


GREG NORMAN COLLECTION BRAND IDENTITY GUIDELINES




PMS COLORS

PMS Cool Grey 5
PMS 371U


PMS 139U

PMS 7461U

PMS 1807U



USAGE ON WHITE OR LIGHT BACKGROUND



USAGE ON BLACK OR DARK BACKGROUND

IDENTITY

The success of the Greg Norman Collection brand identity relies on the consistent presentation and application of the Greg Norman Collection name and the Greg Norman Collection logo.

The standard format for color requirements for these two trademarks are explained here. Please follow them precisely. For questions related to applications not shown here, please contact the Greg Norman Collection at 646.840.5200.

COLORS

The Greg Norman Collection logo color palette is drawn from the Pantone Matching System (PMS).

REGISTERED TRADEMARK

Always use the Greg Norman Collection name and the Greg Norman Collection logo trademarks with the appropriate trademark symbol and the following copyright and trademark legend.

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GREG NORMAN AND THE FOUR-COLOR SHARK LOGO ARE REGISTERED TRADEMARKS OF GREAT WHITE SHARK ENTERPRISES INC.

TYPE FACE

Chisel Bold. The Greg Norman name should always be revealed as white when applied to dark color grounds.

MENS PLAY DRY® LOGO



PMS BLACK

PMS 122

The standard format for color requirements for the Play Dry trademark is explained here. Please follow it precisely. For questions related to applications not shown here, please contact the Greg Norman Collection at 646.840.5200.

COLORS

The Play Dry logo color palette is drawn from the Pantone Matching System (PMS).

REGISTERED TRADEMARK

Always use the Play Dry name and the Play Dry logo trademark with the appropriate trademark symbol and the following copyright and trademark legend.

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