



# BRAND TOOLKIT

V1. 2023

# DRIVING FURTHER TOGETHER

Golf Canada's Strategic Plan is our yardage guide—a roadmap for operational, competitive, and commercial success that outlines the most critical priorities of our business. Similar to collaboration between athlete and caddie in the moments where data-driven decision-making guides execution, our Strategic Plan is optimized through consultation, market research, consumer insights, and a trust in planning—a resource to manage the course ahead.

The 2019-2022 iteration of Golf Canada's Strategic Plan was the cornerstone for a period of unprecedented success for our organization. We achieved new levels of financial stability, grew our championships and saw Canadian golf succeed on and off the course. A focus on the right strategic priorities also allowed Golf Canada to manage through a global pandemic to better understand the surge in interest across all areas of our sport, adjust our business, and be a leader in developing a more inclusive and safe golf environment for all Canadians.

The sport of golf is incredibly well-positioned for sustained growth. The next iteration of our operational roadmap – the 2023-2027 Golf Canada Strategic Plan – outlines areas of strategic focus for the organization to positively impact a bright and inclusive future for golf. The plan is supported by a sound organizational structure and a commitment to ensuring a sport environment rooted in fun, inclusion, excellence, integrity, and accountability both on and off the golf course.

Thank you to the many stakeholders who shared their insight towards the development of our 2023-2027 Strategic Plan. As the National Sport Federation and governing body, our yardage guide outlines a framework of operational strategies that when executed with precision, will advance the sport and drive Golf Canada's vision to be a world leader in golf.

**Laurence Applebaum**  
Chief Executive Officer  
Golf Canada



# CONTENTS

<b>CORE BRAND</b>	<b><u>05</u></b>	<b>BRAND EXPRESSION</b>	<b><u>19</u></b>	<b>DIGITAL TEMPLATES</b>	<b><u>33</u></b>
THE INGREDIENTS	<b><u>06</u></b>	OVERVIEW	<b><u>21</u></b>	POWERPOINT	<b><u>35</u></b>
LOGO BRAND MARK	<b><u>07</u></b>	EXPRESSION ELEMENTS	<b><u>22</u></b>	WORD / LETTER	<b><u>36</u></b>
- USAGE	<b><u>08</u></b>	- PHOTOGRAPHY	<b><u>23</u></b>	SOCIAL MEDIA	<b><u>37</u></b>
- VIOLATIONS	<b><u>09</u></b>	- HAND-DRAWN GOLF	<b><u>26</u></b>	EMAIL	<b><u>39</u></b>
- LOCK-UPS	<b><u>10</u></b>	- HAND-DRAWN EXPRESSION	<b><u>28</u></b>	WEBSITE	<b><u>40</u></b>
TYPOGRAPHY	<b><u>11</u></b>	- CANADA & MAPLE	<b><u>29</u></b>		
- HEADLINES	<b><u>12</u></b>	- DOT PATTERN	<b><u>30</u></b>		
- USAGE	<b><u>13</u></b>	- USAGE	<b><u>31</u></b>		
COLOUR PALETTE	<b><u>15</u></b>				
ICONOGRAPHY	<b><u>16</u></b>				
DIAGRAM GRAPHICS	<b><u>17</u></b>				



# CORE BRAND



**GOLF  
CANADA**



# CORE BRAND

THE INGREDIENTS	<a href="#">06</a>
LOGO BRAND MARK	<a href="#">07</a>
- USAGE	<a href="#">08</a>
- VIOLATIONS	<a href="#">09</a>
- LOCK-UPS	<a href="#">10</a>
TYPOGRAPHY	<a href="#">11</a>
- HEADLINES	<a href="#">12</a>
- USAGE	<a href="#">13</a>
COLOUR PALETTE	<a href="#">15</a>
ICONOGRAPHY	<a href="#">16</a>
DIAGRAM GRAPHICS	<a href="#">17</a>

# THE INGREDIENTS OF OUR BRAND

The focal point of our visual identity is our brand-mark – a universal signature for our brand. An element that is used across all of our identity system providing a dynamic and distinctive mark on all Canada Golf communications. There are various rules for its application, but we have created a flexible system that allows freedom and diversity.

We have two communication levels to our brand. Core Brand and Brand Expression. When we need to communicate on a corporate level we use the Core Brand elements and tool kit. When we need to engage our audience and communicate in a more contemporary, dynamic and fun way we use the Brand Expression elements and tool kit.



**GOLF  
CANADA**

# LOGO BRAND MARK

To accommodate various printing techniques and materials, two versions of the Golf Canada logo have been developed in positive and reverse. However, the two-colour version is the preferred representation of the brand.

The two-colour reverse version should be used when the logo is displayed on a dark background and the one-colour versions must only be used when printing prohibits the use of two-colours.

Logos files can be downloaded from the [Golf Canada Brand Tool Kit](#)



Two-Colour (Preferred)



One-Colour



Two-Colour Reverse

One-Colour Reverse

# LOGO USAGE

To ensure the legibility and integrity of the Golf Canada logo, a minimum “clear space” must be respected. The blue indicates the logo’s clear space and this area must be kept free of any other graphics and visual elements such as text or background patterns.

Taken from the word “GOLF”, the minimum clear space is defined by two times the letter “O”, regardless of the size in which the logo is reproduced. Measuring from the widest and tallest points of the logo, this protected area between the logo and competing visual elements helps to both establish and reinforce immediate recognition of the Golf Canada brand.

In terms of size, the logo must never be scaled down smaller than the minimum width of 0.5 inches and simplified version of the logo has been created for when the logo is displayed at a small size. In addition, there is a version of the logo available for applications larger than 36 inches.



Minimum size for print  
and screen usage

# LOGO VIOLATIONS

To protect the integrity of the Golf Canada brand, always reproduce the logo from original artwork, never alter the logo and avoid the following logo violations:



Never reposition the elements of the logo



Never apply shadows or 3D effects



Do not introduce new elements into the logo



Do not put the logo within a border or box



Never reproduce the logo in other colours



Always respect the clear space

# LOGO PARTNER LOCK-UPS

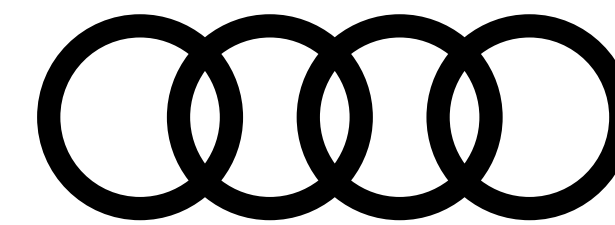
When combining the Golf Canada logo with a partner, a vertical dividing line must be used to clearly delineate and give equal prominence to both logos. In some cases, a partner lock-up may require a descriptor below.

The rule weight is determined by half the width of the upright characters of the Golf Canada wording (Y).

The rule is to be positioned equal distance between the partner logo and the Golf Canada logo using the depth of the Golf Canada wording (X).

The X height should be used as clear space around the whole lock-up.

The descriptor is Helvetica Condensed Bold and is 1/3 of the X height.

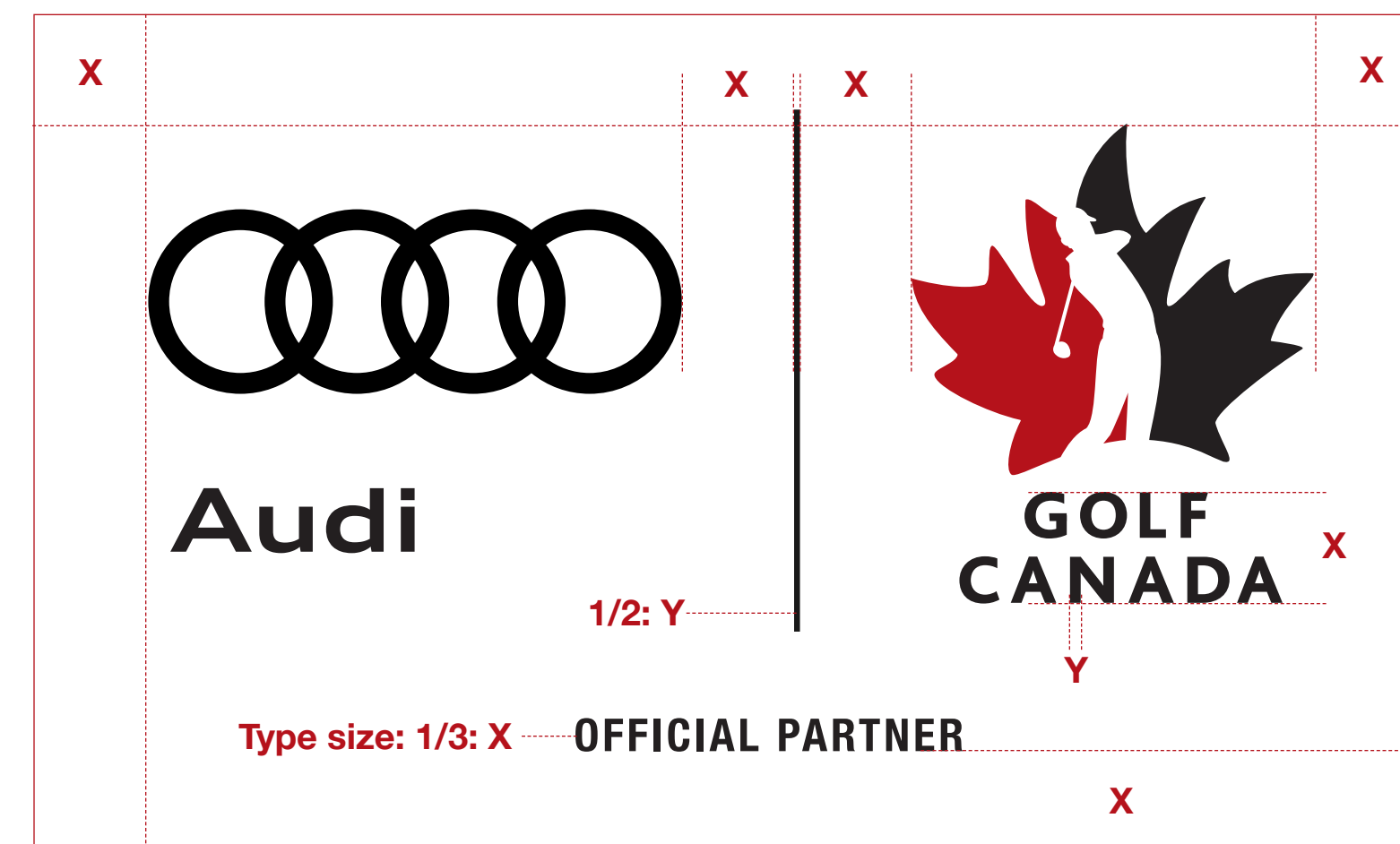


Audi



GOLF  
CANADA

OFFICIAL PARTNER



# TYPOGRAPHY USAGE

## CORE LEVEL

Helvetica Neue is the primary typeface used in all communication materials. It is a modern, easy-to-read sans serif font available in a variety of weights.

