



i	Introduction
ii	Contacts
1.0	PGA TOUR
1.1	Using the PGA TOUR Name in Print
1.2	Master Logo
1.3	Wireframe Logo
1.4	Logo Staging
1.5	Logo Backgrounds
1.6	Special Logos
1.7	Unacceptable Logo Usage
2.0	FedExCup
2.1	Using the FedExCup Name in Print
2.2	Full-color Logos
2.3	Wireframe Logos
2.4	Staging the Logos
2.5	Equal Visual Weight
2.6	Logo Backgrounds
2.7	Unacceptable Logo Usage
3.0	PGA TOUR Tournament Branding
3.1	Approval Process
3.2	FedExCup Branding Key
3.3	FedExCup Advertising & Collateral Applications
3.4	FedExCup On-site Signage Applications
3.5	FedExCup Playoffs Logo
3.6	FedExCup Playoffs Logo Staging
3.7	FedExCup Playoffs Logo Equal Visual Weight
3.8	FedExCup Playoffs Branding Key
3.9	FedExCup Playoffs Advertising & Collateral Applications
3.10	FedExCup Playoffs Signage Applications
3.11	FedExCup Playoffs Signage Approved Layouts
3.12	Charity Logo
3.13	Charity Logo Application

We are all brand ambassadors ~

each and every one of us associated with the PGA TOUR. We share a valued and recognized brand, one that we are entrusted to grow, especially in an increasingly challenging marketplace as the sports and entertainment industry becomes ever more competitive in attracting and maintaining fans, sponsors and media attention.

By working together, we can deliver a consistent message that continues to build on the TOUR's positive image and distinguishes our sport from others. As ambassadors, every time we connect with a fan, we influence their perception of the PGA TOUR. Our diligence and creative attention to the PGA TOUR brand and the FedExCup is a welcome challenge to us all.

As a tournament host organization, we're asking you to help us uphold the trust we've established with our players, our sponsors and our fans. Working together to protect the quality, value and the connection to our brand will guarantee a passionate fan base and a successful future for all.

In the attached, please find a detailed description of:

- PGA TOUR Brand Standards
- FedExCup Brand Standards
- FedExCup Tournament Branding Configurations and Expectations
- Charity Branding Overview

We are always here to answer your branding questions.

We appreciate all that you do as a PGA TOUR brand ambassador.

PGA TOUR Brand Marketing

Contacts



BRAND MARKETING

Brian Woyt

Sr. Director, Brand Marketing

904.280.5006

brianwoyt@pgatourhq.com

Shannon Maltese

Manager, Brand Marketing

904.543.7417

shannonmaltese@pgatourhq.com

Nicole Sundermier

Coordinator, Brand Marketing

904.273.3338

nicolesundermier@pgatourhq.com

CREATIVE SERVICES

John Rice

Director, Creative Services

904.280.2436

jrice@pgatourhq.com

RETAIL LICENSING

Kristen Fuller

Manager, Retail Licensing

904.280.4820

kristenfuller@pgatourhq.com

LOGO SUITCASE DOWNLOADS

Jana Arnold

janaarnold@pgatourhq.com

904.280.2439

This document has been developed to provide standardized design and application guidelines to establish and maintain the PGA TOUR brand image. The key to this program is to develop a repeatable and consistent appearance to current and future brand applications, such as collateral, retail, signage and promotional needs.

Any individual who has the occasion to implement PGA TOUR visual communications (staff or third party), should read, comprehend and follow the guidelines presented in this brand standard.

When questions arise, contact a PGA TOUR Brand Marketing representative.



1.0 PGATOURL

1.1 Using the PGA TOUR Name in Print

1.2 Master Logo

1.3 Wireframe Logo

1.4 Logo Staging

1.5 Logo Backgrounds

1.6 Special Logos

1.7 Unacceptable Logo Usage



PGA TOUR

Always use all capital letters when referring to the PGA TOUR in print.

GRAPHIC DESIGN PROFESSIONALS

Remove half the word space between PGA and TOUR when setting our name as a display headline or large graphical element (as illustrated here).

This effect presents these two words as one entity.

Body text and headline settings need not be modified.

The PGA TOUR is an independent, not-for-profit organization that is a different organization than the PGA of America. In order to differentiate ourselves from any possibility of confusion, when referring to the “PGA TOUR” in print, always use all capital letters as illustrated and do not shorten

our name to “PGA.” The acceptable shorthand reference, after the full name is utilized, is “TOUR.” Doing so communicates a depth of knowledge and presents a naming convention that distinguishes our proprietary and proud name.

PGA TOUR: Master Logo



Pill Box shape

In-line

Swinging Golfer Icon

Logotype

Trademark

Registration Notice



Only digital master art is recommended when displaying the PGA TOUR logo.

PGA TOUR logo CMYK and RGB colorations should visually match the preferred Pantone® Matching Color rendering.

The unique PGA TOUR logo has come to represent the highest order of professional golf to its employees, partners and growing fan-base around the world. As a steward of this brand, please take a moment to read and acquire a working knowledge of the PGA TOUR logo and manners in which it should be displayed.

A registered trademark, the logo is a composite of several visual elements, arranged in an unchanging spatial relationship: Pillbox containing shape, white In-Line, PGA TOUR Logotype, Swinging Golfer Icon and ® Trademark Registration Notice.

The logo may not be altered, modified or redrawn in any fashion and should be reproduced from digital master art files.

These can be obtained by contacting Creative Services (refer to page ii).

The following color specifications should be used when displaying the PGA TOUR logo in color. The three color methodologies are positioned in the order of color usage preference.

Approved Match Colors

PGA TOUR Blue Pantone 281
PGA TOUR Red Pantone 185

Approved RGB / Web-based Colors

PGA TOUR Blue 10R/31G/98B
PGA TOUR Red 252R/25G/33B

Approved CMYK / Process Colors

PGA TOUR Blue 100C/72M/32K
PGA TOUR Red 91M/76Y

* Pantone® and Pantone Matching System® (“PMS”) are registered trademarks of Pantone, Inc. Please refer to a Pantone Matching System® swatch book for precise color references. When match colors are not available, then apply CMYK (four-color) equivalents. Please note that four-color screened equivalents, when compared to Pantone match colors, will produce varied, imperfect results.

