



SCOTTISH
GOLF™



VALUES



Our vision is to lead our
clubs, develop champions
& provide the opportunity
for everyone in Scotland to
play golf for life...



OUTSTANDING EVENTS

To lead our clubs, develop champions & provide the opportunity for everyone in Scotland to **play golf.**



MORE GOLFERS

To lead our clubs, develop champions & provide the opportunity for everyone in Scotland to **play golf.**



QUALITY COACHING

To lead our clubs, develop champions & provide the opportunity for everyone in Scotland to **play golf.**





STRONG PARTNERSHIPS

To lead our clubs, develop champions & provide the opportunity for everyone in Scotland to **play golf.**



STRONGER CLUBS

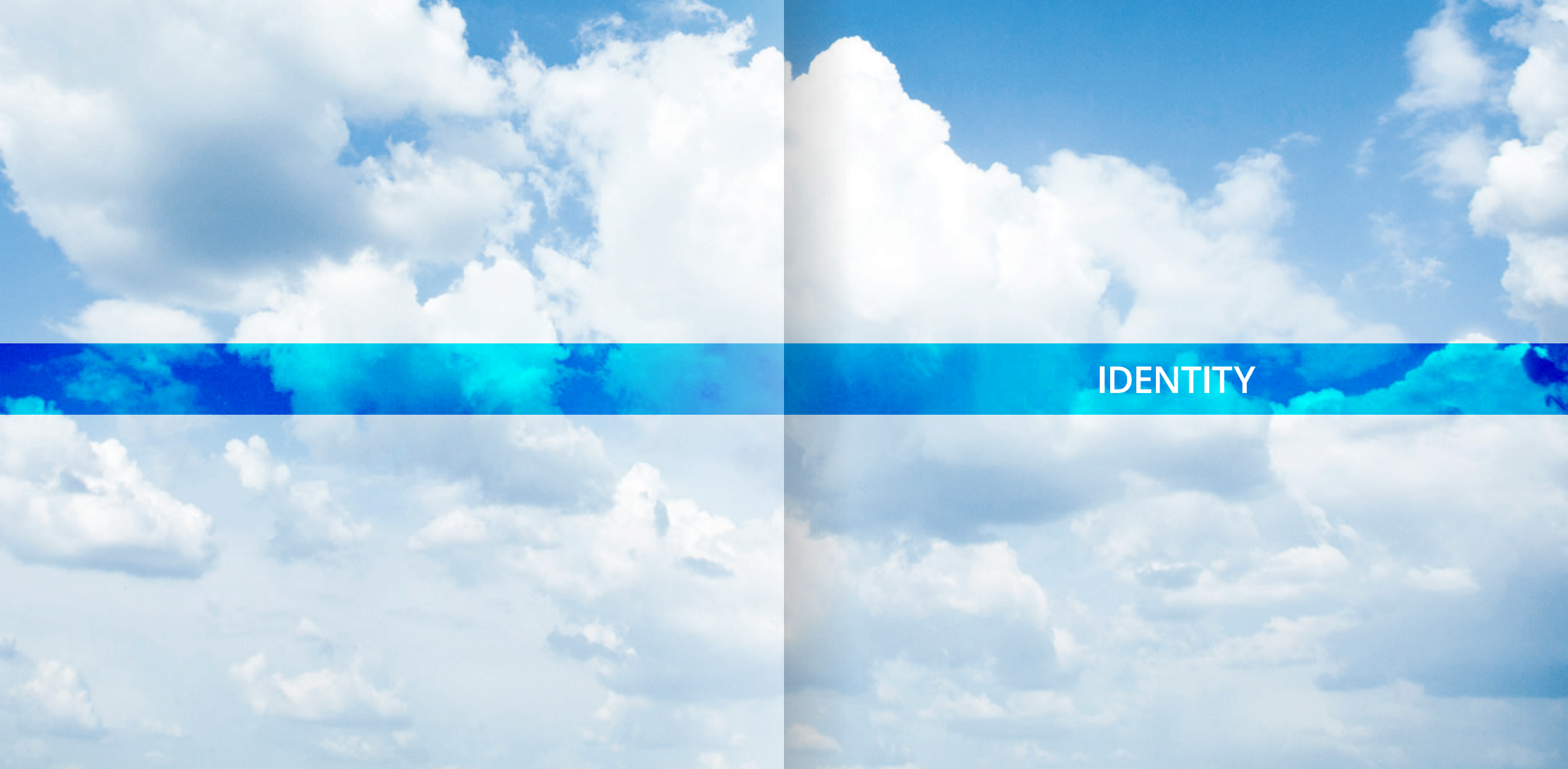
To lead our clubs, develop champions & provide the opportunity for everyone in Scotland to **play golf.**