Use only true versions of Helvetica Neue. Do not use short-cuts for bold, italic, or other variations of the font. When determining type size and weight, legibility and a clear hierarchy of information should be considered.

Heading type-face

## BEBAS NEUE

REGULAR

Content type-face

## Helvetica Neue

45 Light

55 Roman

65 Medium

75 Bold

95 Black

47 Light Condensed

57 Condensed

67 Medium Condensed

77 Condensed Bold

97 Condensed Black

# TYPOGRAPHY USAGE HEADLINES & SUB HEADINGS

For headlines, Bebas Neue should be used and always in upper-case.

For digital platforms such as PowerPoint a template can be downloaded that has all the following elements set-up. The user can then simply select the text and edit it.

The following pages shows you how to apply it to a layout and the method used to get the correct balance and layout.

# MARKETING

## Headlines

To achieve this style of heading use Bebas Neue Regular with a shear angle of 11°, making sure the vertical is kept straight. To achieve the white key line duplicate the text box and offset.

# DRIVING FURTHER TOGETHER

## Sub-Headings

To achieve this style of heading use Bebas Neue Regular with a shear angle of 11°.

# TYPOGRAPHY USAGE

At core brand level, typography should be Red and Black. Headlines at core level can also be at the 11° Angle as shown here.

The sub headings and body copy is based on the size of the original main heading. The heading size is split into 12 (X) and implemented across the other elements as shown.

The final text size and leading should also be adjusted according to the media platform they are being used on. The formula provided is a starting point and can be adjusted accordingly to work with your requirements.

**GOLF** X

**LOREM IPSUM** 1/4: X

Lorem ipsum dolor sit amet, per no alii malorum 1/12: X  
epicuri. Sumo moderatius nec eu, cu stet facilisi  
tractatos vix. Iudico corpora evertitur vix at.  
Summo eripuit ea has, percipit partiendo no pro.  
Amet putent voluptua vim ad, congue integre.

**Lorem ipsum dolor sit amet, per no alii malorum epicuri. Sumo moderatius nec stet facilisi.** 1/12: X

## Headings

Bebas Neue Regular with a shear angle of 11°.

## Sub-Heading

Helvetica Neue Condensed Bold, Uppercase  
55pt / 55pt leading

## Body Copy

Helvetica Neue Regular -  
21pt / 27pt leading

## Pull-out

Helvetica Neue Condensed bold -  
28pt / 28pt leading

# TYPOGRAPHY USAGE EXPRESSION LEVEL

At brand expression level typography can be more contemporary and fun by adopting the key-line technique shown here. The secondary brand expression colour palette can also be used at headline level to bring collateral to life.

The key-line shown on the headline is a guide for best practice. The final rule weight and position from the text will depend on the size and platform that the headline is to be used.

The formula provided is a starting point and can be adjusted accordingly to work with your requirements.

# MARKETING

## LOREM IPSUM 1/4: X

Lorem ipsum dolor sit amet, per no alii malorum 1/12: X  
epicuri. Sumo moderatius nec eu, cu stet facilisi  
tractatos vix. Iudico corpora evertitur vix at.  
Summo eripuit ea has, percipit partiendo no pro.  
Amet putent voluptua vim ad, congue integre.

**Lorem ipsum dolor sit amet, per no alii malorum epicuri. Sumo moderatius nec stet facilisi.** 1/12: X

### Headlines

To achieve this style of heading use Bebas Neue Regular with a shear angle of 11°, making sure the vertical is kept straight. To achieve the white key line duplicate the text box and offset.

### Sub-Heading

Helvetica Neue Condensed Bold, Uppercase  
55pt / 55pt leading

### Body Copy

Helvetica Neue Regular -  
21pt / 27pt leading

### Pull-out

Helvetica Neue Condensed bold -  
28pt / 28pt leading

# COLOUR PALETTE

Two colour palettes have been created for the Canada Golf Brand. The Primary Core Brand colour palette and the Secondary Brand Expression colour palette.

Both palettes are available in PMS (Pantone/spot colour), CMYK (four-colour process printing) and HEX (websafe colour). Red, Black and White are the organization's official colours and should be used in all Golf Canada applications whenever possible.

Our secondary colour palette is to be used in brand expression communication only to give a contemporary edge and broader appeal.

## PRIMARY CORE BRAND COLOUR PALETTE - to be used in core brand communication

<p><b>PANTONE 1807</b></p> <p>C 8    R 181 M 100   G 18 Y 96    B 27 K 28</p> <p>HEX: #b5121b</p>	<p><b>BLACK</b></p> <p>C 73    R 25 M 67    G 25 Y 65    B 25 K 79</p> <p>HEX: #191919</p>	<p><b>WHITE</b></p> <p>C 0    R 255 M 0    G 255 Y 0    B 255 K 0</p> <p>HEX: #ffffff</p>
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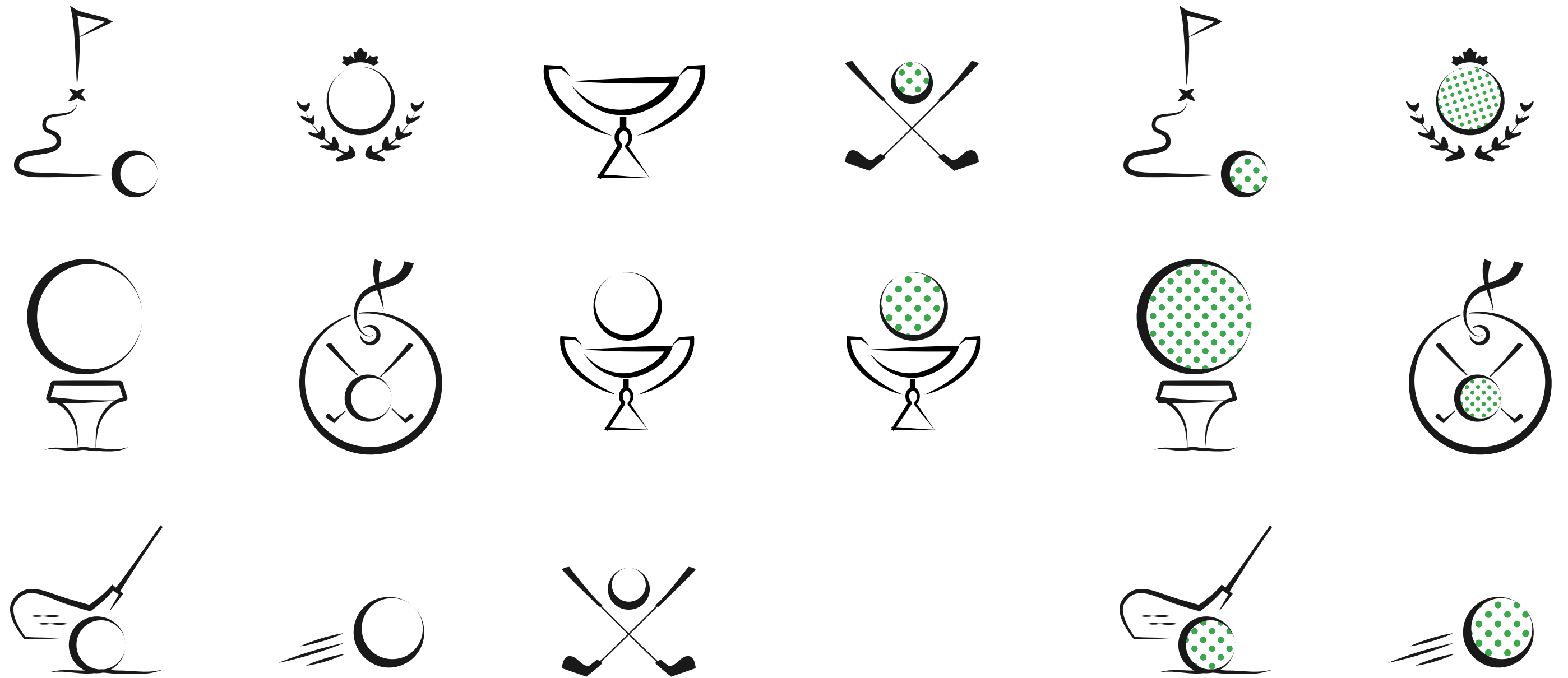
## SECONDARY BRAND EXPRESSION COLOUR PALETTE - to be used in brand expression communication only (see page 21)

<p><b>PANTONE 233</b></p> <p>C 16    R 213 M 87    G 52 Y 0    B 148 K 0</p> <p>HEX: #d53494</p>	<p><b>PANTONE 7460</b></p> <p>C 80    R 0 M 31    G 142 Y 2    B 204 K 0</p> <p>HEX: #008ecc</p>	<p><b>PANTONE 355</b></p> <p>C 74    R 58 M 0    G 170 Y 90    B 72 K 0</p> <p>HEX: #3aaa48</p>	<p><b>PANTONE 143</b></p> <p>C 7    R 233 M 41    G 161 Y 88    B 46 K 0</p> <p>HEX: #e9a12e</p>
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# ICONOGRAPHY

An icon tool-kit has been created for use across all brand communication material to add a fun, creative element to our collateral.

