Golfpac® Travel Brand Identity Guidelines

We create memorable golf vacations.

Mission Statement

As a travel industry leader since 1975, Golfpac® Travel is a family-owned company with the specific task of arranging golf vacations to the world's most exciting golf destinations. We're technologically savvy and consistently deliver innovative internet tools to make planning a golf trip as easy as possible. Our well-trained team of dedicated professionals (and avid golfers!) provides the highest level of customer service by personally working with each group to plan a trip that matches their style, budget, and golf game. Our goal is to meet our client's passion for the game of golf with our own passion for providing well-planned golf vacations.

Brand Keywords

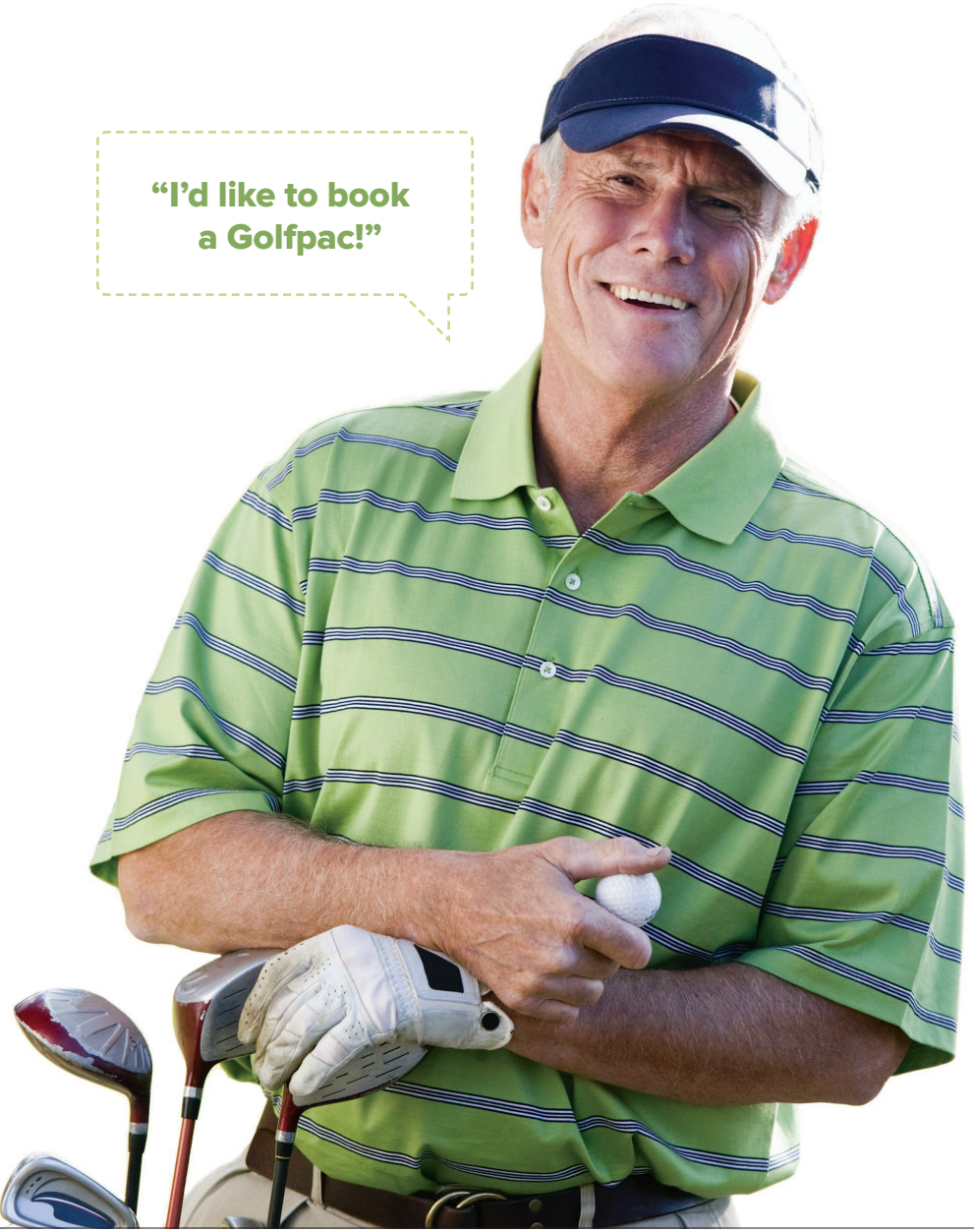
Friendly, Open
Knowledgeable
Personal
Trusted, Established
Passionate, Excited

Taglines

The Best in Golf Travel.
Custom Golf Vacations for over 35 years.
Everywhere you want to golf.
Unmatched Service since 1975.
America's Largest Golf Travel Company.

