



LinkUp.Golf

Where Relationships Are Made

Brand Guidelines

LinkUp.Golf 2024



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Logo



Main Stand Alone Logo



Variations



Icon Only



LinkUp.Golf

Without Tag Line



LinkUp.Golf

Horizontal

Minimum size:



0.75"

Positive & Greyscale



LinkUp.Golf

Where Relationships Are Made



LinkUp.Golf

Where Relationships Are Made

Color variations on dark/colored backgrounds



LinkUp.Golf



LinkUp.Golf



LinkUp.Golf



LinkUp.Golf



LinkUp.Golf



LinkUp.Golf



LinkUp.Golf



LinkUp.Golf

Logo



Restrictions:

Do NOT alter proportions or rotate logo



Do NOT modify the logo



Do NOT change logo colors



Do NOT place objects over the logo



Typography



Main:

Lexend Deca Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lexend Deca Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Accent Font:

Caveat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Example of Use

Outstanding Title

Complimentary subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla.

You'll play on beautiful courses, meet potential clients, partners, and team members, and join an exclusive network of business-savvy golfers.

All while *enjoying* the game you love.

The accent font should only be used to emphasize a word or 2 to lighten heavy paragraphs. It should be used sparingly.

Color Palette



Main palette:

Use for logo, main design elements, backgrounds and text



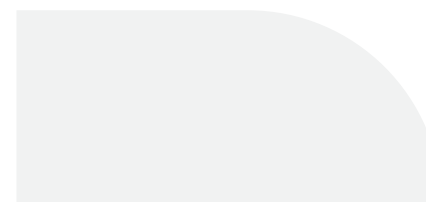
Blue

HEX #002669
RGB 0, 38, 105
CMYK 100, 92, 28, 22



Green

HEX #85bb65
RGB 133, 187, 101
CMYK 52, 6, 79, 0



Light Grey

HEX #F1F2F2
RGB 241, 242, 242
CMYK 4, 2, 3, 0



White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0



Charcoal

HEX #333132
RGB 50, 50, 50
CMYK 0, 0, 0, 91

Mockups

