Callaway

BRAND GUIDELINES

LOGO

THIS IS THE PRIMARY VERSION OF THE LOGO AND SHOULD BE USED WHEREVER POSSIBLE.

The integrity of the logo must be maintained at all times. It should never be altered or distorted in any way and must always scale proportionately.

BRAND LOGOTYPE

CHEVRON ICON

BLACK
ON WHITE

Logo color is ultimately dictated by the background color of the execution. In cases where the background is white, or a light color, the logo should be black.

WHITE
ON BLACK

When the background is black, or a dark color, the logo should be white.

CHEVRON

The ‘Chevron’ icon should only be used when the full Callaway logo is present somewhere else in the materials. Never use the icon by itself.

COLOR USAGE

The ‘Chevron’ icon can only be used in the approved colors: black and white. No other color is acceptable.

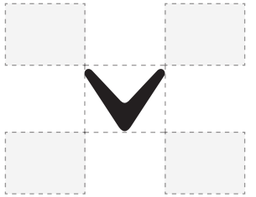
0.25″

The minimum size for the Callaway logo is based on the height of the brand icon. The icon is to appear no smaller than 0.25” in printed materials.

MINIMUM SIZE SHOWN
AT 100%

CLEAR
SPACE SIZE

The minimum amount of space that should surround the Callaway logo in all executions is equal to the height and width of the Callaway “Chevron”.



DONT'S

DO NOT USE OLDER VERSIONS OF THE LOGO.

DO NOT ADD ‘GOLF’ TO THE LOGO.

DO NOT USE THE LOGO WITH A TAGLINE.

DO NOT CHANGE THE COLOR OF THE LOGO.

NOTE: BLACK AND WHITE ARE THE OFFICIAL COLORS.

DO NOT ALTER THE SIZE OR SHAPE OF THE CHEVRON.

DO NOT REMOVE THE CHEVRON.

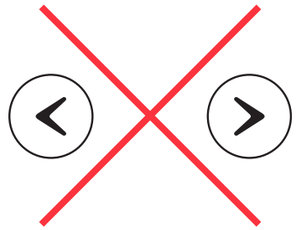
DO NOT ADD THE CHEVRON BEHIND THE LOGO.

DO NOT DISTORT THE LOGO.

DO NOT USE STROKE OF THE LOGO.

DO NOT USE THE CHEVRON TO MAKE AN ILLUSTRATION.

DO NOT USE THE CHEVRON AS A BULLET.



DO NOT USE THE CHEVRON AS AN ARROWS.

COLORS

THE TRUE BLACK

PANTONE©
BLACK 6 C

CMYK
75-68-67-90

RGB
0-0-0

HEXA
#000000

PALETTE

Color is an integral part of our brand identity. Our main brand colors are Black and White.

THE PURE WHITE

PALETTE

Color is an integral part of our brand identity. Our main brand colors are Black and White.

PRINT BLUE

PANTONE©
300 C

CMYK
100-62-7-1

RGB
0-93-185

HEXA
#005DB9

PALETTE

If you want to highlight anything, use our Blue.

DIGI-TAL BLUE

PANTONE©

CMYK
83-68-0-0

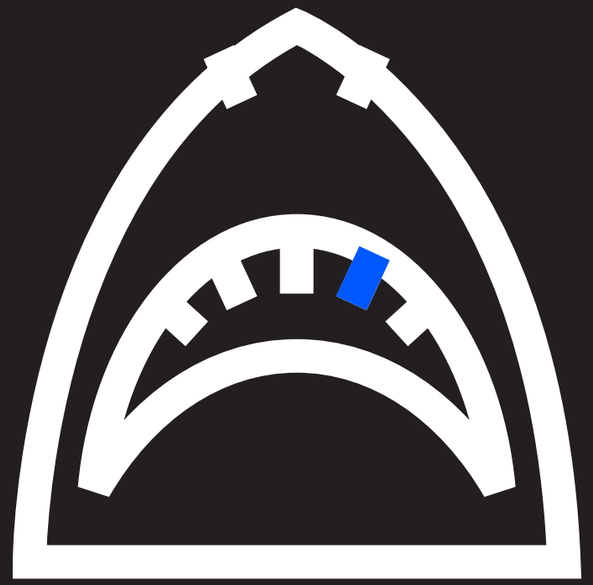
RGB
6-82-253

HEXA
#0652FD

PALETTE

If you want to highlight anything, use our Blue.

THE BLUE SHOULD BE TREATED AS A “POP” COLOR.



