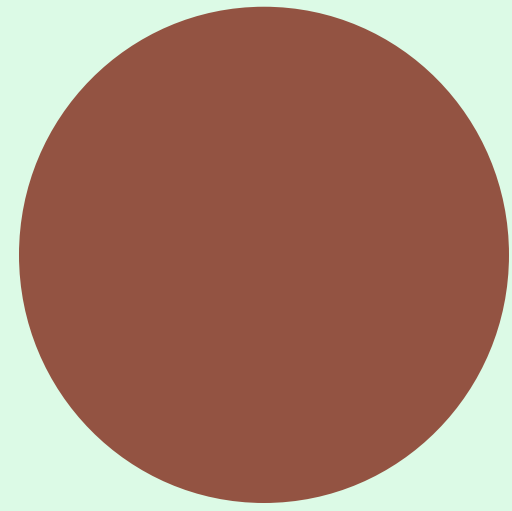


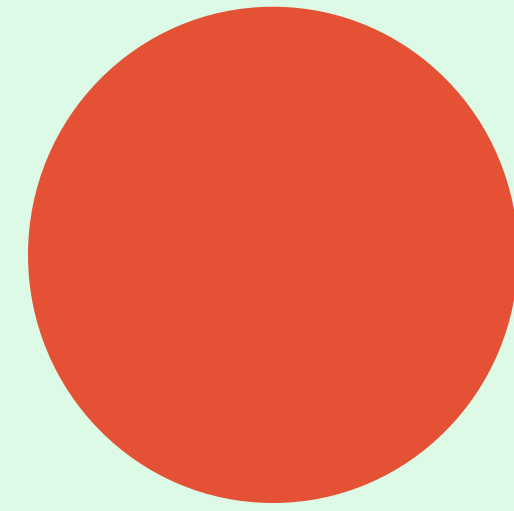


Brand Book

Full Version 1.0 / 8.19.20

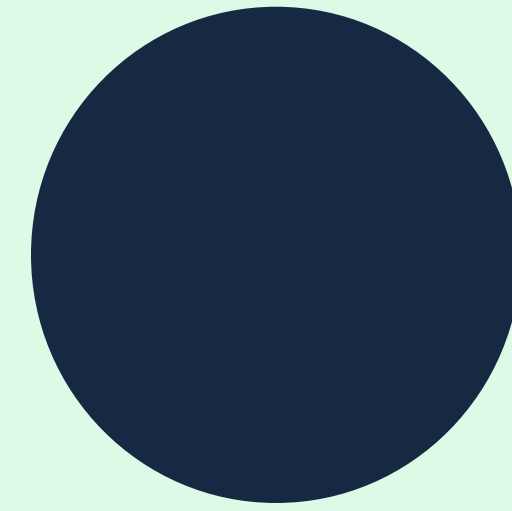


Intro



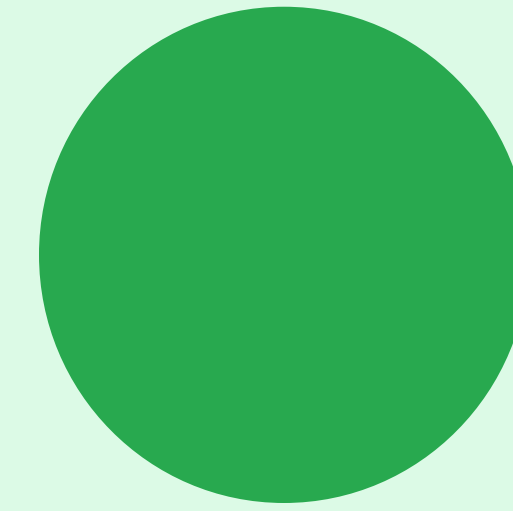
Our Story

- Brand Story..... 8
- Tagline 13
- Naming Conventions 16
- Program Names 19




Brand Code

- Essence 22
- Purpose 25
- Position 29
- Values 32
- Voice 40



Visual Identity

- Logo 58
- Color 71
- Patterns 75
- Typography 84
- Photography 90
- Mock-Ups 100
- Brand Approvals 110

- 
- The role of our brand book

Intro

At First Tee, we guide kids and teens to show up stronger in everything they set out to do.

