EUROPEAN TOUR
PROPERTIES

EUROPEAN TOUR PROPERTIES & SUB–BRAND
BRAND GUIDELINES

MAY 2009 l V1

EUROPEAN TOUR PROPERTIES

Overview

The European Tour launched its new brand last year. The focus has now turned to further development of a key sub-brand for the Real Estate/Properties division.

This document defines the role of the sub- brands in the overall brand architecture, the key challenges, and a potential solution with examples of key assets, design systems, templates and guidelines.

The process:
– Assessment of the de facto 'Courses' sub-brand (pros and cons) acknowledging that any change must not negatively impact any existing partnerships

– Assessment of the business plan and any existing relevant data

– Define the brand hierarchy between the main 'parent' brand and its key sub-brand(s) in properties

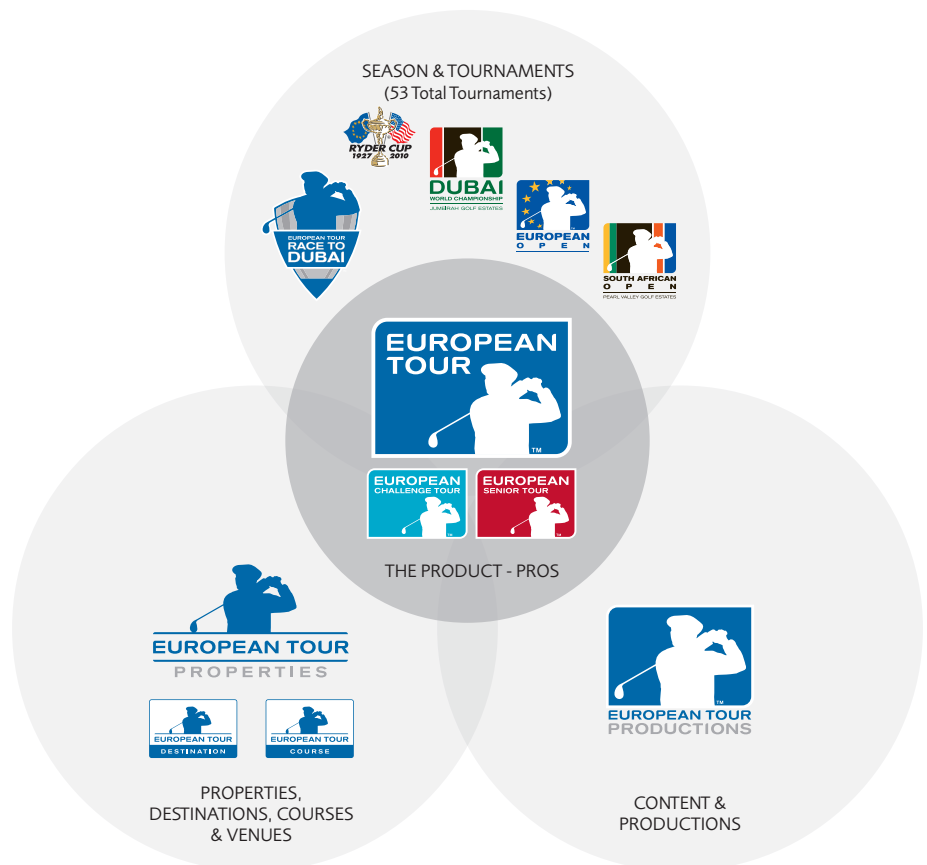– Establish the visual degree of linkage for sub-brand components and their design system(s)

EUROPEAN TOUR
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Creating World Class Golf Destinations

European Tour Business and its Brands

A simplified but effective view of The European Tour Business and its Brands shows the key product, its players and their performances at the centre of a three-pronged eco-system. Content and Productions, Properties and Course, and finally the season (Race to Dubai) and its individual event brands complete the landscape. Each core area as defined in the diagram contains a set of distinct business objectives, audiences and brands. Many aspects overlap, but the intent of this diagram is to provide a focus for key areas of activity and the brands that support them.

When properly implemented, brand architecture provides:

– An organising structure that clarifies and dictates the degree of relationship among brands within and associated with The European Tour Properties brand

– A critical platform for establishing a clear and relevant brand in the marketplace that will strengthen strategic impact, clarity and synergy, and leverage – and build value–rather than create confusion, waste and missed opportunities

– Strategic principles that guide business, marketing and partnership decisions in order to best leverage The European Tour Properties brand and its various portfolio of brands

SEASON & TOURNAMENTS
(53 Total Tournaments)

THE PRODUCT - PROS

PROPERTIES, DESTINATIONS, COURSES & VENUES

CONTENT & PRODUCTIONS

EUROPEAN TOUR PROPERTIES

Sub-Brand Categories

The European Tour properties brand is segmented into three tiers to reflect the different criteria against which venues are assessed and subsequently categorised.

