JGTA BRAND GUIDELINES 2020

Winni Luo | Outreach Director | (+86) 138 2657 3230
wluo@jgta.org | www.jgta.org

JUNIOR GOLF TOUR OF ASIA

CONTACT:

Winni Luo | Outreach Director | (+86) 138 2657 3230
wluo@jgta.org | www.jgta.org

Junior Golf Tour of Asia Pte. Ltd.
6001 Beach Rd., 22-01 Golden Mile Tower, Singapore 199589

ABOUT THE JGTA

Mission Statement

Our mission is to develop junior golfers into successful Collegiate athletes and future champions of the game.

Who Are We?

The Junior Golf Tour of Asia (JGTA) is the sanctioning body for American Junior Golf Association (AJGA) Performance Based Entry (PBE) Status in the Asia-Pacific. The JGTA organizes and conducts junior golf tournaments across the region for boys and girls ages 12 to 18 who aspire to become a college golfer.

What Purpose Do We Serve?

The JGTA serves as the path for junior golfers in Asia to pursue and obtain a college golf opportunities and college golf scholarships.

JGTA tournaments offer the chance for juniors to build their *Performance Based Entry* (*PBE*) *Status* in the American Junior Golf Association throughout the school year, at time when AJGA tournaments are few and difficult for players in Asia to attend.

AJGA PBE Status is a fundamental component of building a strong junior golf career with the tournament results needed to attract recruiting attention and scholarship offers from college golf coaches in the U.S.

What are Our Beliefs?

We believe in the invaluable benefits that organized sport contributes to the lives of young men and women, most evident in the ranks of the AJGA and the National Collegiate Athletics Association (NCAA).

OFFICIAL LOGOS

Primary Logo
With "Junior Golf Tour of Asia"

JUNIOR GOLF TOUR OF ASIA

Secondary Logo
(aka "Horizontal" Logo)

JUNIOR GOLF TOUR OF ASIA

Alternative Logo
(aka "JGTA Globe")

CONTEXT

When Should I Use the Primary / Alternate Logos?

The Primary Logo is preferred in most situations. he lettering should alway be readable by following the sizing and dimension principles provided in this Guide for Logo Usage of the JGTA's marks. Below is an outline for each of the three official JGTA Logo Format's general application:

The **Primary Logo** should be used on all tournament signage, including large backdrops, official JGTA course signage, welcome and information boards, award backdrops etc.

The **Horizontal Logo** should be used in situations where the lettering of the Junior Golf Tour of Asia and it's Strapline "Where the Rising Star Begins", should be showcased, such as when used in the header of print or electronic materials, or on promotional flyers.

The **"Orange JGTA Globe"** should only be used in the rare case that the Strapline text becomes unreadable or there is not enough space to permit the Strapline (see "Spacing / Padding & Whitespace). This is more applicable to placement of the Orange JGTA Globe on promotional merchandise such as gifts, towels, or in rare cases, electronic or print materials when the letter would not be readable.

Hyperlinks

When the logo is used on external websites, the logo should link directly to the JGTA homepage (JGTA.org), or a page on the JGTA website appropriate to the usage of the logo.
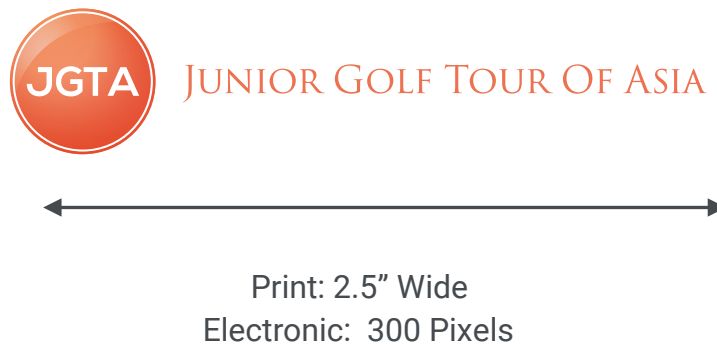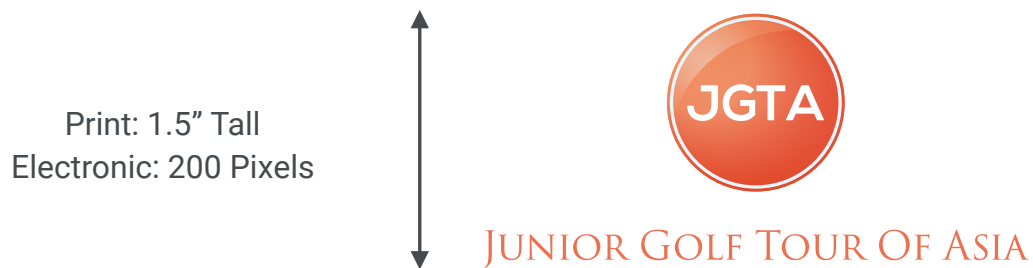
SIZING

In what size should the logos be displayed?