Some examples can be seen here. They should not be used large or overused in communication material.



These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# DIAGRAM GRAPHICS

To bring our information graphics, diagrams and tables to life, we have created a diagram tool-kit to use where relevant. Examples can be seen here of how to use the tool-kits elements.

These elements are a creative reference to illustrate how data can be displayed. This is not a fully comprehensive set of diagrams and should be used as a style guide to assist in future diagram production.



These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# DIAGRAM GRAPHICS

These examples show how our hand-drawn illustrations and colour palette can be used.



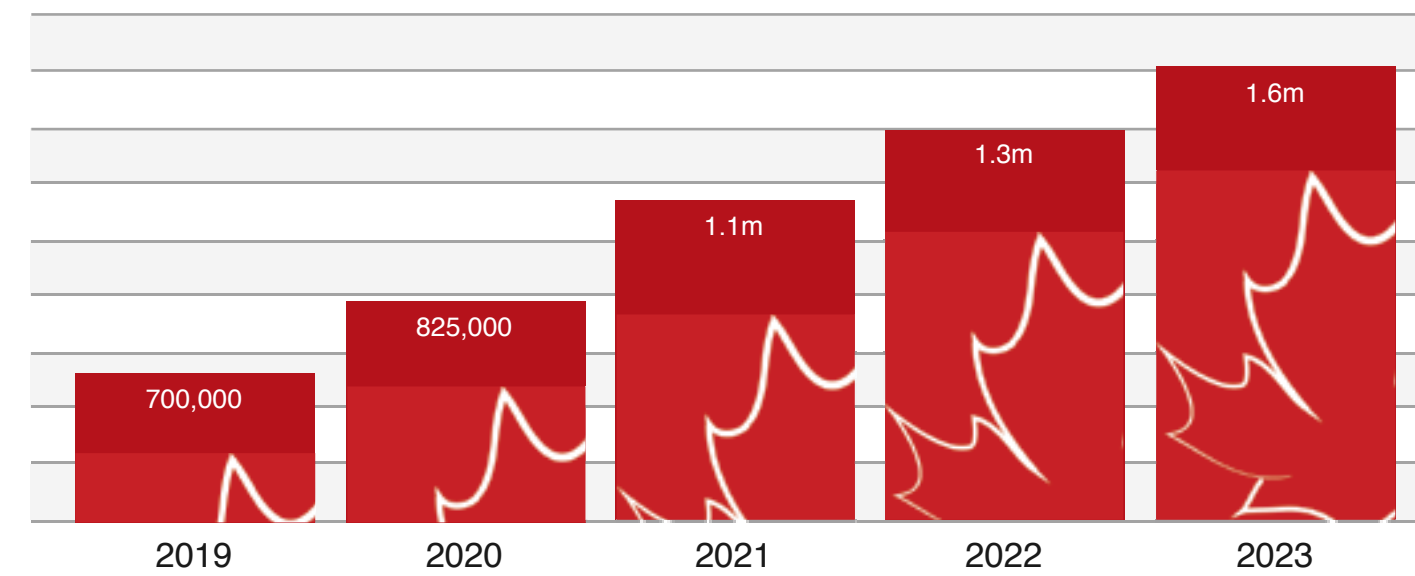
These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# CHART GRAPHICS

To bring our information graphics, diagrams and tables to life, we have created a diagram tool-kit to use where relevant. Examples can be seen here of how to use the tool-kits elements.

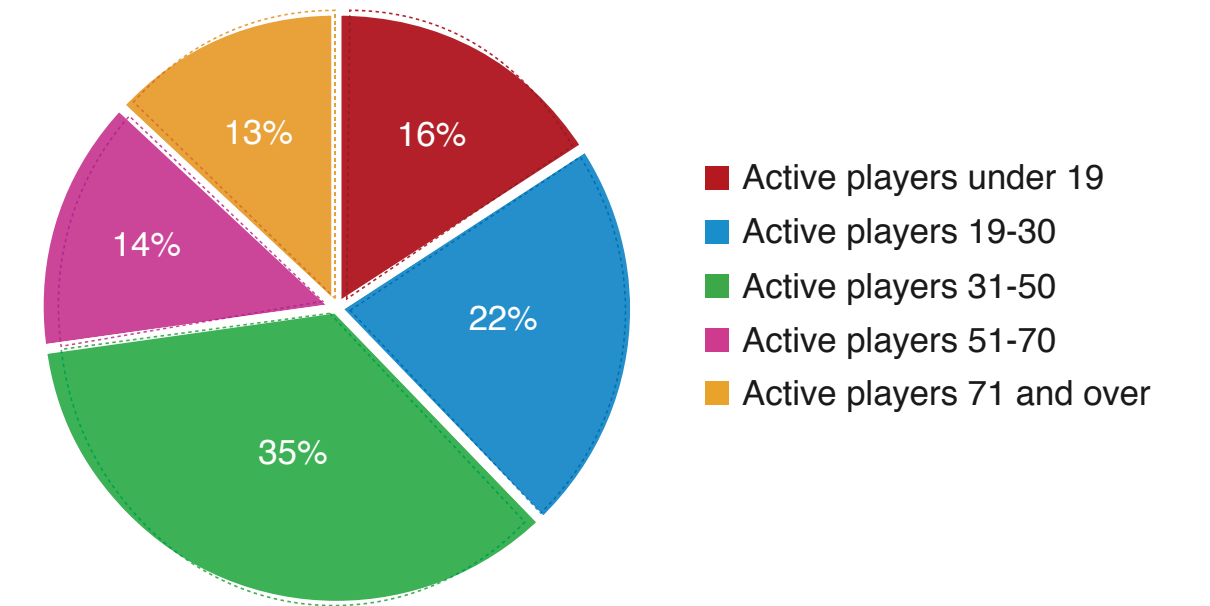
These graphs are a creative reference to illustrate how data can be displayed. This is not a fully comprehensive set of graphs and should be used as a style guide to assist in future graphs production.

NUMBER OF \*ACTIVE GOLFERS IN CANADA

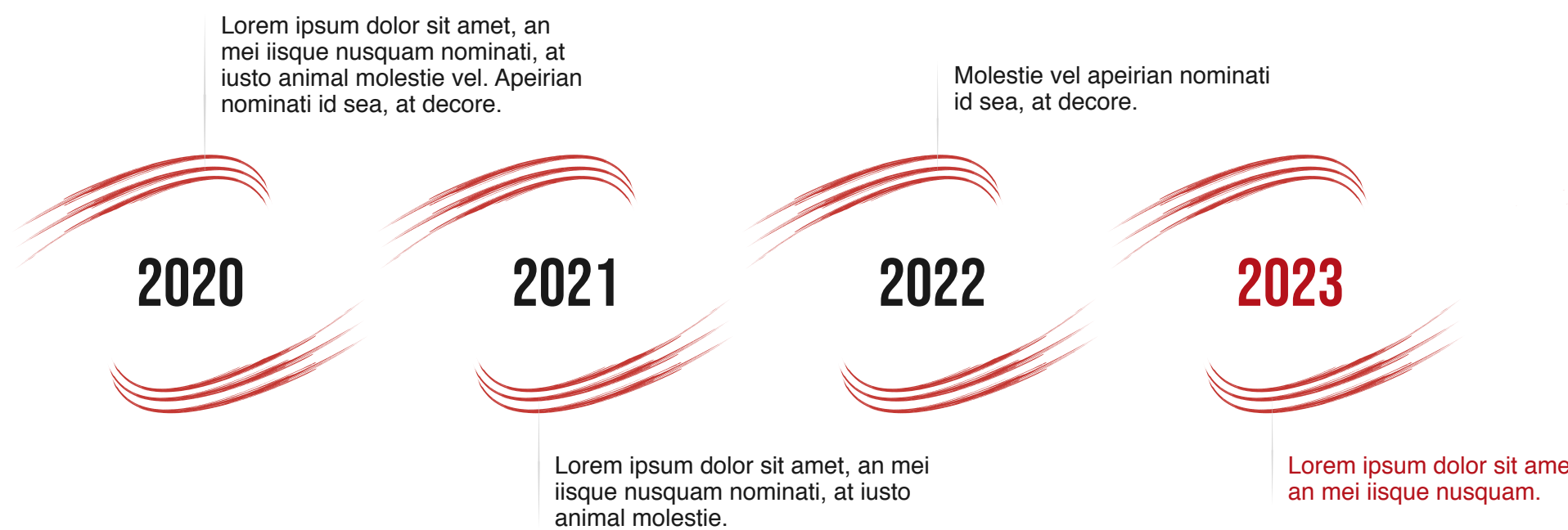


\*Active Golfers = play at least 3 rounds of 18 holes of golf once per calendar year

NUMBER OF \*ACTIVE GOLFERS IN CANADA



\*Active Golfers = play at least 3 rounds of 18 holes of golf once per calendar year



These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# BRAND EXPRESSION

# BRAND EXPRESSION

OVERVIEW	<a href="#">21</a>
EXPRESSION ELEMENTS	<a href="#">22</a>
- PHOTOGRAPHY	<a href="#">23</a>
- HAND-DRAWN GOLF	<a href="#">26</a>
- HAND-DRAWN EXPRESSION	<a href="#">28</a>
- CANADA & MAPLE	<a href="#">29</a>
- DOT PATTERN	<a href="#">30</a>
- USAGE	<a href="#">31</a>

# BRAND EXPRESSION

The examples here show how our brand can be brought to life by using the elements supplied in the brand expression tool-kit.

