



THE BARWON HEADS GOLF CLUB

LOGO USE / STYLE GUIDE
FOR EXTERNAL USE

This style guide has been designed to provide consistency regarding the use of The Barwon Heads Golf Club logo.

Establishing a strong and instantly recognisable identity for the club can only be achieved through the consistent application of the logo and appropriate use of the club's fonts, colours and graphic devices.

Since its earliest days, The Barwon Heads Golf Club has established a strong identity as a prestigious, membership-based, traditionally-oriented golf club. Its links course and clubhouse hospitality have a reputation for quality and excellence that few can rival. The club's brand identity reflects that heritage.

This identity represents the club's history and prestige and the proper use of the logo is both welcomed and encouraged. When doing so, the following guidelines must be adhered to at all times when using The Barwon Heads logo and associated graphic devices.

If you have any questions about using this guide, please contact the General Manager of the club on 03 5255 6255

GUIDELINES FOR EXTERNAL AGENCIES

For all uses of our registered trademarks and logos, you may not:

- use the logos without the club's written permission
- alter our logos in any way
- place a logo in such close proximity to other content that it is indistinguishable
- make our logo the most distinctive or prominent feature on your website, printed material or other content
- use our logos in a way that suggests any type of association or partnership with The Barwon Heads Golf Club or approval, sponsorship or endorsement by The Barwon Heads Golf Club (unless allowed via written approval from the club)
- use our logos in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person
- use our logos on websites or other places containing content associated with any form of discrimination or illegal activities
- use our logos to, or in connection with, content that disparages us or sullies our reputation



OUR NAME:

The club is to be referred to as 'The Barwon Heads Golf Club'.

The Barwon Heads Golf Club and The Barwon Heads Golf Club logo are registered trademarks of The Barwon Heads Golf Club Inc.

LOGO USAGE:

Outside of a few exceptions, this is the default logo.



BEST PRACTICES FOR USING THE CLUB'S IDENTITY

The club's logo must be used as originally designed and proportioned and should not be modified under any circumstances other than to scale the image while maintaining its aspect ratio. There are also a few other rules to follow:

Do not:



Stretch the logo horizontally



Stretch the logo vertically



Condense the logo



Tilt the logo



CLEAR SPACE

Always maintain clear space around the logo to protect it from distracting graphics or typography. The recommended space is the width of the flag at its widest point from the edge of the outer circle. (Relative to the size of the logo).



COLOURS:

When printing single colour you may use a solid colour. These can be accessed from the club. Which colour you choose depends on the colour of the supporting design but when in doubt or whenever possible, please use the full colour logo.



SIZE

The logo is not to be used if it is reduced to less than 20mm in diameter, rendering the text difficult to read. If this is the case an alternative logo is available from the club. Do not add your own type beside the logo.

