

## CHAMPIONSHIP LOGO

The USGA created the following procedure to assist in the design of official championship logos. These logos represent both the USGA and the host club with a great first and lasting impression. This also gives consistency to the design of all championship logos by utilizing a template structure.

### Icon Selection

Host clubs will submit their club's icon to the Staff in Charge and the Merchandise department for use in the championship logo design.

### Design

Championship logos are created by a USGA commissioned designer and feature the following:

1. Complete championship title (i.e. U.S. Amateur)
2. The edition number of the championship (118TH U.S. Amateur)
3. Host club name
4. Host club Icon

### Approval Process

The Host Club will work to design a Championship Logo within the USGA's Championship Logo policies. The USGA will have final approval over the Championship Logo

Below are some examples of logos placed with the USGA Design Template:



### Co-Host Championship Logo Usage

The Championship Logo can be modified for the Co-Host for their own use on Merchandise in the following ways.

1. The Championship Logo can be used on all merchandise sold by the Co-Host
2. The Championship Logo can be in the most prominent position, with the Co-Host Club Icon in a secondary or tertiary position
  - a. Most prominent position is typically left chest on apparel, front of hats, front of accessories, etc.
  - b. Examples of secondary or tertiary position include left sleeve or back yoke on apparel, side or back of hat, etc.
3. The trophy can be used in the most prominent position, with the Co-Host Club Icon in a secondary or tertiary position.



More information regarding this will be provided as necessary.