PGA TOUR: Wireframe Logo



LEFT One-color Wireframe logo reproduced as solid black on white background.



RIGHT One-color Wireframe logo reproduced as solid black on 20% black background.



LEFT One-color Wireframe logo reverses from a solid black background.



RIGHT One-color Wireframe logo reverses from a solid green mesh fencing material color background.

While it is always preferred to display the logo in full-color (refer to page 1.2), there are occasions when a single color treatment is required (tournament green mesh material, newsprint and challenging imprinting). When this is the case, the one-color logo should be used. Its coloration should always be one-color black or one-color white. The application situation and background color value will determine which logo version is appropriate.

The logo may not be altered, modified or redrawn in any fashion and should be reproduced from digital master art files. These can be obtained by contacting Creative Services (refer to page ii).

When questions or alternate logo coloration needs arise, contact PGA TOUR Brand Marketing (refer to page ii).



PGA TOUR: Logo Staging



Minimum allowable size.

When spatial problems occur, contact Brand Marketing (refer to page ii).

NOTE Retail embroidery standards vary (Contact Retail Licensing).



Logo clear zone defined, with and without parameters.

Displaying the logo on any surface area is called “staging.” When staging the logo, three aspects should be considered: minimum size, clear zone and positioning.

Minimum Size: For the logo to be recognized it must be seen and reproduced clearly. To best achieve this, the PGA TOUR logo may not be reproduced smaller than 5/16" (or 10% of the master artwork size) in height (top illustration).

Clear Zone: In order to best present the PGA TOUR logo, the bottom left diagram indicates a “clear zone” within which no other unspecified graphic elements or surface area edges may encroach or reside. All logo applications should follow this single staging method. The capital letter “T” in

the word “TOUR” equals the unit of measure “X.” A minimum clear zone equal to 2X should surround the elements of the logo at all times (excluding the ® mark). When possible, allow a large, unobstructed staging area to surround the logo, increasing its visibility and prestige.

Positioning: In order to maintain a solid, classic posture, the PGA TOUR logo should at all times be positioned along a horizontal axis, never angled or skewed. By doing so, the logo projects a balanced and reliable image.

The PGA TOUR logo should never be formally displayed in a shape (i.e. box or circle).



PGA TOUR: Logo Backgrounds



While garish, these two background examples provide sufficient contrast for an acceptable logo display.



LEFT Incorrect modified white Pillbox “in-line” on black.



RIGHT Correct white Pillbox “in-line” on black.



LEFT This background illustrates a busy, dominating and undesirable backdrop for the logo.



RIGHT While active, this background does not compete with the logo and is considered acceptable.

Since all the PGA TOUR Master logo elements are self contained within the Pillbox shape, a wide latitude of acceptable background applications are possible.

The logo appears best when displayed on a solid white surface area. When a colored or image-laden background is necessary, choose a backdrop that does not interfere with the readability or recognition of the logo. Image-laden backgrounds should avoid visually competing with the logo.










While the general surface area may contain active, energetic visuals, the logo should be displayed on an area that provides a maximum of contrast, visual separation and stability.

When the logo is staged on a dark background, a white Pillbox “outline” should not be reproduced. Only the Pillbox “in-line” should be visible (as illustrated in the second row of examples).

PGA TOUR: Special Logos



UPDATED

 <p>These Guys are Good.</p> <p>1</p>	 <p>Official Event</p> <p>2</p>	 <p>Official (Designation)</p> <p>3</p>	
 <p>Together, anything's possible.®</p> <p>4</p>	 <p>PGA TOUR Charities, Inc.</p> <p>5</p>	 <p>6</p>	 <p>7</p>
 <p>8</p>	 <p>9</p>	<p>1 PGA TOUR Advertising Logo</p> <p>2 PGA TOUR Official Event Logo</p> <p>3 PGA TOUR Official Designation Configuration</p> <p>4 Charity Logo (promotional)</p> <p>5 Charity Logo (Corporate)</p> <p>6 FedExCup Logo (Integrated)</p> <p>7 FedExCup Logo (Stand-Alone; must be displayed with the PGA TOUR logo)</p> <p>8 FedExCup Playoffs Logo (Integrated)</p> <p>9 FedExCup Playoffs Logo (Stand-Alone; Limited Use, contact Brand Marketing)</p>	

These PGA TOUR Special Logos address specific tournament and operational needs. Each has been developed to project an integrated and complementary presentation. Only approved digital master artwork may be used when displaying any of these PGA TOUR Special Logos.

To discuss specific PGA TOUR Special Logo display requirements, contact Brand Marketing (refer to page ii).

To obtain master artwork of these PGA TOUR Special Logos, contact Creative Services (refer to page ii).

PGA TOUR: Unacceptable Logo Usage



TOP LEFT Unacceptable outdated Swinging Golfer Icon (club foot).

TOP CENTER Unacceptable outdated PGA TOUR logo (club foot).

TOP RIGHT Unacceptable Swinging Golfer Icon (may never be displayed solo).

BOTTOM LEFT Unacceptable PGA TOUR master brand color modification.

BOTTOM RIGHT Unacceptable PGA TOUR brand presentation.

These limited examples illustrate what we feel are inappropriate and unacceptable presentations of the PGA TOUR

brand logo. If the logo application is deemed unacceptable, it may require correction at the originator's expense.



2.0 FedExCup

2.1 Using the FedExCup Name in Print

2.2 Full-color Logos

2.3 Wireframe Logos

2.4 Staging the Logos

2.5 Equal Visual Weight

2.6 Logo Backgrounds

2.7 Unacceptable Logo Usage





FedExCup

Always use this unique configuration of capital and lower case letters, set as one word, when referring to FedExCup in print.