Both the business and brand strategy allows for venues to move up through the tiers as and when different criteria are met.
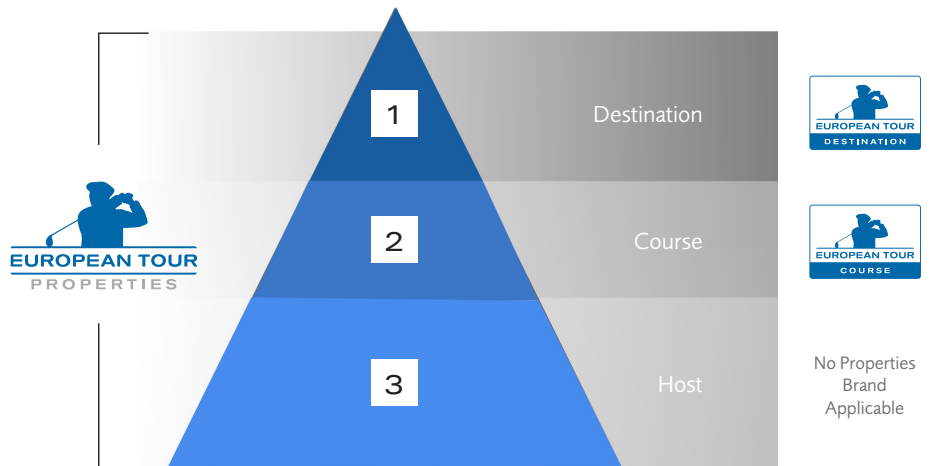
1. European Tour Destination
   – Regional iconic status
   – Strong and diversified sense of place
   – 5-star experience on and off the course
   – Significant commercial partnership with European Tour

2. European Tour Course
   – Strong and diversified sense of place
   – 5-star experience on and off the course
   – Significant commercial partnership with European Tour

3. European Tour Host Venue
   – Venue promotion in context of tournament
   – European Tour support as part of typical tournament infrastructure

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1	Destination
2	Course
3	Host

EUROPEAN TOUR
DESTINATION

EUROPEAN TOUR
COURSE

No Properties Brand Applicable

Brand Segmentation

For purposes of segmentation, efficiency and marketplace clarity, European Tour Properties communications will be focused around promoting key areas:

The European Tour Properties brand identifies the business division of The European Tour and is focused and used only in select business-to-business communication channels.
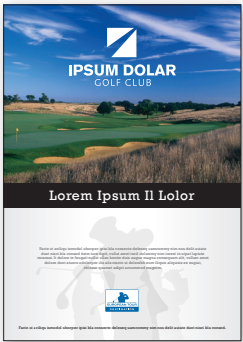
1) The European Tour Destination sub-brand identifies The European Tour's role in partnership relationships with selected venues and will be consumer facing.

2) The European Tour Course sub-brand identifies The European Tour's role in endorsement relationships with selected courses and will also be a more consumer facing brand.

3) The European Tour Host level will not be visually linked to The European Tour but can use the tournament collateral to enhance promotional opportunities.
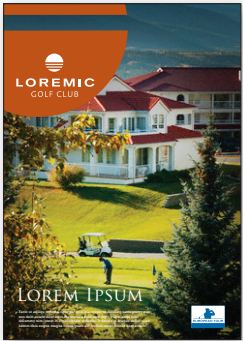
European Tour Properties Brand

Sample of a European Tour Properties advertisement for business-to-business communications
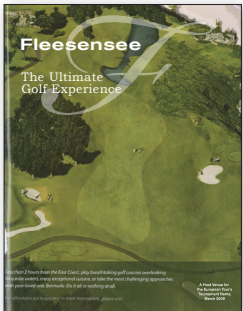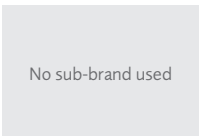
1 European Tour Destination

Sample advertisement of The European Tour Destination sub-brand showing a typical partnership between European Tour Properties and a fictitious course

2 European Tour Course

Sample advertisement of The European Tour Course sub-brand showing a typical endorsement relationship between European Tour Properties and a fictitious course

3 European Tour Host

No sub-brand used

Sample advertisement of The European Tour Host Venue sub-brand showing a typical typographical endorsement in the bottom right-hand corner for tournament host venues

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
Harry Vardon is widely recognised as bringing golf into the modern age – the games first superstar. His grip and his swing, along with his thought process and strategies, are used by many of today's foremost golf professionals and amateurs. The Harry Vardon silhouette pays homage to the legacy of professional golf's beginnings.

Shape
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.

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.

Colour Presentation

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.

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

PREFERRED COLOUR PRESENTATION

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

ALTERNATE COLOUR PRESENTATION - When colour printing is not available

Brandmark in black when colour printing is not available

Brandmark in white for use on dark background

Clear Space & Minimum Size

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

25 mm

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.

CORRECT USAGE

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 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.

Harry Vardon Silhouette
Harry Vardon is widely recognised as bringing golf into the modern age. His grip and his swing, along with his thought process and strategies, are used by many of today's foremost golf professionals and amateurs. The Harry Vardon silhouette pays homage to the legacy of professional golf's beginnings.