WINNING GOLFERS

To lead our clubs, develop champions & provide the opportunity for everyone in Scotland to **play golf.**



IDENTITY



SCOTTISH
GOLF™



SCOTTISH
GOLF™

Scottish_Golf_3xPMS_colours_positive.eps
Scottish_Golf_cmyk_positive.eps
Scottish_Golf_rgb_positive.eps
Scottish_Golf_rgb_positive.jpg
Scottish_Golf_rgb_positive.png



SCOTTISH
GOLF™

Scottish_Golf_PMS_300u_tinted_positive.eps



SCOTTISH
GOLF™

Scottish_Golf_PMS_300u_mono.eps
Scottish_Golf_mid_blue.jpg
Scottish_Golf_mid_blue.png



SCOTTISH
GOLF™

Scottish_Golf_black.eps
Scottish_Golf_black.jpg
Scottish_Golf_black.png



SCOTTISH
GOLF™

Scottish_Golf_greyscale_positive.eps
Scottish_Golf_greyscale_positive.jpg
Scottish_Golf_greyscale_positive.png



SCOTTISH
GOLF™

Scottish_Golf_3xPMS_colours_reverse.eps
Scottish_Golf_cmyk_reverse.eps
Scottish_Golf_rgb_reverse.eps
Scottish_Golf_rgb_reverse.png



SCOTTISH
GOLF™

Scottish_Golf_PMS_300u_tinted_reverse.eps



SCOTTISH
GOLF™

Scottish_Golf_white.eps
Scottish_Golf_white.png



SCOTTISH
GOLF™

Scottish_Golf_white.eps
Scottish_Golf_white.png



SCOTTISH
GOLF™

Scottish_Golf_greyscale_reverse.eps



Scottish_Golf_icon_3xPMS_colours_positive.eps
Scottish_Golf_icon_cmyk_positive.eps
Scottish_Golf_icon_rgb_positive.jpg
Scottish_Golf_icon_rgb_positive.png



Scottish_Golf_icon_PMS_300u_tinted_positive.eps



Scottish_Golf_icon_PMS_300u_mono.eps
Scottish_Golf_icon_mid_blue.jpg
Scottish_Golf_icon_mid_blue.png



Scottish_Golf_icon_black.eps
Scottish_Golf_icon_black.jpg
Scottish_Golf_icon_black.png



Scottish_Golf_icon_greyscale_positive.eps
Scottish_Golf_icon_greyscale_positive.jpg
Scottish_Golf_icon_greyscale_positive.png



Scottish_Golf_icon_3xPMS_colours_reverse.eps
Scottish_Golf_icon_cmyk_reverse.eps
Scottish_Golf_icon_rgb_reverse.eps
Scottish_Golf_icon_rgb_reverse.png



Scottish_Golf_icon_PMS_300u_tinted_reverse.eps



Scottish_Golf_icon_white.eps
Scottish_Golf_icon_white.png



Scottish_Golf_icon_white.eps
Scottish_Golf_icon_white.png



Scottish_Golf_icon_greyscale_reverse.eps

SCOTTISH GOLF™

Scottish_Golf_title_1line_black.eps
Scottish_Golf_title_1line_black.jpg
Scottish_Golf_title_1line_black.png

SCOTTISH GOLF™

Scottish_Golf_title_1line_PMS_280u.eps
Scottish_Golf_title_1line_dark_blue_cmyk.eps
Scottish_Golf_title_1line_dark_blue_rgb.eps
Scottish_Golf_title_1line_dark_blue.jpg
Scottish_Golf_title_1line_dark_blue.png

SCOTTISH GOLF™

Scottish_Golf_title_1line_PMS_300u.eps
Scottish_Golf_title_1line_mid_blue_cmyk.eps
Scottish_Golf_title_1line_mid_blue_rgb.eps
Scottish_Golf_title_1line_mid_blue.jpg
Scottish_Golf_title_1line_mid_blue.png

