MCCONNELL GOLF
BRAND GUIDELINES

January 2022

McConnell Golf's Brand Guidelines provide the basic rules, assets and building blocks for communicating the company's identity in a unified visual toolkit.

MCCONNELL GOLF LOGO GUIDELINES AND COLOR PALETTE

McConnell Golf Logo

The McConnell Golf logo is a unique graphic symbol designed to identify the company and its services. The standards set forth are established to assure the integrity of the design in all media, color and dimensions. All uses must be in strict conformity with these standards and must incorporate the highest level of design, dignity and good taste. This symbol must be reproduced accurately within the terms outlined.

The symbol may be reproduced only from an original file obtained from the McConnell Golf Marketing Department. Use of logo versions found online are not approved by the organization.

The symbol must never be altered in any way and must always appear in the configurations specified. No copy or other visual material may be printed over or superimposed on the symbol or on any other related graphic material.

Logo Lock-up

In most instances locking-up the logo with the company name is necessary. In this case, use one of the appropriate logo lock-ups for your application.

Color Palette

Please refer to these color specifications for all communications. When designing for premium offset printing, CMYK values should be used for the listed PANTONE® colors. Use RGB values for digital applications.
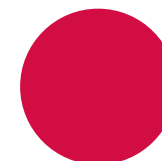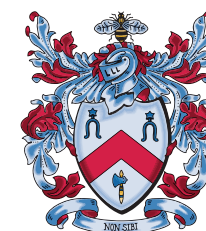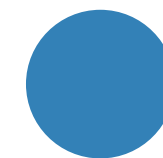
PMS: 193
CMYK (0, 100, 63, 12)
RGB (211, 17, 69)
HEX: #D31245
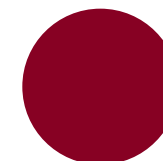
PMS: 202
CMYK (0, 100, 63, 52)
RGB (135, 0, 37)
HEX: #880025

PMS: 650
CMYK (13, 5, 0, 2)
RGB (212, 222, 238)
HEX: #D3DFEF

PMS: 4150
CMYK (71, 32, 0, 14)
RGB (61, 130, 183)
HEX: #3B81B7

MCCONNELL GOLF LOGO
GUIDELINES AND COLOR PALETTE

Clear Space

Always maintain clear space around the McConnell Golf logo, and all club logos, to ensure high visibility. Clear space is one "Golf" around (.5 inch wide, 21 pt font).

Size

All of our logos should be appropriately sized but should never be less than 1 inch wide or 96 pixels (for digital). Logos should only be proportionately scaled, never stretched or cropped.

Placement

Proper judgment should be used when included in banners, signage and other marketing collateral.

Logo Usage on Social Media

It is important to keep up with the most current social media guidelines (Facebook, Twitter, LinkedIn, YouTube, etc.) when including all of our logos in profile images, headers and linked/ shared photos as sizes are different for each channel.
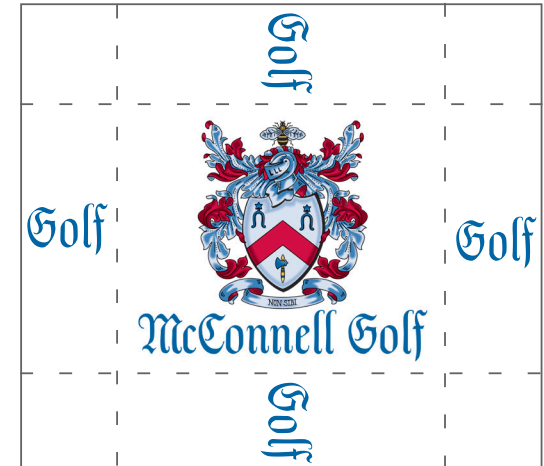
.5 INCH WIDE
(21 PT FONT)

THE MCCONNELL GOLF CREST: WHAT DOES IT MEAN?

