BRAND GUIDELINES

aboutGOLF®

WE ARE THE FUTURE OF GOLF

WHO WE ARE

aboutGOLF's (aG) premise is that the modern golfer should be able to swing a club anytime, anywhere—by anyone. Our systems utilize data to improve your swing. Our experience brings you the unimaginable. Our platform connects you with others, because together is better.

WHAT WE DO & WHY

aG delivers quality and world class software for golf and multi-use simulators in the home and businesses. We provide products and services that deliver and high-end experience for the Modern Golfer. We love golf and we love technology.

OUR MISSION TODAY

aG promotes the game of golf to anyone, anytime, anywhere. We are be the platform for the modern golf industry.

OPPORTUNITY IS NOW

For 500 years golf has slowly evolved. We believe technology is poised to change the game forever. To engage the next generation of golfers, industry leaders must focus on developing disruptive technologies and innovate to sustain growth. A new era in a more digital world demands creating new expectations that are dramatically impacting the next generation of golfers.

PLATFORM FOR THE MODERN GOLFER

aG is the platform for the Modern Golfer. While providing unmatched technology with endless entertainment, aG is redefining the future of the indoor golf experience. Taking on challenges presented by a new wave of golf enthusiasts, aG is making it possible for even the most avid golfers to gain instant access to the game they love, while delivering the performance and accuracy needed to improve their game.

OUR VISION OF TOMORROW

At it's core, golf is founded on community. aG allows golfers to play indoors while connecting with members locally and beyond. Whether it's practicing on a range, playing a quick 18 holes with friends, or connecting with family, aG is the future of golf.

We believe the key to growing the game of golf is through our platform that integrates software, content, data and an immersive experience that connects people together. The golfing community is not necessarily local anymore. It is more about sharing your common interests, passions, and goals with others everywhere. Being part of aG is being part of a global community that is redefining what it is to be a Modern Golfer today. Tomorrow we will be aboutLIFE.

EVERY SWING MATTERS

ANYTIME

aG is the indoor solution, no matter the time or weather. We transport you to some of the world's most luxurious courses at a moment's notice with aG.

ANYPLACE

Switch between a variety of exclusive facilities or try a new location across the globe—you are in charge. Track your data through aG Data. With aG, the options for staying connected are endless.

ANYONE

From the first swing of a novice to professionals, aG has a level, course, and game to fit any skill level.

BRAND LOGO

A logo identifies a business in its simplest form. Note that "about" is lowercase and "GOLF" is in all caps.

When referenced in copy, use aboutGOLF®.

aboutGOLF®

aboutGOLF®

RULES

Use the black primary logo on light backgrounds, and white primary logo on dark backgrounds.

Do not stretch the logo out of proportion or display in secondary brand colors.

BRAND MARK

The brand mark may be used in place of the logo. Squares and smaller spaces are ideal.

When referenced in copy, use aG®.

RULES

Use the brand mark for merchandise, social assets, watermarks, and other small spaces.

Do not stretch the brand mark out of proportion.

PRODUCT LOGOS

The brand mark must be included with any product logo. The product logo uses the brand font League Gothic.

When referenced in copy, use aG before the product, and TM after (e.x. aG Links ™).

RULES

aG products must be accompanied by our brand mark.

Do not use the aboutGOLF logo in place of the brand mark.

BRAND COLORS

Brand colors have a powerful impact on how customers perceive a business and help build brand recognition.

Black, grays, and white are the primary colors of the aG brand. Secondary colors should only be used for highlights, callouts, and graphics.