Using cut out imagery, patterns, maple leaf shapes and hand drawn elements together with the Brand Expression typographic styling and colour palette we can become a fun, progressive and engaging contemporary golf brand.

You don't have to use every element of the Brand Expression tool kit as this could become too loud and visually busy. Use your discretion and design eye to create a fun engaging composition to your Golf Canada brand collateral.



# EXPRESSION ELEMENTS

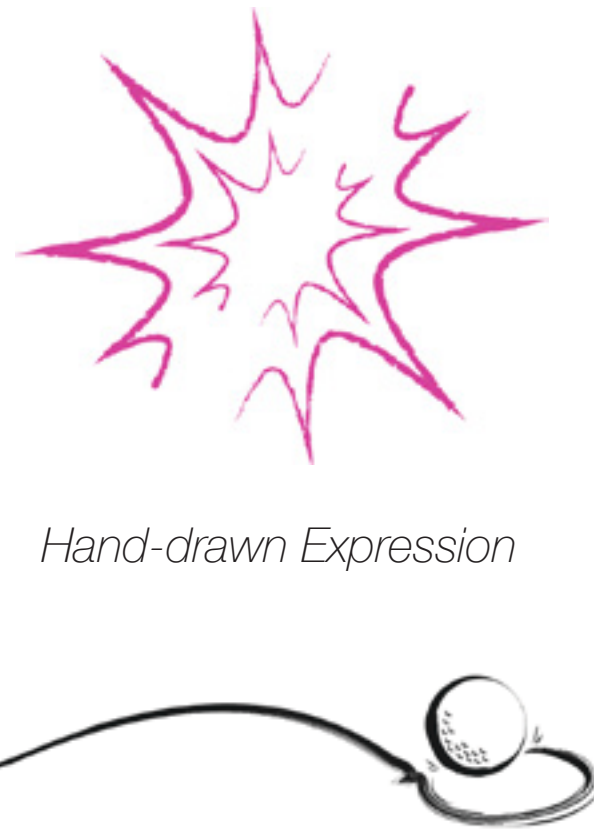
The elements shown here form the Brand Expression tool-kit. Together with the Brand Expression colour palettes and typography styling, these are available for you to bring your Golf Canada collateral to life.



*Black & White cutout photography*



*Maple leaf shapes*



*Hand-drawn Expression*

*Hand-drawn Golf*



*Half-tone dot patterns*



*Traced outlines  
(Black & White only).*

# BLACK & WHITE PHOTOGRAPHY CUT-OUTS

Cut-out Imagery should always be black and white, it can be cut out (players) or contained within a shape (maple leaf) See page 32 for examples and guidance on how to use photography with other elements in the brand expression tool-kit.

Sponsor logos on apparel and equipment should be visible if possible. If they are Golf Canada partners, for example, Titleist, RBC, BDO, or part of our own property (Team Canada, GC, CPWO), the logos should be prominent where possible.

If they are not Golf Canada partners, for example, Taylormade, then there is far less emphasis on logo prominence and preferable to not include the logos.



These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# BLACK & WHITE PHOTOGRAPHY

Black and white images can also be used when contained within a shape (maple leaf) See page 32 for examples and guidance on how to use photography with other elements in the brand expression tool-kit.

Sponsor logos on apparel and equipment should be visible if possible. If they are Golf Canada partners, for example, Titleist, RBC, BDO, or part of our own property (Team Canada, GC, CPWO), the logos should be prominent where possible.

If they are not Golf Canada partners, for example, Taylormade, then there is far less emphasis on logo prominence and preferable to not include the logos.



These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# COLOUR PHOTOGRAPHY

When imagery is used in digital applications such as PowerPoint or social media platforms you can use colour photography for background content.

The examples on page 27 show best practice of this on desktop and mobile devices.

Sponsor logos on apparel and equipment should be visible if possible. If they are Golf Canada partners, for example, Titleist, RBC, BDO, or part of our own property (Team Canada, GC, CPWO), the logos should be prominent where possible.

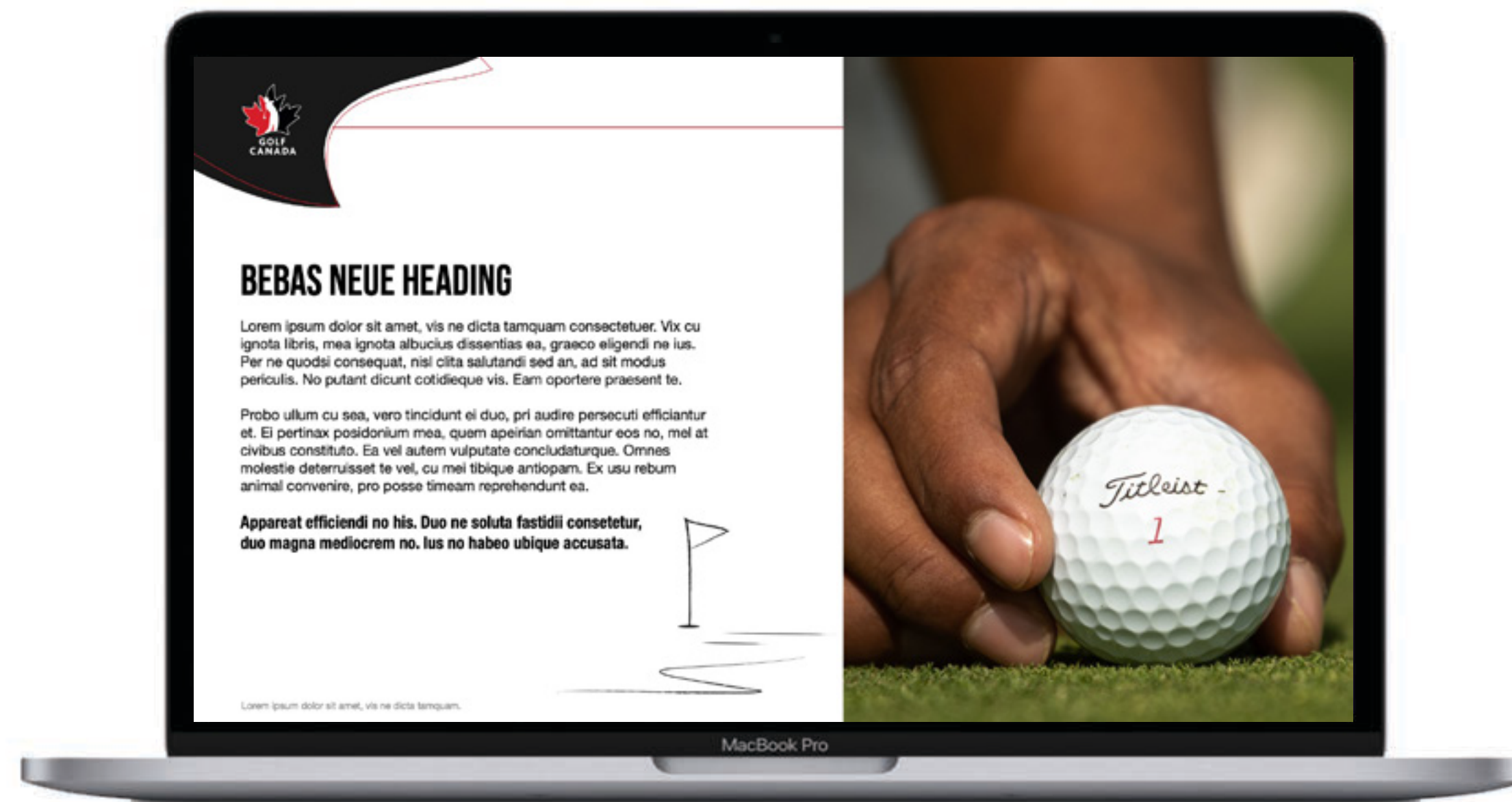
If they are not Golf Canada partners, for example, Taylormade, then there is far less emphasis on logo prominence and preferable to not include the logos.



These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# COLOUR PHOTOGRAPHY

This is a style guide to assist in future production and not a comprehensive set of screens.