Every single one of us plays a role in this.

We help kids discover what's inside of them, guide them to strengthen it, and mentor them to put it into action in everything they do.

We come together every day as a united team to make this happen.

For kids, we are a **mentor who helps them write their personal growth story.**

For their parents, we **partner to facilitate the personal growth of their kids.**

And for donors, we are a **collaborator on an important mission.**

To do this meaningfully, we need to do this together, under one voice, with an aligned vision.

This **brand book** helps us do that.

We use
our brand
book as
a compass.

This is a living artifact, a tool, a guide.

It articulates who we are as a brand, what we aim to achieve, and how we express ourselves in order to do that.

Internal teams use this so that everything we put into the world - from the words we write, to the pictures and stories we share, to experiences we build - can bring our brand to life in a consistent way, so that all of our audiences understand who we are, what we do and why it matters.

2.

The narrative of our brand

Our Story

2.1

Brand Story

Our work at First Tee is
not about improving your
golf score...

It's about
strengthening
what you bring to
everything you do,
including golf.

Character is
what you bring
to everything
you do.

It's what signifies to the world what's inside of you. It outlasts genius and talent, yet propels both.

It's what we are admired for and remembered by. It's what transforms piercing words to inspire you forward rather than tear you down.

And it's what allows you to walk away from failure determined, not defeated.

But we aren't born with it.

Character is learned, cultivated and shaped by our experiences.

In a world where social pressures are always on, where calm and confidence are hard to access, and where perseverance is a required superpower every day, our kids are growing in new environments that are demanding more from them, and therefore more from us.

First Tee builds **experiences** **that build** **character.**

Experiences are our greatest teacher. We believe in developing the ones that are just as fun as they are meaningful, where kids feel excited to grow, safe to fail, and better equipped for whatever comes their way next.

We've spent more than 20 years building experiences that build character to empower kids through a lifetime of new challenges and continuous personal growth.

2.2

Tagline

Tagline

Our brand tagline is a narrative expression that builds connection with our audiences. It is designed to embody our organization and provide a meaningful, memorable and ownable expression of First Tee.

Our tagline, **Building Game Changers**, should be used consistently across our network as a commitment to who we are and the promise we make.

Using our Tagline

When to Use the Tagline:

- For emphasis on a marketing piece (a symbolic exclamation point).
See examples below.
 - › On the back cover of a brochure or collateral piece
 - › End of a video or TV spot
 - › E-blasts
- For new audiences (to build interest and connection).
See examples below.
 - › Flyers or other introductory collateral\Digital or social media advertising

How to Use the Tagline:

- › Always use Poppins font
- › Uppercase first letter of each word
- › Always use appropriate colors within the brand color palette

2.3

Naming Conventions

Chapter Names

- First Tee will always be written with initial caps (not all lower case like the logo)
- Writing chapter names: include “em dash”
Example:
 - First Tee – Greater Philadelphia
- Saying chapter names: “First Tee Chapter Name”
Example:
 - “First Tee North Florida”
- When referring to locations, facilities, campuses and courses, please use First Tee – Chapter at Course.
Example:
 - Please join us for summer camp at First Tee – North Florida at Brentwood July 6-10, 2020.

Chapter Names

- For chapters with trade names, please use First Tee – Chapter, operating in Trade Name Location/large regional area
Example:
 - Spring registration is now open for First Tee – Tennessee, operating in Memphis at Sandy Hills Golf Course.
- Learning center/larger facility:
Example:
 - Today is the last day to register for First Tee – San Diego, City Heights campus community service project.

Program Names

First Tee offers two outreach programs outside of regular chapter programming. We have simplified the names so as not to draw attention away from our primary brand name “First Tee” and we (intentionally) do not use logos to represent these programs. We do, however, capitalize the names of the programs as we recognize the need in some cases to distinguish them from each other.

- **First Tee School Program** (formerly National School Program)

Example:

- Cunningham Creek Elementary offers the First Tee School Program as part of physical education classes.

- **First Tee Community Program** (formerly DRIVE)

Example:

- The First Tee Community Program is offered at the local Boys & Girls Club.

