Golf Course 2030 Brand Guidelines

Version 1.0

Master Golf Course 2030 Logos

These logos have been uniquely created and must not be altered in any way. The logos must always be reproduced from the relevant master artwork.

The following pages give you guidance on how to use these logos.

Full title stacked logo

Abbreviated logo

What kind of space should I allow around the logos?

The ‘x’ figures below indicate the clear space to be applied to around the GC2030 logo in unstacked and stacked formats.

We use the ‘x’ height of the year 2030 to determine this space.

Full title stacked logo

Abbreviated logo

What is the GC2030 colour palette?

The colours used within the GC2030 brand follow the master colour palettes within the R&A Guidelines.

In this case we only use the R&A Brand Blue and the R&A Teal which is used for sustainability.

File formats

The table below outlines the most appropriate formats of the logo and colour to use in different situations

	Print	Digital
File format	.eps / .jpg	.png / .jpg
Colour format	CMYK / Pantone	RGB / HEX

R&A Blue

RGB 004 030 066
CMYK 100 90 30 55
HEX #041e42
Pantone 282 C

R&A Teal

RGB 057 255 196
CMYK 55 00 40 00
HEX #39ffc4
Pantone 333 C

Which typeface should I use for GC2030 documents?

The typeface Radikal is the R&A's chosen brand typeface, and should be used across all GC2030 documents and collateral.

Please refer to the R&A brand guidelines for full useage guidelines for this typeface.

Radikal Thin

Radikal Light

Radikal Medium

Radikal Bold

When working on GC2030 documents, what R&A brand elements should be used?

We always use the R&A Sustainability logo, accompanied by the R&A Sustainability colour palette and graphic language assets.

Please refer back to the R&A Master Brand Guidelines for their full usage guidelines.

R&A Sustainability logo:

Colour palette:

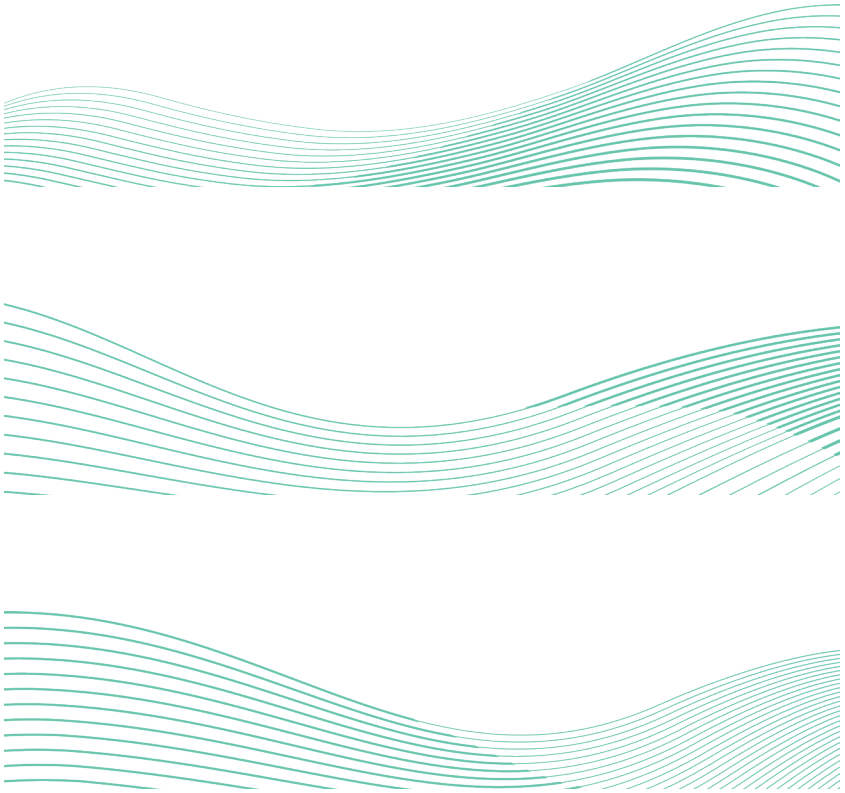
R&A Blue

RGB 004 030 066
CMYK 100 90 30 55
HEX #041e42
Pantone 282 C

R&A Teal

RGB 057 255 196
CMYK 55 00 40 00
HEX #39ffc4
Pantone 333 C

Graphic Language:



Which logo colour version should I use?

When placing either of the logos onto a white or very light image background, you should use the full colour logo version.

