

The image shows a cover for 'Rafa Brand Guidelines'. The background is a dark green color with a repeating pattern of stylized, light green leaves or scales. A large, dark green rectangular frame with rounded corners is centered on the page. Inside this frame, the word 'Rafa' is written in a large, white, serif font with a trademark symbol (TM) to its upper right. Below 'Rafa', the words 'Brand Guidelines' are written in a smaller, white, serif font.

RafaTM

Brand Guidelines



The
Endless
Pursuit.

Rafa
Golf®

Dons Masters' Green, Legend's Mant
21-Year-Old Sets Record With 18-Und
Leonard Shapiro
Staff Writer
American golfers
thank them. I
them and what
said a little pra
those guys. Yo
it for me."
Elder, a
the first bla

Introduction

These guidelines describe the visual and verbal elements that represent Rafa Golf's brand identity. This includes our name, logo and other elements such as color, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image. These guidelines reflect our commitment to quality, consistency and style. The Rafa brand, including the logo, name, colors and identifying elements, are valuable company assets. Each individual is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Rafa name and marks.

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The Rafa Mission



To enhance the experience of the modern golfer through products, events, and information.

Logo Usage & Rules



Considering all of the different places where a logo can exist, It's impossible to use the same version everywhere without losing a little something here or there. Having a responsive logo that can exist in different spaces is advantageous to maximize brand awareness in the digital, print and environmental spaces.

Rafa Main Logo

This logo is to be used as often as possible to create association with the brand in the eyes of the customer. Examples include, merchandise, fliers, packaging, billboards, and any other large format prints.

Rafa (R) Icon

This logo is to be used interchangeably with the main logo on marketing materials and for small formats where branding is necessary, but space is limited (i.e. small prints, digital spaces).

Logo Variations

In addition to the main logo, there will be spaces where context may be necessary to provide in relation to the brand. This is where The 'Golf' subtext version of the logo can be used. The ball icon variation is to be used whenever motion and / or additional style is to be conveyed.



Logo Usage Continued



The logo should appear in the Rafa Green (PM 7727 C) as often as possible. If it is ever paired with the ball icon, slogan, or 'Golf' subtext, the paired item should generally be set to black (#191919) unless the application requires an all white or all black arrangement.

The examples to the right demonstrate how to present the logo with the slogan as well as variations in alignment for the slogan and how to present those.



Rafa™

The Endless Pursuit.

The Endless Pursuit.

The Endless Pursuit.

The Endless Pursuit.





The
Endless
Pursuit.

Rafa™

Typefaces

Lora Bold

Lora Bold is to be used as a headline font and for short bold messages on marketing materials and products. It should never be used in all caps. Lora tracking should be set between -25-0.

Montserrat

Montserrat is to be used for body copy and for sub-headers. If it is used for a sub-header, it should be set to all caps at a SemiBold or Bold font weight. Various weights should be used to establish visual hierarchy when designing, but the copy style overall should feel clean.

Body copy font should never be smaller than 9 point with rare exceptions for print, while legal copy should always be smaller than 7 point.

When using fonts, make sure headlines are always at least twice the size of sub-headers and body copy. Kerning, leading and tracking will play a crucial role in achieving the premium look of the brand. The above are general rules on how to use each typeface set.

Aa Lora Bold
This is a headline example.

Aa Montserrat SemiBold
THIS IS A SUB-HEADER EXAMPLE.

Aa Montserrat Medium
This is a body copy example.

2x **Rafa Golf Club.**
1x **Get 30% off your first order.**

Color Systems



Rafa Green

Looking at the meaning behind our brand as our foundation, green is the color of growth and life which is directly tied to the message we aim to push forth through the products and experiences we bring forth as a brand.

Dark Green

Often times we will need to present our main Rafa Green color with a darker shade for design styling purposes. The Dark Green shown to the right will be the set color to use in those instances.

Black

Black should mainly be used for body copy against light colors and never used as a background color that encompasses more than 20% of the canvas area.

White

White should be used as a text color and can be used when our logo is presented on the Rafa Green color as a background.