The unique expression of the FedExCup name in type is displayed above. Using this typographic setting communicates a depth of knowledge and presents a naming

convention that consistently represents our year-long points competition.

FedExCup: Full-color Logos



LEFT Full-color, positive, Integrated FedExCup logo on a white background.

RIGHT Full-color, positive, Stand-Alone FedExCup logo on a white background.

NOTE The FedExCup Playoffs full-color logo may only be displayed on white backgrounds.



LEFT Full-color, reverse, Integrated FedExCup logo displayed on a black background.

RIGHT Full-color, reverse, Stand-Alone FedExCup logo displayed on a dark background.

The following color specifications* should be used when displaying the FedExCup Integrated and Stand-Alone logos. The color methodologies are positioned in the order of usage preference.**

Preferred Match Colors

PGA TOUR Blue Pantone 281

PGA TOUR Red Pantone 185

FedEx Purple Pantone 2685

FedEx Orange Pantone 021

FedEx Green Pantone 361

Approved CMYK/Process Colors

PGA TOUR Blue 100C/72M/32K

PGA TOUR Red 91M/76Y

FedEx Purple 90C/100M

FedEx Orange 65M/100Y

FedEx Green 75C/100Y

The logo may not be altered, modified or redrawn in any fashion and should be reproduced from digital master art files. These can be obtained by contacting Creative Services (refer to page ii).

Approved RGB/Web-based Colors

PGA TOUR Blue 10R/31G/98B

PGA TOUR Red 252R/25G/33B

FedEx Purple 102R/153B

FedEx Orange 255R/102G

FedEx Green 204G

* It is always preferred to display the logo in full-color. When using the logo in broadcast applications, it is preferred to display the full-color, reverse logo.

** FedEx Purple and FedEx Orange are custom-mixed colors. Custom-engineered inks for FedEx match colors are available from authorized vendors.

Contact INX International Ink Co. at 1.510.791.2016 or Monarch Ink at 1.901.458.1700. If use of custom inks is not possible, Pantone match colors are preferable.

FedExCup: Wireframe Logos



LEFT One-color, positive, Wireframe Integrated FedExCup logo on white background.
RIGHT One-color, positive, Wireframe Stand-Alone FedExCup logo on white background.



LEFT One-color, reverse, Wireframe Integrated FedExCup logo on black background.
RIGHT One-color, reverse, Wireframe Stand-Alone FedExCup logo on green mesh color background.

LEFT One-color, positive, newsprint (gray scale) Integrated FedExCup logo on white background.
RIGHT One-color, reverse, newsprint (gray scale) Stand-Alone FedExCup logo on black background.

While it is always preferred to display the logo in full-color (refer to page 2.2), there are occasions when a single color treatment is required (tournament green mesh material, newsprint and challenging imprinting). When this is the case, the one-color logo should be used.

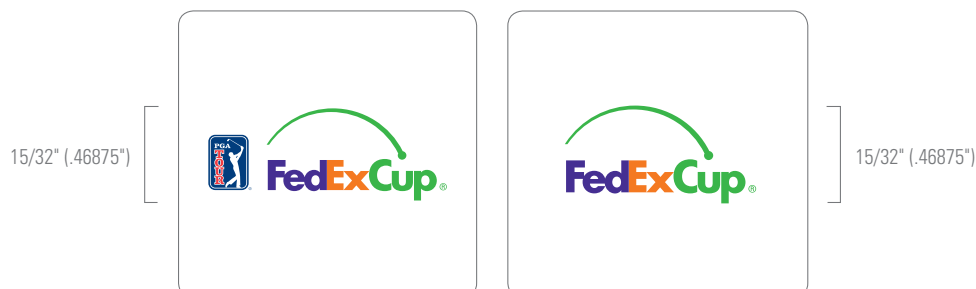
These master artwork versions should not be used for quality reproduction projects, brochures, signage or other premium image branding applications. Refer to page 1.3 for further One-color PGA TOUR logo display guidelines.

There are two, One-color FedExCup logo versions available:

- Positive and reverse, One-color Wireframe (line art) logos (specialty printing, yellow pages, etc.)
- Positive and reverse, Newsprint (gray scale) logos (newspaper, yellow pages printing)

When application questions arise for this special master art, contact PGA TOUR Brand Marketing (refer to page ii).

FedExCup: Staging the Logos



Minimum allowable size for all FedExCup logo versions. When spatial problems occur, contact Brand Marketing (refer to page ii).



CLEAR ZONE Based on the FedExCup lower case letter “x” height, both the Integrated and Stand-Alone logo versions use this staging method.

REGISTRATION MARK An ® Registered Trademark Notice is attached to the FedExCup logo. This legal protection symbol must accompany each display of the FedExCup logo.

Displaying the logo on any surface area is called “staging.” When staging the logo, four aspects should be considered: minimum size, clear zone, positioning and sizing the ® Registered Trademark Notice.

Note: The FedExCup logos should never be formally displayed in a shape, i.e., box, circle, etc.

Minimum Size: For the logo to be recognized it must be seen and reproduced clearly. To best achieve this, the FedExCup Integrated or Stand-Alone logos may not be reproduced smaller than 15/32" in height.

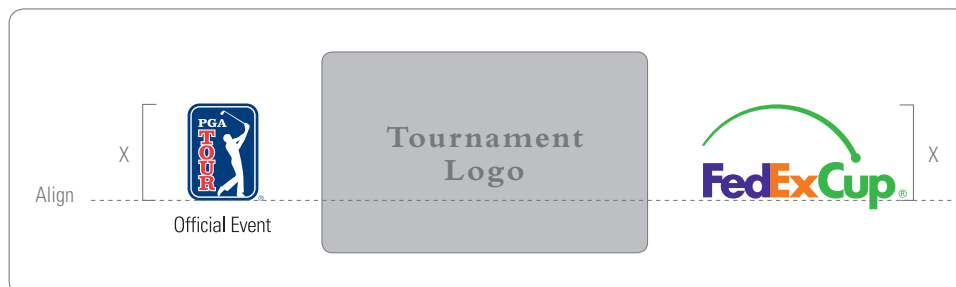
Clear Zone: In order to best present the FedExCup logo, a “clear zone” must be maintained within which no other unspecified graphic elements or surface-area edges may encroach or reside. All logo applications should follow this

single staging method. The clear zone on each side of the logo should always be equal to or greater than the x-height of the FedExCup logo. When possible, allow a large, unobstructed staging area around the logo, increasing its visibility and prestige.