Shape
The Harry Vardon silhouette visually links The European Tour Destination and course marks 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 Destination and Course marks with The European Tour family of brands.

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.

EUROPEAN TOUR PROPERTIES SUB-BRANDS

Colour Presentation

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.

The 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.

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

PREFERRED COLOUR PRESENTATION

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

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

ALTERNATE COLOUR PRESENTATION - When colour printing is not available

Brandmark in black when colour printing is not available

Brandmark in white border for use on dark backgrounds

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Clear Space & Minimum Size

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

25 mm

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.

CORRECT USAGE

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

European Tour Properties and European Tour Destination (Tier 1) Design System Overview

The European Tour Properties design system is unique, modern and elegant, fitting seamlessly into the larger European Tour family of brands and design system.

European Tour Blue and silver are the dominant colours in the palette, while black and charcoal grey are used for headlines and body copy. Type is used in a bold and powerful manner. Silver silhouettes create a rich, multi-layered appearance.

This design system is used only when creating marketing materials for The European Tour Properties Brand and The European Tour Destination sub-brand (Tier 1). All branded destinations will share this design system.

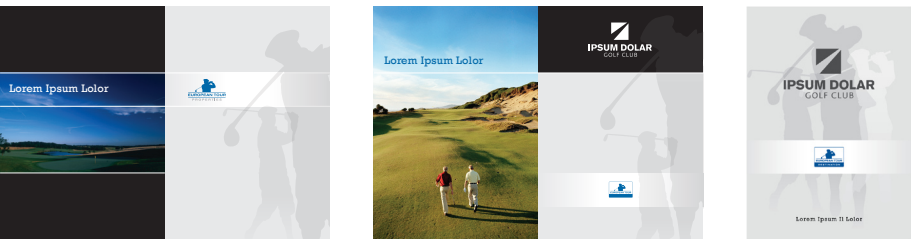## COLOUR PALETTE

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consecteteur adipiscing elit. Proin faucibus. Proin nisi nisi, sagittis sit amet, sagittis dapibus.

GRAPHIC ELEMENTS

LAYOUTS

Colour Palette

The European Tour Properties colour palette reflects the brand attributes – Legacy, Diversity and Passion. These colours are used in The European Tour secondary system graphics and are featured prominently on all marketing applications.

Consistent use of these colours on all printed and digital media touchpoints will help build a distinctive European Tour brand personality.

Specifications are provided for printing with PANTONE* inks (spot-colour printing), four colour process printing (CMYK), and for web and on-screen presentation (RGB and HEX).

For non-traditional reproduction methods such as embroidery and silkscreen, make a visual match to the PANTONE coated specifications.

The colours shown on this page are not intended to match PANTONE colour standards.

* Pantone, Inc.'s check-standard trademark for colour reproduction materials.

OFFICIAL EUROPEAN TOUR BLUE

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

PROCESS BLACK
C0 M0 Y0 K100
R0 G0 B0
HEX 000000

WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFF

PANTONE 877
C0 M0 Y0 K40
R167 G169 B172
HEX A7A9AC

PANTONE COOL GREY 11C
C0 M2 Y0 K68
R113 G112 B116
HEX 717074

Typography

The Rockwell family is recommended as the primary typeface for use with The European Tour Properties brand identity system. It was selected because of its legibility, bold character and compatibility with the other brands in The European Tour family.

Rockwell Regular
Rockwell Regular is the typeface used in all print collateral for typesetting large bodies of text.

Rockwell Bold
Rockwell Bold may be used in external signage and large scale applications.

Online And Digital Applications – Arial
Because the Rockwell family of typefaces is not installed on most computers, the Arial type family is recommended for use on the web, in email messages, and in Microsoft Powerpoint and Word documents. Whenever possible, use Arial as text in combination with Rockwell graphic files for headlines and display type.

ROCKWELL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consecteteur adipiscing elit. Proin faucibus. Proin nisi nisi, sagittis sit amet, sagittis dapibus.

ROCKWELL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Lorem ipsum dolor sit amet, consecteteur adipiscing elit. Proin faucibus. Proin nisi nisi, sagittis sit amet, sagittis dapibus.

ONLINE AND DIGITAL APPLICATIONS – ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consecteteur adipiscing elit. Proin faucibus. Proin nisi nisi, sagittis sit amet, sagittis dapibus.

Graphic Elements

Silver Silhouettes
The European Tour Properties visual identity system features multi-layered silver silhouettes – vector drawings of traditionally styled golfers layered upon one another. This device is used as a subtle pattern to enhance the brand attributes and to provide a unifying element to all European Tour Properties touchpoints.

Examples of the "Silver Silhouettes" in use are shown to the right.

Gradient Bars
White gradient bars can be applied to layouts to call attention to specific elements on the page such as the brandmark or important messaging.

Examples of the gradient bars in use are shown to the right.