Demographics of the Average Golfer

Roughly 77.5% of golfers in the U.S. are male versus 22.5% who are female. The average age of golfers in the U.S. is 54. The median household income of golfers in the U.S. is over $100,000 annually.



LOGO FAMILY

Primary Logo

Golfpac® Travel

Reservation Website Section Logo

MyTrip

Travel Perks Website Section Logo

Travel Perks+

Primary Logo with Golfer

Golfpac® Travel

Golfpac International Brand Logo

Golfpac® International

Primary Logo Vertically Stacked

Golfpac®
Travel

GolfOrlando Company Logo

GolfOrlando

Stand Alone Golf Package Website Logo

The Golfer's Desk

Stand Alone Tee Times Website Logo

Tee Times

LOGO FAMILY: ONE COLOR SOLID

One Color Solid Black

One Color Solid White

One Color Solid White

One Color Solid Black, No Golfer

One Color Solid White, No Golfer

One Color Solid White

One Color Solid Black, Vertical Stacked

One Color Solid White, Vertical Stacked

One Color Solid White

One Color Solid Black, Vertical Stacked, No Golfer

One Color Solid White, Vertical Stacked, No Golfer

One Color Solid White

Primary Logo for Combined Application

Golfpac® Scotland & Ireland

Primary Logo with Golfer for Golfpac Scotland

Golfpac® Scotland

Primary Logo with Golfer for Golfpac Ireland

Golfpac® Ireland

Primary Logo, Vertically Stacked

Golfpac®
Scotland

Primary Logo, Vertically Stacked

Golfpac®
Ireland

INTERNATIONAL LOGO FAMILY: SCOTLAND & IRELAND: ONE COLOR SOLID

One Color Solid Black

One Color Solid White

One Color Solid Black

One Color Solid White

One Color Solid Black

One Color Solid White

One Color Solid Black with Tagline

One Color Solid White, Vertically Stacked

One Color Solid White, Vertically Stacked

An Example Headline

The primary typeface for the Golfpac brand is Proxima Nova. Below is a sample of usage.

Body copy for most applications is set in Proxima Nova Light. The copy here is set at 12pt on 18pt leading. Lines of text can be aligned to the left, right, center, or in some cases, justified. For better readability, avoid lines that are too long, or too short in length. Proxima Nova is the primary typeface and should be used most often. Use any weight or italics as needed for the design.

Proxima Nova Condensed can also be used as a companion typeface when space is at a premium. This is 12pt on 14pt leading.

- A bullet point example
- A bullet point example
- A bullet point example

Use Proxima Nova Condensed in ads, and in printed documents such as the brochure—anywhere space is at a premium. Proxima Nova Condensed is best used for disclaimer copy, bullet points, prices, and subheads. Avoid using the condensed typeface for display or headlines. Avoid using the Thin weight, as it can be hard to read.

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @$%&(+?)“‘’”

Proxima Nova Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @$%&(+?)“‘’”

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @$%&(+?)“‘’”

Proxima Nova Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @$%&(+?)“‘’”

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @$%&(+?)“‘’”

Proxima Nova Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @$%&(+?)“‘’”

Receive 10% off when you stay four nights at Innisbrook Resort!

For a limited time, not only will you stay at the most beautiful resort in Tampa, but you'll get a free round when you book early.

800.800.8000
golfpactravel.com

Golfpac Travel

Receive 10% off when you stay four nights at Innisbrook Resort!

For a limited time, not only will you stay at the most beautiful resort in Tampa, but you'll get a free round when you book early.