BEE - EFFICIENCY
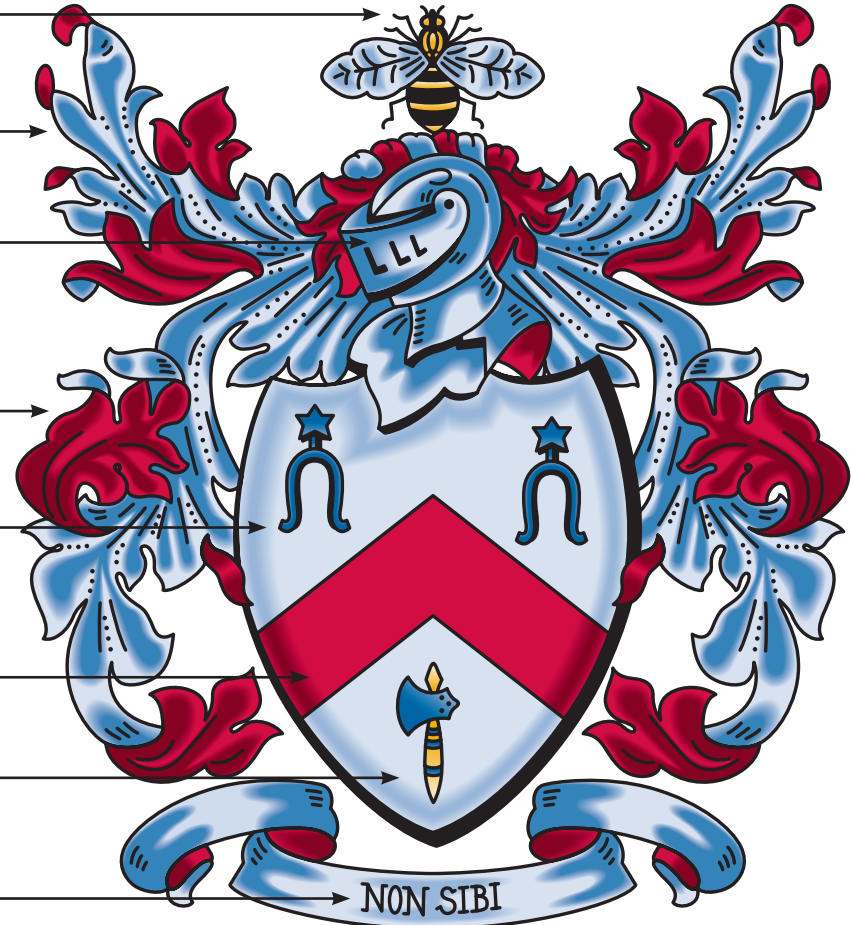
BLUE - TRUTH/LOYALTY

HELMET - PROTECTION

RED - STRENGTH/ ENTHUSIASM

SPURS - PREPAREDNESS/ PRESSING FORWARD
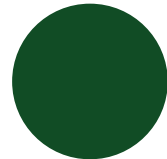
CHEVRON - FAITHFUL SERVICE

HATCHET - DUTY
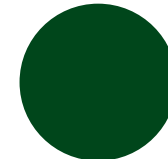
NON SIBI - SELFLESSNESS
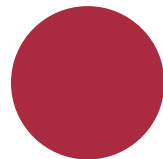
NON SIBI

CLUB LOGOS AND COLOR PALETTES

COUNTRY CLUB OF ASHEVILLE

PMS: 2411
CMYK (72, 2, 100, 76)
RGB (28, 66, 32)
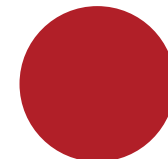HEX: #1C4220

BROOK VALLEY COUNTRY CLUB

PMS: 3537
CMYK (89, 42, 100, 49)
RGB (0, 73, 30)
HEX: #00491E

THE CARDINAL BY PETE DYE

PMS: 1807
CMYK (10, 93, 71, 33)
RGB (164, 52, 58)
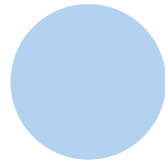HEX: #A4343A

HOLSTON HILLS COUNTRY CLUB

PMS: 7621
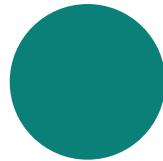CMYK (0, 98, 91, 30)
RGB (171, 35, 40)
HEX: #AB2328
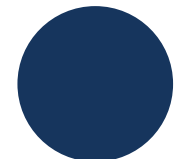
PMS: 534
CMYK (95, 75, 7, 44)
RGB (27, 54, 93)
HEX: #1B365D

CLUB LOGOS AND COLOR PALETTES

OLD NORTH STATE CLUB

PMS: 2127
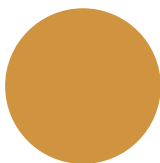CMYK (30, 8, 0, 0)
RGB (184, 201, 225)
HEX: #B8C9E1

PMS: 3282
CMYK (100, 0, 5, 50)
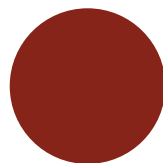RGB (0, 128, 122)
HEX: #00807A

PMS: 7499
CMYK (0, 0, 27, 0)
RGB (255, 250, 199)
HEX: #FFFAC7

MUSGROVE MILL GOLF CLUB

PMS: 7407
CMYK (1, 60, 98, 4)
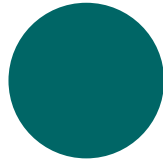RGB (220, 134, 51)
HEX: #DC8633

PMS: 7526
CMYK (0, 74, 99, 47)
RGB (134, 35, 1)
HEX: #862301

PMS: 2758
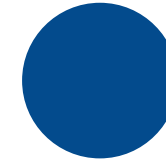CMYK (100, 97, 28, 24)
RGB (11, 26, 102)
HEX: #0B1A66