Key Lines
Key lines can be applied to layouts as an accent, drawing the eye to specific areas of an image or to create a header/footer area.

Examples of the key lines in use are shown to the right.

Creative flexibility has been built into the system, allowing for a variety of design options to meet specific needs. Always use approved electronic artwork.

GRADIENT BARS

KEY LINES

IPSUM DOLAR
GOLF CLUB

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European Tour Properties
Print Literature

Shown to the right are examples of The
European Tour Properties print materials.
Elements of the visual identity system are used
in combination within each layout to reinforce
the brand attributes of The European Tour.

Sample Brochure Cover
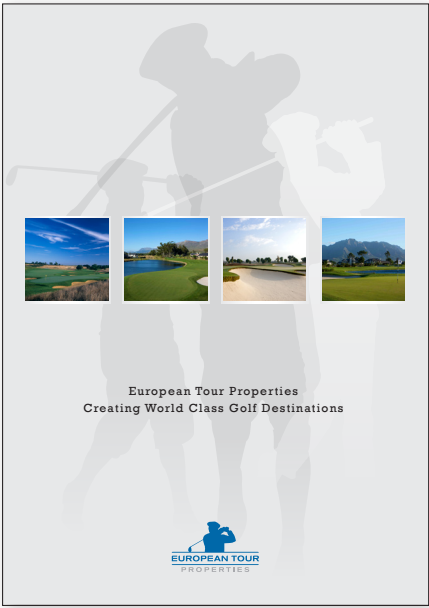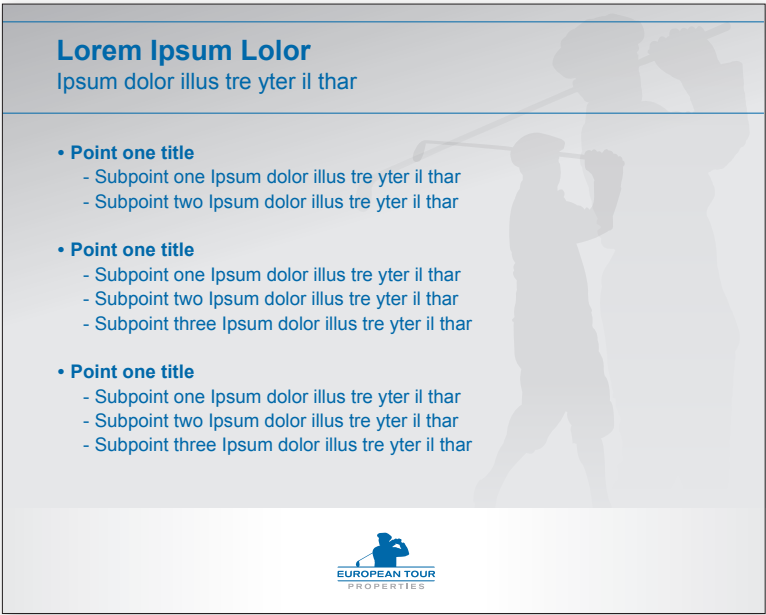

Sample Brochure Spread

European Tour Properties Print Advertising Samples and Template

Shown to the right are examples of single-page European Tour Properties print ads. Elements of the visual identity system are used in combination within the layout to reinforce the brand attributes of The European Tour.

Do not combine The European Tour and European Tour Properties brands on one application.

In some cases using only The European Tour brand with "European Tour Properties" in text may be more appropriate.

European Tour Properties
Creating World Class Golf Destinations

Creating World Class Golf Destinations

European Tour Properties
Creating World Class Golf Destinations

Sample European Tour Properties Advertisements

European Tour Properties Outdoor Signage

Shown to the right are examples of The European Tour Properties outdoor signage. Elements of the visual identity system are used in combination within each layout to reinforce the brand attributes of The European Tour.

Sample Outdoor Signage

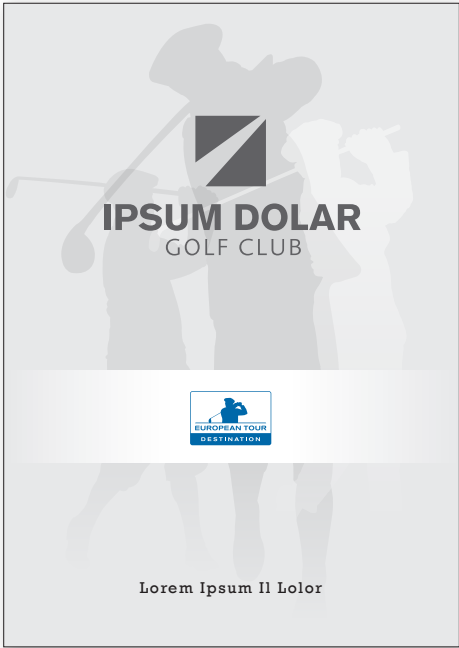## European Tour Properties Digital Presentations

Shown to the right are examples of a European Tour Properties digital presentation. Elements of the visual identity system are used in combination within each layout to reinforce the brand attributes of The European Tour.

