



EUROPEAN TOUR PROPERTIES

BRANDING

EXAMPLES AND BRAND GUIDELINES

Branding

Branding creates perceptions in people's minds that helps the business to perform better.

Venue branding should aim to present the golf venue, Real Estate and on site accommodation as distinctive, trusted, exciting and reliable.

Intelligent use of the brands through advertising, marketing, service standards and corporate culture can all generate associations in people's minds that will benefit the organisation.





Branding

European Tour Properties Venues

Branding helps Venues stand out from their competitors, adds value to its offering and engages with the customers.

People are generally willing to pay more for branded items than they are for something which is unbranded. The brand can be extended by branding the accommodation as well as the golf, clubhouse and driving range.

While Venues already possess strong brands and awareness locally, when this is supported by European Tour Properties it embodies all the attributes which golfers feel drawn to, creating trust, quality assurance and association with elite golf.

Examples of Venue Branding



Troia Resort



Estonian Golf & Country Club

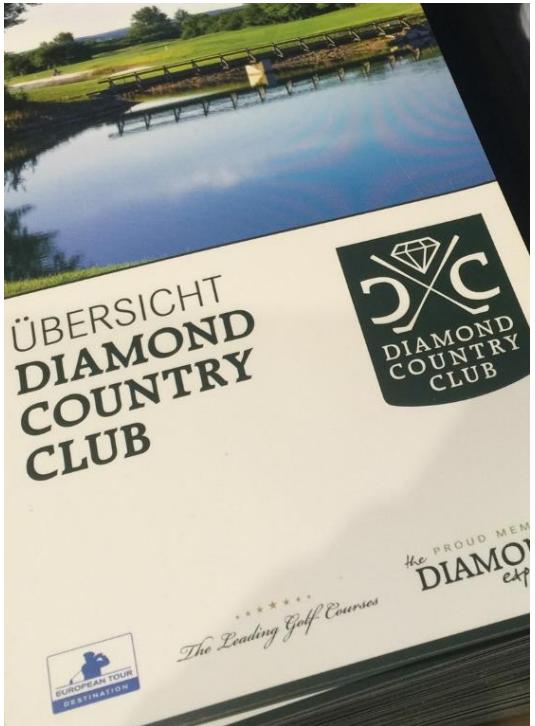


Saujana Golf & Country Club



Terre Blanche Hotel Spa Golf Resort****

Examples of Venue Branding



Diamond Country Club



Golf Club St. Leon-Rot



Maxx Royal Belek Golf Resort

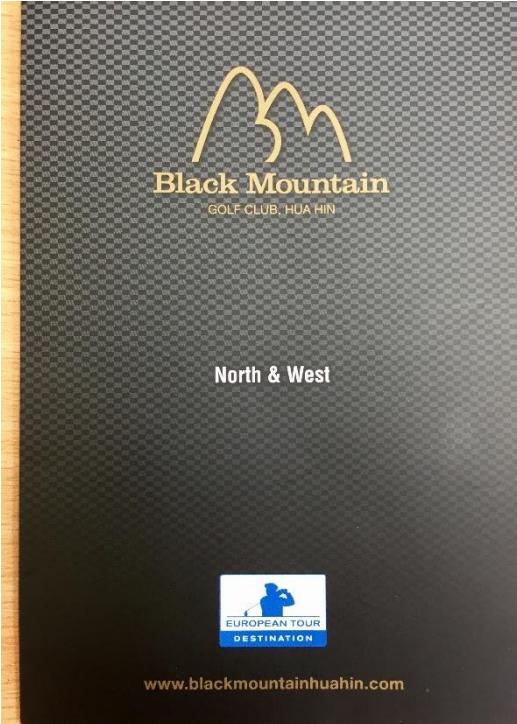


Rossington Hall

Examples of Venue Branding



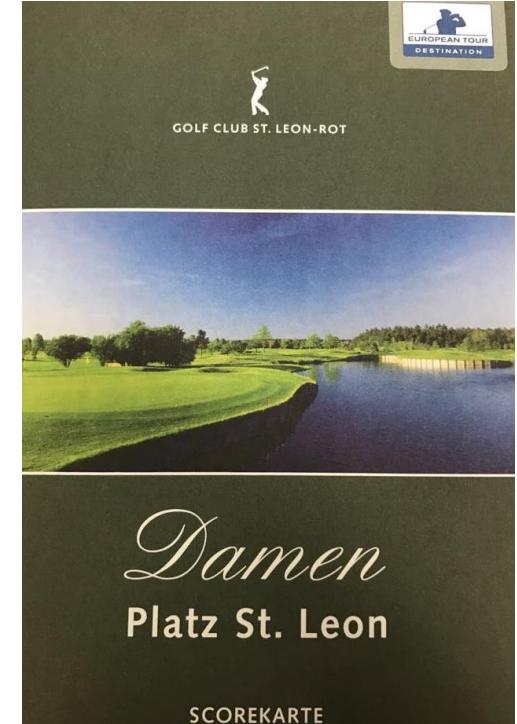
PGA Catalunya Resort



Black Mountain Golf Club & Resort



Lighthouse Golf & Spa Resort



Golf Club St. Leon-Rot

Examples of Venue Branding



Saujana Golf & Country Club



Terre Blanche Hotel Spa Golf Resort*****



Jumeirah Golf Estates



Linna Golf

Examples of Venue Branding



Le Golf National



Albatross Golf Resort



London Golf Club



Constance Belle Mare Plage

European Tour Properties Brandmark

The European Tour Properties brandmark leverages core visual assets from The European Tour Brand creating a distinctive look for the business division. Shown to the right, the brandmark consists of the Harry Vardon silhouette, a positive element (contrasting the parent mark) in combination with The European Tour and Properties wordmarks

Harry Vardon Silhouette

The Harry Vardon silhouette visually connects The European Tour Properties brandmark with the other brands in The European Tour family.

