

FRIENDS OF GOLF BRAND GUIDE

Friends of Golf (FOG) supports student athlete golfers by instilling the values of honesty, ethics, and fellowship with a true appreciation for the game. From the time boys and girls enter grade school through the end of their college experience, FOG makes it possible for aspiring junior golfers (irrespective of economic standing) to play, compete and excel in this exceptional sport.



Primary Logo

The logo is the most visible element in the FOG brand identity system. It consists of the FOG acronym and the Friends of Golf banner.

Alternate Logo Versions

When cost or reproduction methods are limited, alternate versions of the FOG logo have been developed.

In addition to the one color green and black versions, a reverse option is available. The reverse logo can be placed on a dark background.

Please do not alter the FOG logo in any way. Always use approved electronic artwork.



One Color - Black



One Color



Reverse (white)

File Format Guide

- EPS** Best for print production: printers, signage, merchandise; *Scalable to any size*
- PNG** Best for digital (transparency): presentations, documents, email
- JPEG** Best for photos & web (no transparency): social media, web backgrounds, Word docs

To download the approved FOG logos, please visit friendsofgolf.org/fog-brand-guide

Questions? Contact Tammy Booth, Marketing and Tournament Manager, at tammy@friendsofgolf.org

Primary Color Palette



PMS: 5555c	PMS: 1615 C
CMYK: 51 12 39 37	CMYK: 31 82 100 35
RGB: 92 127 113	RGB: 129 56 27
Hex: 5C7F71	Hex: 81381B

Secondary Color Palette



PMS: 7485 C	PMS: 5405 C	PMS: 2157 C	PMS: 7555 C
CMYK: 11 1 19 0	CMYK: 79 52 31 27	CMYK: 67 42 31 0	CMYK: 0 29 97 27
RGB: 226 238 214	RGB: 55 90 115	RGB: 100 133 155	RGB: 194 144 21
Hex: E2EED6	Hex: 365A73	Hex: 64859A	Hex: C19014