Sample Digital Presentation Title Slide

Sample Digital Presentation Content Slide

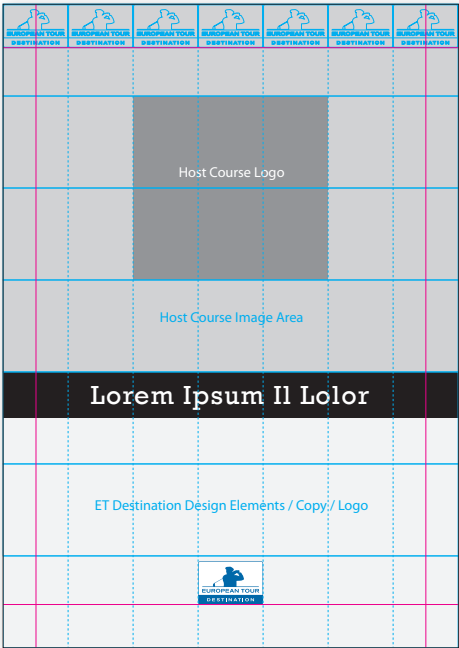## European Tour Destination Sub-Brand Print Literature

Shown to the right are examples of The European Tour Destination sub-brand print materials. Elements of the visual identity system are used in combination within each layout to reinforce the brand attributes of The European Tour.

All Destinations (there is anticipated to be only a few) would use the exact same design system with the only variation being their brand (one-colour wordmark preferred) and imagery.

Sample Brochure Cover

Sample Brochure Spread

European Tour Destination Sub-Brand Print Advertising Sample and Template

Shown to the right is a single-page European Tour Destination sub-brand print ad. Elements of the visual identity system are used in combination within the layout to reinforce the brand attributes of The European Tour.

Templates

The print ad grid, shown below the ad example, is based on The European Tour Destination sub-brand brandmark. The brandmark is 1/7 of the horizontal dimension of the canvas. All margins and content areas are determined by using this main unit of measurement.

Sample European Tour Destination Advertisement

European Tour Destination Advertisement Template

European Tour Destination Sub-Brand Outdoor Signage and Sample Touch Points

Shown to the right is an example of The European Tour Destination sub-brand outdoor signage, as well as a membership pass and billboard. Elements of the visual identity system are used in combination within each layout to reinforce the brand attributes of The European Tour.

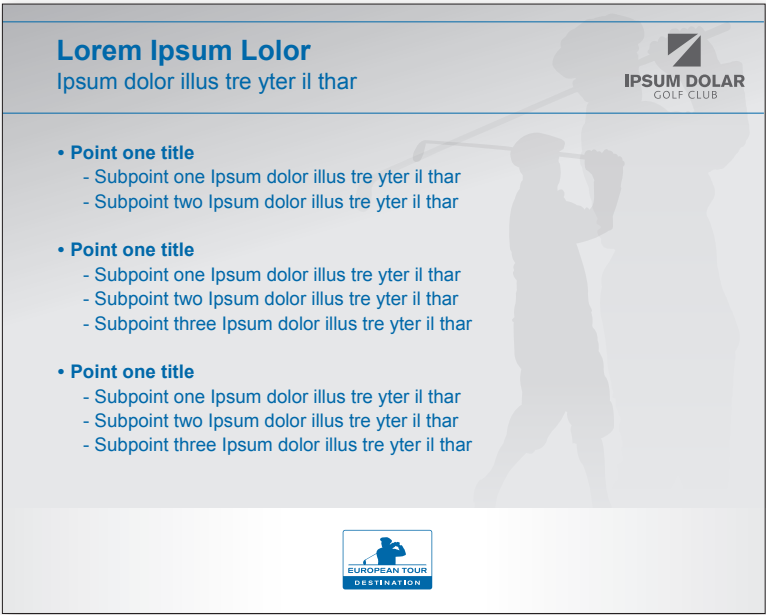Sample Outdoor Signage

Sample Membership Pass

Sample Billboard

European Tour Destination Sub-Brand Digital Presentations

Shown to the right are examples of The European Tour Destination's sub-brand digital presentation. Elements of the visual identity system are used in combination within each layout to reinforce the brand attributes of The European Tour.
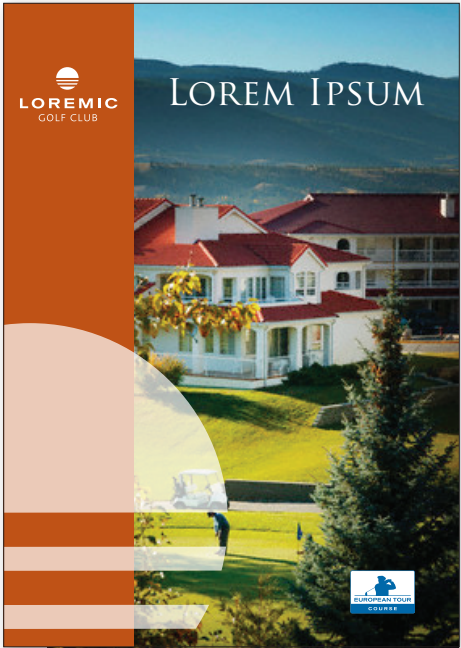

Sample Digital Presentation Title Slide

Sample Digital Presentation Content Slide

European Tour Course Sub-Brand Print Literature

Shown to the right are examples of The European Tour Course sub-brand print materials. The brandmark is only used as an endorser on the cover and does not need to be present within. The European Tour Properties design system is not used; instead, the focus is on the design look and feel of the venue brand.