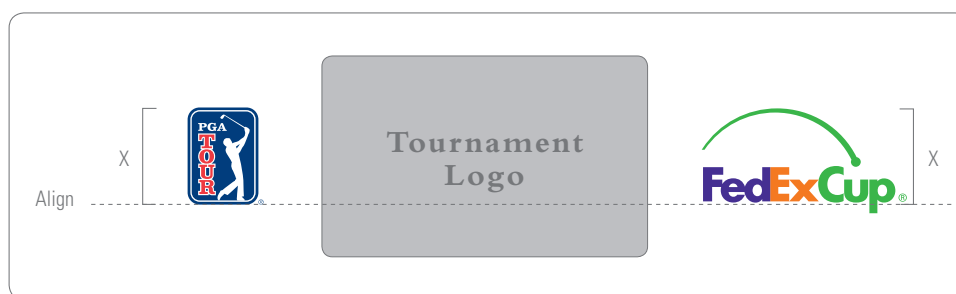
Positioning: In order to maintain a solid, classic posture, the FedExCup logo should at all times be positioned along a horizontal axis, never angled or skewed. By doing so, the logo projects a balanced and reliable image.

The Registered Trademark Symbol: An ® Registered Trademark Notice is attached to the FedExCup logo. To ensure that the symbol is balanced and legible on the page, it should be scaled with the logo as one element.

FedExCup: Equal Visual Weight



EQUAL VISUAL WEIGHT Off-site Stand-Alone tournament branding (Official Event logo).



EQUAL VISUAL WEIGHT Off-site Stand-Alone tournament branding (Master logo).

NOTE The Master and FedExCup logos must be subordinate in size to tournament logo in order to communicate the relationship between the entities and the origin of the branded communication.
(i.e. a press release comes from the tournament, not from the PGA TOUR or FedExCup organizations).

Both logos should appear equal in size. To ensure proper visual weight when using the Stand-Alone logos, size the PGA TOUR logo so that its height equals the height of the FedExCup logo from the top of the arc to the baseline (bottom of "E").

The distance between the PGA TOUR logo and the FedExCup logo should always adhere to respective clear

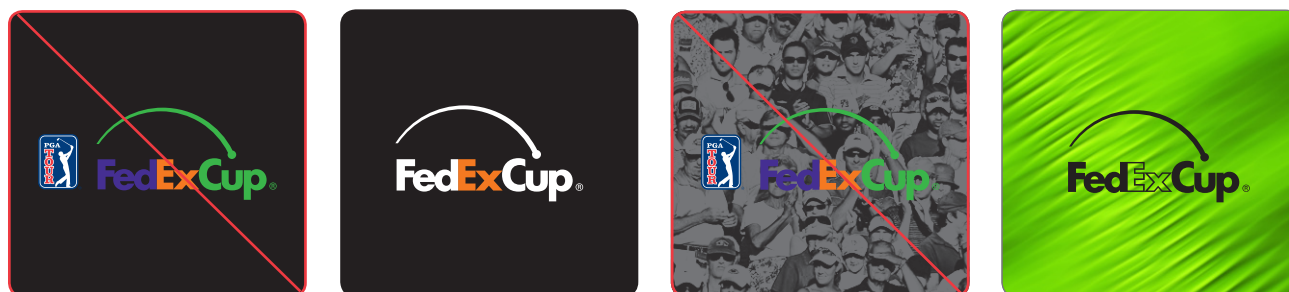
zone requirements for both logos. Neither logo should violate the other's clear zone when used as separate elements. This proportional display system is required and will be enforced.

When questions arise, contact PGA TOUR Brand Marketing (refer to page ii).

FedExCup: Logo Backgrounds



Due to its colorful presentation, care should be taken to either use a background that provides sufficient contrast for the full-color logo or select a logo version that best works with the background.



LEFT Unacceptable contrast of the full-color, Integrated logo on black.

RIGHT Acceptable display of the reverse, Stand-Alone logo on black.

LEFT This background illustrates a busy, dominating and undesirable backdrop for the full-color, Integrated logo.

RIGHT The reverse, Stand-Alone logo provides sufficient contrast and readability on this busy background.

The FedExCup logo appears best when displayed on a solid white surface area. When a colored or image-laden background is necessary, either choose a backdrop that does not interfere with the readability of the full-color, positive logo or display the appropriate logo version for the background (reverse or Wireframe). Image-laden backgrounds should avoid visually competing with the logo. While the general

surface area may contain active, energetic visuals, the logo should be displayed on an area that provides a maximum of contrast, visual separation and stability.

When displaying the logo in broadcast applications, use the full-color, reverse logo to ensure legibility.

FedExCup: Unacceptable Logo Usage



TOP LEFT Unacceptable Integrated logo size (below Master logo minimum size).

TOP RIGHT Unacceptable Integrated logo (wrong Trademark Registration Notice).

BOTTOM LEFT Unacceptable positive, one-color logo background contrast.

BOTTOM RIGHT Unacceptable Integrated logo color modification.

These limited examples illustrate inappropriate and unacceptable presentations of the FedExCup brand.

If the application of this logo is deemed unacceptable, it may require correction at the originator's expense.