Rafa Green
PMS 7727 C
#006d46
R0 G109 B70
C100 M31 Y87 K21

Dark Green
PMS 7484 C
#005640
R0 G86 B64
C92 M40 Y79 K37

Black
#191919
R25 G25 B25
C73 M67 Y65 K78

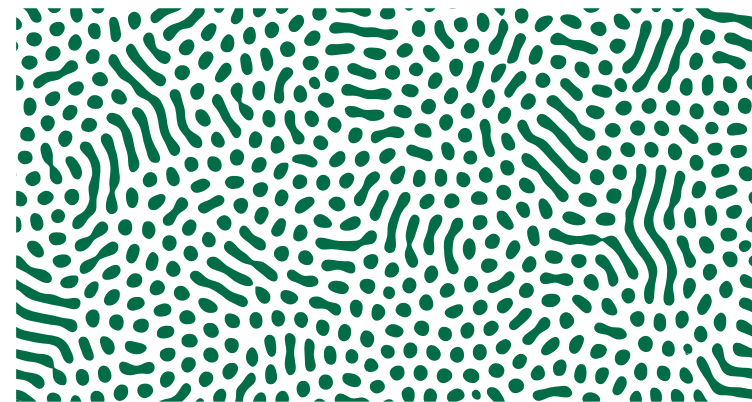
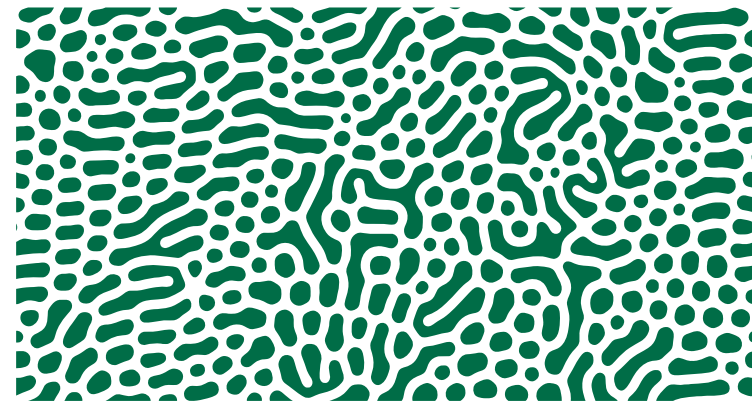
White
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Graphic Elements



In general, icon and vector styles should be clean and simple. The system graphics laid out to the right are a sufficient example of what kind of graphic elements are acceptable. Exceptions will be made on a case-by-case basis.

The golf greens pattern can be used on packaging design and other materials as needed to add decorative elements.





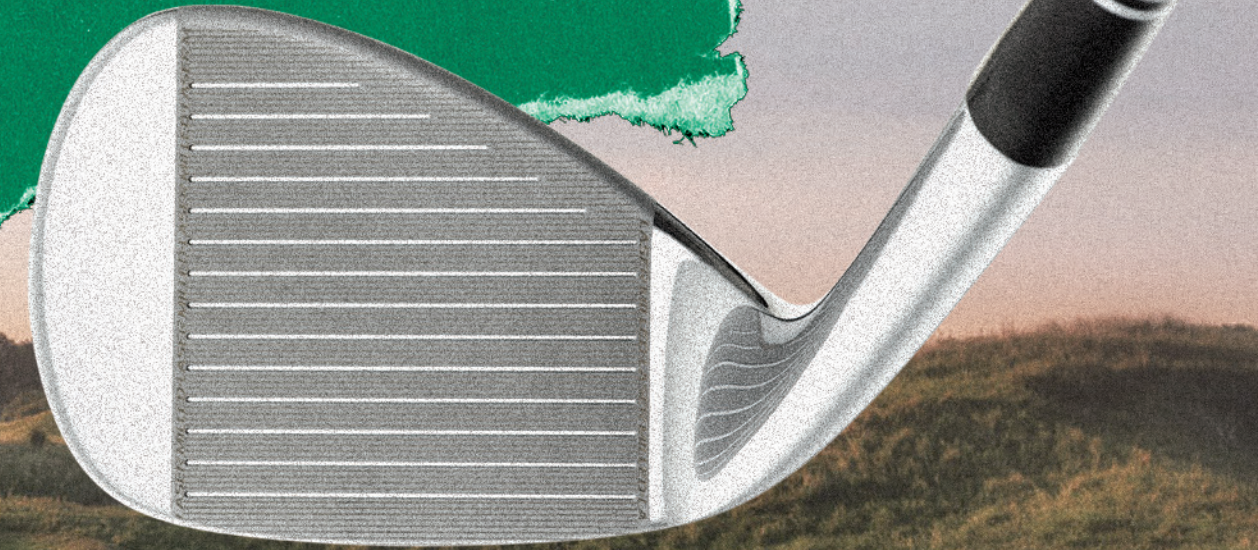
The Endless Pursuit. **R**

An excellent day on the links for an autograph hound when four stars of the films go out to shine at golf. From left to right, Johnny Weissmuller, Bruce Cabot, Richard Arlen.

Bogeys Suck

AMSTERDAM
LOS ANGELES
NEW YORK
PORTLAND
TOKYO

Rafa™
Golf



Make your
MARK