Program names should be used only when there is a need to distinguish which program is being delivered. For example, it is acceptable to say: **First Tee – North Florida** delivers programs on 10 golf courses and has partnered with 15 schools.

3

■ The DNA of our brand

Brand Code

Our **Brand Code** defines us:

3.1 Essence

The heart and soul of our brand

3.2 Purpose

Our reason for being

3.3 Positioning

The promise we make, and how we deliver it

3.4 Values

Our internal guiding beliefs and behaviors

3.5 Voice

Our tone across all expressions

3.1

Essence

We create
a practice
ground for
personal
growth...

We make it
fun to build
moral fiber...

We guide kids
to strengthen
what's inside,
and put it
into action...

The heart and soul of our brand is:

Character In Play

What Our Essence Does

Intended for internal use;
inspires what we think
and do as a brand.

3.2

Purpose

Strength of Character

is about the **self-confidence** to show up to the challenge, the **resilience** to keep going when you fail, and the **inner strength** to do the right thing even when it's the hard thing to do.

the next shot

So that
when they
step up to...

the next math test

...they have the
strength to move
forward, aim
further, and finish
stronger
than the
last time.

the next
presentation

the first day at a
new school

That's why we exist to...

Enable kids to build
the **strength of
character** that
empowers them
through a lifetime
of new challenges

What Our Purpose Does

Articulates what we
aim to achieve

3.3

Positioning

No matter the course, we grow from the challenges we face on it.

We believe that golf provides a powerful vehicle to help kids build inner strength and skills that they can take to everything else they do.

The promise we make, and how we deliver it:

First Tee is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges.

By seamlessly integrating the game of golf with a life skills curriculum, we create active learning experiences that build inner strength, self-confidence, and resilience that kids can carry to everything they do.

What Our Positioning Does

Solidifies our place in the world, and what you can count on us to deliver

3.4

Values

Kids become a better version of themselves when they have the space to be who they are, surrounded by passionate people who guide them to see what they are capable of.

We make
this happen
when we
live our
values.

**Our internal guiding beliefs
and behaviors are:**

What Our Values Do

Define how we deliver
on our purpose

- Passion for Impact
- Power through Perspectives
- Culture of Acceptance
- Personal Growth through Golf
- Fun with Intention

Passion for Impact

Our people are the heart of the brand and stewards of the experiences that create stories of impact. Their investment and involvement deepens when they feel supported, connected to the mission, and inspired to bring it to life in new ways.

Reflected in our actions:

- We believe passion is contagious and bring it to everything we do
- We collaboratively work together toward a singular mission
- We recognize the power of participant stories and seek opportunities to share moments of impact

Power through Perspectives

Every one of our chapters is unique, and so are the young people and families we serve. We invite, listen and learn from diverse perspectives because it makes our work even more powerful.

Reflected in our actions:

- We build diversity in our teams and across the audiences we serve
- We create opportunities to hear, share and learn from the perspectives of others
- We empower diverse voices to help us shape and evolve our approach to build greater relevance for our work

Culture of Acceptance

We break down barriers that keep kids and families from feeling like they belong - no matter what walk of life. We aim to develop a deep understanding of the audiences we serve, and reflect this in everything we create.

Reflected in our actions:

- We invite and seek to understand walks of life that are different from our own
- We create space that makes every individual feel like they belong and can see themselves reflected
- We recognize golf's values and traditions, yet encourage new and diverse expressions of experiencing the game

Personal Growth through Golf

We see golf as a unique metaphor for life - full of unexpected challenges, where progress is a practice of self-reliance, and how you choose to respond defines who you are. We are leveraging this as a powerful vehicle, but do not define our success by how well kids play the game.

Reflected in our actions:

- We focus on the deeper side of golf more than the technical
- We prioritize personal growth of kids over their golf ability
- If we do our job well, the game of golf will inherently benefit

Fun with Intention

We believe that personal growth happens when you're captivated, emotionally invested, and actively engaged. We strive to balance excitement and meaning in everything we create.

