Branding Manual for SCGA Member Clubs

SCGA Logo Usage

- We encourage all member clubs to use the SCGA logo on club communications, including newsletters and club websites.

- But as with any brand, our logo usage comes with guidelines!

- We hope this power point will help our clubs align with the SCGA to share the collective benefits of the club and the Southern California Golf Association.

SCGA Logos

- Here are SCGA logos for your use. All, including black and white versions, can be downloaded at **scga.org/media.**

Primary Logo (Preferred)

Primary Logo – No Text Below

Optional Logo

Should be used for trophies, certificates and when space is limited on websites..
Think of this version as the official stamp of the SCGA.

SCGA Logo - Colors

- Here's some help when it comes to logo color options. Be mindful of the background. We want SCGA to standout! All options are available for download at scga.org/media.

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DO'S

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION

When using the logo on blue background, the logo must be white and 30% gray

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION

When using the logo on white background, the logo must be pantone 548:90% with 51%K

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION

When using the logo on 50%K or lighter gray, the logo must be pantone 548:90% with white

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION

When using the logo on 50%K or darker, the logo must be white with 30%K

YOUR PASSION. OUR PURPOSE.

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION

Email/Newsletter Messaging

- We love when clubs include SCGA messaging in club emails and newsletters. In fact, we encourage it! Clubs are our best marketers, so please feel free to share:
    - SCGA Tournament schedules
    - SCGA Outings and Event news
    - Website information, etc.

- However, we want to avoid any confusion about WHO the email is coming from. When we talk to your members, we let them know it's the SCGA. When you talk to your members, we want them to know it is their club talking to them!

- To help with this, please refrain from including SCGA in the name of an email address. For instance, scga@golfclub.com could be confusing. Instead, use membership@golfclub.com.

SCGA Logo Usage
Club Website

- Great use of the SCGA logo. Prominent placement and great context with background.