GOLF COURSE 2030

GC2030

When placing either of the logos onto a dark colour or image background, you should use the colour reversed logo version.

GOLF COURSE 2030

GC2030

When should I use the full title stacked logo version?

In instances where there is no text, or the title ‘Golf Course 2030’ does not appear, the full title stacked ‘Golf Course 2030’ logo should be used.

GOLF
COURSE
2030

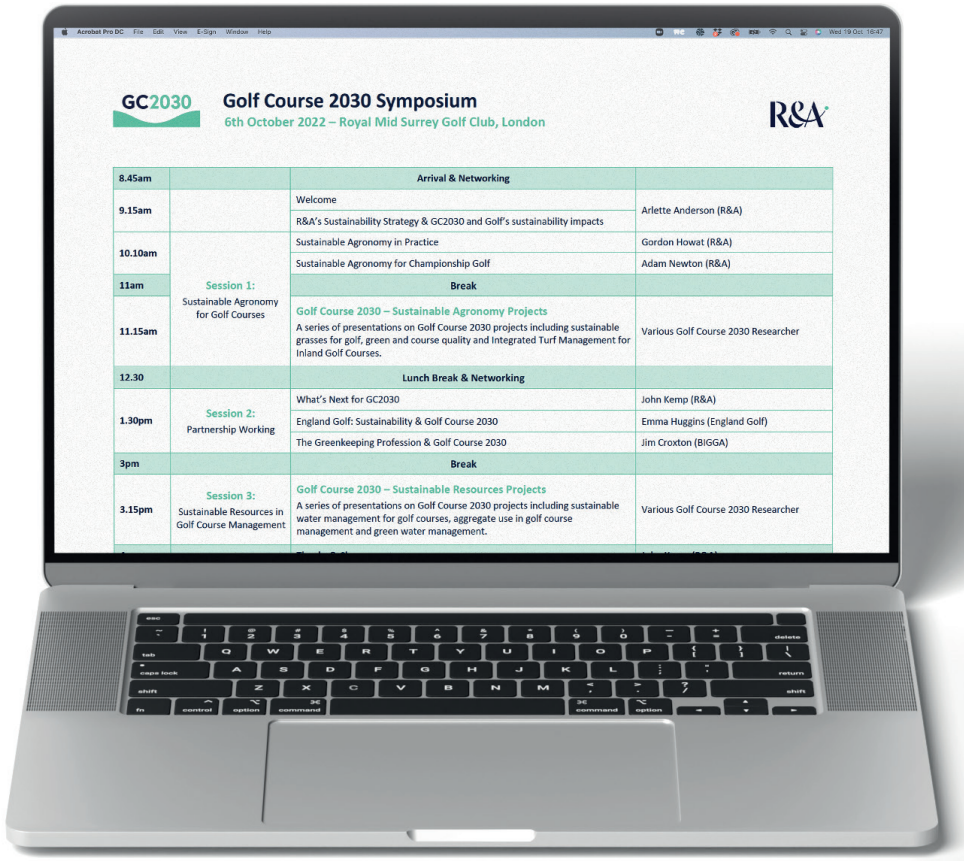
Example:

When should I use the abbreviated logo version?

On documents and instances where ‘Golf Course 2030’ is already included in the title, the abbreviated ‘GC2030’ logo should be used.

GC2030

Example:

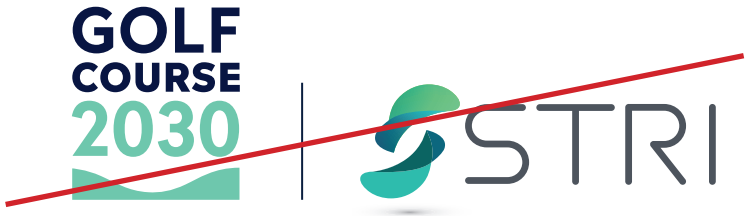


Using logo lock-ups

The lock-up allows us to demonstrate the leading body for any particular project. Whilst The R&A is the overarching 'owner' of Golf Course 2030, there are many industry bodies who work within the GC2030 framework and their role can be highlighted through the use of a lock up with the abbreviated GC2030 logo.

Can I use the full title stacked logo in a lock-up?

No. The full title stacked logo must always stand alone and should never be used within a lock-up.



Can I use the R&A logo in a lock-up?

No. The R&A master logo must always stand alone in the top right hand corner, and should never be used within a lock-up.

The R&A logo and GC2030 logo must also never be locked up together.