Sample Brochure Cover

Sample Brochure Spread

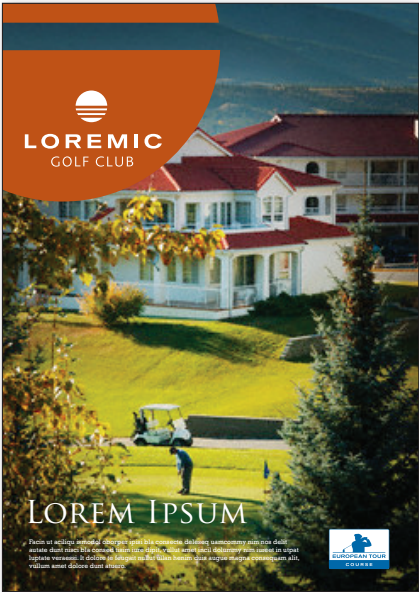## European Tour Course Sub-Brand Print Advertising Sample and Template

Shown to the right are examples of The European Tour Course sub-brand print advertisements. The brandmark is used only as an endorser in the bottom right corner. The European Tour Properties design system is not present; instead, the focus is on the design look and feel of the venue brand.

Courses may decide to include the "Country" name next to The European Tour Course brandmark. The "Country" name is designated in The European Tour typeface, opposite of The European Tour Course brandmark.
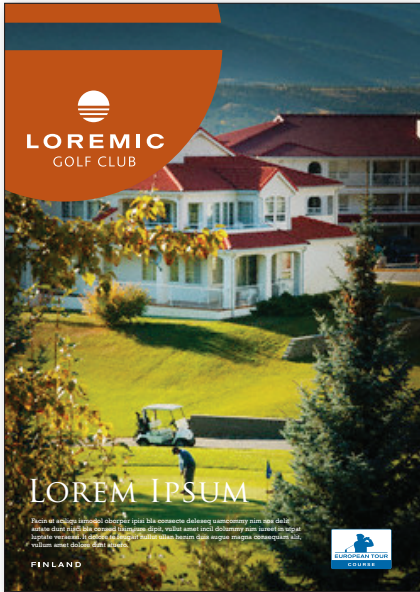
Templates

The print ad grid, shown below the ad example, is based on The European Tour Course sub-brand brandmark. The brandmark is 1/7 of the horizontal dimension of the canvas. All margins and content areas are determined by using this main unit of measurement.
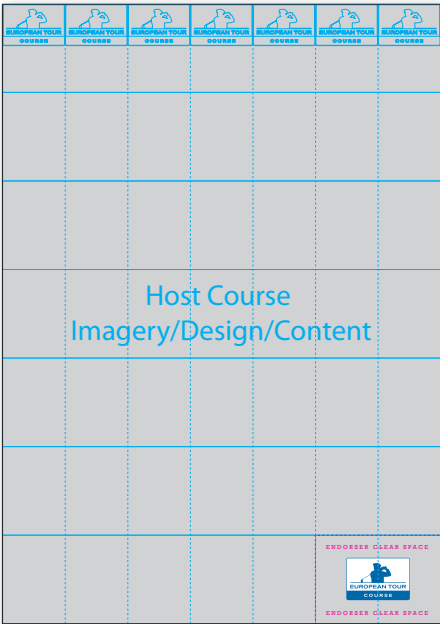
Flexibility has been built into the advertising templates to allow better clarity and variation among layouts. In varying layouts the venue logo should always appear diagonal or opposite to The European Tour Course brandmark in a prominent but strictly endorsement role. No other logos should appear beside or near The European Tour Course brandmark.
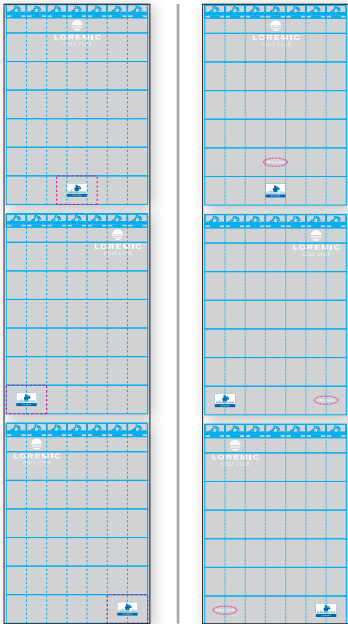

