

Use of the PGA brand designation guide

GUIDANCE FOR CONSISTENT AND EFFECTIVE USE OF THE PGA BRAND
DESIGNATION AT A PGA BRANDED PROPERTY





EXTERIOR SIGNAGE



INTERIOR SIGNAGE



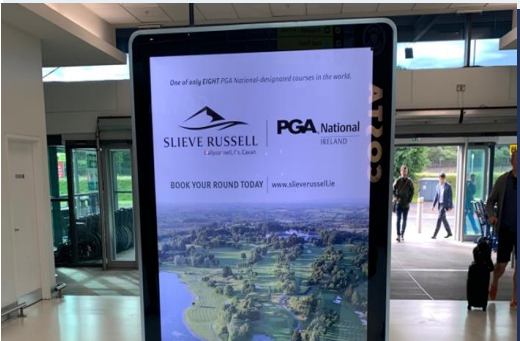
STAFF UNIFORM



GOLF COURSE



BRANDED MERCHANDISE



MARKETING MATERIALS



OPTIONAL ITEMS



NEXT STEPS

The PGA brand

THE DESIGNATION

PGA National
PGA National Golf Course
PGA National Golf Academy.

KEY AND OPTIONAL USE

The PGA's minimum use requirements fully leverage the available brand. Optional items and uses are encouraged.

REASONS FOR USE OF THE DESIGNATION

- Key marketing and operational differentiator.
- Internationally recognised and acknowledged brand of professionalism and quality.
- Alignment with other world class PGA Branded Properties.
- Brand consistency across the venue, creating a seamless visual identity.



Building exterior signage

EXTERIOR SIGNAGE

Exterior clubhouse branding establishes professionalism and aligns with the global PGA brand standards.

VISITOR ORIENTATION AND BRAND CONSISTENCY

Guests easily recognise the venue as part of the PGA Branded Properties family, enhancing brand consistency and leveraging group reputation.

VENUE INTEGRATION

Consistent exterior branding links the clubhouse with other venue facilities, creating a seamless visual identity.

FLEXIBILITY AND IMPLEMENTATION EASE

Licensee can choose its own supplier of high-quality signage, allowing flexibility, weather suitability, and ease of installation during new construction or refurbishment.



Academy exterior signage

BRAND IDENTITY ALIGNMENT

Clear alignment with the venue's other PGA branded facilities.

SIGNAGE AS ENTRY POINT

Clear entry point, attracting golfers and visitors.

CONSISTENCY AND COMPLIANCE

Consistency both internally and with other PGA Branded Properties worldwide.

BUILDING TRUST AND RECOGNITION

Unified branding builds trust and recognition among players seeking expert PGA coaching.



Golf Academy interior

PGA WALL PLAQUE IMPORTANCE

The PGA wall plaque recognises the venue and its professional coaching standards and builds trust among golfers and visitors.

CONSISTENT INTERIOR BRANDING

Interior branding creates a cohesive look across coaching, retail, and community spaces within the Academy.

SUPPORTING LEARNING ENVIRONMENT

Interior PGA branded materials promote a high-quality learning environment for all golfers.

Honours boards and instructional displays reinforce progression, achievements, and long-term engagement in golf.



Golf staff uniform

COHESIVE PROFESSIONAL APPEARANCE

Staff uniforms ensure a unified and professional look aligned with PGA brand values, enhancing service quality perception.

BRAND CONSISTENCY AND IDENTITY

Uniforms reinforce the connection between staff and the PGA brand, supporting operational professionalism and brand standards.

SUPPLIER CONTROL AND COMPLIANCE

Designated suppliers ensure garment quality, colour palettes, and logo placement meet PGA guidelines for uniform consistency.

HOLISTIC BRAND EXPERIENCE

Uniforms align with other club elements like signage and materials to create a cohesive member-facing brand experience.



Golf pre-round

BUILDING SIGNAGE FOR NAVIGATION

Signage at starter huts and information points create brand continuity and facilitates player navigation.

BRANDED SCORECARDS AND PENCILS

Scorecards and pencils provide functional use, promote strong brand visibility, and are souvenirs for golfers.