800.800.8000 • golfpactravel.com

Golfpac Travel

GO
Golfpac!

Do's

To ensure the integrity of the brand, please do not alter the logo, other than the following:

- Scale the logo smaller or larger.
- Export as a JPEG, GIF, or TIFF.
- Add drop shadows, or effects as needed.

Do make sure to use the 1c_Solid_rev version of the logo on dark backgrounds. This logo has been specifically designed for this purpose.

Do Not's

The examples to the right are provided as a guide to avoid unsightly logo placements. There are enough variations of the logo designed to be used in every situation, be it print, web, faxes, horizontally, vertically, that the logo does not need to not be altered.

Do not use the logo in a sentence. Spell out Golfpac Travel, or Golfpac as normal copy.

Don't put the 3 or 4 color version on a dark background.

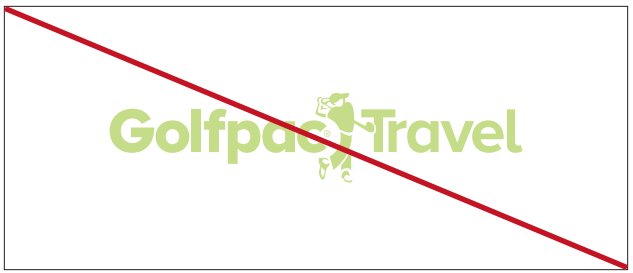
Don't put the logo too close to the edge.

Don't put the 3 or 4 color version on a dark photograph.

Don't put the reversed logo on a light background.

Don't stretch the logo.

Don't place text too close to the golfer's feet.



Don't alter the color of the logo.

Don't move the golfer.

The primary colors used for Golfpac branding are the following shades of green:

C 79 M 36 Y 100 K 27
C 65 M 20 Y 100 K 3

Green is used for the branding of Golfpac generally. Also, green is used to represent the tropical regions.

Blue is used to brand Golfpac International. Also, blue is used to represent the coastal regions.

Orange is used as a call to action color, for prices, and to represent the Orlando region.

Brown is a neutral, supporting color. Brown is also used to represent the desert regions.

Red is used sparingly as a call to action color, and also for deep discount prices and hot deals. Red is also used to represent mountain regions.

C 75 M 35 Y 100 K 60	**C 79 M 36 Y 100 K 27**	**C 65 M 20 Y 100 K 3**	C 43 M 0 Y 78 K 0	C 25 M 0 Y 60 K 0
C 100 M 70 Y 24 K 50	C 100 M 76 Y 24 K 20	C 92 M 53 Y 18 K 0	C 73 M 25 Y 10 K 5	C 50 M 4 Y 2 K 4
C 10 M 72 Y 100 K 75	C 10 M 72 Y 100 K 55	C 15 M 60 Y 100 K 30	C 18 M 40 Y 96 K 2	C 9 M 26 Y 74 K 0
C 64 M 56 Y 92 K 83	C 64 M 58 Y 100 K 60	C 56 M 44 Y 100 K 41	C 49 M 35 Y 84 K 13	C 23 M 15 Y 52 K 17
C 0 M 100 Y 91 K 80	C 0 M 100 Y 91 K 50	C 0 M 100 Y 91 K 20	C 0 M 100 Y 91 K 0	C 0 M 70 Y 60 K 0