Typography

The European Tour wordmark consists of custom-drawn lettering with distinctive rounded corners connecting The European Tour Properties brandmark with The European Tour family of brands.



European Tour Properties Brandmark

Clear Space and Minimum Sizing

Minimum Clear Space

The European Tour Properties brandmark is most effective when surrounded by as much open space as possible. A minimum amount of clear space, based on the width of the letter “E” in the wordmark, must surround the brandmark at all times. See diagram to the right.

Minimum Size

To ensure visibility and legibility, The European Tour Properties brandmark should never be presented in a size smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as silk screening or embroidery may require presenting the brandmark at a larger size than indicated here.

Clear Space – Minimum clear space equals three times the width of the e in the wordmark



Minimum Size – 25mm



European Tour Properties Brandmark

Colour Presentation and Pantones

The preferred colour presentation of The European Tour Properties brandmark is in European Tour Blue and silver on a white background. An alternative white brandmark is offered for use on flat colour or pictorial backgrounds, as shown to the right.

The alternate black and white brandmark has been created for use when colour inks are not available.

When placing The European Tour Properties brandmark on a colour background, photograph or graphic pattern, always ensure that the surrounding area is neutral in appearance and allows for The European Tour Properties brandmark to be visually clear.



Brandmark in European Tour Blue
and silver on a white or light coloured
background



Brandmark in white for use on a flat colour /
pictorial background



European Tour Blue
PANTONE 2945 C
PANTONE 300 U
C100 M45 Y0 K14
R0 G105 B170
HEX 0069AA



PANTONE 877
C0 M0 Y0 K40
R167 G169 B172
HEX A7A9AC

European Tour Properties Brandmark

Incorrect Usage

Correct and consistent use of The European Tour Properties brandmark is an essential part of building brand equity. Each element has been carefully designed and positioned in specific proportions.

Do not alter or redraw the brandmark in any way.

Always use approved electronic artwork.

Do not alter or reset the lettering in any way.

Do not separate or alter the elements within the brandmark in any way.

Always use approved electronic artwork.