STAFF UNIFORMS FOR PROFESSIONALISM

Pre-round staff uniforms ensure consistent professional presentation aligned with clubhouse, course and academy branding.

BRAND IDENTITY AND READINESS

Pre-round elements communicate PGA Branded Property quality, professionalism, organisation, and alignment with golfer expectations.



Golf course: in-round

PROMINENT BRAND ELEMENTS

Tee markers and flags serve as visually prominent branding assets, enhancing course visibility and player enjoyment.

INFORMATIONAL HOLE DIAGRAMS

Hole diagrams provide clear, well-designed information that aligns with the venue's identity and improve player experience.

BRANDED ELECTRIC GOLF CARTS

Electric golf carts promote operational efficiency and maintain brand uniformity.

BRAND CONSISTENCY AND MAINTENANCE

In-round items strengthen PGA brand presence and deliver a premium course experience to golfers.



Branded merchandise

CORE BRANDED PRODUCTS

Core branded merchandise must be available to support the PGA brand and fulfil golfer expectations.

COMMITMENT TO QUALITY

New facilities offering required branded merchandise demonstrate immediate commitment to quality and brand alignment.

STOCK AND DISPLAY MANAGEMENT

Well-stocked, updated, and properly displayed branded merchandise increases revenue and strengthens brand consistency.

INTEGRATED RETAIL OFFERING

Branded merchandise integrates with other non-branded items to create a complete, professional retail environment.



Hard goods

CORE MERCHANDISE ITEMS

Essential Designation-branded golf accessories include pitch mark repairers, ball markers, towels, headcovers, tees, and pencils.

BRAND CONSISTENCY AND QUALITY

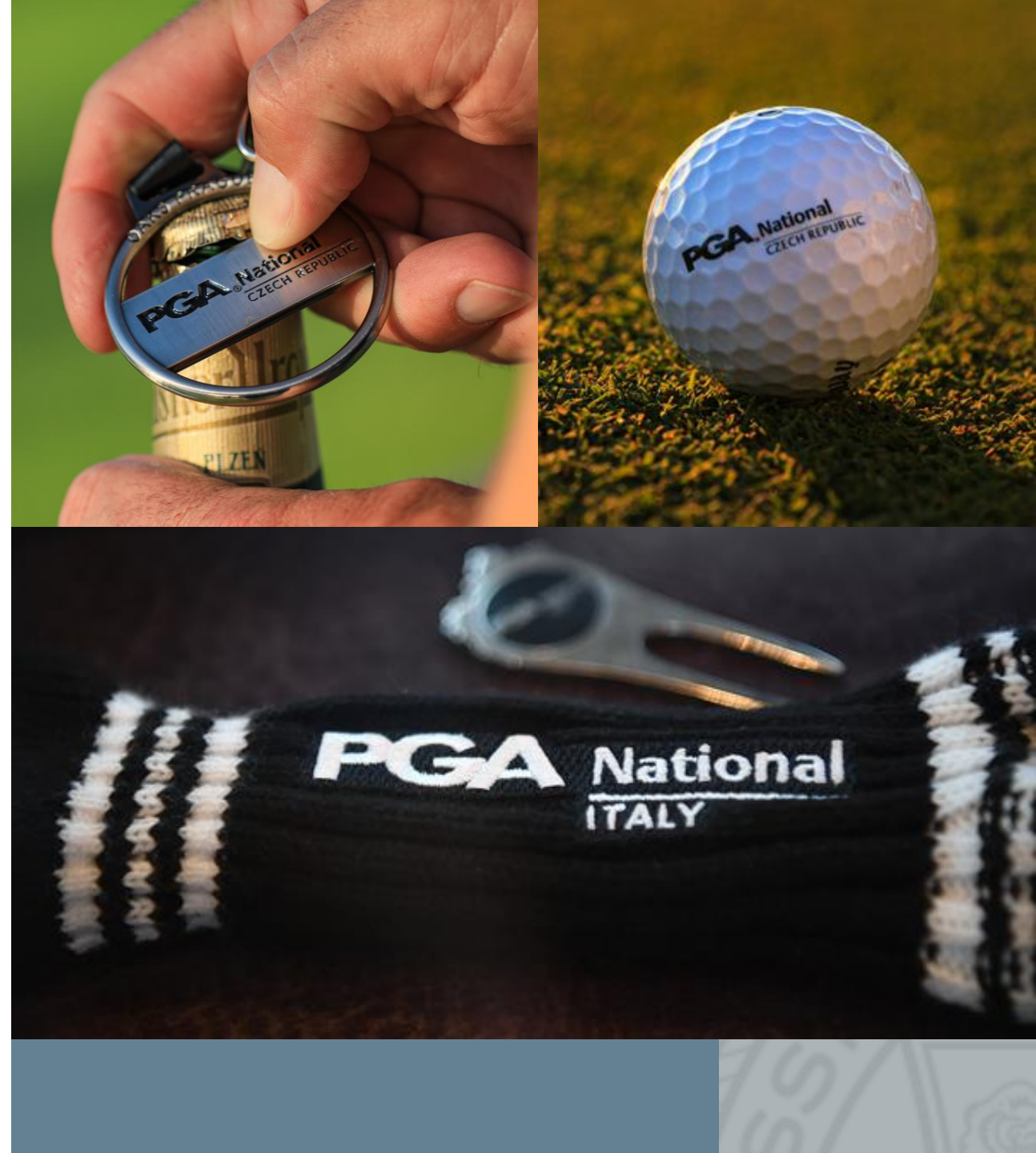
The PGA's Partner Asbri ensures design consistency, quality, and correct logo application across all PGA Branded Merchandise.