Sample European Tour Course Advertisement

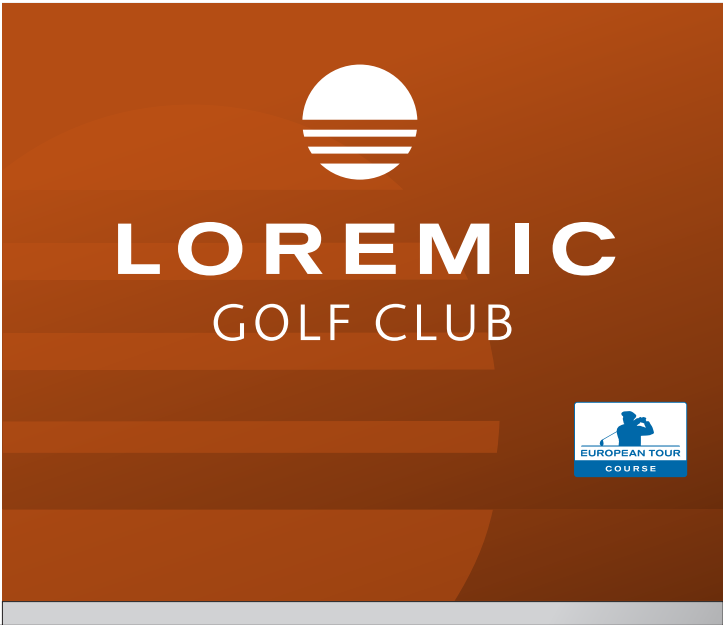Sample European Tour Course Advertisement with "Country" name

European Tour Course Advertisement Template

Sample European Tour Course Advertisement with "Country" name

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European Tour Course Sub-Brand Outdoor Signage and Other Touch Points

Shown to the right is as example of The European Tour Course's sub-brand outdoor signage, as well as a membership pass and billboard. The brandmark is used only as an endorser on the cover and is not present on the inside. The European Tour Properties design system is not present; instead, the focus is on the design look and feel of the venue brand.
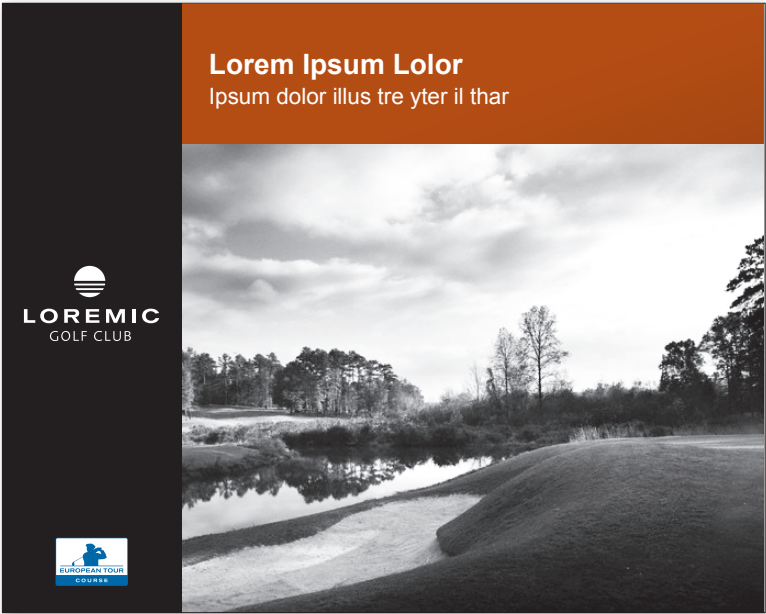

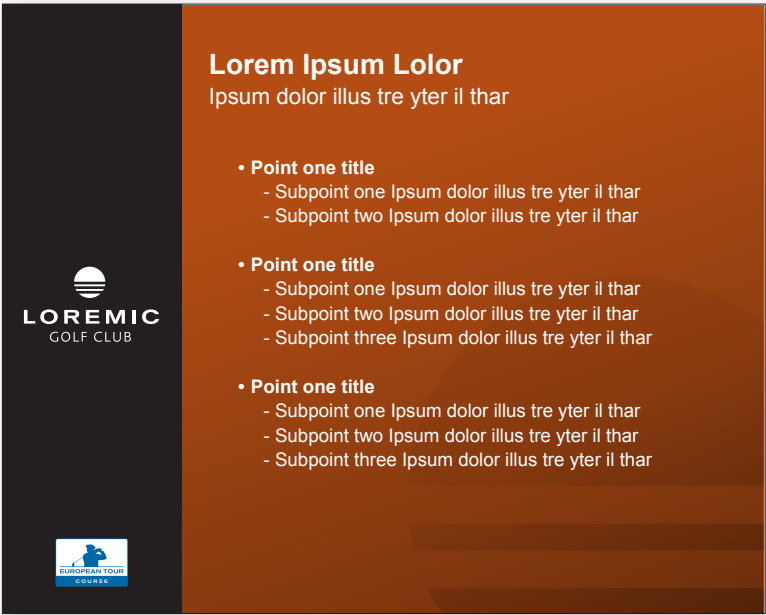Sample Outdoor Signage

Sample Membership Pass

Sample Billboard

European Tour Course Sub-Brand Digital Presentations

Shown to the right are examples of The European Tour Course sub-brand digital presentation. The brandmark is used only as an endorser on the title slide and is not present on the content slides. The European Tour Properties design system is not present; instead, the focus is on the design look and feel of the venue brand.