PRIMARY COLORS
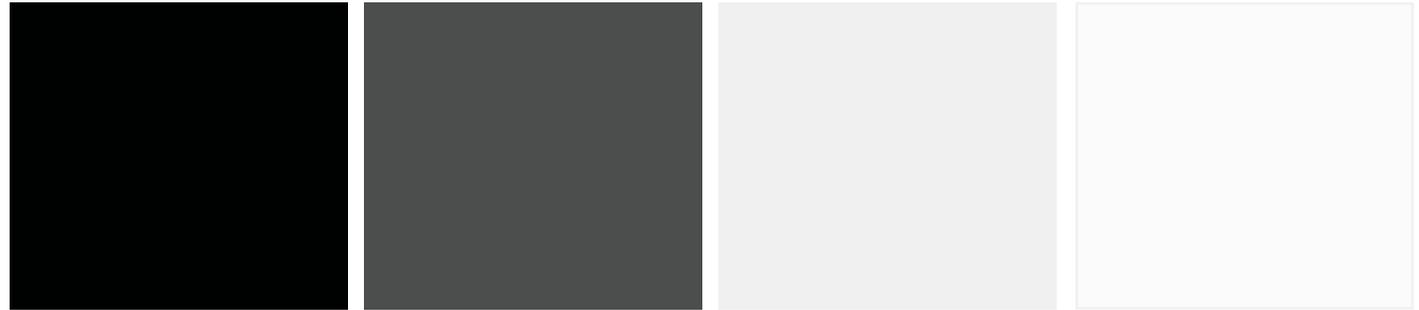
#000000

#4c4d4d

#f0f0f0

#ffffff

SECONDARY COLORS
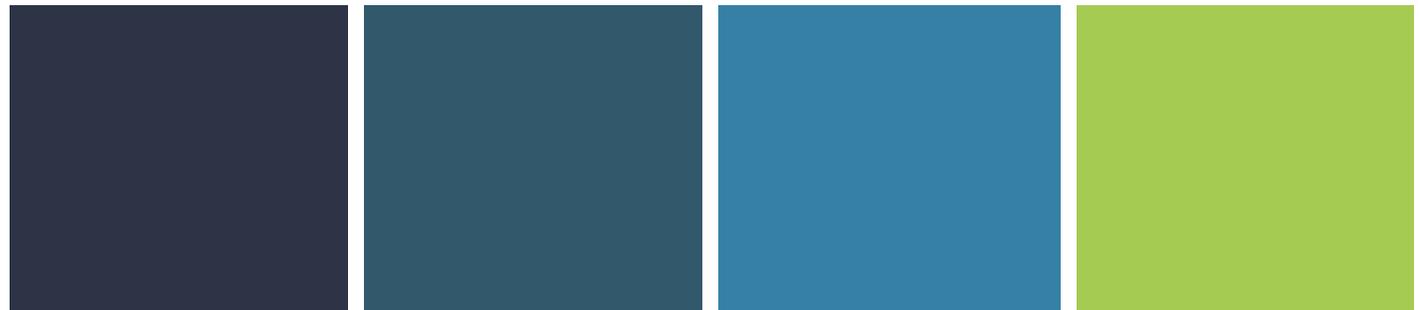
#2C3445

#32586c

#3680a6

#a5cb53

BRAND TYPEFACES

Our brand typefaces frame the way aG communicates visually.

Like colors, brand fonts have a powerful impact on how customers perceive a business. Consistency across collateral maintains a professional brand.

The following are only guidelines—sizes and weights may vary depending on application.

HEADLINES

OSWALD BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z 0 1 2 3 4 5 6 7 8 9

NOTES

OSWALD Bold is the headline typeface for both print and digital. Headlines should be displayed in ALL CAPS.

CALLOUTS AND NUMBERS

LEAGUE GOTHIC

437 YARDS / PAR 4

When drawing attention to an important copy element, League Gothic is an option. Due to its tall stature, we recommend using it for statements less than 5 words.

BODY COPY AND SECONDARY HEADERS

Roboto

This is Roboto Light written in lorem ipsem aut pariant alibus ame eos es aut eosam repudit asimin conecerum et fugiat exceperis arum.

For body copy, use Roboto Light. For small headers, use Roboto Bold in ALL CAPS.

BUSINESS CARDS

Business cards should be ordered through the aG marketing team. These are high quality, thick cards with a raised spot varnish of the logo on the back--a shiny black over a matte black. The white front does not include titles.

CAMPAIGN EXAMPLES

For aG Home campaigns, both the copy and imagery should speak to luxury, golf, or technology.

For aG Business campaigns, both the copy and imagery should speak to golf and how it is accessible to any one—any time and any place with aG.

PLATFORM FOR THE

MODERN GOLFER

Your home course.

