and brand name is the most important differentiator in the golf industry in Canada. It means the user has complied with the highest standards in golf and has acquired the skills and teaching knowledge of the best golf professionals in Canada. This logo places you among the elite in golf.

When you misuse the logo or the brand, or otherwise alter or denigrate the logo, either intentionally or accidentally, you erode its value not only for yourself but for all of your colleagues who rely on this logo and brand to set themselves apart from all others in the business of golf instruction. This is an important tool for the success of your business and that of your colleagues, as well as zones and the national office. To use it, you must respect the regulations governing its use. In return, the PGA of Canada will continue to promote the themes of excellence, quality, trust and success that are integral elements of the brand.

Use it with success. Use it with respect.



# strategic plan

The PGA of Canada is an established non-profit organization of over 100 years, based on a membership of golf professionals who are helping to grow the game of golf in all facets of the industry. In 2011, the former Canadian PGA (CPGA) became the PGA of Canada to align with our partners within the PGA World Alliance and capitalize on the three letters "PGA", which are recognized throughout the world.

## VALUES

**Trusted brand:** Setting and meeting high ethical and business standards sustains the PGA of Canada mark. We value the contributions from our partners and members in maintaining golf's status as one of the world's most recognized sports.

**Progressive leadership:** As innovators and collaborators, we take informed risks and embrace change - continuously improving to help our members effectively adapt, manage, perform and lead in today's ever changing environment.

**Pride of membership:** We are proud of our rich history and the contribution of our members as the public face of golf in Canadian communities.

**VISION** The PGA of Canada is a recognized world leading association of golf professionals valued for our contribution to the global golf industry.

**MISSION** The PGA of Canada develops, promotes and supports its members in living a better life and earning a better living while growing participation, excellence and passion for the sport of golf.

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## STRATEGIC DIRECTIONS

- 1 Effectively delivering programs and services that are valued by PGA of Canada members and key stakeholders while growing participation in the sport in Canada at all levels and in all forms of participation.
- 2 Communicating the value of the PGA of Canada brand domestically and internationally to foster interaction with key industry stakeholders to improve the overall health of the sport.
- 3 Sustaining and recruiting PGA of Canada members with a strategic plan that is aligned with the National Sport Organization, Golf Canada.
- 4 Continuing to adopt and implement innovative practices at the national office and expand our organization's capacity to better serve the members and the golf community at large.



brand mark usage





There is only one PGA of Canada logo and is intended to be the recognized brand mark for the association and every member in good standing. This mark is to be used whenever the association is referenced or in reference to programs owned and operated by the PGA of Canada.

## USES

- Primary brand on association web site ([pgaofcanada.com](http://pgaofcanada.com))
- Member cards and communications
- In association with events and programs conducted by the PGA of Canada
- All licensed products and apparel

**NOTE** - The PGA of Canada logo is bilingual, do not alter the logo for French applications



## OFFICIAL LOGO

This is the preferred logo version for use in all applications.

This logo is the required version for PGA of Canada merchandise, communications materials and documents such as stationary, letterhead, business cards and signage.

## ALTERNATE LOGO

The alternate logos are to be used when the official logo cannot be used. For example, one-colour printing.

## Minimum Size

The PGA of Canada logo must not appear any smaller than 1.0" in width. Smaller sizes cannot be clearly read.



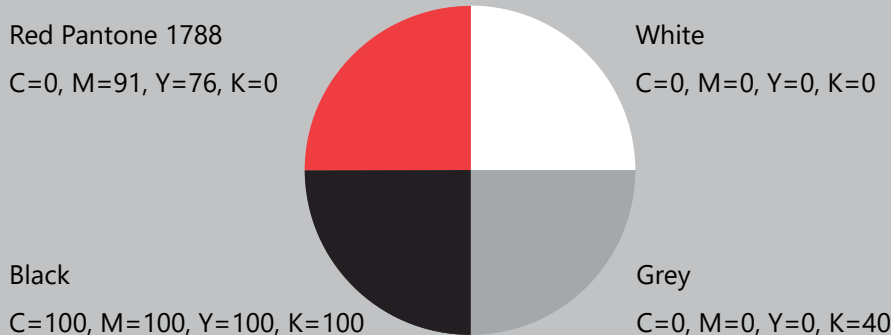
## Minimum Surrounding Space

The official PGA of Canada logo has a minimum required amount of surrounding blank space that must be observed in all applications. Any elements, including page edges, should not encroach upon the minimum space. The amount of surrounding blank space is no less than the height of the "P" in the logo.