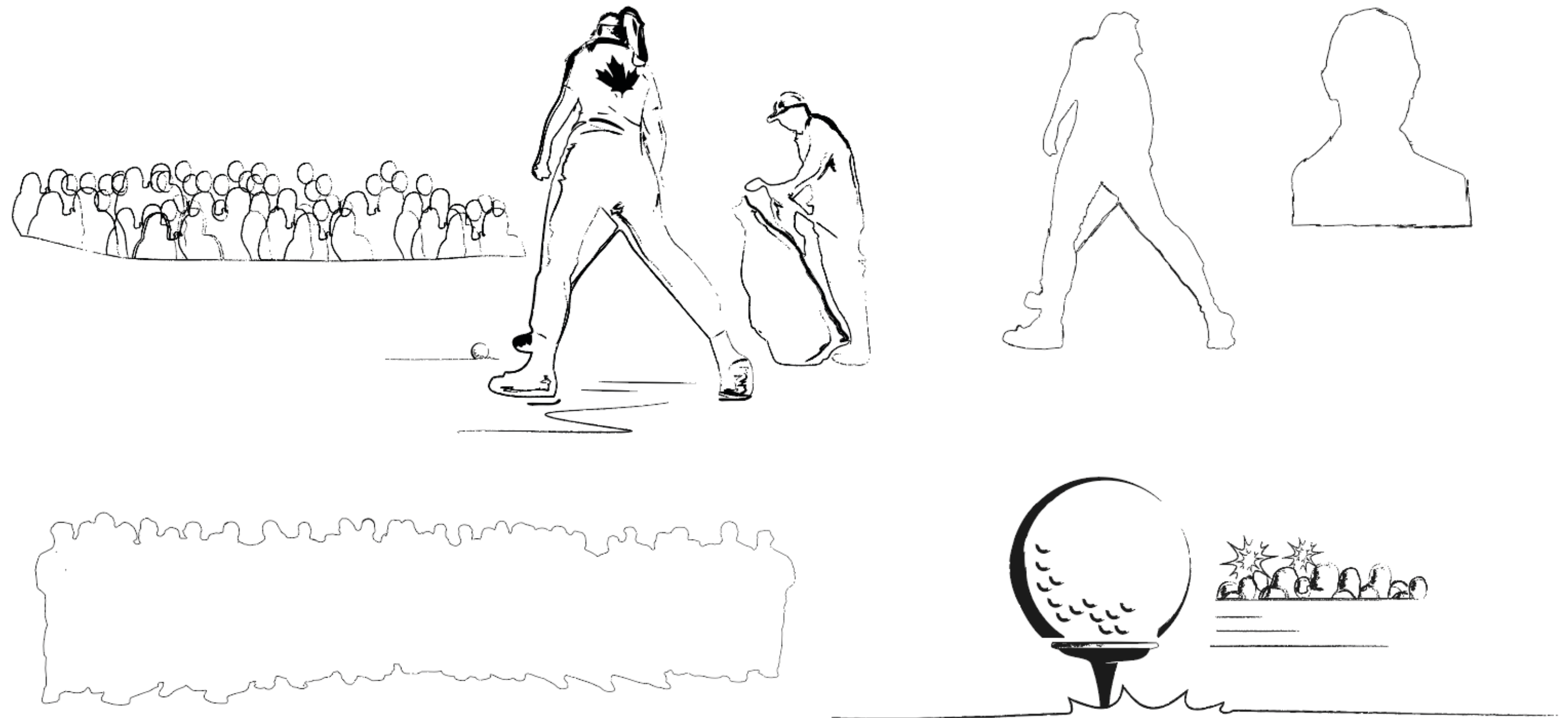
These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)



# HAND-DRAWN GOLF

With our hand-drawn elements consistency with rule weights, sizes and spacing of the dots is very difficult to specify as there are so many varying factors in terms of media platform, size, printing or display methods etc.

The examples shown are for creative guidance.

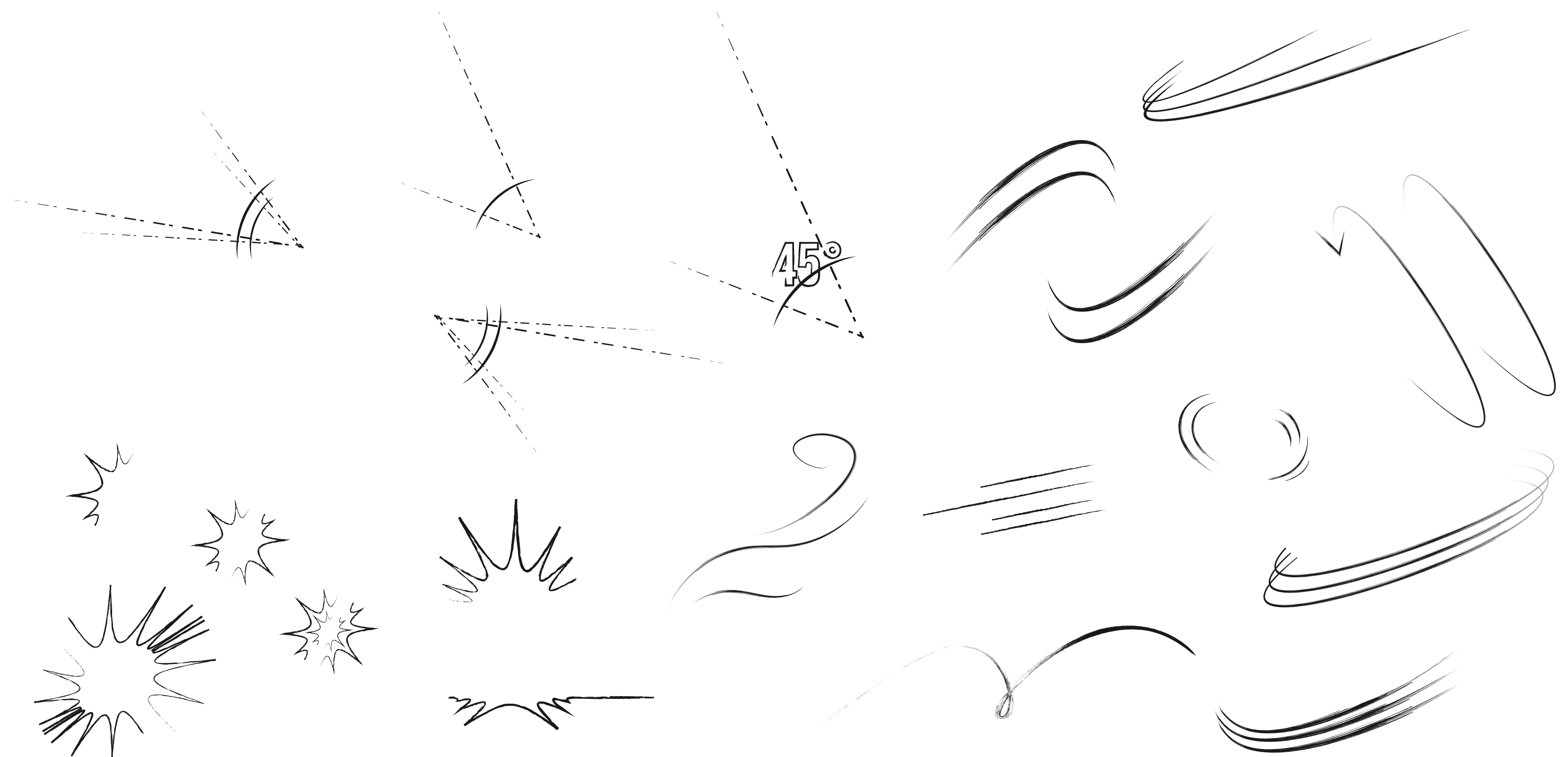


# HAND-DRAWN EXPRESSION

A hand-drawn library of movement related illustration forms part of the Brand Expression tool-kit.

These simple, hand sketched elements are to be used in your layouts together with photography to convey energy, movement and fun. This will create a less corporate feel to brand communication.

See page 32 for examples and guidance on how to use these with other elements of the brand expression tool-kit.

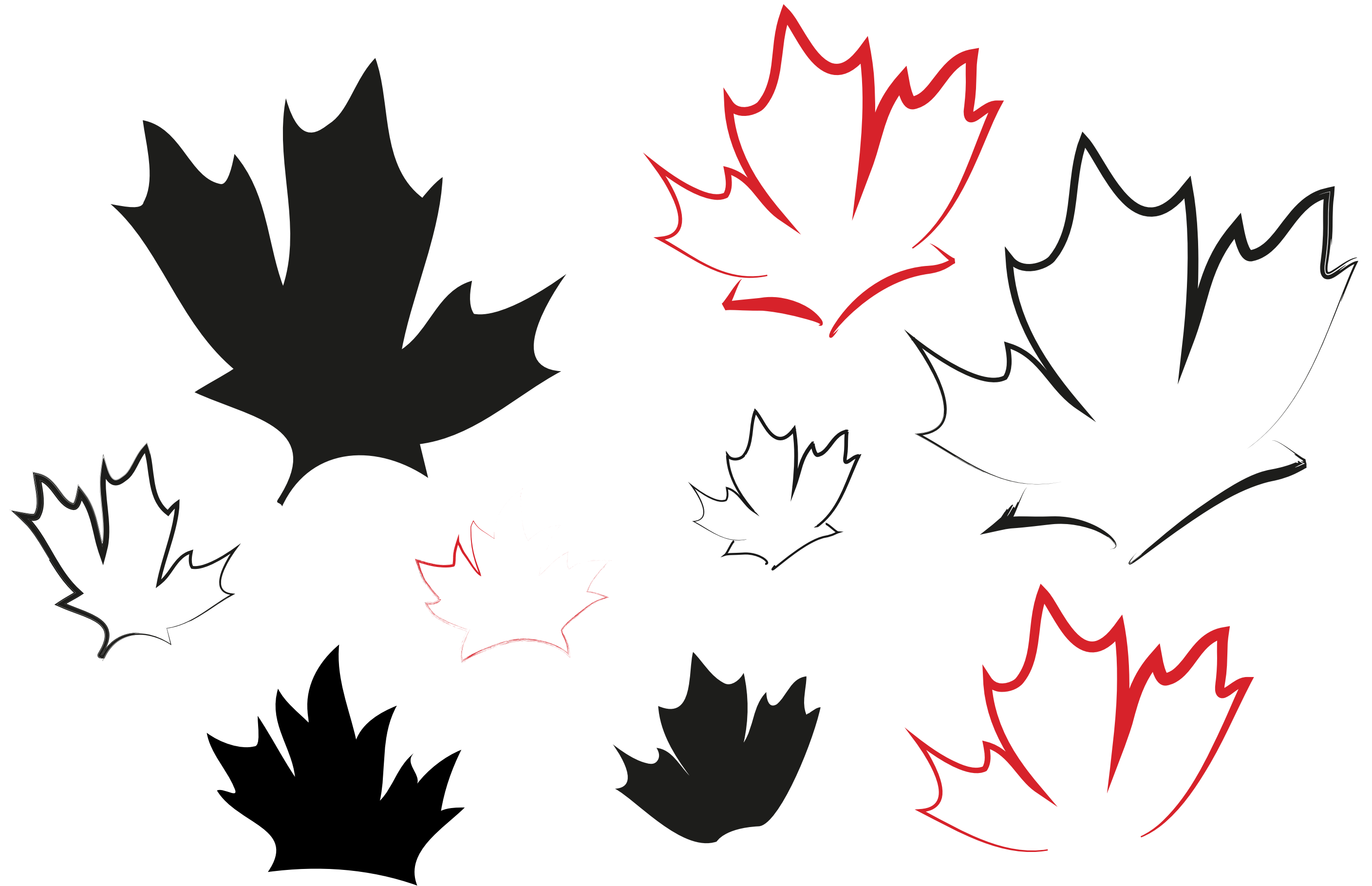


These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# CANADA & MAPLE

Various hand-drawn iterations of the Canadian Maple leaf form part of the Brand Expression tool-kit. These are to be used to create a less corporate feel to brand communication where relevant. Either as holding devices for photography, filled with colour or pattern or as a simple key-line shape.