In print documents:

- the Primary logo and the JGTA Globe logo should be at approx. 1.5" tall.
- the Horizontal Logo should be at approx. 2.5" wide.

For electronic applications:

- the Primary logo and the JGTA Globe logo should be approx. 200 pixels tall.
- the Horizontal Logo should be at approx. 300 pixels wide.

Print: 1.5" Tall
Electronic: 200 Pixels

JGTA

JUNIOR GOLF TOUR OF ASIA

JGTA JUNIOR GOLF TOUR OF ASIA

Print: 2.5" Wide
Electronic: 300 Pixels

COLORS

What color does the JGTA logo use?

Orange Gradient of the JGTA "Globe":

The JGTA Orange Gradient should be used on all logo uses and never be altered. Please remember only to use the .PNG logo file provided by the JGTA for print and electronic use. For signage applications, please contact the JGTA.

The JGTA Logo's Lettering:

The color hex palette for the lettering in the Primary and Horizontal Logo's top strapline ("Junior Golf Tour of Asia") is #E34C2F, and these Logos's bottom strapline ("Where the Rising Star Begins") color palette is #686868.

#E34C2F

#686868

APPLICATION

Background Colors

All three of these logos should only be used on a white background, underline especially the Primary and the Horizontal Logo. Meaning, void of all color hues and saturation.

Should you wish to use any of the JGTA marks on a non-white background, please obtain prior approval from the JGTA.

Stretching and Distorting

When using the JGTA mark, always use an approved logo file. Never try to recreate the logo yourself. If you need to re-size the logo, always constrain proportions by locking the aspect ratio, so the height and width are scaled together.

Ghosting

The logo should not be "ghosted" or the colors changed from the JGTA Orange Gradient as represented in official JGTA logo artwork.
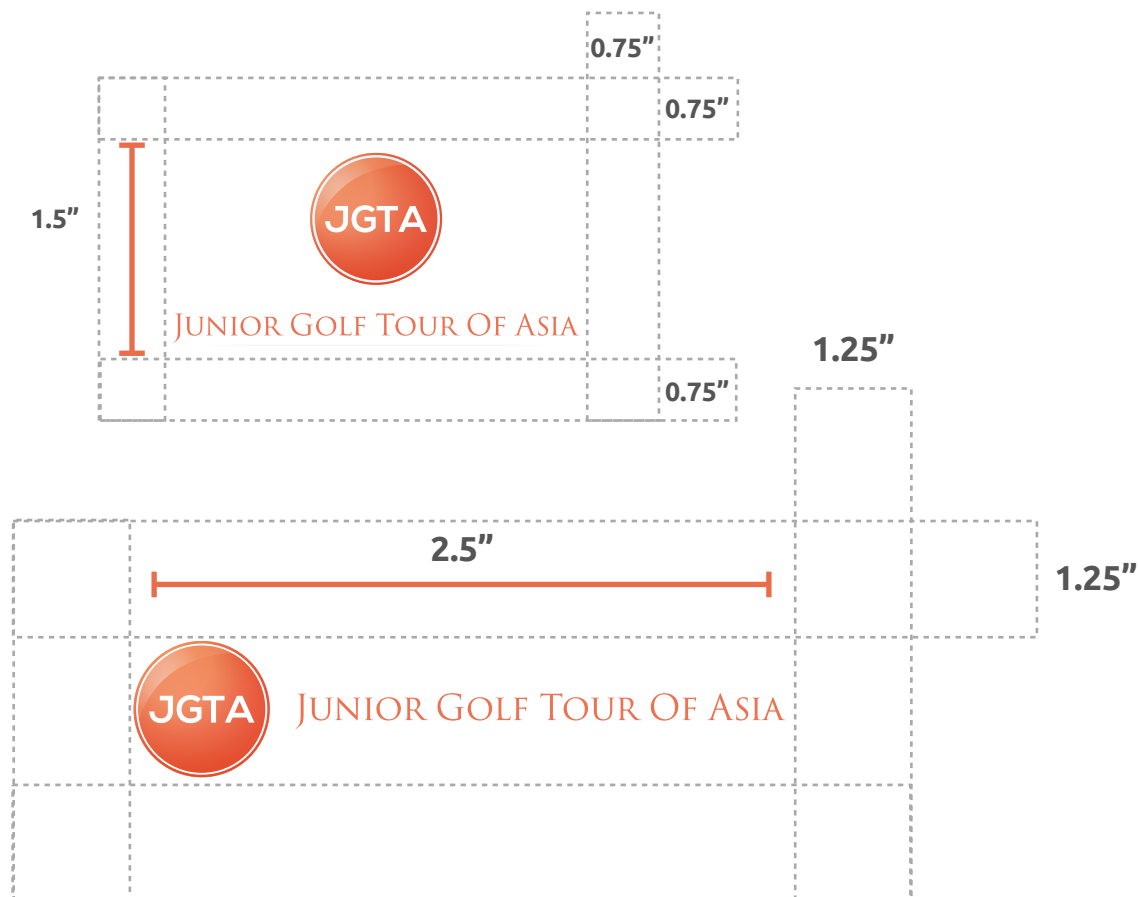
APPLICATION