SCOTTISH
GOLF™

Scottish_Golf_title_2line_black.eps
Scottish_Golf_title_2line_black.jpg
Scottish_Golf_title_2line_black.png

SCOTTISH
GOLF™

Scottish_Golf_title_2line_PMS_280u.eps
Scottish_Golf_title_2line_dark_blue_cmyk.eps
Scottish_Golf_title_2line_dark_blue_rgb.eps
Scottish_Golf_title_2line_dark_blue.jpg
Scottish_Golf_title_2line_dark_blue.png

SCOTTISH
GOLF™

Scottish_Golf_title_2line_PMS_300u.eps
Scottish_Golf_title_2line_mid_blue_cmyk.eps
Scottish_Golf_title_2line_mid_blue_rgb.eps
Scottish_Golf_title_2line_mid_blue.jpg
Scottish_Golf_title_2line_mid_blue.png

SCOTTISH GOLF™

Scottish_Golf_title_1line_white.eps
Scottish_Golf_title_1line_white.png

SCOTTISH GOLF™

Scottish_Golf_title_1line_white.eps
Scottish_Golf_title_1line_white.png

SCOTTISH
GOLF™

Scottish_Golf_title_2line_white.eps
Scottish_Golf_title_2line_white.png

SCOTTISH
GOLF™

Scottish_Golf_title_2line_white.eps
Scottish_Golf_title_2line_white.png



Scottish_Golf_3xPMS_positive_landscape_1line.eps
 Scottish_Golf_cmyk_positive_landscape_1line.eps
 Scottish_Golf_rgb_positive_landscape_1line.eps
 Scottish_Golf_rgb_positive_landscape_1line.jpg
 Scottish_Golf_rgb_positive_landscape_1line.png



Scottish_Golf_PMS300u_tinted_positive_landscape_1line.eps



Scottish_Golf_PMS300u_mono_landscape_1line.eps
 Scottish_Golf_mid_blue_landscape_1line.jpg
 Scottish_Golf_mid_blue_landscape_1line.png



Scottish_Golf_black_landscape_1line.eps
 Scottish_Golf_black_landscape_1line.jpg
 Scottish_Golf_black_landscape_1line.png



Scottish_Golf_greyscale_positive_landscape_1line.eps
 Scottish_Golf_greyscale_positive_landscape_1line.jpg
 Scottish_Golf_greyscale_positive_landscape_1line.png



Scottish_Golf_3xPMS_reverse_landscape_1line.eps
 Scottish_Golf_cmyk_reverse_landscape_1line.eps
 Scottish_Golf_rgb_reverse_landscape_1line.eps
 Scottish_Golf_rgb_reverse_landscape_1line.png



Scottish_Golf_PMS300u_tinted_reverse_landscape_1line.eps



Scottish_Golf_white_landscape_1line.eps
 Scottish_Golf_white_landscape_1line.png



Scottish_Golf_white_landscape_1line.eps
 Scottish_Golf_white_landscape_1line.png



Scottish_Golf_greyscale_reverse_landscape_1line.eps



Scottish_Golf_3xPMS_positive_landscape_2line.eps
 Scottish_Golf_cmyk_positive_landscape_2line.eps
 Scottish_Golf_rgb_positive_landscape_2line.eps
 Scottish_Golf_rgb_positive_landscape_2line.jpg
 Scottish_Golf_rgb_positive_landscape_2line.png



Scottish_Golf_PMS300u_tinted_positive_landscape_2line.eps



Scottish_Golf_PMS300u_mono_landscape_2line.eps
 Scottish_Golf_mid_blue_landscape_2line.jpg
 Scottish_Golf_mid_blue_landscape_2line.png



Scottish_Golf_black_landscape_2line.eps
 Scottish_Golf_black_landscape_2line.jpg
 Scottish_Golf_black_landscape_2line.png



Scottish_Golf_greyscale_positive_landscape_2line.eps
 Scottish_Golf_greyscale_positive_landscape_2line.jpg
 Scottish_Golf_greyscale_positive_landscape_2line.png



Scottish_Golf_3xPMS_reverse_landscape_2line.eps
 Scottish_Golf_cmyk_reverse_landscape_2line.eps
 Scottish_Golf_rgb_reverse_landscape_2line.eps
 Scottish_Golf_rgb_reverse_landscape_2line.png