aboutGOLF

ANY TIME

ANY PLACE

ANY ONE
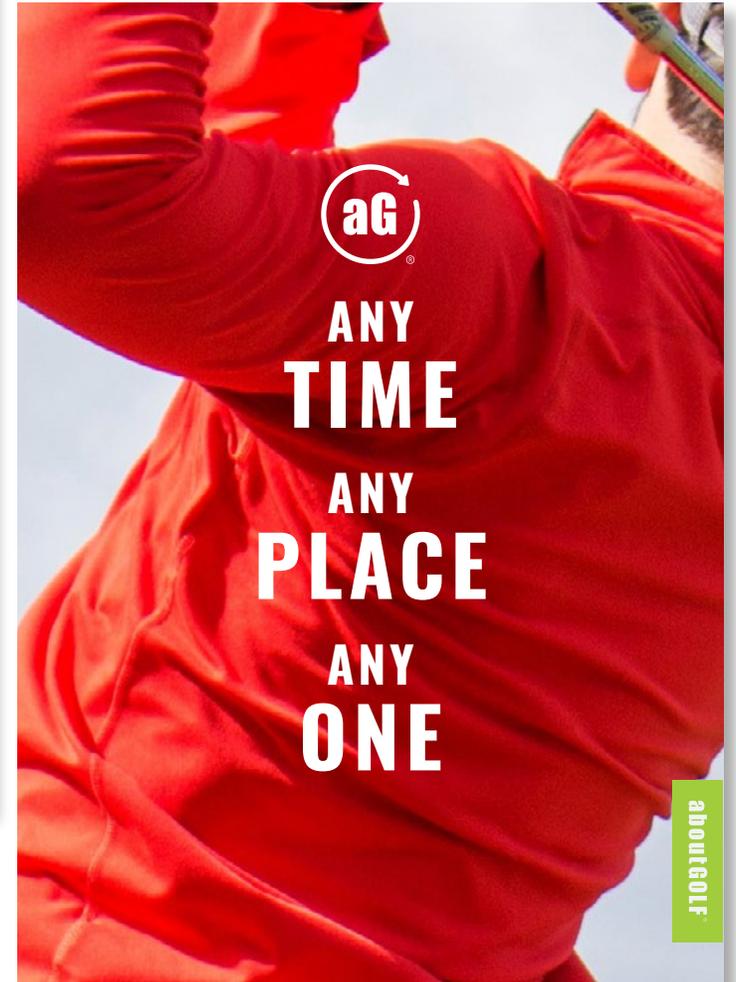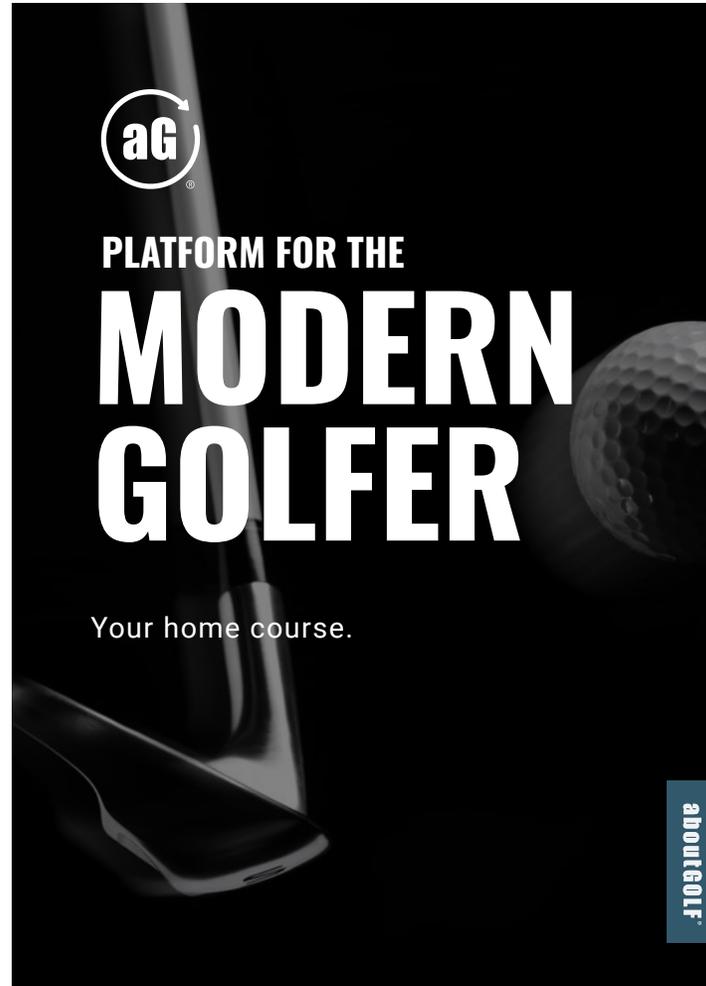
aboutGOLF

BRAND MERCH

For brand merchadise, use high quality materials and items. We want our brand to be represented in the same way our simulators are: the best of the best.

ABOUTGOLF.COM