See page 33 for examples and guidance on how to use these maple leaf shapes with other elements on the brand expression tool-kit



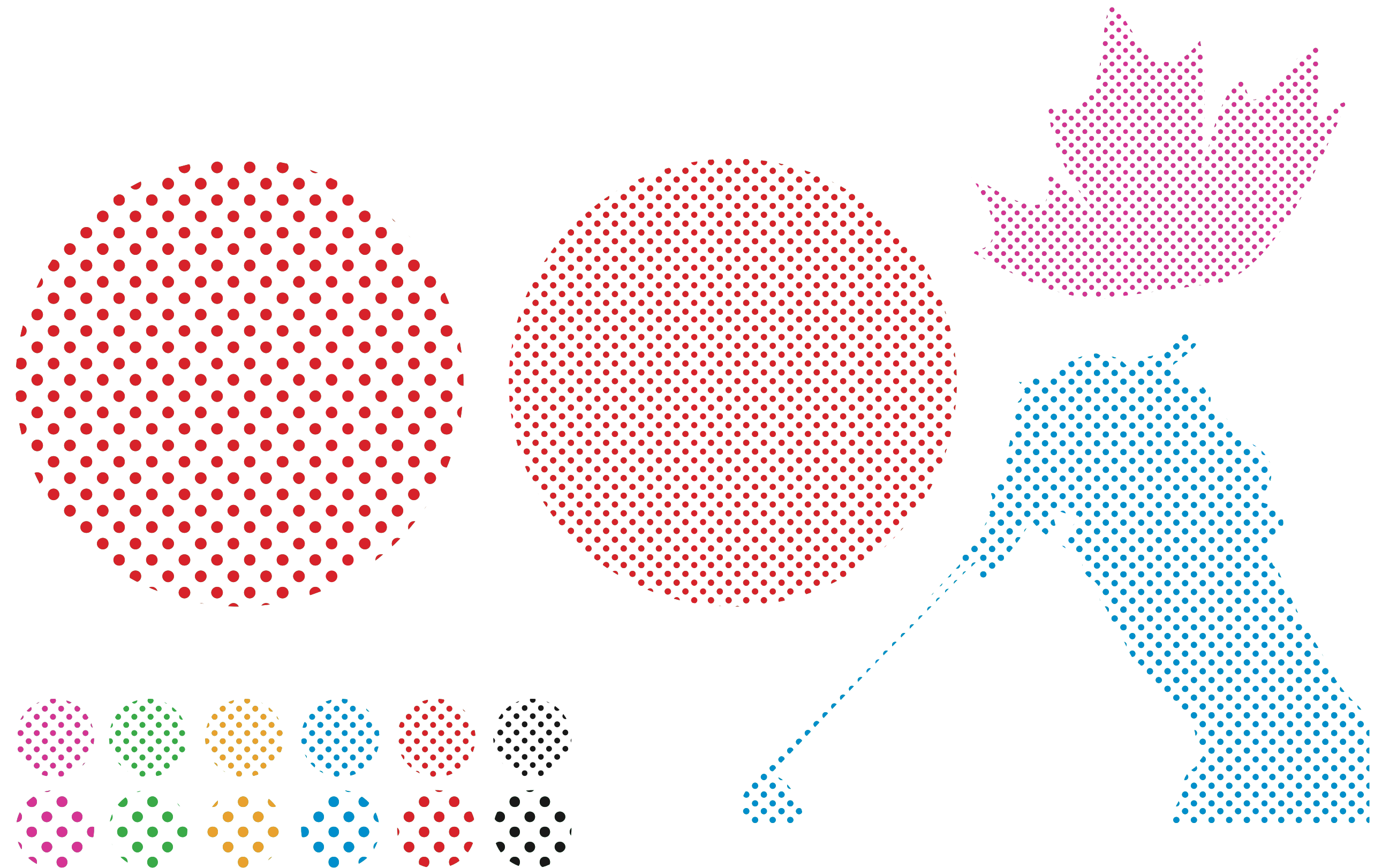
These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# DOT PATTERNS

A series of half-tone dot patterns form part of the Brand Expression tool-kit. These patterns bring colour, texture and modernity to your Canada Golf communication material. They can be used as shadows to players, self contained shapes over imagery or backgrounds to layouts.

There isn't a fixed dot size as consistency across different media platforms would be impossible to achieve. The example maple leaf shown here is visually the smallest size the dots should be reduced to. It's important to make sure that they are not reduced to a size where they start to merge into each other.

See page 31 for examples on how to use these patterns with other elements of the brand expression tool-kit.



These graphic elements can be downloaded from the [Golf Canada Brand Tool Kit](#)

# BEST PRACTICE EXAMPLES BRAND EXPRESSION TOOLKIT

Bringing the tool-kit elements together

Typography Expression

BEBAS Font headline

Hand Drawn Expression

BEBAS Font heading with expression overlay

BEBAS Font sub heading

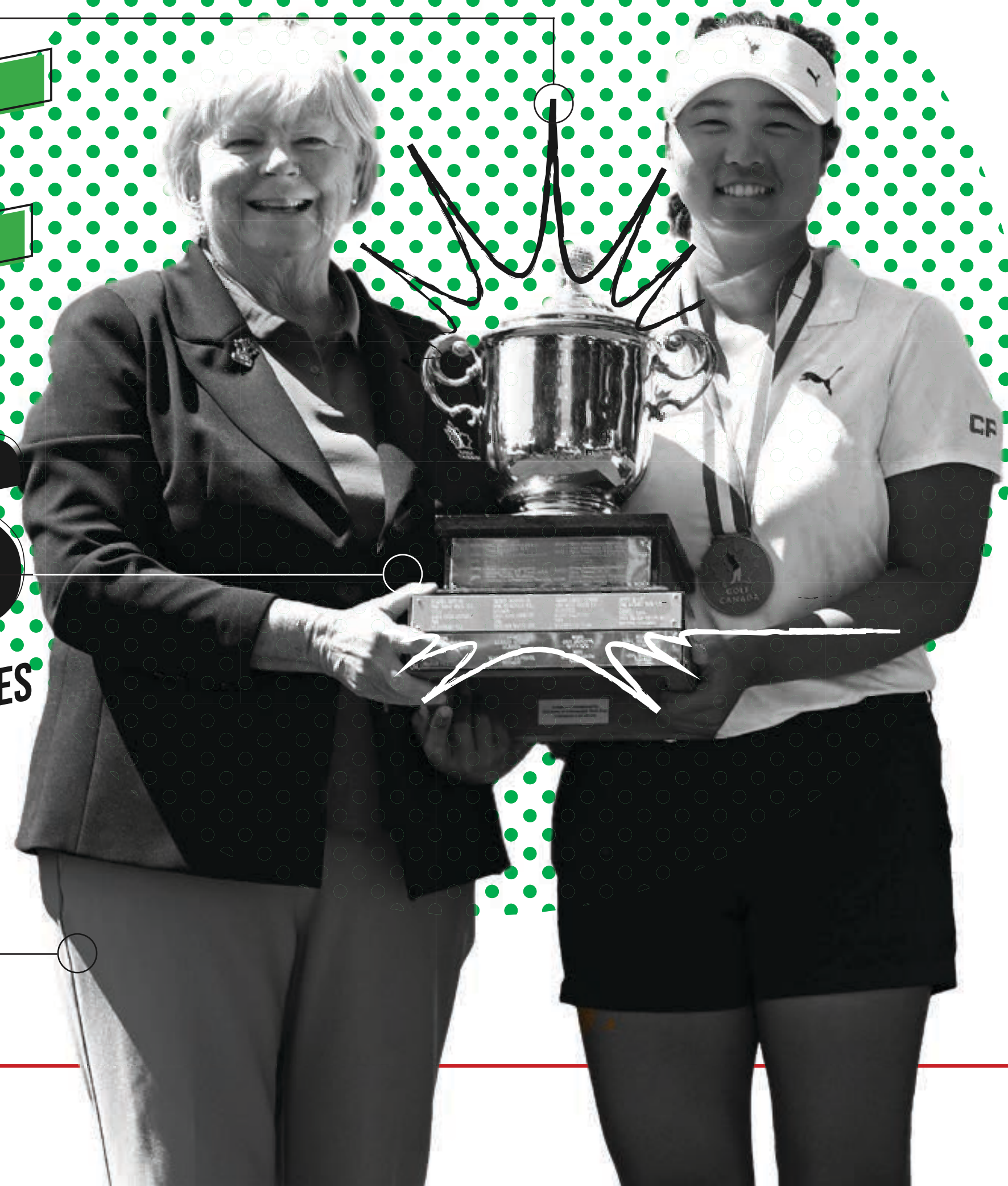
Cut out black and white player image

Dot Pattern

Hand Drawn Expression

**GOLE**  
**SERVICES**

DELIVER RESOURCES, BENEFITS AND SERVICES  
FOR MEMBER GOLFERS AND FACILITIES



# BEST PRACTICE EXAMPLES BRAND EXPRESSION TOOLKIT

Canada & Maple

Black & White image of crowd and sky within maple shape

Dot Pattern Maple

Cut out black and white player image



# DIGITAL TEMPLATES



## DIGITAL TEMPLATES

- POWERPOINT [35](#)
- WORD / LETTER [36](#)
- SOCIAL MEDIA [37](#)
- EMAIL [39](#)
- WEBSITE [40](#)