3.0 PGATOUR Tournament Branding

- 3.1 Approval Process
- 3.2 FedExCup Branding Key
- 3.3 FedExCup Advertising & Collateral Applications
- 3.4 FedExCup On-site Signage Applications
- 3.5 FedExCup Playoffs Logo
- 3.6 FedExCup Playoffs Logo Staging
- 3.7 FedExCup Playoffs Logo Equal Visual Weight
- 3.8 FedExCup Playoffs Branding Key
- 3.9 FedExCup Playoffs Advertising & Collateral Applications
- 3.10 FedExCup Playoffs Signage Applications
- 3.11 FedExCup Playoffs Signage Approved Layouts
- 3.12 Charity Logo
- 3.13 Charity Logo Application

PGATOUR Tournament Branding: Approval Process



Six (6) months prior to their event, all FedExCup tournaments are required to submit each element of their Branding and Signage plan for approval prior to the production and/or distribution of each element. Element submissions are handled via an online approvals website:
brandapprovals.pgatourhq.com

Contact Shannon Maltese for full instructions or to set up an account.

When questions arise, contact your PGA TOUR Tournament Business Affairs representative or Brand Marketing (refer to page ii).

PGATOUR Tournament Branding: FedExCup Branding Key



UPDATED

COMMUNITY VISIBILITY / PROMOTION / COLLATERAL

OFFICIAL EVENT LOGO*

INTEGRATED LOGO

STAND-ALONE LOGOS (OFFICIAL EVENT LOGO* / FEDEXCUP LOGO)

Tournament Stationery ¹		•	•
Print Advertising (by Tournament and title sponsor) ¹		•	•
Television Advertising (by Tournament and title sponsor)	•		
Billboard Advertising ¹		•	•
Program (cover) ¹		•	•
Pairings Sheets (cover) ¹		•	•
Spectator Guide (cover) ¹		•	•
Posters (for promotional use only) ¹		•	•
Ticket Brochures (cover) ¹		•	•
Sales / Sponsorship Brochures (front) ¹		•	•
Tickets (front)/ Badges (front) ¹		•	•
Press Releases ¹		•	•
Street Pole Banners	•		
Website (homepage) ¹		•	•

ON-SITE OPERATIONS

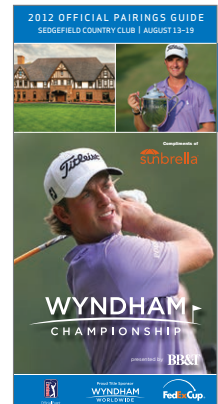
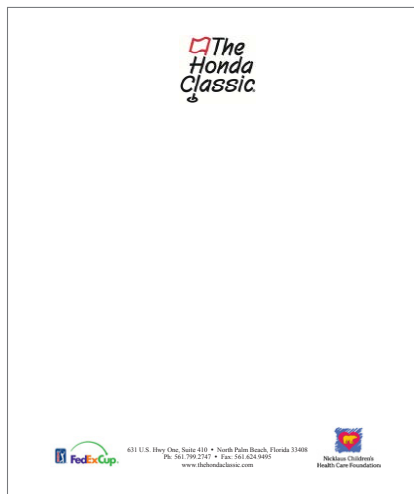
Entry / Exit Signs ¹		•	•
Mesh Fencing ²		•	•
Manual Scoreboards (Use of FedExCup logo is optional)	•	•	•
Official Summary Board Header ("calligraphy board") ¹		•	•
LED Scoreboard Headers		•	
Locator Boards	•		
Tee Backdrop Signs ¹		•	•
Hole Signs	•		
Course Map Signs (stand-alone boards)	•		
Media Center Signs – Directional	•		
Media Center Signs – Interview Backdrop (step & repeat)			•
Greenside Interview Backdrop – 9th and 18th (step & repeat)			•
Standard Bearer Signs	•		
Quiet Please Paddles	•		
Caddie Bibs			•
FedExCup Points Leader Caddie Bib			•
Pin Flags	•		
Pro-Am Scorecards	•		
Highway / Street Directional Signs (as permitted by law)	•		
On-Site Directional and Parking Signs	•		
Parking Passes (front) ¹		•	•
Courtesy Car Door Signs (TOUR "Official Car" only)	•		

¹ Tournament option, based on spacing constraints, to include the Integrated or Stand-Alone logos of PGA TOUR and FedExCup (as provided).

² If using only the tournament logo, use the stand-alone logos. If using the tournament and title sponsor logos, use the integrated logo.

* The Official Event logo should not be used on-site or in competition related signage.

PGATOUR Tournament Branding: FedExCup Advertising & Collateral Applications



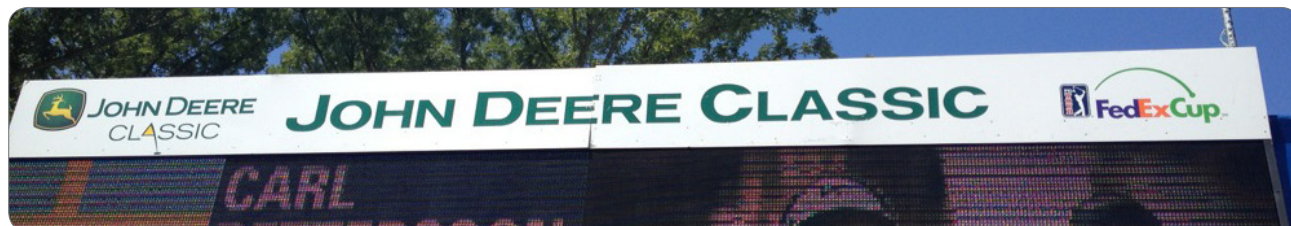
Examples of correctly branded tournament materials.

Guided by the FedExCup Branding Key, application of the FedExCup brand is methodical, repeatable and clearly provided (refer to page 3.5). As illustrated here, the layout of the FedExCup brand is left to the tournament organizer's

discretion and application of the guidelines presented in this brand standards document.

When questions arise, contact PGA TOUR Brand Marketing (refer to page ii).