Sample Digital Presentation Title Slide

Sample Digital Presentation Content Slide

European Tour Course Sub-Brand Apparel

To the right are some examples showing The European Tour Course sub-brand brandmark on apparel.

On hats and visors, The European Tour Course sub-brand brandmark should be centred on the left side or back of the hat.

Corporate apparel such as polo shirts and outerwear should feature the partner's brandmark centred within the upper left side of the clothing item (above the heart).
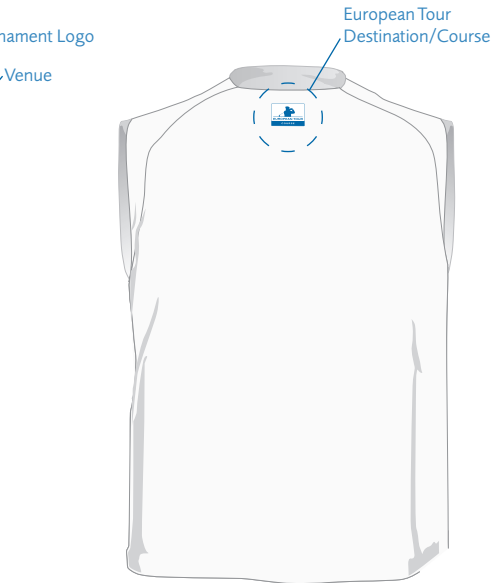
In relation to tournament merchandise and apparel, the tournament brandmark should be centred on the upper right side if required or back of the shirt/vest. The European Tour Course sub-brand brandmark should be centred on the right sleeve or on the back, below the collar when applying to sleeveless articles of clothing.

Sample Hats

Tournament Logo

Venue

European Tour Destination/Course

Sample Vest (Front)

Sample Vest (Back) with European Tour Destination/Course sub-brand centred on the back

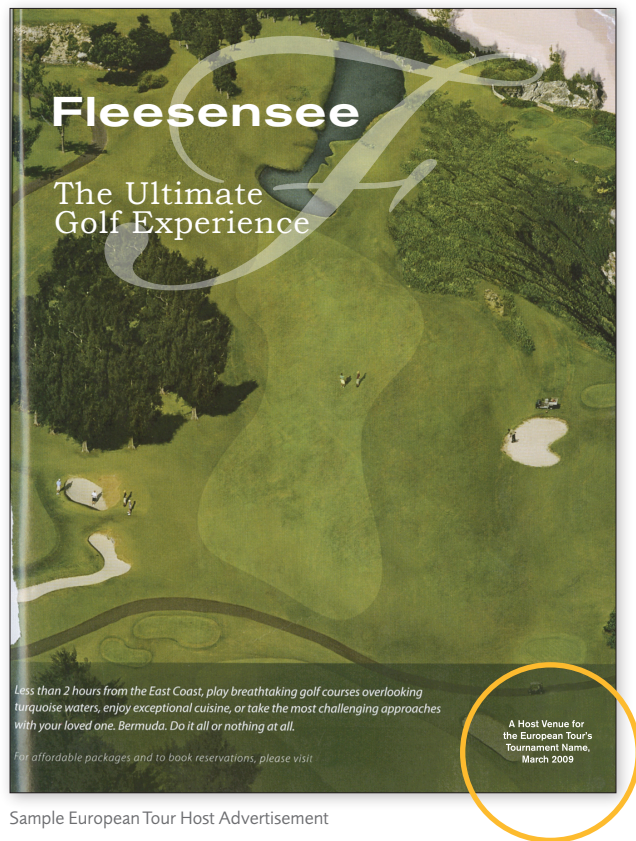Sample Polo Shirt with European Tour Destination/Course sub-brand centred on the left sleeve

European Tour Host Venue Print Advertising Sample

Shown to the right are examples of The European Tour Host Venue print advertisement. There is no brandmark used, only a typographic endorser in the bottom right corner. The European Tour Properties design system is not present; instead, the focus is on that of the host venue design system.

Alternatively, Host Venues may use their tournament logos but can not use The European Tour logo in any form.

Fleesensee

The Ultimate Golf Experience

Less than 2 hours from the East Coast, play breathtaking golf courses overlooking turquoise waters, enjoy exceptional cuisine, or take the most challenging approaches with your loved one. Bermuda. Do it all or nothing at all.

For affordable packages and to book reservations, please visit

A Host Venue for the European Tour's Tournament Name, March 2009

Sample European Tour Host Advertisement