Padding and White Space

Proper spacing should be allowed between the logo and other page elements. There is only one single whitespace regulation applicable to the JGTA logo usage is as follows:

No other element should be placed above, or on either side of the logo within a distance less than 50% of the logo's height.

E.g. if the logo is 1.5" tall, the whitespace padding above, below, left and right should be no less than 0.75". The diagram below illustrates how white spacing applies to the 3 approved JGTA logo formats with examples of each.

0.75"

0.75"

1.5"

JGTA

JUNIOR GOLF TOUR OF ASIA

0.75"

1.25"

2.5"

1.25"

JGTA   JUNIOR GOLF TOUR OF ASIA

FILES

Where can I download official logo assets?

For all smaller logo applications

· Please use the .PNG logo file provided to you by the JGTA upon request. We kindly ask that no other types of file are used.

· This includes electronic applications under 1200 pixels, or 12" for print and small promotional materials - such as flyers, notice boards and banners.

You will be sent a link to a DropBox folder in which the JGTA will share the logo files and other materials, including a copy of this JGTA Logo Usage Guide.

For all larger logo applications

· Please contact the JGTA together with your organization's in-house graphic designer, so that we may provide you with detailed instructions on color preservation.

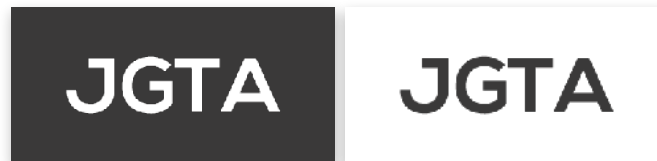· This includes electronic applications over 1200 pixels and over 12" for print.

APPAREL

JGTA Lettering

Only the letters "JGTA" in the approved format may be used on all tournament related apparel. The Orange Globe should never be use on apparel without receiving prior approval from the JGTA. There are four basic approved formatting requirements for usage of JGTA on apparel.

Color

"JGTA" should be embroidered in White and Black only. The Official Black color palette is: #3A3939. Also seen below:

Note: <u>White</u> JGTA lettering for black or dark shirts, <u>Black</u> JGTA lettering for white shirts, any other color shirts for embroidery please confirm with JGTA on lettering color

- <u>Stitching</u>: also known as embroidery, stitching is required for application of JGTA logo or trademarked lettering on all apparel materials incl. hats and shirts. UV or any other application is not permitted.