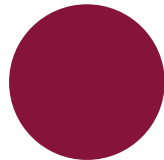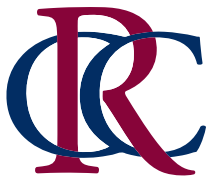# CLUB LOGOS AND COLOR PALETTES

PORTERS NECK COUNTRY CLUB

PMS: 7715
CMYK (90, 42, 55, 22)
RGB (0, 102, 102)
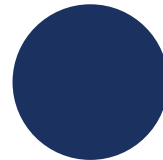HEX: #006666

PROVIDENCE COUNTRY CLUB

PMS: 301
CMYK (100, 78, 16, 3)
RGB (3, 76, 141)
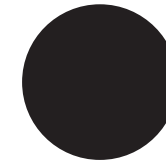HEX: #034C8D

RALEIGH COUNTRY CLUB

PMS: 221
CMYK (31, 100, 63, 30)
RGB (136, 22, 59)
HEX: #88163B

PMS: 648
CMYK (100, 88, 34, 25)
RGB (28, 51, 96)
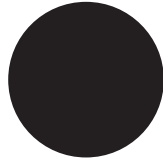HEX: #1C3360

RALEIGH GOLF ASSOCIATION

PMS: Black
CMYK (0, 0, 0, 100)
RGB (0, 0, 0)
HEX: #000000

PMS: 330C
CMYK (88, 46, 66, 37)
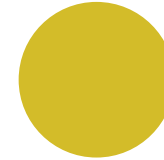RGB (21, 83, 75)
HEX: #15534B

CLUB LOGOS AND COLOR PALETTES
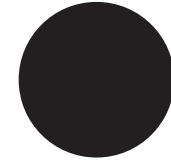
THE RESERVE GOLF CLUB

PMS: Black
CMYK (0, 0, 0, 100)
RGB (0, 0, 0)
HEX: #000000
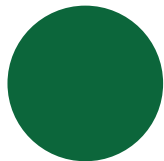
SEDGEFIELD COUNTRY CLUB

PMS: 611
CMYK (20, 20, 100, 0)
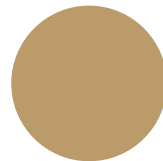RGB (211, 189, 42)
HEX: #D3BD2A

PMS: Black
CMYK (0, 0, 0, 100)
RGB (0, 0, 0)
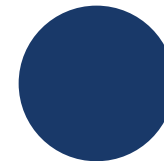HEX: #000000

TREYBURN COUNTRY CLUB

PMS: 349
CMYK (90, 34, 93, 28)
RGB (1, 102, 58)
HEX: #01663A

PMS: 4254
CMYK (27, 37, 66, 2)
RGB (187, 154, 106)
HEX: #BB9A6A

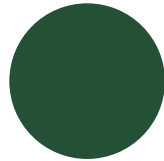## THE COUNTRY CLUB AT WAKEFIELD PLANTATION

PMS: 3581
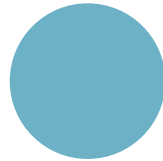CMYK (100, 55, 32, 19)
RGB (27, 58, 106)
HEX: #1B3A6A

CLUB LOGOS AND COLOR PALETTES

THE WATER'S EDGE COUNTRY CLUB

PMS: 350
CMYK (80, 43, 83, 42)
RGB (42, 82, 54)
HEX: #295135

PMS: 7458
CMYK (57, 15, 17, 0)
RGB (109, 177, 199)
HEX: #6DB1C7

PMS: 367
CMYK (41, 0, 82, 0)
RGB (162, 212, 94)
HEX: #A2D45E

TYPOGRAPHY

Typeface Families

It is important to maintain a clear and consistent brand while using typography. The typeface in most of McConnell Golf's marketing materials is the Brandon Grotesque font family. A family of styles and weights are to be used as outlined here.

Dala LT is the font used for the text in the McConnell Golf logo.

To request a font, please contact McConnell Golf's Creative Director, Alicia Lockard, at **alockard@mcconnellgolf.com**.

Brandon Grotesque

Aa

Brandon Grotesque Thin
Brandon Grotesque Thin Italic
Brandon Grotesque Light
Brandon Grotesque Light Italic
Brandon Grotesque Regular
Brandon Grotesque Regular Italic
Brandon Grotesque Medium
Brandon Grotesque Medium Italic
Brandon Grotesque Bold
Brandon Grotesque Bold Italic
Brandon Grotesque Black
Brandon Grotesque Black Italic

Dala LT

Aa

McConnell Golf

BUILDING CLUBS OF THE FUTURE

McConnell Golf