PGATOUR Tournament Branding: FedExCup On-site Signage Applications



Examples of correct on-site FedExCup logo staging.

Guided by the FedExCup Branding Key, application of the FedExCup brand is methodical, repeatable and clearly provided (refer to page 3.5). As illustrated here, the layout of the FedExCup brand is left to the tournament organizer's

discretion and application of the guidelines presented in this brand standards document.

When questions arise, contact PGA TOUR Brand Marketing (refer to page ii).

PGATOUR Tournament Branding: FedExCup Playoffs Logo



LEFT Full-color, positive, Integrated FedExCup Playoffs logo on a white background.

RIGHT Full-color, reverse, Stand-Alone FedExCup Playoffs logo on a black background.

NOTE The FedExCup Playoffs full-color logo may only be displayed on white backgrounds.



LEFT One-color, positive, Integrated FedExCup Playoffs logo displayed on a white background.

RIGHT One-color, reverse, Integrated FedExCup Playoffs logo displayed on a gallery mesh green background.

Ectinusc illupta dolupendit, the FedExCup Playoffs estiusd antius quibus. Otatet quatur. Quia volorpor mosapitatu. Racon comnis exceat faceris alis quo consecu ptatium quia doluptati doluptatem excerorum et laboreius, samus nis volutenis nobis sam, seratem ut volupti ut ullabores et acculla the FedExCup Playoffs maionse quiatus et laceprovid maioria eribus seque ltis eicilit cum doles inctur.

Correct text and verbal reference to the end-of-year series of tournaments, the FedExCup Playoffs. Every reference should be the complete title, FedExCup Playoffs. The title **may not** be shortened to, Playoffs.

The FedExCup Playoffs logo integrates the partnership of the PGA TOUR and FedEx in one symbol that represents this important series of end-of-season tournaments.

Moving forward, all previous playoffs artwork and layouts have been replaced by this single logo. Refer to page 3.8 for all applicable tournament applications.

When written in text, the FedExCup Playoffs should always be referenced as "FedExCup Playoffs."

The logo may not be altered, modified or redrawn in any fashion and should be reproduced from digital master art files.

Master artwork can be obtained by contacting Creative Services (refer to page ii).

PGATOUR Tournament Branding: FedExCup Playoffs Logo Staging



Minimum allowable size for all FedExCup Playoffs logo versions.
When spatial problems occur, contact Brand Marketing (refer to page ii).



CLEAR ZONE Based on the FedExCup capital letter “x” height,
all FedExCup Playoffs logo versions use this staging method.

Displaying the logo on any surface area is called “staging.” When staging the logo, four aspects should be considered: minimum size, clear zone, positioning and sizing the ® Registered Trademark Notice.

Note: The FedExCup Playoffs logo should never be formally displayed in a shape, i.e., box, circle, etc.

Minimum Size: For the logo to be recognized it must be seen and reproduced clearly. To best achieve this, the FedExCup Playoffs logo may not be reproduced smaller than a 1/4" height of the PGA TOUR logo.

Clear Zone: In order to best present the FedExCup Playoffs logo, a “clear zone” must be maintained within which no other unspecified graphic elements or surface-area edges

may encroach or reside. All logo applications should follow this single staging method. The clear zone on each side of the logo should always be equal to or greater than the capital letter height of the word, "PLAYOFFS." When possible, allow a large, unobstructed staging area around the logo, increasing its visibility and prestige.

Positioning: In order to maintain a solid, classic posture, the FedExCup Playoffs logo should at all times be positioned along a horizontal axis, never angled or skewed. By doing so, the logo projects a balanced and reliable image.

The Registered Trademark Symbol: An ® Registered Trademark Notice is attached to the FedExCup logo. To ensure that the symbol is balanced and legible on the page, it should be scaled with the logo as one element.

PGATOUR Tournament Branding: FedExCup Playoffs Logo Equal Visual Weight



EQUAL VISUAL WEIGHT Off-site Stand-Alone tournament branding (Official Event logo).



EQUAL VISUAL WEIGHT Off-site Stand-Alone tournament branding (Master logo).

NOTE The Master and FedExCup Playoffs logos must be subordinate in size to tournament logo in order to communicate the relationship between the entities and the origin of the branded communication.
(i.e. a press release comes from the tournament, not from the PGA TOUR or FedExCup organizations).

The PGA TOUR logo should appear to the left of the Tournament logo, book ended by the Stand-Alone FedExCup Playoffs logo. All tournament related displays of this unique partnership will be achieved by these two configurations. Avoid placing the logos side by side.

Refer to the FedExCup Playoffs Branding Key (page 3.8) for all required tournament event and promotional FedExCup Playoffs applications. Both logos should appear equal in size.

To ensure proper visual weight when using the Stand-Alone logos, size the PGA TOUR logo so that its height equals

70% the height of the FedExCup Playoffs logo from the top of the arc to the baseline (bottom of "S").

The distance between the PGA TOUR logo and the FedExCup Playoffs logo should always adhere to respective clear zone requirements for both logos. Neither logo should violate the other's clear zone when used as separate elements. This proportional display system is required and will be enforced.

When questions arise, contact PGA TOUR Brand Marketing (refer to page ii).