The PGA of Canada logo may only appear in the following colours, CMYK, Grayscale, Spot or Pantone, Black, White on a coloured or photographic background. It may not appear in any other colour, unless first approved by the PGA of Canada. PGA of Canada Red and Black are the organization's official colours and should be used in all official PGA of Canada applications whenever possible.

The red leaf along with the letters "PGA" identify the brand of the PGA of Canada against all other PGA brands in the world. It is important to ensure the leaf is displayed in the proper red (Pantone 1788) in nearly every application.



The PGA of Canada logo is represented in many different file formats to allow for use in various applications. The EPS format is preferred for any printed projects such as publications, posters, signs and stationary. For any on-screen projects such as Power-Point presentations or websites, GIF or JPEG files (depending on the application) should be used. If you are unsure about which file format to use, please contact the PGA of Canada. If you are working with a service provider that requires a PGA of Canada logo, be sure to ask which file format is preferred. The PGA of Canada will supply the logo in the proper format on all approved applications.

## CONTACT

For clarification on any of the information contained in these regulations, please contact:

Mark Elliott, Manager of Marketing,  
[mark.e@pgaofcanada.com](mailto:mark.e@pgaofcanada.com)

# INCORRECT USE OF THE LOGO



**Alter the proportions of the logo** When using an image properties dialogue box to resize the logo, ensure the horizontal and vertical scale percentage values are the same and “maintain aspect ratio” is enabled.



**Alter the colour of the logo** The official PGA of Canada logo may only appear in the colours set out in this guide. Any other colour, including a tint is prohibited, unless approved by the PGA of Canada.



**Distort the logo or any elements of it** If the logo does not fit in well in a certain location, resize the entire logo or change its position, but do not ever distort it. If you are unsure about how to properly place the logo, contact the PGA of Canada.



**Substitute the logo fonts** Use of a different font to represent the logo is prohibited.



**Re-position any of the logo's elements** Repositioning any element of the logo to suit a specific application is not permitted. The logo must appear unmodified in all materials. The logo, or any portion of the logo, may not be used as part of another logo.



**Isolate the logo** Separating the graphic portion of the logo for use on its own is prohibited.



**Place any borders, text, page edges or other elements on or very near the logo** Always observe the logo's minimum surrounding space requirement. See member usage section for allowances for PGA member names associated with the logo.



member logo regulations

The PGA of Canada logo is intended to benefit individual PGA of Canada professional members. Use of the logo is the responsibility of each PGA of Canada member. The logo may not be used by anyone else unless it contains the PGA of Canada professional's name as outlined in the regulations below and must be authorized by the PGA of Canada.

## LOGO USAGE

1. PGA of Canada members in good standing may use the PGA of Canada Professional logo. PGA of Canada Apprentice Professional may also use the logo as specified in the regulations.
2. The PGA of Canada professional's name must accompany each use of the logo, as specified in the regulations. For Apprentice Professional, the words "Apprentice Professional" must appear with the logo, as specified in the regulations.
3. PGA of Canada members may use the PGA of Canada Professional logo on their own personal web site or their facility's web site. The use of this logo must conform to the rules below.

## ADVERTISING

The following applies to traditional advertising such as television, newspapers, telephone and other directories, magazines, brochures, signs, billboards, etc.

1. If the PGA of Canada Professional logo is used in an ad or other printed promotional copy, it must appear with an individual member's name and the words "PGA of Canada Professional" on two separate lines. The recommended typeface is Segoe UI Bold, Black 60% for the name and PGA of Canada Professional in Segoe UI Semibold two font sizes smaller in black.