Reflected in our actions:

- We infuse youthful spirit and fresh perspective everywhere we can
- We seek new, evolved and unexpected ways to foster growth
- We balance deep lessons with playful activity

3.5

Voice

Our tone of voice is how we express ourselves and carry our message out into the world.

We calibrate our tone depending on what we are trying to communicate and who we are speaking with, but ultimately **we have one voice.**

And that voice is...

Positive Credible Approachable
Relevant Energizing Inspiring

What Our Voice Does

Guides how we bring to
life our brand expressions

Positive

We always tell our story through optimistic expressions.



What positive means:

Our Tone Is:

- Optimistic, not unrealistic
- Productive, not unconcerned
- Hopeful, not carefree
- Forward-looking, not unconsidered

Consider Ways To:

- Acknowledge the challenge, but focus on the solution
- Reframe problems as opportunities and setbacks as learning experiences
- Showcase collaboration and teamwork where possible
- Use more “dos” than “don’ts”

Credible

We speak from a place of leadership and expertise that others can look up to.



What credible means:

Our Tone Is:

- Respected, not top-down
- Experienced, not all-knowing
- Informed, not complicated
- Confident, not cold

Consider Ways To:

- Speak to our experience in thoughtful, informed ways that elicit reflection
- Start a dialogue and express deep curiosity on topics that matter and are aligned with our brand and possibilities

Approachable



Our brand language should always have the warmth of a human voice. We communicate a genuine, close relationship with our audiences.

What approachable means:

Our Tone Is:

- Human, not overly familiar
- Warm, not cheesy
- Intentional, not overpowering
- Encouraging, not promotional

Consider Ways To:

- Use collective pronouns to reinforce challenges as shared vs. isolated to specific groups (e.g. we, our)
- Imagine you are having an in-person conversation with your audience
- Before finalizing, test-drive your ideas with a few people who bring different perspectives

Relevant

A photograph of two young boys against a bright blue background. The boy on the left is making a playful, slightly pouting face. The boy on the right is making a more serious, slightly pouting face. The word 'Relevant' is overlaid in large, dark blue, sans-serif font across the middle of the image.

Our words reflect the culture of today and show that the people behind our brand are those you want to learn from, but also spend time with.

What relevant means:

Our Tone Is:

- Current, not contrived
- Simple, not bland
- Thoughtful, not calculated
- Straightforward, not flat

Consider Ways To:

- Avoid dated gender and social constructs
- Lead with a fresh and elevated message rather than defend against stereotypes
- Bring to life everyday stories that embody our message
- Wear the shoes of your audience and be mindful of their current context



Energizing

Our tone should reflect the energy and passion that we seek to bring to all the experiences we create.

What energizing means:

Our Tone Is:

- Upbeat, not intense
- Fun, not aimless
- Passionate, not overzealous
- Lively, not silly

Consider Ways To:

- Use shorter sentences (not run-on)
- Use strong action verbs rather than descriptive phrases (e.g. “we inspire” vs. “we are a source of inspiration”)
- Look for opportunities to share a fresh perspective on the topic at hand
- Leverage linguistic and visual cues that reflect action or enthusiasm, where appropriate

Inspiring



We want our words to motivate and empower our audiences. We talk about what's possible rather than the consequences of inaction.



What inspiring means:

Our Tone Is:

- Uplifting, not idealistic
- Encouraging, not promotional
- Refreshing, not outlandish
- Motivating, not pushy

Consider Ways To:

- Speak from the perspective of an experienced, encouraging mentor
- Center our focus on optimistic outcomes and possibilities, rather than the negative side of a topic.

4

- The visual expression of our brand

Visual Identity

We created
a simple
visual identity
that **anyone**
can use.

We made this a priority because we want everyone at First Tee to be able to participate in our brand's expression, from coaches to kids to the designers we work with. So, we've developed:

- A **responsive** logo
- A **flexible** color palette with lots of potential combinations
- Easy-to-access **open source** fonts
- Patterns that can be **easily created** using either our templates or natively within any design software
- A **candid** photographic direction that anyone could capture

When making
visuals for
First Tee, always
make sure
they are:

Simple

We take a **less-is-more** approach to creating dynamic compositions by boldly heroing individual components like our bold primary typeface or a wash of green or letting a silhouetted image shine.