PGATOUR Tournament Branding:
FedExCup Playoffs
Branding Key



UPDATED

COMMUNITY VISIBILITY / PROMOTION / COLLATERAL	OFFICIAL EVENT LOGO*	INTEGRATED LOGO	STAND-ALONE LOGOS (OFFICIAL EVENT LOGO* / FEDEXCUP PLAYOFFS LOGO)
Tournament Stationery ¹		•	•
Print Advertising (by Tournament and title sponsor) ¹		•	•
Television Advertising (by Tournament and title sponsor)		•	•
Billboard Advertising ¹		•	•
Program (cover) ¹		•	•
Pairings Sheets (cover) ¹		•	•
Spectator Guide (cover) ¹		•	•
Posters (for promotional use only) ¹		•	•
Ticket Brochures (cover) ¹		•	•
Sales / Sponsorship Brochures (front) ¹		•	•
Tickets (front)/ Badges (front) ¹		•	•
Press Releases ¹		•	•
Street Pole Banners	•		
Website (homepage) ¹		•	•
ON-SITE OPERATIONS			
Entry / Exit Signs ¹		•	•
Mesh Fencing ²		•	•
Manual Scoreboards (Use of FedExCup logo is optional)	•	•	•
Official Summary Board Header ("calligraphy board") ¹		•	•
LED Scoreboard Headers		•	
Locator Boards	•		
Tee Backdrop Signs ¹		•	•
Hole Signs	•		
Course Map Signs (stand-alone boards)	•		
Media Center Signs – Directional	•		
Media Center Signs – Interview Backdrop (step & repeat)		•	•
Greenside Interview Backdrop – 9th and 18th (step & repeat)		•	•
Standard Bearer Signs	•		
Quiet Please Paddles	•		
Caddie Bibs			•
FedExCup Points Leader Caddie Bib			•
Pin Flags	•		
Pro-Am Scorecards	•		
Highway / Street Directional Signs (as permitted by law)	•		
On-Site Directional and Parking Signs	•		
Parking Passes (front) ¹		•	•
Courtesy Car Door Signs (TOUR "Official Car" only)	•		

¹ Tournament option, based on spacing constraints, to include the Integrated or Stand-Alone logos of PGA TOUR and FedExCup (as provided).

² If using only the tournament logo, use the stand-alone logos. If using the tournament and title sponsor logos, use the integrated logo.

* The Official Event logo should not be used on-site or in competition related signage.

PGATOUR Tournament Branding: FedExCup Playoffs Advertising & Collateral Applications



Examples of correct FedExCup Playoffs logo staging on on-site materials.

BMW Championship 



Western Golf Association, 1 Briar Rd., Golf, IL 60029
Ph: 847-724-4600 Fax: 847-724-7133 www.bmwchampionshipusa.com
Benefiting the Evans Scholars...Sending Caddies to College Since 1930

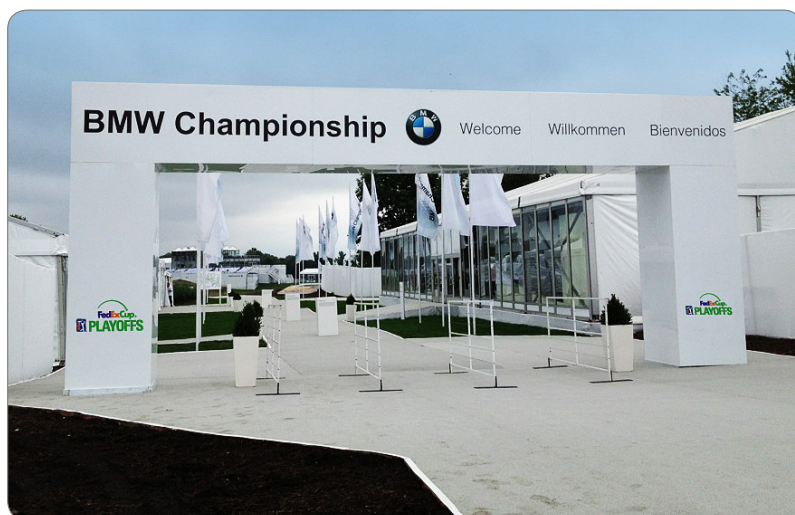


Guided by the FedExCup Playoffs Branding Key, application of the PGA TOUR and FedExCup Playoffs brands are methodical, repeatable and clearly provided (refer to page 3.6). As illustrated here, the layout of the FedExCup Playoffs branding reflect the guidelines presented on page 3.5.

Please note that the Minimum Sizing, Clear Zone, Positioning and Sizing of the Service Mark all apply to the Playoffs brand configurations (refer to page 2.4).

When questions arise, contact PGA TOUR Brand Marketing (refer to page ii).

PGATOUR Tournament Branding: FedExCup Playoffs Signage Applications



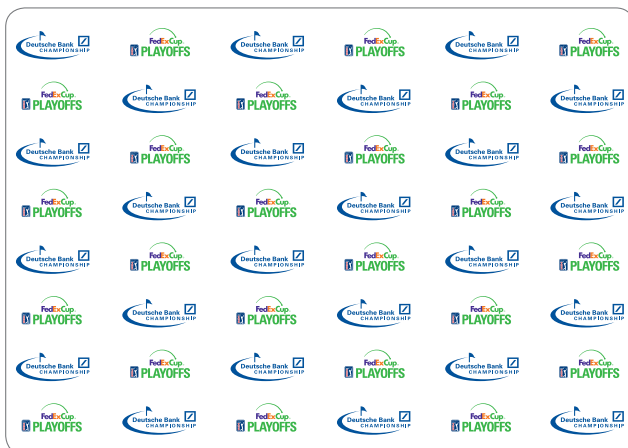
Examples of correct on-site FedExCup Playoffs logo staging.

Guided by the FedExCup Playoffs Branding Key, application of the PGA TOUR and FedExCup Playoffs brands are methodical, repeatable and clearly provided (refer to page 3.6). As illustrated here, the layout of the FedExCup Playoffs branding reflect the guidelines presented on page 3.5.

Please note that the Minimum Sizing, Clear Zone, Positioning and Sizing of the Service Mark all apply to the Playoffs brand configurations (refer to page 2.4).

When questions arise, contact PGA TOUR Brand Marketing (refer to page ii).

PGATOUR Tournament Branding: FedExCup Playoffs Signage Approved Layouts



Examples of on-site FedExCup Playoffs signage approved layouts.

BOTTOM Approved media backdrop layout options.

