



PRESTWICH GOLF CLUB

Corporate Identity

Introduction

The Corporate Identity includes all elements of the Club's visual aspects. Although the logo design sits under corporate identity the term reaches far beyond this visual icon to encompass everything from stationary to social media assets, advertising, staff uniforms, clubhouse and course signage.

At the 2019 Annual General Meeting members were invited to vote in order to select the corporate base colour for the clubs corporate identity, the member's preference was for dark blue.

Stationery – letter headings and official documents, web site pages etc. have been revised to reflect the direction of our members.

Management.

In order to maintain a consistent visual image all visual material must be approved by the Board, through a corporate identity subcommittee prior to release.

This applies to:

- Stationery
- Official Documents
- Web Site Pages
- Advertising
- Clubhouse and Course signage
- Staff Uniforms

Exceptions

The only exceptions to the Club's official identity will be for:

- Safety/ warning signage
- Approved Corporate advertising

Safety signage should always follow national guidance for the individual application.

Corporate advertising will only be allowed through the Clubs official sponsorship scheme,

- Corporate advertising must be sited in the approved location
- The size and content of all corporate signage must be approved by the Board.

Non authorised signage is not allowed and will be removed