RETAIL AND BRAND EXPOSURE

A comprehensive range of Branded Merchandise provides strong brand visibility and professional appeal.

ENTRY TO WIDER COLLECTIONS

Core Branded Merchandise acts as an entry point to broader souvenirs and gift collections with wide golfer appeal.



Apparel

KEY APPAREL ITEMS

PGA-branded golf caps and polo shirts are essential for retail and staff presentation across the PGA Branded Property.

BRAND ALIGNMENT

Apparel items comply with brand guidelines on fabric quality, colour scheme, and logo placement for uniformity.

COMMERCIAL AND BRANDING IMPACT

Consistent PGA apparel enhances professionalism, builds customer trust, and drives profitable golf retail segments



Marketing materials for PGA Professionals

PURPOSE

Posters promote professional and high-quality PGA coaching and other events.

BRAND CONSISTENCY

Materials maintain consistency with the venue's overall brand.

ACTIVATION AND UPDATES

New venues use posters to activate the brand; existing clients update them regularly to stay current.

INTEGRATED MARKETING APPROACH

Posters work alongside advertisements and business cards for a cohesive communication strategy.

INTRODUCING OUR GOLF TEAM



Don't be too proud to take lessons, I'm not.
JACK NICKLAUS

**IF YOU WANT TO
IMPROVE YOUR GAME?
JUST COME AND SEE US**



Additional materials

PROFESSIONAL ADMINISTRATIVE MATERIALS

Letterheads and business cards establish professionalism and reinforce trust in all communications.

EVENT VISUAL IMPACT

Tablecloths, posters, and banners create a polished and cohesive visual presence at events, membership drives, and programs.

EFFECTIVE PRINTED ADVERTISEMENTS

Printed ads communicate PGA affiliation to external audiences via media, guides, and tournament materials.

BRAND CONSISTENCY AND AUTHORITY

Consistent use of updated materials enhances brand authority and ensures alignment with design standards.



Optional golf course items

PROFESSIONAL COURSE PRESENTATION

Golf Cart branding, hole inserts and collars and other items enhance the professional look and functional quality of the golf playing environment.

BRAND IDENTITY REINFORCEMENT

Visible course items strengthen the PGA brand identity ensuring a consistent and polished appearance throughout.

COHESIVE PLAYER EXPERIENCE

Integrated course items create a recognisable and cohesive PGA-branded experience for all golfers.



Next steps

PLAN

Create and discuss an initial brand use plan with The PGA.

CONFIRM

Agree specific locations, items, timeline and ways of using the Designation.

DEPLOY

Effect the final use plan.

AUDIT

Through 59 Club and PGA visits.



Thank you