Playful

Our playful visuals show that First Tee is an exciting place where kids are empowered to express and learn about themselves through the game of golf.

4.1

Logo

Our logo is a metaphor for the **growth guidance** at the heart of First Tee.





National Logo





first tee

Our **logo** is a metaphor for the **growth guidance** at the heart of First Tee.

○ **The compass** is a longstanding symbol of both directionality and guidance.

○ **The icon** also represents a golf ball on a tee, and a golf ball entering a hole.

All lower case font is **youthful and approachable** and the **green color** represents nature, growth and of course, golf.



National Logo

Our primary logo should most often be green or light green in color, but it can also assume any color from the broader First Tee palette.



Length = 1000px

Space = 47px

Chapter Type Size: 72px

Chapter Leading: 76px

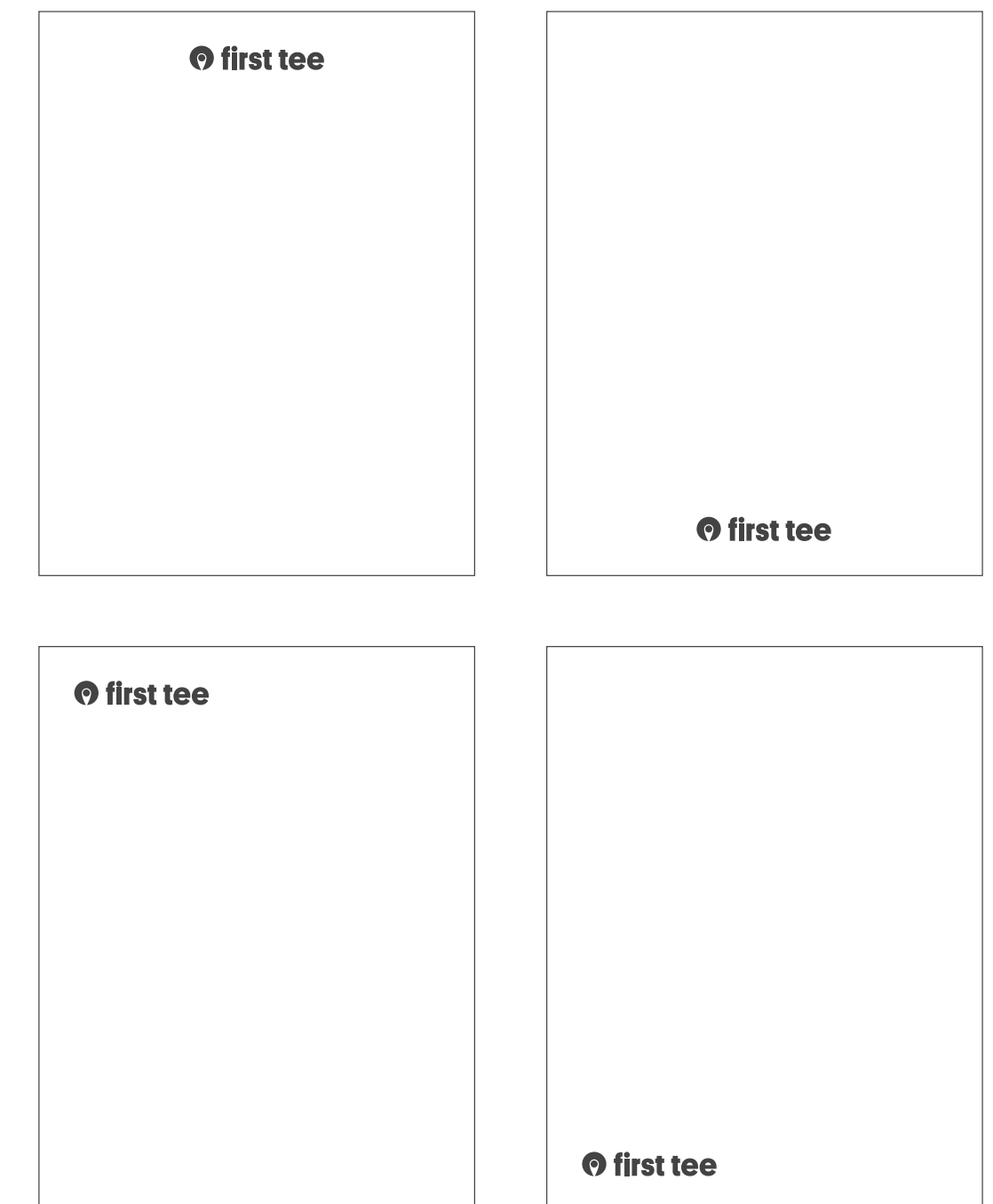
Chapter Tracking: -10px

Minimum Length: 64px

Clear
Space



Placement





Social Media Profile Logo





Social Media Profile Logo

Reserve this lock-up for square or small applications like social media icons.