Scottish_Golf_PMS300u_tinted_reverse_landscape_2line.eps



Scottish_Golf_white_landscape_2line.eps
 Scottish_Golf_white_landscape_2line.png



Scottish_Golf_white_landscape_2line.eps
 Scottish_Golf_white_landscape_2line.png



Scottish_Golf_greyscale_reverse_landscape_2line.eps



CLUBGOLF™



Club_Golf_3xPMS_colours_positive.eps
Club_Golf_cmyk_positive.eps
Club_Golf_rgb_positive.eps
Club_Golf_rgb_positive.jpg
Club_Golf_rgb_positive.png



Club_Golf_PMS_300u_tinted_positive.eps



Club_Golf_PMS_300u_mono.eps
Club_Golf_mid_blue.jpg
Club_Golf_mid_blue.png



Club_Golf_black.eps
Club_Golf_black.jpg
Club_Golf_black.png



Club_Golf_greyscale_positive.eps
Club_Golf_greyscale_positive.jpg
Club_Golf_greyscale_positive.png



Club_Golf_3xPMS_colours_reverse.eps
Club_Golf_cmyk_reverse.eps
Club_Golf_rgb_reverse.eps
Club_Golf_rgb_reverse.png



Club_Golf_PMS_300u_tinted_reverse.eps



Club_Golf_white.eps
Club_Golf_white.png



Club_Golf_white.eps
Club_Golf_white.png



Club_Golf_greyscale_reverse.eps



Club_Golf_SG_3xPMS_colours_positive.eps
 Club_Golf_SG_cmyk_positive.eps
 Club_Golf_SG_rgb_positive.eps
 Club_Golf_SG_rgb_positive.jpg
 Club_Golf_SG_rgb_positive.png



Club_Golf_SG_PMS_300u_tinted_positive.eps



Club_Golf_SG_PMS_300u_mono.eps
 Club_Golf_SG_mid_blue.jpg
 Club_Golf_SG_mid_blue.png



Club_Golf_SG_black.eps
 Club_Golf_SG_black.jpg
 Club_Golf_SG_black.png



Club_Golf_SG_greyscale_positive.eps
 Club_Golf_SG_greyscale_positive.jpg
 Club_Golf_SG_greyscale_positive.png



Club_Golf_SG_3xPMS_colours_reverse.eps
 Club_Golf_SG_cmyk_reverse.eps
 Club_Golf_SG_rgb_reverse.eps
 Club_Golf_SG_rgb_reverse.png



Club_Golf_SG_PMS_300u_tinted_reverse.eps



Club_Golf_SG_white.eps
 Club_Golf_SG_white.png



Club_Golf_SG_white.eps
 Club_Golf_SG_white.png



Club_Golf_SG_greyscale_reverse.eps



GET INTO **GOLF**™





GetIntoGolf_SG_3xPMS_colours_positive.eps
 GetIntoGolf_SG_cmyk_positive.eps
 GetIntoGolf_SG_rgb_positive.eps
 GetIntoGolf_SG_rgb_positive.jpg
 GetIntoGolf_SG_rgb_positive.png



GetIntoGolf_SG_PMS300u_tinted_positive.eps



GetIntoGolf_SG_PMS300u_mono.eps
 GetIntoGolf_SG_mid_blue.jpg
 GetIntoGolf_SG_mid_blue.png



GetIntoGolf_SG_black.eps
 GetIntoGolf_SG_black.jpg
 GetIntoGolf_SG_black.png



GetIntoGolf_SG_greyscale_positive.eps
 GetIntoGolf_SG_greyscale_positive.jpg
 GetIntoGolf_SG_greyscale_positive.png



GetIntoGolf_SG_3xPMS_colours_reverse.eps
 GetIntoGolf_SG_cmyk_reverse.eps
 GetIntoGolf_SG_rgb_reverse.eps
 GetIntoGolf_SG_rgb_reverse.png



GetIntoGolf_SG_PMS_300u_tinted_reverse.eps



GetIntoGolf_SG_white.eps
 GetIntoGolf_SG_white.png



GetIntoGolf_SG_white.eps
 GetIntoGolf_SG_white.png



GetIntoGolf_SG_greyscale_reverse.eps



GetIntoGolf_3xPMS_colours_positive.eps
GetIntoGolf_cmyk_positive.eps
GetIntoGolf_rgb_positive.eps
GetIntoGolf_rgb_positive.jpg
GetIntoGolf_rgb_positive.png



