



brand **guidelines**



the logo **and usage**

These logos should never be changed.

Position, size and color, along with the spatial and proportional relationships of the Swing Shift logo elements are predetermined and should not be altered.



Circle Badge w/ Tagline



Stacked Lockup



Circle Badge



Golfer Mark



Diamond Badge



Tagline



Horizontal Lockup



Horizontal Lockup w/ Flag



Circle Badge w/ Tagline



Stacked Lockup



Circle Badge



Golfer Mark



Diamond Badge



Tagline



Horizontal Lockup



Horizontal Lockup w/ Flag



Circle Badge w/ Tagline



Stacked Lockup



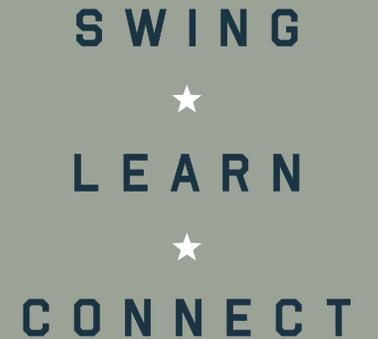
Circle Badge



Golfer Mark



Diamond Badge



Tagline



Horizontal Lockup



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Circle Badge w/ Tagline



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Tagline



Horizontal Lockup



Horizontal Lockup w/ Flag



Circle Badge w/ Tagline



Stacked Lockup



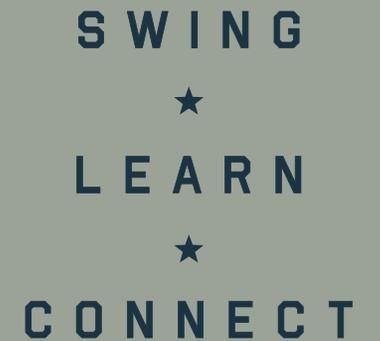
Circle Badge



Golfer Mark



Diamond Badge



Tagline



Horizontal Lockup



Horizontal Lockup w/ Flag



Circle Badge w/ Tagline



Stacked Lockup



Circle Badge



Golfer Mark



Diamond Badge



Tagline



Horizontal Lockup



Horizontal Lockup w/ Flag



Solid Circle Badge - Navy V1



Solid Circle Badge - Navy V2



Solid Circle Badge - Navy V3



Solid Circle Badge - Olive V1



Solid Circle Badge - Olive V2



Solid Circle Badge - Olive V3



Solid Circle Badge -White V1



Solid Circle Badge -White V2



Solid Circle Badge -White V3



Solid Circle Badge - Olive V1



Solid Circle Badge - Olive V2



Solid Circle Badge - Olive V3



Solid Circle Badge -White V1



Solid Circle Badge -White V2



Solid Circle Badge -White V3



Solid Circle Badge - Navy V1



Solid Circle Badge - Navy V2

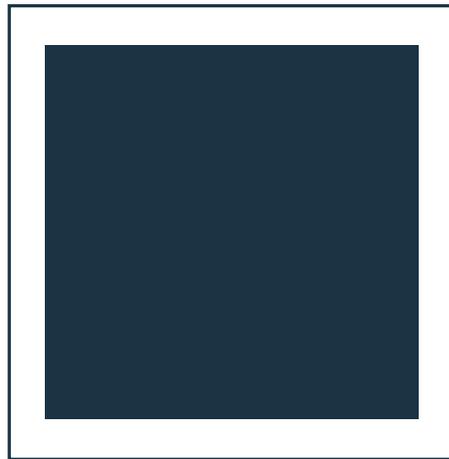


Solid Circle Badge - Navy V3

the color palette

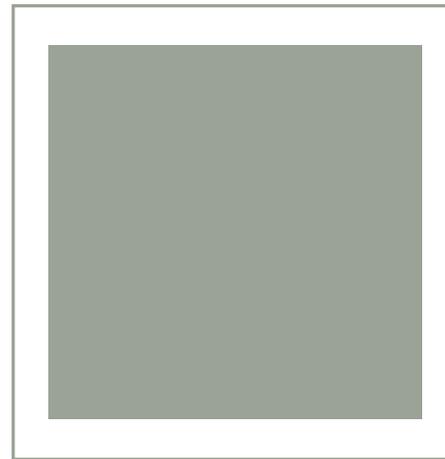
Use of color for the printed and digital logo. The following palette has been selected for use in all Swing Shift communications.

Navy



CMYK 89 | 69 | 51 | 48
RGB 28 | 52 | 67
HEX #1C3443

Olive



CMYK 41 | 29 | 40 | 1
RGB 158 | 164 | 151
HEX #9EA497