TYPOGRAPHY

PRIMARY
DISPLAY TYPEFACE

It was specifically selected to be used for large headlines and main messaging, giving the brand a bold presence. Always all caps.

Futura STD may be used in the following weights:

First: Bold
Second: Heavy

FUTURA STD

BOLD/ HEAVY

BODY
TEXT TYPEFACE

It was specifically selected to be used for long blocks of copy and secondary messaging.

Gotham may be used in the following weights:

First: Book
Second: Medium

Gotham

Book/ **Medium**

TYPEFACE

It was specifically selected to be used for digital.

Roboto may be used in any kind of weight.

DOWNLOAD:
https://fonts.google.com/specimen/Roboto

ROBOTO

Any Kind of weight

LEADING & TRACKING

Use this guide to keep type consistent across all materials.

HEADLINES

Font: Futura STD, Bold
Case: Upper Case
Size: Text (108 pt)
Leading: Text Size +5 (113 pt)
Tracking: 100 pt

SUB HEADLINES

Font: Futura STD, Heavy
Case: Upper Case
Size: Text (36 pt)
Leading: Text Size +5 (41 pt)
Tracking: 150 pt

SAMPLE HEADLINE

SAMPLE SUB HEADLINE

LEADING & TRACKING

For body copy, use Gotham Book. If the copy is placed on a vibrant background, Gotham Medium may be used for readability purposes.

BODY COPY

Font: Gotham, Book
Size: Text (35 pt)
Leading: Text Size +5 (40 pt)
Tracking: 0 pt

Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don’t look even slightly believable.

EXAMPLE

This is one example of Headline, Sub Healine and Body Copy.

SAMPLE HEADLINE

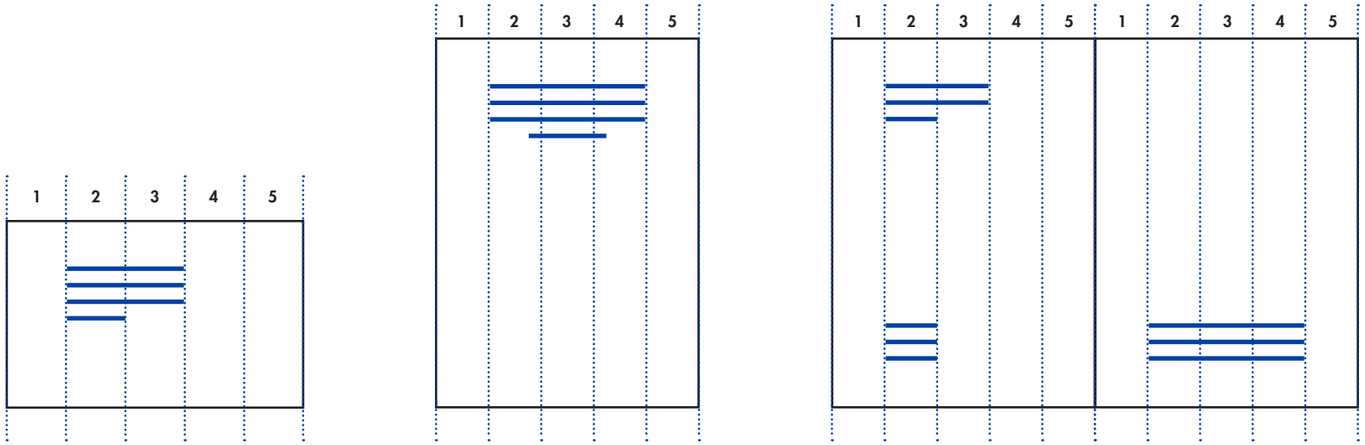
SAMPLE SUB HEADLINE

Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don’t look even slightly believable.

GRID SYSTEM

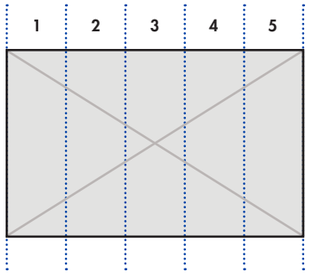
GRID SYSTEM FOR COPY

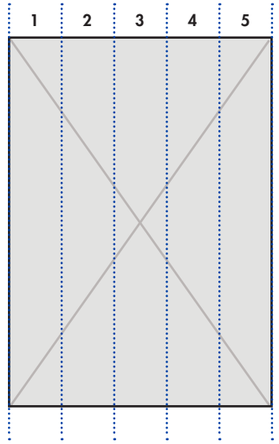
The best way to position the copy is by dividing the space into 5 columns. Once divided, place the copy between columns 2, 3, and 4, allowing the side columns, 1 and 5, empty. Copy can use 1, 2, or 3 columns, depending on what fits best. Copy should be aligned to the left, but can also be centered or aligned to the right.

