



# 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*

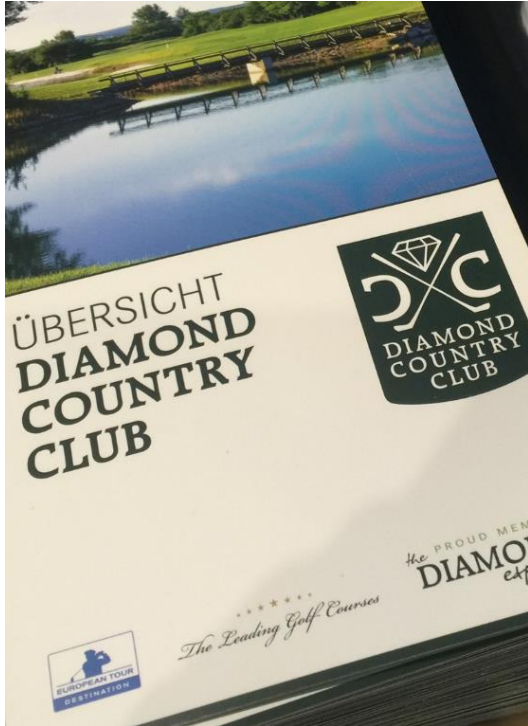


*Saujana Golf & Country Club*



*Terre Blanche Hotel Spa Golf Resort\*\*\*\*\**

# Examples of Venue Branding



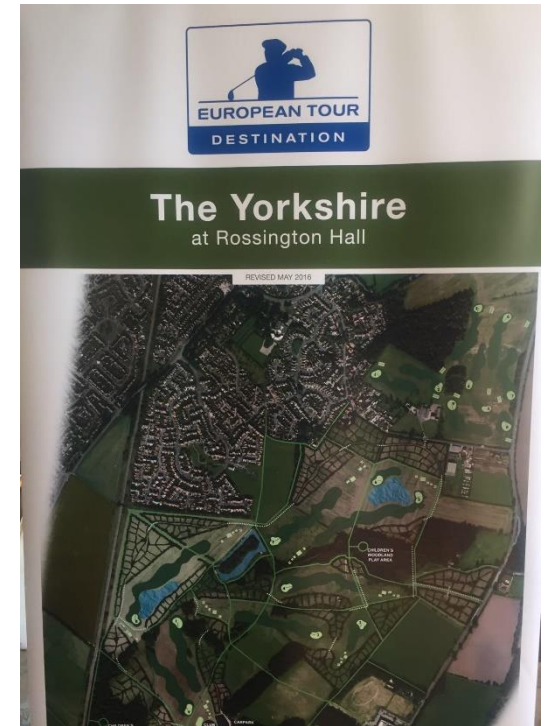
*Diamond Country Club*



*Golf Club St. Leon-Rot*



*Maxx Royal Belek Golf Resort*



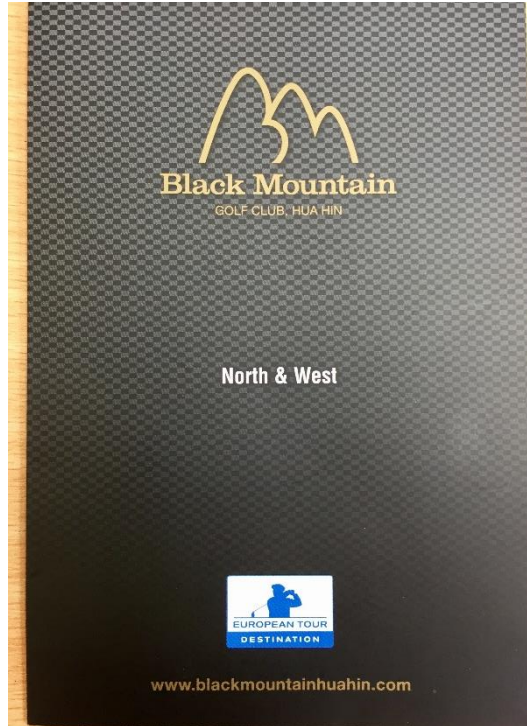
*Rossington Hall*



# Examples of Venue Branding



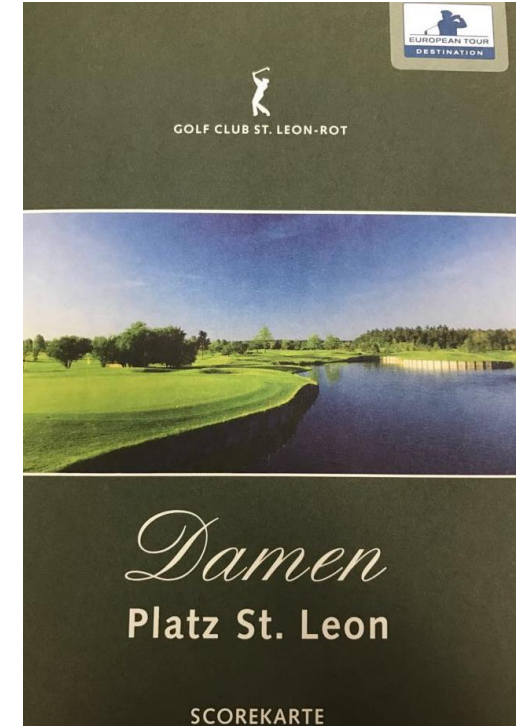
*PGA Catalunya Resort*



*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



25 mm



# European Tour Properties Sub-Brands

## Colour Presentation and Pantones

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

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

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



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



Landmark 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



# 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 brand mark 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



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# EUROPEAN TOUR

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## PROPERTIES