2. In the event that there is more than one PGA of Canada professional the logo may be used with the words “staffed by PGA of Canada Professionals”.



## PGA OF CANADA APPRENTICE PROFESSIONAL USAGE

In order to provide recognition to PGA of Canada Apprentice Professional, they are allowed to utilize the PGA of Canada logo with the words “Apprentice Professional” appearing in all instances. The individual’s name may appear below the Apprentice Professional logo.



## PGA OF CANADA MEMBER IDENTITY

The following applies to all traditional forms of business communication such as business cards, envelopes, letterhead, etc. The recommended typeface is Arial Black for the member's name and "PGA of Canada Professional", the address and contact information should be Arial.

## BUSINESS CARDS

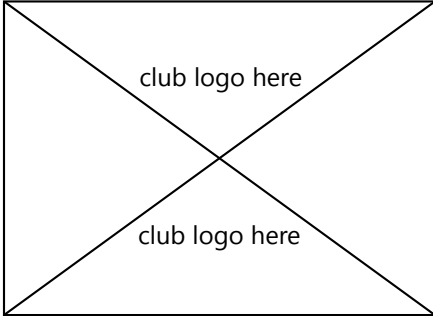

Use the PGA of Canada Professional logo followed by the individual's name and the words "PGA of Canada Professional" on two separate lines (including the individual's title is optional).




**MIKE TOWNSEND**  
PGA OF CANADA PROFESSIONAL  
Street Address  
City, Province Postal Code  
Tel: (###) ###-####  
Fax: (###) ###-####  
Email: name@address.com

## EMAIL SIGNATURE

The following email signature has been developed to provide a consistent look for all PGA of Canada members, but also identify the employing facility if applicable.

 <p>club logo here</p> <p>club logo here</p>	<p><b>MIKE TOWNSEND</b> <b>PGA OF CANADA PROFESSIONAL</b></p> <p>&lt;position at facility&gt; &lt;facility&gt; &lt;street address&gt; &lt;city&gt;, &lt;prov&gt; &lt;postal code&gt; Tel: (###) ###-#### Fax: (###) ###-#### Email: name@address.com</p>	
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**PGA OF CANADA PROFESSIONAL: LIFEBLOOD OF THE GAME**

 <add as required>

## ENVELOPES, MAILING LABELS AND LETTERHEAD

Use the PGA of Canada Professional logo with the individual's name and the words "PGA of Canada Professional" on two separate lines (including the individual's title is optional).



**MIKE TOWNSEND**

PGA OF CANADA PROFESSIONAL

Street Address

City, Province Postal Code

## FAX SHEETS AND NOTEPADS

Both should use the PGA of Canada Professional logo with the individual's name and the words "PGA of Canada Professional" on two separate lines (see previous page).

## ON-SITE SIGNAGE

The PGA of Canada logo can be used on-site at any facility employing a PGA of Canada member. These logos may be used anywhere the PGA of Canada member conducts his or her business. i.e. the golf shop.

## PERSONAL MERCHANDISE

PGA of Canada Professionals may purchase goods from authorized golf manufacturers bearing the PGA of Canada Professional (or Apprentice Professional) logo for their personal use. Use the PGA of Canada logo with the individual's name and the words "PGA of Canada Professional" on two separate lines beneath. The text should be set in Arial Black typeface. **THESE PRODUCTS CANNOT BE USED IN RETAIL AND/OR FOR RESALE OF ANY TYPE.** If you wish to order logo products for personal use from a company, please have the company representative fax a written request to the PGA of Canada 519.853.5449 or contact the PGA of Canada Membership Department at 519.853.5450 for details. PGA of Canada Professionals are responsible for the use of the PGA of Canada Logo and should defer any questions to the Membership Department at 519.853.5450.

