



R&A
Women in Golf Charter

BRAND GUIDELINES

#FORE
everyone



INTRODUCTION.

When it comes to using your #FOREeveryone assets, we want to ensure this is as simple and as straightforward for you as possible. These brand guidelines will help you to maintain consistency in tone and appearance, helping you to develop a stronger identity.

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LOGO USAGE

CHARTER LOGO

R&A WOMEN IN GOLF CHARTER LOGO (BRANDMARK)

Our brandmark is the number one asset for identifying our brand. This has been created to include both The R&A logo and the Women in Golf Charter text. It is clear, clean, and bold. This logo should be used, wherever possible, on everything that you produce for your #FOREeveryone campaign material.

LOGO PLACEMENT & SIZE:

To protect the clarity and visual integrity of our brandmark, it has an exclusion zone. This ensures visual impact of the brandmark and isolates it from elements such as text and supporting graphics. It must always appear legibly on a clear background.

Exclusion zone can be determined by using the measurement of the width of the letter R from our brandmark. This zone is the absolute minimum space allowed, in most cases the brandmark should be given more room to breathe.

To ensure legibility and impact, the charter brandmark should never be reproduced at smaller than 10mm height.



LOGO USAGE

CHARTER LOGO

LOGO COLOUR

Blue is our primary choice for the brandmark colour where the application permits. In some circumstances this can be reversed to use white on R&A Blue.

The R&A Women in Golf Charter logo brandmark can only be reproduced in R&A Blue or white. The brandmark must never appear as a tint of a colour.

The colour selected for the brandmark on any application must always provide maximum contrast.

ON LIGHT



ON DARK



MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided. To illustrate this point some of the more likely mistakes are shown.



Do not outline any elements of the logo



Do not distort the logo



Do not alter the colours of the logo



Do not remove elements of the logo



Do not rotate the logo



Do not place the logo over busy images

LOGO USAGE

#FOREeveryone & SIGNATORY LOGO

#FOREeveryone LOGO

A catchy, memorable tagline has been created to highlight the inclusive and welcoming nature of this campaign. Both The R&A Women in Golf Charter logo and #FOREeveryone logo should be visible on your campaign materials.

This logo is always shown with '#FORE' in capitals and 'everyone' in lower case. This also applies when written anywhere.

LOGO PLACEMENT & SIZE:

To protect the clarity and visual integrity of our brandmark, it has an exclusion zone. This ensures visual impact of the brandmark and isolates it from elements such as text and supporting graphics. It must always appear legibly on a clear background.

The exclusion zone can be determined by using the measurement of the width of the # from our brandmark. This zone is the absolute minimum space allowed, in most cases the brandmark should be given more room to breathe.

To ensure legibility and impact, the charter brandmark should never be reproduced at smaller than 12mm height.



10mm for print
60px for digital



LOGO USAGE

#FOREeveryone & SIGNATORY LOGO

LOGO COLOUR

The logo can be used on light and dark backgrounds, with different versions for each. In some circumstances this can be used in all white to make the logo as clear as possible.

The #FOREeveryone logo brandmark can only be reproduced in R&A Blue or white. The brandmark must never appear as a tint of a colour.

ON WHITE



ON DARK



ON LIGHT



SIGNATORY LOGO

We want you to use the Signatory logo as follows and please remember don't stretch or distort it.

Don't forget to upload your Signatory logo in pride of place on your website and display around your clubhouse so it is visible to all!

This logo should not be altered in any way and can sit on all backgrounds, with its white background securing the assets.



COLOUR PALETTE.

The colour palette is made up of two variations of blue, with Navy being the predominant colour.

PRINT COLOUR

NAVY
CMYK 100 90 30 55

WHITE
CMYK 00 00 00 00

LIGHT BLUE
CMYK 60 00 10 00

DIGITAL COLOUR

NAVY
RGB 004 030 066
HEX 041E42

WHITE
RGB 255 255 255
HEX FFFFFFFF

LIGHT BLUE
RGB 020 232 255
HEX 14E8FF

FONT USAGE.

Our primary font is Radikl. Our font can be used in the following: Bold, Medium and Light.

Using the same font will contribute to a distinctive unified impression across your #FOREeveryone campaign materials.

HEADLINE FONT: RADIKAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headlines must be in capitals, except for when using #FOREeveryone

SUD-HEADER FONT: RADIKAL MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY FONT: RADIKAL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HIERARCHY

When a variety of type sizes have been used, the weight and size of the typography should create a clear hierarchy. This contrast creates a simple way to navigate information.

When the audience is familiar with the hierarchy of information, it takes much less time to find information. Our system should try to follow three sizes to communicate this hierarchy.

SIZE ONE
For headlines and titles.

SIZE TWO
For descriptors and sub-headings

SIZE THREE
For body copy and additional information.

Within literature, we may use an additional smaller size for captions.

Example of hierarchy scale:

HEADLINE 30PT
Sub-Header 15pt
Body copy 10pt

IMAGE USAGE.

Here are examples of images that should be used alongside your **#FOREeveryone** campaign materials.

Images should not be:

- ☒ Manicured
- ☒ Staged
- ☒ Glossy
- ☒ Immaculate
- ☒ Saturated

GOLF

Our golf imagery is driven by authentic moments. Capturing the camaraderie between players and highlighting the beauty of the game.



COMMUNITY

Our imagery for community is driven by authentic moments. Capturing real people in real situations, the way they see it.



CORPORATE

Our people and partners reflect the importance of inclusivity and collaboration. They are at the heart of everything we do so we capture them interacting, discussing, listening and contributing.



#FOREeveryone RESOURCES

INCLUDING EDITABLE ASSETS

A selection of designed graphics are at your disposal and easily downloaded via the resource portal. These are ready to use and include posters, a signatory certificate, and social graphics.

You will also find editable assets which you can personalise with your Club logo, text, and images, to help promote future events. Please ensure the above guidelines are considered when using the editable assets.

To find out more about #FOREeveryone or the Women in Golf Charter, visit:

RandA.org/FOREeveryone



RA_069_SocialTemplates



RA_052_OpenDay



RA_090_MarketableEvents

REA

Women in Golf Charter

#FOREeveryone

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