[Download Templates](#)

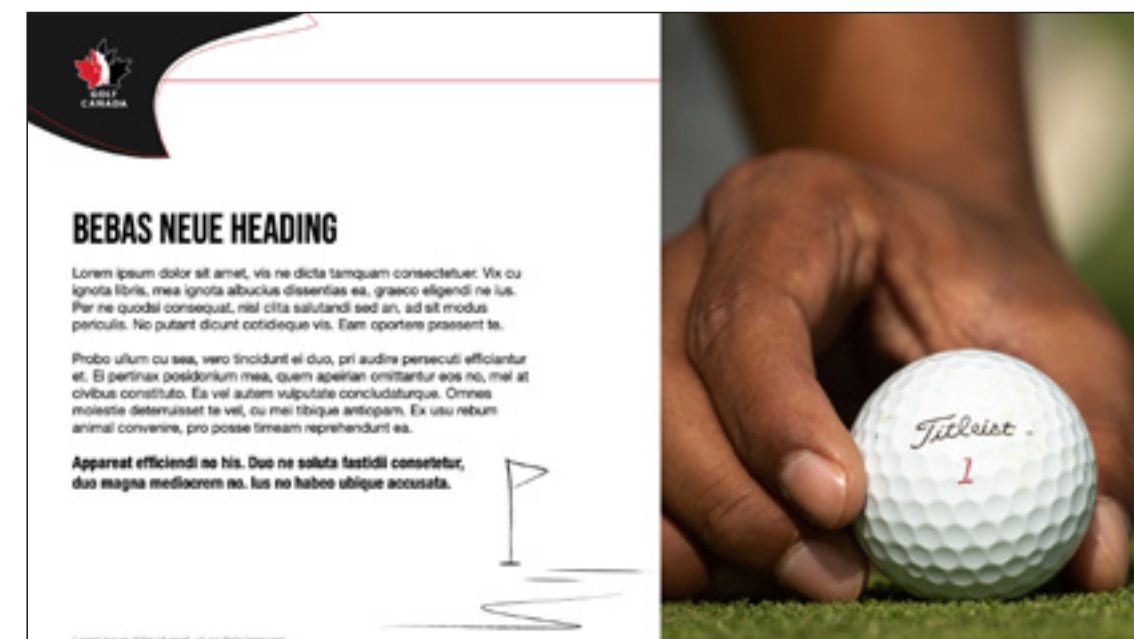
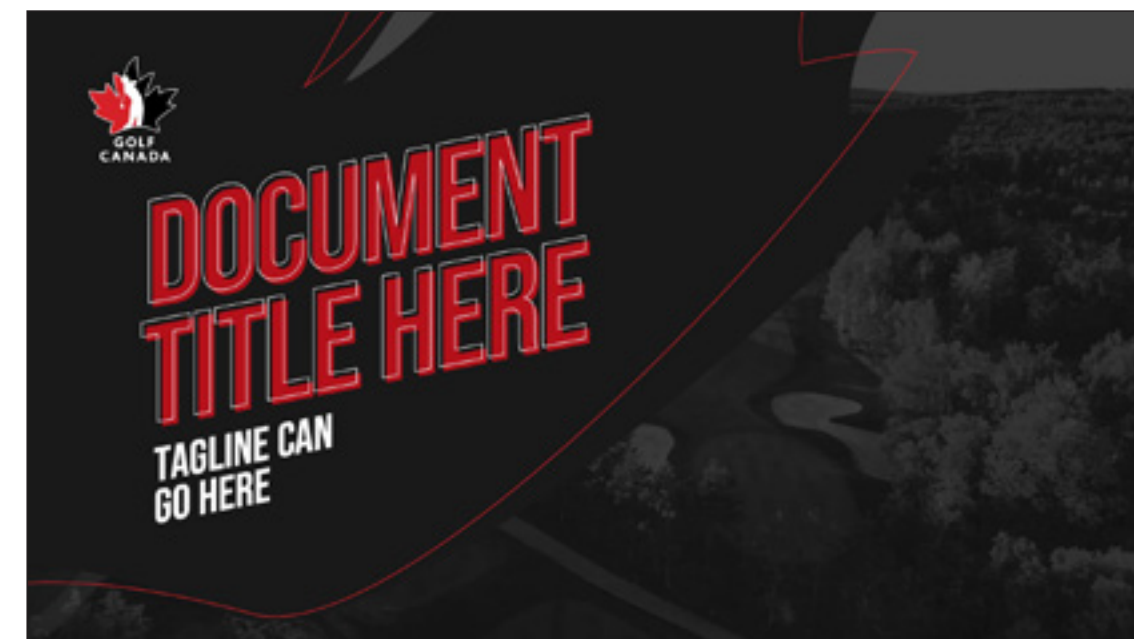
Please make sure you read the following guidance before downloading any of the templates provided.

# POWERPOINT TEMPLATE

For digital platforms such as PowerPoint a template can be downloaded that has all the following elements set-up. The user can then simply select the text and edit it.

Our core Brand and Brand Expression styles can be used on these templates.

[Download Template](#)



# WORD/LETTER HEAD TEMPLATE

For digital platforms a template can be downloaded that has all the following elements set-up. The user can then simply select the text and edit it.

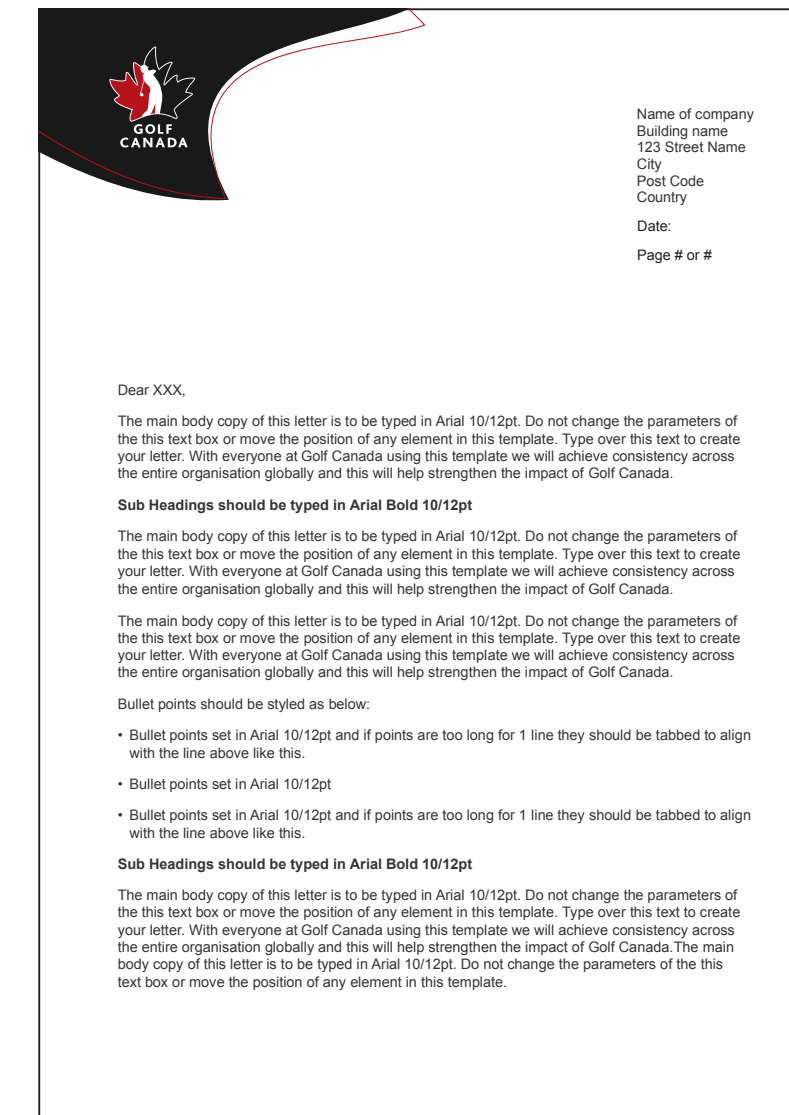
[Download Template](#)