GetIntoGolf_black.eps
GetIntoGolf_black.jpg
GetIntoGolf_black.png



GetIntoGolf_3xPMS_colours_reverse.eps
GetIntoGolf_cmyk_reverse.eps
GetIntoGolf_rgb_reverse.eps
GetIntoGolf_rgb_reverse.png



GetIntoGolf_white.eps
GetIntoGolf_white.png



Scottish_Golf_Academy_3xPMS_positive.eps
Scottish_Golf_Academy_cmyk_positive.eps
Scottish_Golf_Academy_RGB_positive.eps
Scottish_Golf_Academy_RGB_positive.jpg
Scottish_Golf_Academy_RGB_positive.png



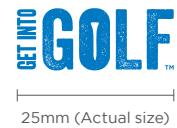
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Official_Partner_of_SG_cmyk_positive.eps
Official_Partner_of_SG_RGB_positive.eps
Official_Partner_of_SG_RGB_positive.jpg
Official_Partner_of_SG_RGB_positive.png



Scottish_Golf_Charity_3xPMS_positive.eps
Scottish_Golf_Charity_cmyk_positive.eps
Scottish_Golf_Charity_RGB_positive.eps
Scottish_Golf_Charity_RGB_positive.jpg
Scottish_Golf_Charity_RGB_positive.png



Official_Supplier_to_SG_3xPMS_positive.eps
Official_Supplier_to_SG_cmyk_positive.eps
Official_Supplier_to_SG_RGB_positive.eps
Official_Supplier_to_SG_RGB_positive.jpg
Official_Supplier_to_SG_RGB_positive.png



Do not change the vertical scaling



Do not change the space between the symbol & text



Do not change the horizontal scaling



Do not change the proportions between the symbol & text



Do not reproduce the logo in any other colour than those specified



C : 100¹
M : 72
Y : 0
K : 18

R : 0²
G : 68
B : 137

Hex: #004489³



C : 100¹
M : 44
Y : 0
K : 0

R : 0²
G : 113
B : 185

Hex: #0071B9³



C : 49¹
M : 11
Y : 0
K : 0

R : 138²
G : 194
B : 230

Hex: #8AC2E6³

PRINT USE

OPEN SANS LIGHT & LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

OPEN SANS REGULAR & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

OPEN SANS SEMIBOLD & SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

OPEN SANS BOLD & BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

OPEN SANS EXTRA BOLD & EXTRA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

OFFICE USE

ARIAL REGULAR & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

ARIAL BOLD & BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£



IMAGERY





Where possible try to use more dynamic crops



Boost contrast and colour levels to make the image 'pop' visually



Where possible use the SG sky as the main background





Where possible try to use more dynamic crops



Boost contrast and colour levels to make the image 'pop' visually



Where possible use the SG sky as the main background

























...de natus error si voluptatem accusantium doloremque
eaque ipsa quae ab illo inventore veritatis et quasi
sequi explicabo. Nemo enim ipsam voluptatem quia voluptas
est quia consequuntur magni dolores eos qui ratione
voluptatem sequi nesciunt. Sed ut perspiciatis unde omnis iste natus error si voluptatem
laudantur, tamen rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto
laudantur, tamen rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto

[Handwritten signature]





SCOTTISH
GOLF™

ROSS DUNCAN

Marketing & Commercial Director
E r.duncan@scottishgolf.org
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—
Scottish Golf

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scottishgolf.org



NAME

7.6pt Open Sans Bold
PANTONE 300 U

TITLE

7.6pt Open Sans Book
PANTONE 280 U

ADDRESS & CONTACT

7.6pt Open Sans Regular
PANTONE 280 U

E, M, T, F, E

5.6pt Open Sans Bold
PANTONE 300 U

MARGINS

6mm

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Marketing & Commercial Director

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Edinburgh EH12 9DQ, Scotland

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E info@scottishgolf.org

scottishgolf.org

BREAK LINE

3pt wide
1pt thick
PANTONE 300 U

WEBSITE

7.6pt Open Sans Bold Italic
PANTONE 300 U

LEFT MARGIN
25mm



OTHER MARGINS
12.5mm

Scottish Golf, The Duke's, St Andrews, Fife KY16 8NX, Scotland
T +44 (0)1334 466477 F +44 (0)1334 461361 E info@scottishgolf.org
Discover more at [scottishgolf.org](https://www.scottishgolf.org)