PGATOUR Tournament Branding: Charity Logo



Heart Ribbon Design Element _____

PGA TOUR Master Logo _____

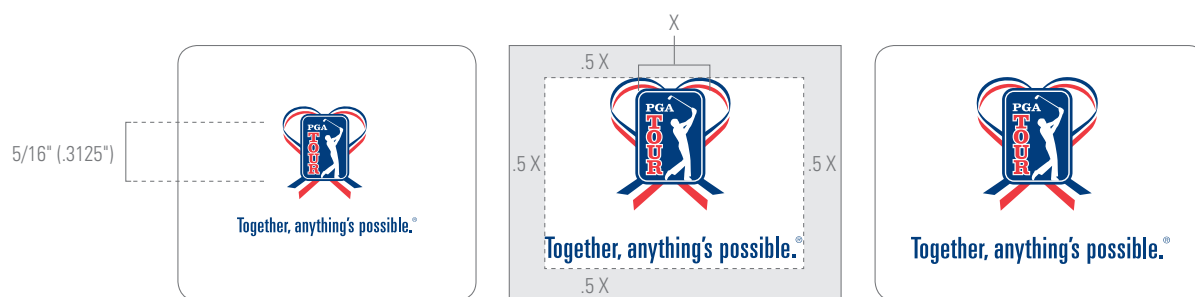
Trademark Registration Notice _____



Tagline / Slogan _____

Together, anything's possible.®

Only digital master art is recommended when displaying the Charity logo



LEFT Minimum logo collateral size defined by PGA TOUR logo; 5/16" in height.

CENTER Charity Logo clear zone staging.

RIGHT Logo clear zone defined without parameters.

The distinctive Charity Logo represents the public image of PGA TOUR Charities, Inc. As a steward of this brand, please take a moment to read and acquire a working knowledge of the Charity Logo and its display.

The logo is a composite of several visual elements, arranged in an unchanging spatial relationship: master branded PGA TOUR logo, heart ribbon design element and the ® Trademark Registration Notice.

The logo may not be altered, modified or redrawn in any

fashion and should be reproduced from digital master art files can be obtained by contacting Creative Services (refer to page ii).

Approved Match Colors

PGA TOUR Blue Pantone 281

PGA TOUR Red Pantone 185

Approved CMYK / Process Colors

PGA TOUR Blue 100C/72M/32K

PGA TOUR Red 91M/76Y

Approved RGB / Web-based Colors

PGA TOUR Blue 10R/31G/98B

PGA TOUR Red 252R/25G/33B

PGATOUR Tournament Branding: Charity Logo Applications



First PLAYERS in Atlanta

Thursday: 25 Years Ago
Lanny Wadkins wins at windswept Sawgrass CC

Friday: 20 Years Ago
Fred Couples wins his first PLAYERS at IPC at Sawgrass

Saturday: 10 Years Ago
Greg Norman wins with record score

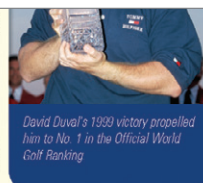
Today: 5 Years Ago
Hometown boy David Duval wins on difficult weekend

the early 1980s and "dreamed and thought about" winning. His father, Bob, assisted with the scoring for years and would always bring David a hat with a few autographs from the game's top players.

By 1999, Duval was on the cusp of being golf's No. 1 player. He had already fired a record-tying, final-round 59 in winning the Bob Hope Chrysler Classic two months before. Windy and cool conditions in Ponte Vedra Beach on the weekend made the golf course tremendously difficult – "...like playing Augusta and the U.S. Open on the same day," Colin Montgomerie said. Duval broke a final-round logjam at the top by holing a bunker shot for birdie on the par-5 ninth and playing a bold wedge shot into the island 17th green for a clinching birdie. Rounds of 74 73 on the weekend were good enough to go from one behind after 36 holes to two ahead at the finish.

The victory came on the same day as Bob won the Emerald Coast Classic on the Champions Tour. It also propelled David to a 14-week run as the No. 1 player in the Official World Golf Ranking.

"The people were just going nuts, and they helped to carry me today certainly," Duval said after his victory. "It was something I fed off of. I realized that there were thousands of people out there pulling for me to win this golf tournament, and so I thought about that."



THE PLAYERS Championship Charities

It's 75 degrees outside at the Tournament Players Club at Sawgrass and THE PLAYERS Championship Executive Director Brian Goin is talking about snow – or, more specifically, snowballs.

The discussion has turned to charity and how it is such an important part of this tournament that has been a part of the Ponte Vedra Beach landscape since 1977.

"What's been most gratifying to me is when I stop and realize how much this tournament is touching people by what we're doing," says Goin. "It's a snowball effect, and it snowballs tremendously."

As the tournament draws to a finish today, Goin can really begin focusing on the giving-back nature of his work.

"One of the best parts of this job is when you hand that money out," Goin says. "The charitable aspect of this job really does lift you up. I get to see the joy and the change that is taking place in people's lives because of the efforts of these 1,600 volunteers at THE PLAYERS Championship."



In his seven years as the tournament's Executive Director, Goin has had numerous opportunities to see what the funds generated by the tournament have done for people. But he points to one experience in particular. Goin went to THE PLAYERS Championship Village and met a recovering drug addict.

"She was telling her story how she got hooked on drugs, and she explained that THE PLAYERS Championship Village had taught her how to respect herself and how to deal with her problems and issues. It was very gratifying to see and hear that. I see things like that all the time."



Example of the correct display of the Charity logo within a tournament program.

At the PGA TOUR, charity is at the heart of everything we do. In 2009, we began a movement to highlight the work that our tournaments, players, sponsors, charities and volunteers do week in and week out. This movement prompted the creation of the "Together, Anything's Possible" logo, signifying that working together, we can accomplish so much more. This logo should replace all former "Giving Back" logos and should only be used in connection with the tournament where the logo is supported by editorial text

(e.g., pages within: the official programs, spectator guides and/or pairings sheets, charity boards or Birdies for Charity collateral materials).

This logo should not be used on any competition-related signage or on the covers of any tournament branded materials.

When questions arise, contact PGA TOUR Brand Marketing (refer to page ii).