Presentation cover



Press release



Letter Head

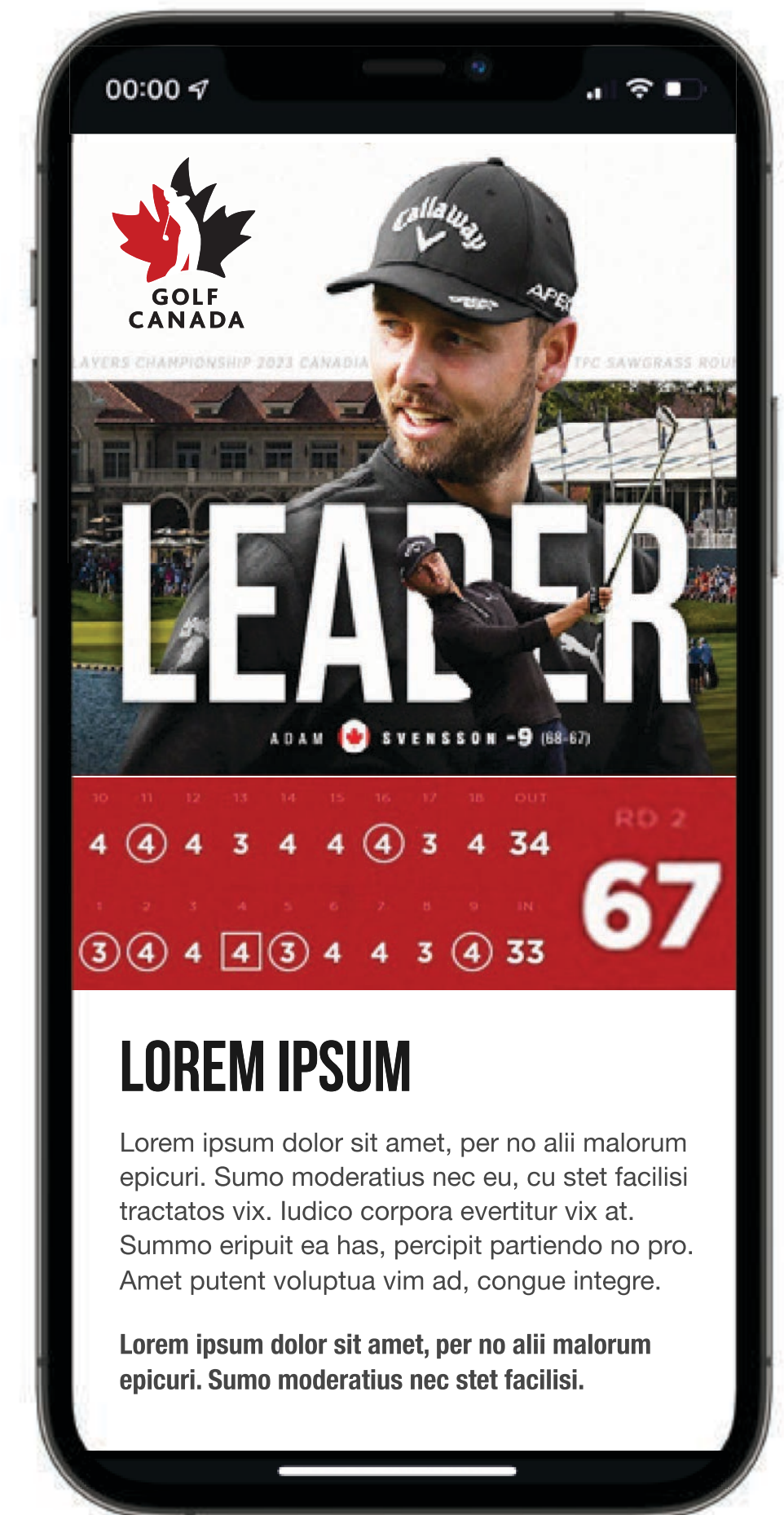


Back cover

# SOCIAL MEDIA

These are examples of how social media screens could display score cards and press releases.

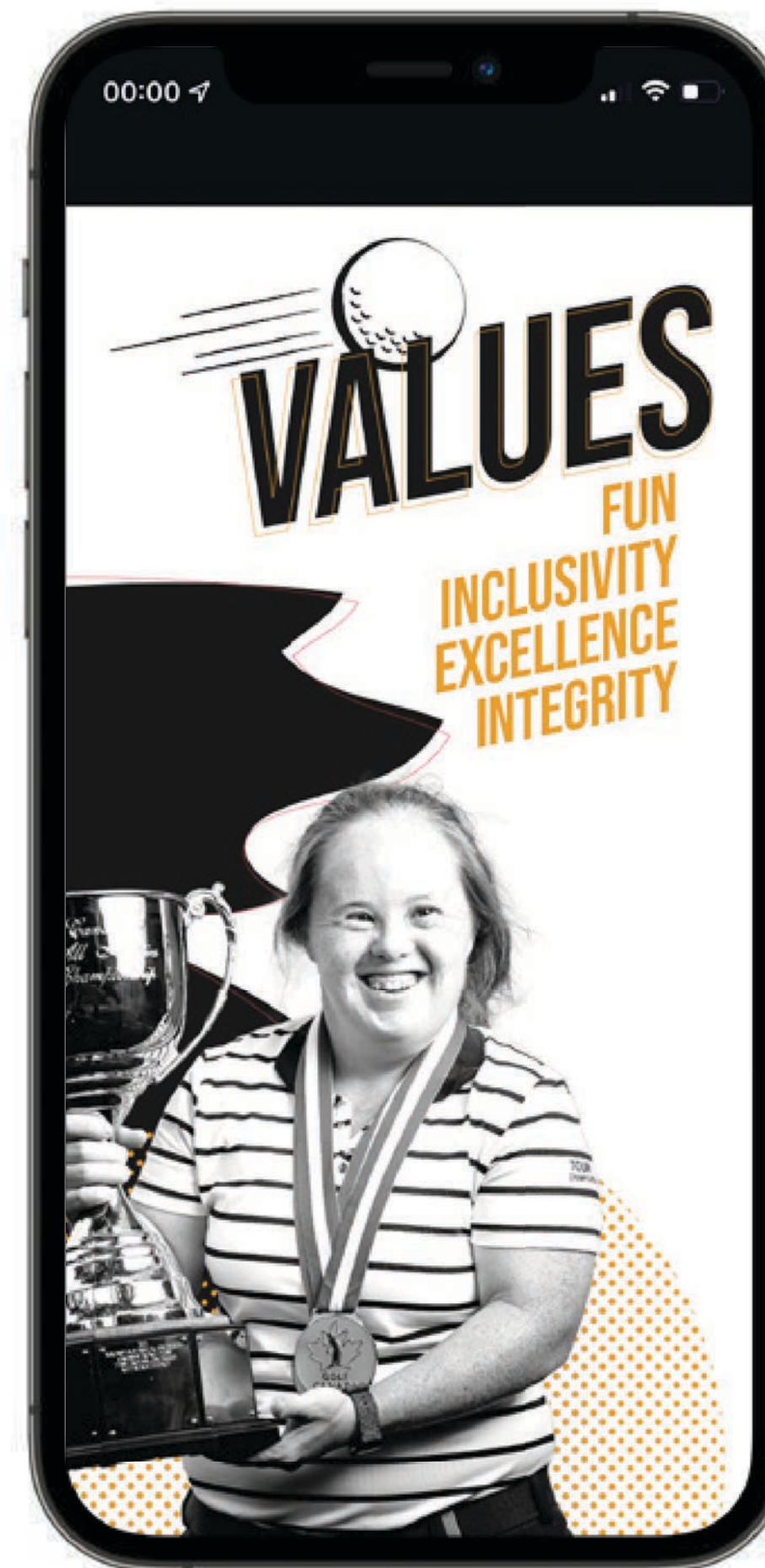
This is a style guide to assist in future production and not a comprehensive set of screens.



# SOCIAL MEDIA

These are examples of how social media screens could display our brand expression.

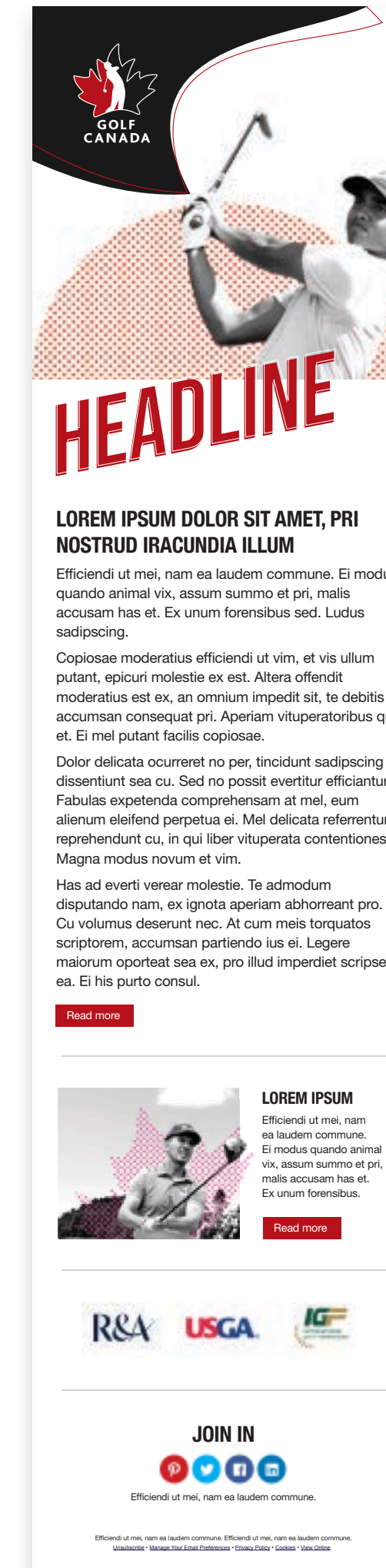
This is a style guide to assist in future production and not a comprehensive set of screens.



# EMAIL TEMPLATE

This is an example of how an email campaign could be displayed based on our brand expression.

This is a style guide to assist in future production and not a comprehensive set of screens.



# WEBSITE TEMPLATE

This is an example of how a web page could be displayed based on our brand expression.

This is a style guide to assist in future production and not a comprehensive set of screens.





**THANK YOU**

**DRIVING  
FURTHER TOGETHER**





**GOLF  
CANADA**