

CHAMPIONSHIP LOGO

The USGA® Championship logo system is defined by the consistent and repeated use of six primary components:

1. Color

Predominant in the USGA® Championship logo system is the use of USGA Red and USGA Blue. The use of USGA Red and Blue carries meaning as both are found in the American flag as well as the USGA mark. Both Red and Blue correlate to the Association's role in serving the game through rules and governance and supporting the playing of the game, respectively.

2. Font

Inviting, clean, and contemporary, the use of National font seeks to portray the Association—through words and common reference terms—as knowledgeable, visionary, and approachable.

3. Championship Name

Championship Names are set as outlined pieces of art and should not be altered in any USGA® Championship logo templates. The Championship Name is set to all caps in National Bold. The color should be: USGA Blue (Pantone 2955 C), CMYK: 100/60/10/53, RGB: 0/54/95. The Championship Name sits on a circular arc which wraps around the Host Site Icon.

4. Host Site Icon

Proportionally larger relative to other Championship template elements, the Host Site Icon plays a major role in cementing the importance of the host site in the USGA® Championship brand identity. The Host Site Icon should always rest in the center of the USGA Championship logo template. **We ask that Host Sites provide us with high res versions of their logo or icon as soon as possible.**

5. Host Site Name

Host Site Names help to anchor the logo design. For each application, the Host Site Name is set to all caps, tracked at 150, and center aligned in National Bold. Its color should be: USGA Red (Pantone 186 C) CMYK: 2/100/85/6, RGB: 218/26/49.

6. Championship Edition

Incorporating the Championship Edition in the logo template helps convey history and legacy. The Championship Edition copy is set to all caps, tracked at 50, and center aligned in National Bold. Each edition is set to ordinal numbers and letter suffixes (for example, 118TH, 73RD, or 41ST) that are always capitalized.

Each logo is intended to present a consistent and repeatable form Championship-to-Championship and year-over-year. Logo development and archiving is handled by the USGA Merchandise & Licensing team. Only USGA Merchandise & Licensing and USGA Marketing departments are authorized to design USGA Championship logos.”

The Host Club may use the official logo in several ways including but not limited to the following:

- Letterhead developed by club related to championship activities
- Advertising and promotion of the championship including the club's website
- The official program
- Groupings and Starting Times sheet
- Admission tickets
- Championship credentials
- Championship related merchandise sold by the Host Club

Uses of the logo should be pre-approved by the USGA. All uses of the championship logo by the Stroke Play Co-Host shall be subject to the approval of the USGA.