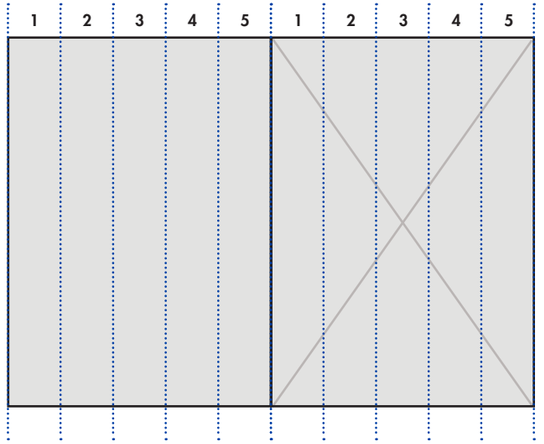


GRID SYSTEM FOR IMAGES (PART 1)

Always use the full width of the space provided whenever possible.

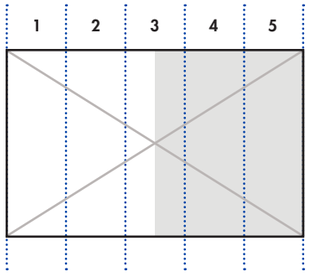


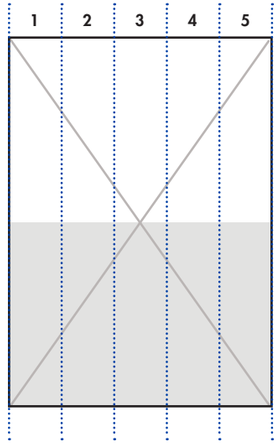


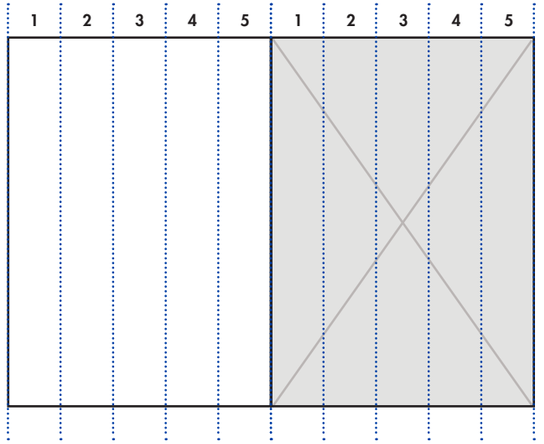


GRID SYSTEM FOR IMAGES (PART 2)

If not, use at least 50% of the space.

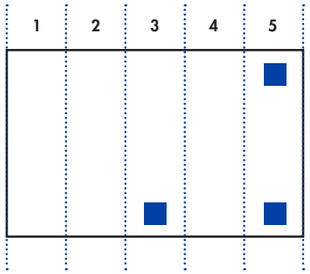


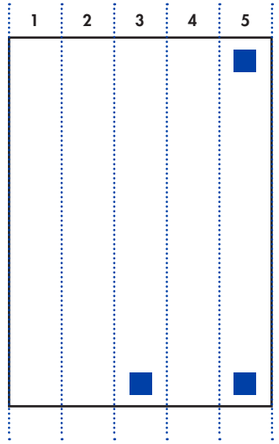


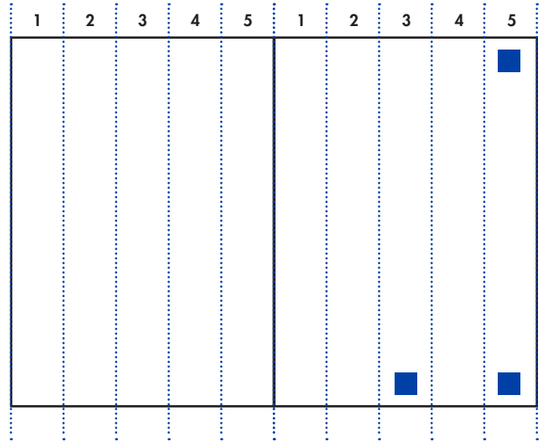


GRID SYSTEM FOR LOGO

The best logo positions are the right hand bottom corner, right hand top corner and the center bottom of the space provided.







THANK YOU