- <u>Dimensions:</u> the dimensions of the JGTA lettering on apparel will depend on the specific application and location, such as hat or shirt, front, sleeve, or back. It is important to follow the dimension guidelines to ensure the stitching / embroidery is produced at an acceptable quality. The diagram below illustrates the exact dimensions (and location guidelines) for for each type of application on apparel.
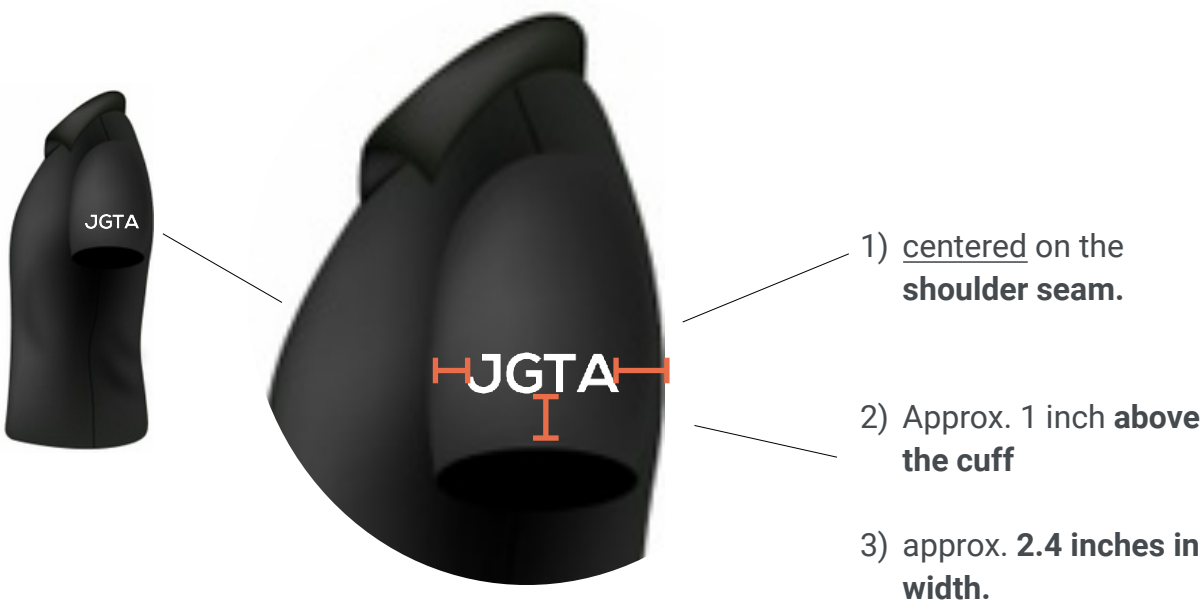
-

APPAREL

Embroidery

Embroidery File

The JGTA will provide you with a vector file in the Dropbox folder with your other JGTA-related files, by the JGTA upon request. No other files should be used, nor should you attempt to re-create the artwork using font aliases or any other design method.

The lettering "JGTA" should be embroidered on the left sleeve of all shirts, at the locations illustrated in the diagram below. Please note the padding / spacing guidelines provided.

1) <u>centered</u> on the **shoulder seam.**

2) Approx. 1 inch **above the cuff**

3) approx. **2.4 inches in width.**

APPAREL

For Long Sleeve Shirts

· The lettering "JGTA" should be embroidered on the left sleeve of all shirts,

· approx. 4 to 4.5 inches down from the shoulder seam.

· centered on the shoulder seam line.

Hats

The same guidelines on color, stitching and file format provided for shirts applied to hats. <u>Dimensions and Location</u> guidelines are provided below:

    a. **embroidery only**

    b. embroidery files provided by JGTA via Dropbox.

    c. stitching should be in **White** and approved **Black** only.

"JGTA"

1) **centered** on the **front of the hat -** with the center seam **parting "G" on the right side.**

2) the bottom of the embroidery rests approx. **1 inch above the brim** of the hat.

3) approx. **1.5 inches in height.**

APPAREL

Additional Notes on Apparel

Please avoid any material designs on shirts or hats that use color "panelling" or complicated patterns. Logos of event sponsors should be clear and 'stand-out' against their material backdrop.

Promotional apparel for JGTA junior golf tournaments should be approached in a similar way. High-Quality promotional materials that are straight-forward in design and maintain the integrity our sponsors trademarks is paramount.

All materials, especially apparel, should be of quality from reputable suppliers.

CONTACT

How can I contact for approval?

Inquiries and Approval For Use

Use of the JGTA logo by third parties requires JGTA written permission. To request permission to use the JGTA logo, please contact:

Winni Luo

Outreach Director | (+86) 138 2657 3230

wluo@jgta.org.