Creating a lock-up

Hierarchy:
The GC2030 abbreviated logo should always appear first within a lock-up. The two logos are separated by a dividing line with equal space either side.

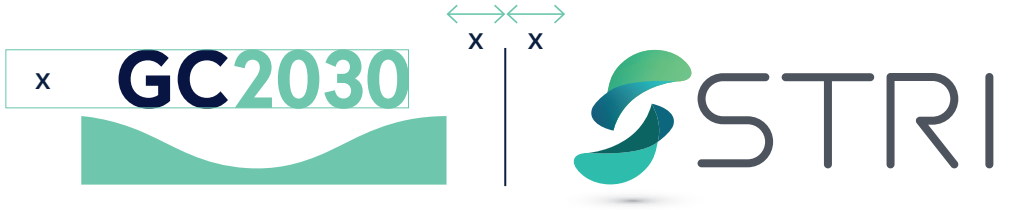
Spacing:
The spacing on either side of the dividing line is 1 GC2030 'x' height.

Line weight:
The dividing line should be 0.75pt.

Line colour:
Where the full colour logos are placed on a light image or white background, the dividing line should be in R&A blue.

Where the reverse colour logos are used against a dark image or background, the dividing line should be white.

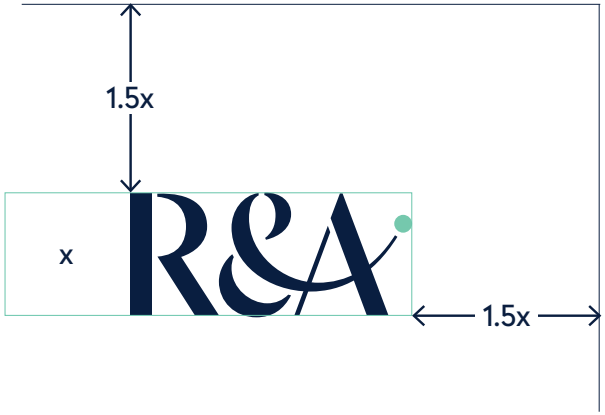
Examples:



Where should the R&A logo sit?

The R&A logo should always appear in the top right hand corner of any GC2030 document.

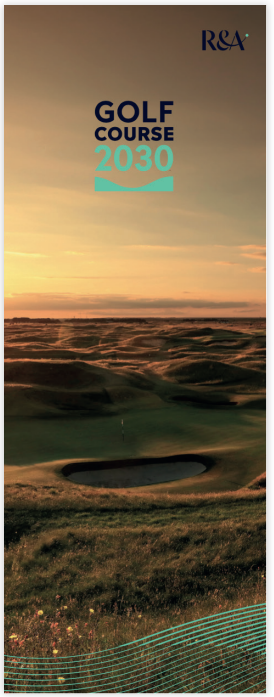
The R&A logo should sit at least 1.5 ‘x’ heights from the document edges.



Examples:

Can I see examples of the logo in use?

Here you will find a number of documents for GC2030 which show you how the logo has been used.



GC2030 Golf Course 2030 Symposium
6th October 2022 – Royal Mid Surrey Golf Club, London
R&A

8.45am		Arrival & Networking	
9.15am		Welcome	Arlette Anderson (R&A)
		R&A's Sustainability Strategy & GC2030 and Golf's sustainability impacts	
10.10am	Session 1: Sustainable Agronomy for Golf Courses	Sustainable Agronomy in Practice	Gordon Howat (R&A)
		Sustainable Agronomy for Championship Golf	Adam Newton (R&A)
11am		Break	
11.15am		Golf Course 2030 – Sustainable Agronomy Projects A series of presentations on Golf Course 2030 projects including sustainable grasses for golf, green and course quality and Integrated Turf Management for Inland Golf Courses.	Various Golf Course 2030 Researcher
12.30		Lunch Break & Networking	
1.30pm	Session 2: Partnership Working	What's Next for GC2030	John Kemp (R&A)
		England Golf: Sustainability & Golf Course 2030	Emma Huggins (England Golf)
		The Greenkeeping Profession & Golf Course 2030	Jim Croxton (BIGGA)
3pm		Break	
3.15pm	Session 3: Sustainable Resources in Golf Course Management	Golf Course 2030 – Sustainable Resources Projects A series of presentations on Golf Course 2030 projects including sustainable water management for golf courses, aggregate use in golf course management and green water management.	Various Golf Course 2030 Researcher
4pm		Thanks & Close	John Kemp (R&A)

Contact

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