# MEMBER LOGO REGULATIONS

ITEMS CAN BE USED FOR PERSONAL USE ONLY NOT INTENDED FOR RETAIL OR RESALE OF ANY KIND. THIS INCLUDES BUT IS NOT LIMITED TO:

- PGA of Canada Professional Golf Bag
- Shirts and/or Hats
- Jackets
- Money Clips
- Golf Balls
- Luggage
- Briefcase
- Laptop Case
- Office Items (Desk Accessories)
- Bag Tags
- Business Cards
- Letterhead
- Head Covers
- Golf Club Signage
- Table Covers



Items utilizing the PGA of Canada logo on its own are available to PGA of Canada members through the online store at [www.pgaofcanada.com](http://www.pgaofcanada.com) on the private member side.



# Regulations Governing PGA of Canada Zones usage of the Logo and Brand

The PGA of Canada logo is intended to benefit individual PGA of Canada Zone affiliates. Use of the logo is the responsibility of each PGA of Canada Zone. The PGA of Canada logo may be used as is or may contain the Zone's name as outlined in the regulations below and must be authorized by the PGA of Canada.

## LOGO USAGE

1. PGA of Canada Zones may only use the specific logo of their Zone.
2. The PGA of Canada Zone's name may accompany each use of the logo, as specified in the regulations.





## PGA OF CANADA ZONE IDENTITY

The following applies to all traditional forms of business communication such as envelopes, letterhead and email etc. The recommended typeface is Segoe UI.

## ENVELOPES AND LETTERHEAD

Each Zone will be provided with graphic files for stationary such as envelopes and letterhead. For example:



## EMAIL SIGNATURE

The following email signature has been developed to provide a consistent look for all PGA of Canada Zone affiliates.

DAN GARAGAN  
Executive Director  
PGA of Northern Ontario

p 705.472.0810  
f 705.472.4427  
nopga.ca



### DISCLAIMER:

This e-mail is confidential, privileged and intended for the exclusive use of the addressee. Any other person is strictly prohibited from disclosing, distributing or reproducing it. If you have received this e-mail by mistake, please notify us by calling 705.472.0810.

Ce courriel est confidentiel, privilégié et destinés à l'usage exclusive du destinataire. Toute autre personne est strictement interdit de divulguer, distribuer ou de reproduire ce courriel. Si vous recevez ce courriel par erreur, veuillez nous en aviser en composant le 705.472.0810

## FAX SHEETS AND NOTEPADS

Both must use, at minimum, the PGA of Canada logo or the appropriate PGA of Canada Zone logo.

## ON-SITE SIGNAGE

The PGA of Canada logo or appropriate PGA of Canada Zone logo can be used on-site anywhere the PGA of Canada Zone conducts business. i.e. events, award shows, workshops, etc.

## PERSONAL MERCHANDISE

PGA of Canada Zones may purchase goods from authorized golf manufacturers bearing the PGA of Canada or PGA of Canada Zone logo for their use only. **THESE PRODUCTS CANNOT BE USED IN RETAIL AND/OR FOR RESALE OF ANY TYPE.** If you wish to order logo products for personal use from a company, please have the company representative fax a written request to the PGA of Canada 519.853.5449 or contact the PGA of Canada Membership Department at 519.853.5450 for details. PGA of Canada Zones are responsible for the use of the PGA of Canada Logo and should defer any questions to the Membership Department at 519.853.5450.

Items utilizing the PGA of Canada logo on its own are available to PGA of Canada members through the online store at [www.pgaofcanada.com](http://www.pgaofcanada.com) on the private member side.



typeface

The official font of the PGA of Canada is Segoe UI and the different styles associated with Segoe UI. The Segoe UI family of fonts is a simple, easy-to-read sans-serif typeface which offers great variety in setting tones and producing the proper image.

Segoe UI should be used in all communications. Use type size, weight and styles to establish a clear hierarchy of information. As a substitute, Arial may be used as a substitute only when Segoe UI is not available.

## SEGOE UI

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890

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**HEADINGS**

MAIN HEADINGS ARE ALWAYS UPPERCASE, SEGOE UI LIGHT, 18 PT

**SUBJECT HEADINGS**

**SUBJECT HEADINGS ARE ALWAYS IN UPPERCASE SEGOE UI SEMIBOLD, 12 PT**

**BODY COPY**

Body copy should be set in Segoe UI Regular, 10 pt.

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