Registered Office: Scottish Golf Limited, The Duke's, St Andrews, KY16 8NX | Registered in Scotland: SC308709 | VAT No: 222688011



LOGO
30mm wide

ADDRESS & CONTACT
7pt Open Sans Regular
PANTONE 280 U

T, F & E
7pt Open Sans Bold
PANTONE 300 U

DISCOVER MORE
7pt Open Sans Italic
& Bold Italic
PANTONE 280 U

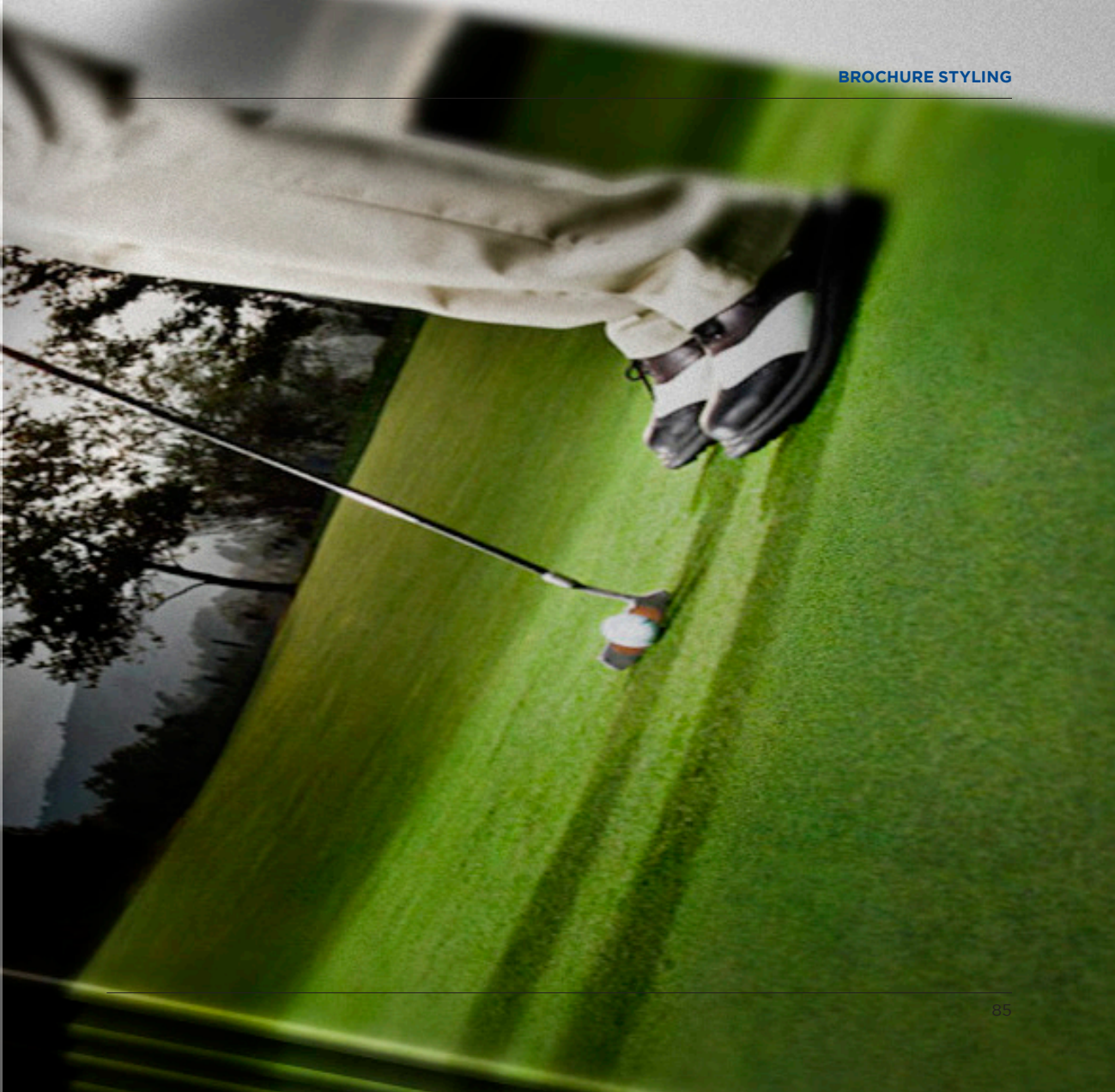
DETAILS START
275mm down

Scottish Golf, The Duke's, St Andrews, Fife KY16 8NX, Scotland
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5mm from
the bottom

