FLINGGOLF

FlingGolf
STYLE GUIDE

1.1

TONE + VOICE

Although we are still in the very early stages of creating the FlingGolf brand, when it comes to Tone & Voice, FlingGolf is always casual, personal and fun like the game itself, but we also have some edge and some attitude. FlingGolf calls it like it is. We're real and authentic. No corporate-speak here. Ever. We're never boring or just trying to blend in. In fact, just the opposite. We think it's time someone took some chances on the golf course and did something truly different. Bottom line, we want to help people of all ages enjoy time with their friends, playing a game that's fun, challenging and easy to learn.

2.1

Our logo uses a combination of a Fling Golfer and a split wordmark. We are proud of our logo and appreciate that you follow these guides to ensure it always looks its best.

LOGO
Our Logo

The Wordmark

The Fling Golfer

2.2

The FlingGolf logo may be used for all related creative assets and materials.

In special cases the logotype or logomark versions of the logo may be used as needed.

LOGO
Primary + Special Cases


Primary

Logotype

Logomark

2.3

LOGO
Clear Space

Clear space around the logo is necessary to maximize legibility. The space must be kept free of all other graphics and text. It is also the minimum distance the logo can be from the edges of a digital or printed piece. The clear space is defined by using 1/2 the height of the logomark or the height of the "F" in the full logo; these guidelines apply to all other versions of the logo.
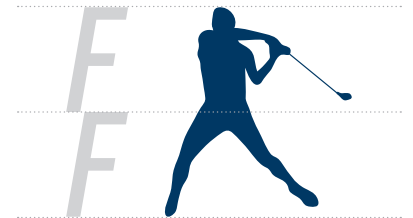
The logomark is twice the height of the FlingGolf logotype

2.4

LOGO
Minimum Size

Establishing a minimum size ensures that the impact and legibility of our logo is not compromised in application. Due to the higher resolution available in print vs that of screen based media (300dpi vs. 72dpi respectively) we can reproduce the logo at a fractionally smaller size in print without any graphic deterioration.

*FLING*GOLF

70px

*FLING*GOLF

1.25"

Digital

To ensure legibility and impact, the FlingGolf logo should never be smaller than 70px in any digital communication.

Print

To ensure legibility and impact, the FlingGolf logo should never be smaller than 1.25" in any print communication.

2.5

LOGO
Format

File Formats

Vector-based logo art is the preferred file format for all print media. Raster-based logo art can be created from vector files and used for online and broadcast media platforms.

Vector vs. Raster Image

Vector-based artwork should be used to maintain image quality when scaling and reproducing logos.

Vector logo at 200%

Vector-based file formats:
Adobe Illustrator Document
   (Filename .ai)
Adobe Illustrator EPS
   (Filename .eps)

Raster logo at 200%

Raster-based file formats:
Adobe Photoshop Document
   (Filename .psd)
Windows Bitmap (Filename .bmp)
Compuserve GIF (Filename .gif)
JPEG (Filename .jpg)
TIFF (Filename .tif)
PICT (Filename .pct)

2.6

LOGO
Color Options

The FlingGolf logo uses our primary logo colorway. Always use this colorway unless the background compromises the color.

3.1

PALETTE

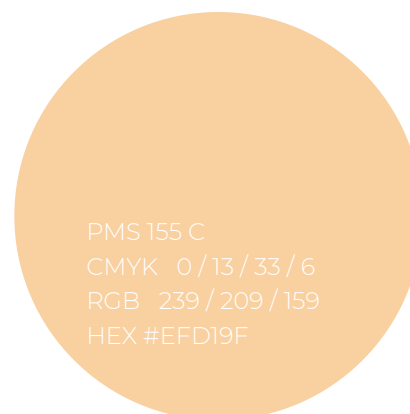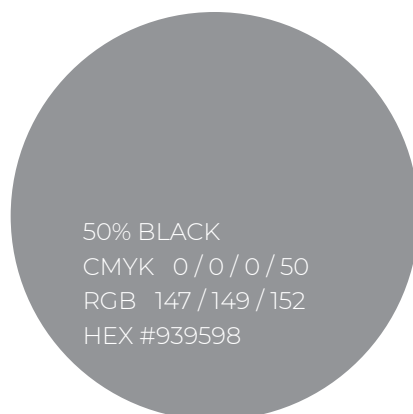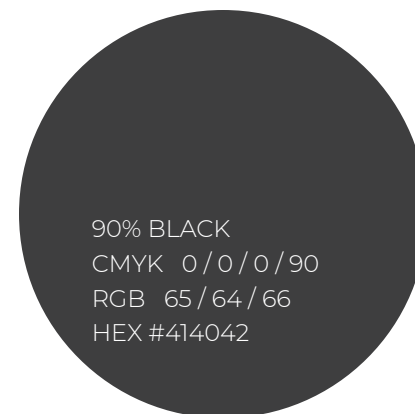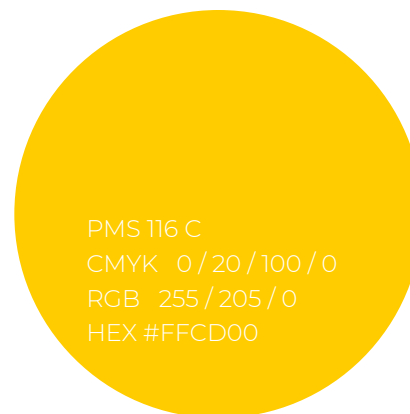**PMS 2955 C**
CMYK 100 / 45 / 0 / 60
RGB 0 / 56 / 101
HEX #003865

PMS 116 C
CMYK 0 / 20 / 100 / 0
RGB 255 / 205 / 0
HEX #FFCD00

90% BLACK
CMYK 0 / 0 / 0 / 90
RGB 65 / 64 / 66
HEX #414042

50% BLACK
CMYK 0 / 0 / 0 / 50
RGB 147 / 149 / 152
HEX #939598

PMS 155 C
CMYK 0 / 13 / 33 / 6
RGB 239 / 209 / 159
HEX #EFD19F

WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF
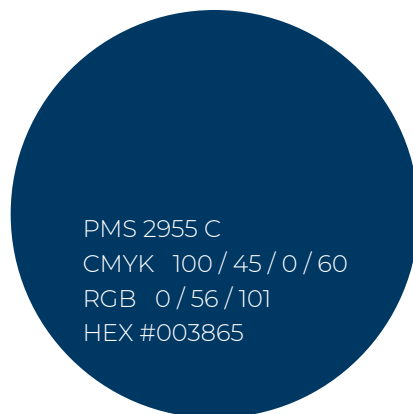
4.1

TYPOGRAPHY
Print + Web / Digital

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?@/#$%^&:;"[]*,.()-+<=>

Light	AaBbCc	0123&?!
Light Italic	*AaBbCc*	*0123&?!*
Regular	AaBbCc	0123&?!
Italic	*AaBbCc*	*0123&?!*
Semibold	**AaBbCc**	**0123&?!**
Semibold Italic	***AaBbCc***	***0123&?!***
Bold	**AaBbCc**	**0123&?!**
Bold Italic	***AaBbCc***	***0123&?!***