INCORRECT USAGE



Do not change the colour of the brandmark



Do not alter or reset the wordmark



Do not add a drop shadow to the brandmark



Do not separate the silhouette from the wordmark



Do not resize the elements of the brandmark



Do not skew or distort the brandmark



Do not place the brandmark on a background that is visually distracting or impedes legibility



Do not replace the wordmark with a different brand name



Do not add a border or enclosing shape around the brandmark



European Tour Properties Sub-Brands

European Tour Properties Destination
and Course Sub-Brandmarks

The European Tour Destination and Course sub-brand marks closely align to The European Tour Properties mark, creating a strong visually linked family of brands.

Shown to the right, the brandmark consists of the Harry Vardon silhouette inside a blue rounded-corner rectangle, in combination with The European Tour wordmark and sub-brand identifier wordmark.



European Tour Properties Sub-Brands

Clear Space and Minimum Sizing

Minimum Clear Space

The European Tour Destination and Course sub-brand brandmarks are most effective when surrounded by as much open space as possible. A minimum amount of clear space, based on the width of the letter “E” in the wordmarks, must surround the brandmarks at all times. See diagrams to the right.

Minimum Size

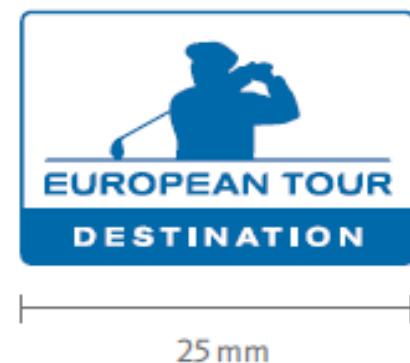
To ensure visibility and legibility, The European Tour Destination and Course sub-brand brandmarks should never be presented in a size smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as silk screening or embroidery may require presenting the brandmark at a larger size than indicated here.

Clear Space – Minimum clear space equals three times the width of the e in the wordmark



Minimum Size – 25mm



European Tour Properties Sub-Brands

Colour Presentation and Pantones

The preferred colour presentation of The European Tour Destination and Course sub-brand brandmarks is in European Tour Blue on a white background. An alternative white brandmark is offered for use on flat colour or pictorial backgrounds, as shown to the right.

An alternate black and white brandmark has been created for use when colour inks are not available.

When placing The European Tour Destination and Course sub-brand brandmarks on a colour background, photograph or graphic pattern, always ensure that the surrounding area is neutral in appearance and allows visual clarity.



Brandmark in European Tour Blue on a white or light coloured background



European Tour Blue
PANTONE 2945 C
PANTONE 300 U
C100 M45 Y0 K14
R0 G105 B170
HEX 0069AA



European Tour Properties Sub-Brands

Incorrect Usage

Correct and consistent use of The European Tour Destination and Course sub-brand brandmarks are an essential part of building brand equity. Each element has been carefully designed and positioned in specific proportions.

Do not alter or redraw the brandmarks in any way.

Always use approved electronic artwork.

INCORRECT USAGE



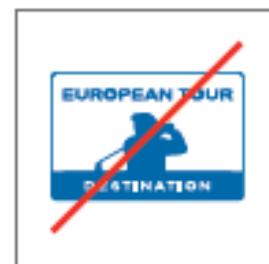
Do not change the colour of the brandmark



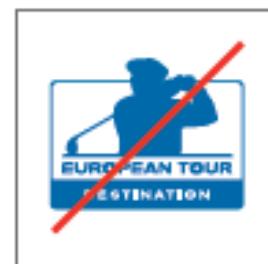
Do not alter or reset the wordmark



Do not add a drop shadow to the brandmark



Do not reposition the elements of the brandmark



Do not resize the elements of the brandmark



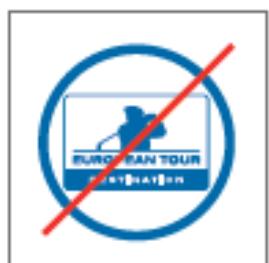
Do not skew or distort the brandmark



Do not place the brandmark on a background that is visually distracting or impedes legibility



Do not replace the wordmark with a different brand name



Do not add a border or enclosing shape around the brandmark