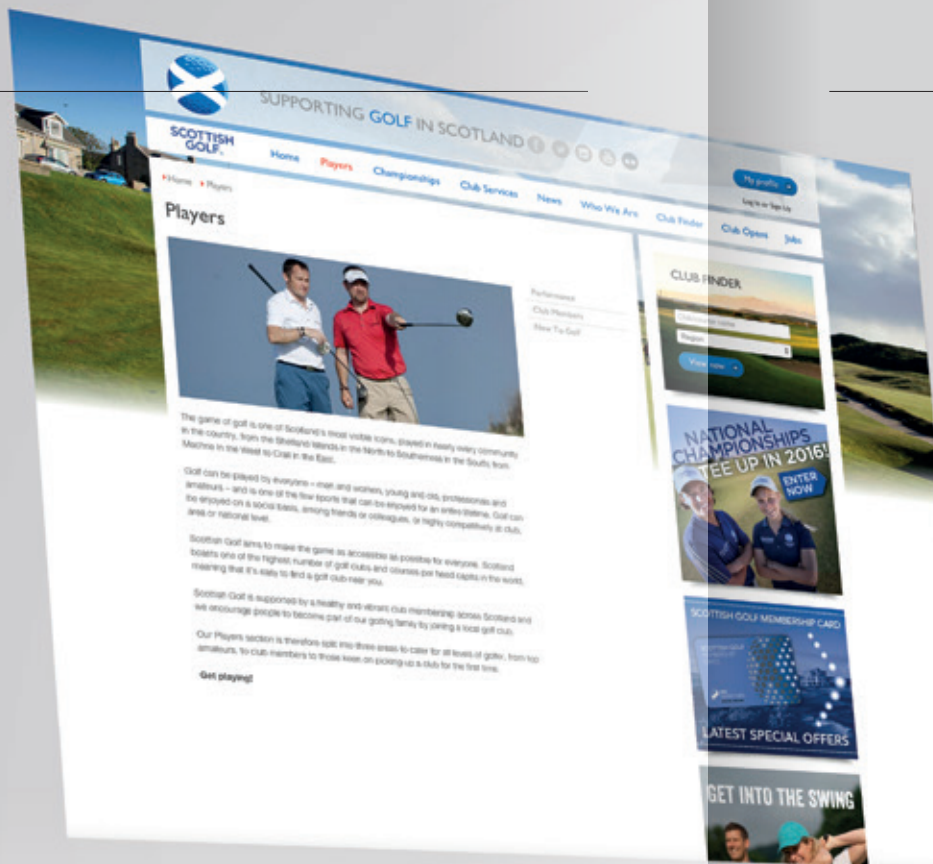
REGISTERED
5pt Open Sans Italic
PANTONE 300 U





DIGITAL

WEBSITE



WEBSITE





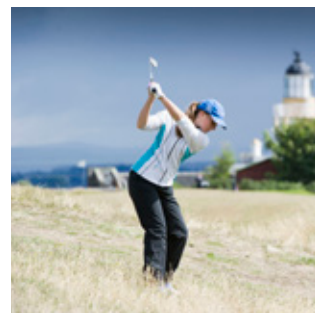
ENVIRONMENT



SCOTTISH
GOLF.

Aberdeen
Asset management





Original Image



Scottish Golf Sky



Ball symbol from logo
C: 100 M: 72 Y: 0 K: 30



Feathered blue solid
Pantone 280 U

All images to be
clipped on top of
'Scottish Golf' sky

Open Sans Semibold
83pt

Open Sans Light
83pt

Open Sans Light
32pt

Open Sans
Semibold Italic
47pt

Feathered blue solid



Scottish_Golf_cmyk_positive.eps
74.5mm wide

Multiply effect band
Colour values
C: 100 M: 72 Y: 0 K: 30

Ball symbol

All dimensions quarter size





WELL BRANDED





SCOTTISH GOLF,

The Duke's,
St Andrews,,
Fife, KY16 8NX
Scotland

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F +44 (0)1334 461361

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