RGB COLOR PALETTE FOR WEB

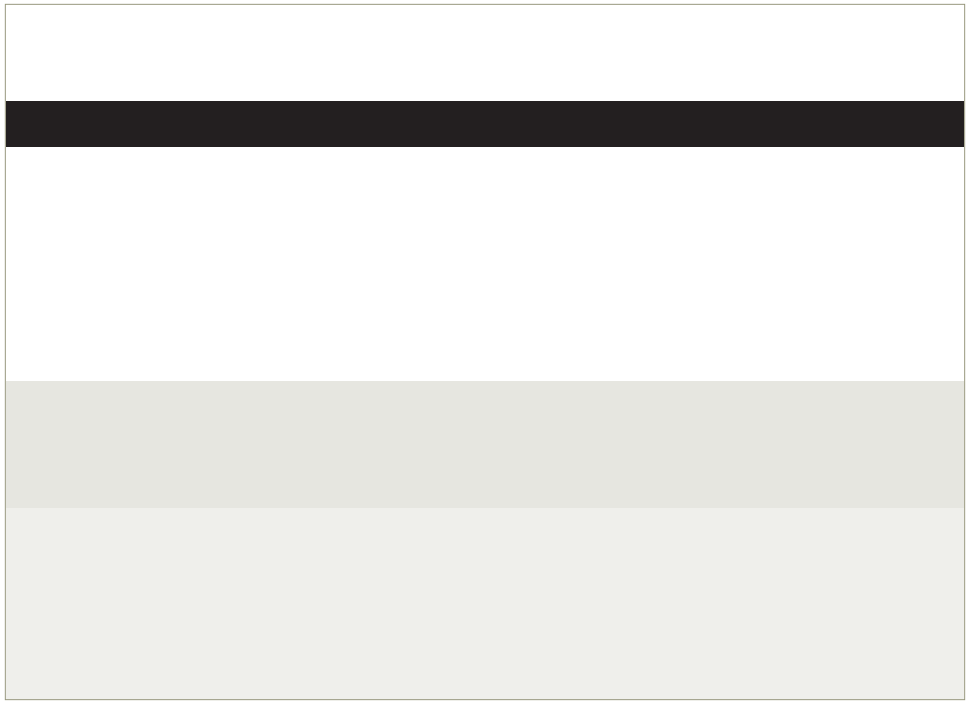
The RGB color palette is used for all Web applications such as websites, banner ads, and graphics.

Digital advertising still sometimes uses a CMYK palette. Check with the advertiser's specifications.

The Golfpac family of websites uses neutral background colors to emphasize the colorful course and hotel photography, and to limit the need for multiple CSS stylesheets—saving valuable bandwidth.

100%	50%	20%	10%
#336600	#99B27F	#D6E0CC	#EAEFE5
#669933	#B2CC99	#E0EBD6	#EFF5EA
#99CC66	#CCE5B2	#EBF5E0	#F5FAEF
#CCFF99	#E5FFCC	#F5FFEB	#FAFFF5
#003366	#7F99B2	#CCD6E0	#E5EAEF
#006699	#7FB2CC	#CCE0EB	#E5EFF5
#3399CC	#99CCE5	#D6EBF5	#EAF5FA
#66CCFF	#B2E5FF	#D6EBF5	#EFFAFF
#333300	#99997F	#D6D6CC	#EAEAE5
#666633	#B2B299	#E0E0D6	#EFEFEA
#999966	#CCCCB2	#EBEBE0	#F5F5EF
#CCCC99	#E5E5CC	#F5F5EB	#FAFAF5
#663300	#B2997F	#E0D6CC	#EFEAE5
#996600	#CCB27F	#EBE0CC	#F5EFE5
#CC9933	#E5CC99	#F5EBD6	#FAF5EA
#FFCC66	#FFE5B2	#FFF5E0	#FFFAEF
#993300	#CC9976	#EBD6CC	#F5EAE5

The Neutral RGB color palette for Web is a collection of tints based on the web safe color #333300. These colors are used as background colors, secondary buttons, divs, inputs, etc.



Submit Submit Submit

R 71 G 71 B 25 #333300 100%	R 71 G 71 B 25 #474719 90%	R 92 G 92 B 51 #5C5C33 80%
R 112 G 112 B 76 #70704C 70%	R 133 G 133 B 102 #858566 60%	R 153 G 153 B 127 #99997F 50%
R 173 G 173 B 153 #ADAD99 40%	R 193 G 193 B 178 #C1C1B2 30%	R 214 G 214 B 204 #D6D6CC 20%
R 225 G 225 B 217 #E1E1D9 15%	R 226 G 226 B 219 #E2E2DB 14%	R 230 G 230 B 224 #E6E6E0 12%
R 234 G 234 B 229 #EAEAE5 10%	R 239 G 239 B 235 #EFEFEB 8%	R 243 G 243 B 240 #F3F3F0 6%
R 247 G 71 B 25 #F7F7F5 4%	R 251 G 251 B 250 #FBFBFA 2%	R 253 G 253 B 252 #FDFDFC 1%