First Tee Headquarters will use a social icon with a green background and light green text.

First Tee chapters will use a light green background and green text.



Minimum Length: 39px

Clear Space*

*Clear space can be disregarded when creating icons



National Social Icon



Chapter Social Icon





first tee

chapter name

Chapter Logo





Chapter Logo

Every chapter logo must use the primary mark and be created using our Illustrator template, and use only the four colors provided. Every chapter name must left-align to the stem of the f in the wordmark. Chapter names must not exceed the length of the wordmark. The template uses the following dimensions:



Length = 1000px

Space = 47px

Chapter Type Size: 72px

Chapter Leading: 76px

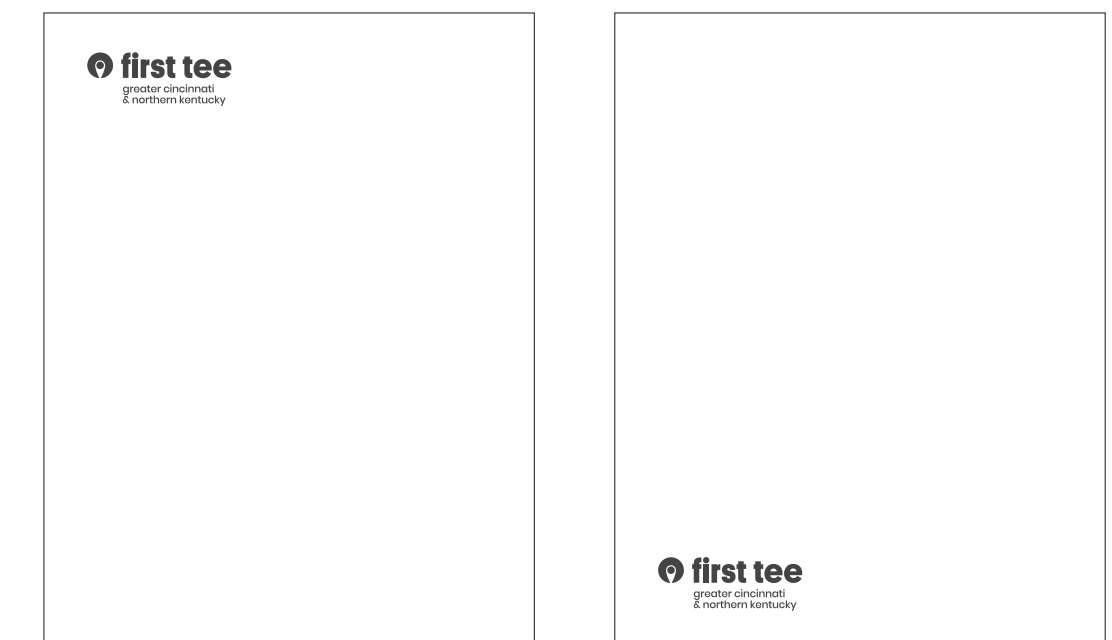
Chapter Tracking: -10px

Minimum Length: 75px

**Clear
Space**



Placement





Anniversary Logo & Badge

Chapters may use either the anniversary logo or the badge on celebratory collateral.

Please reach out to support@thefirsttee.org when your chapter is in need of an anniversary logo.

Anniversary Logo



Anniversary Badge



Clear
Space



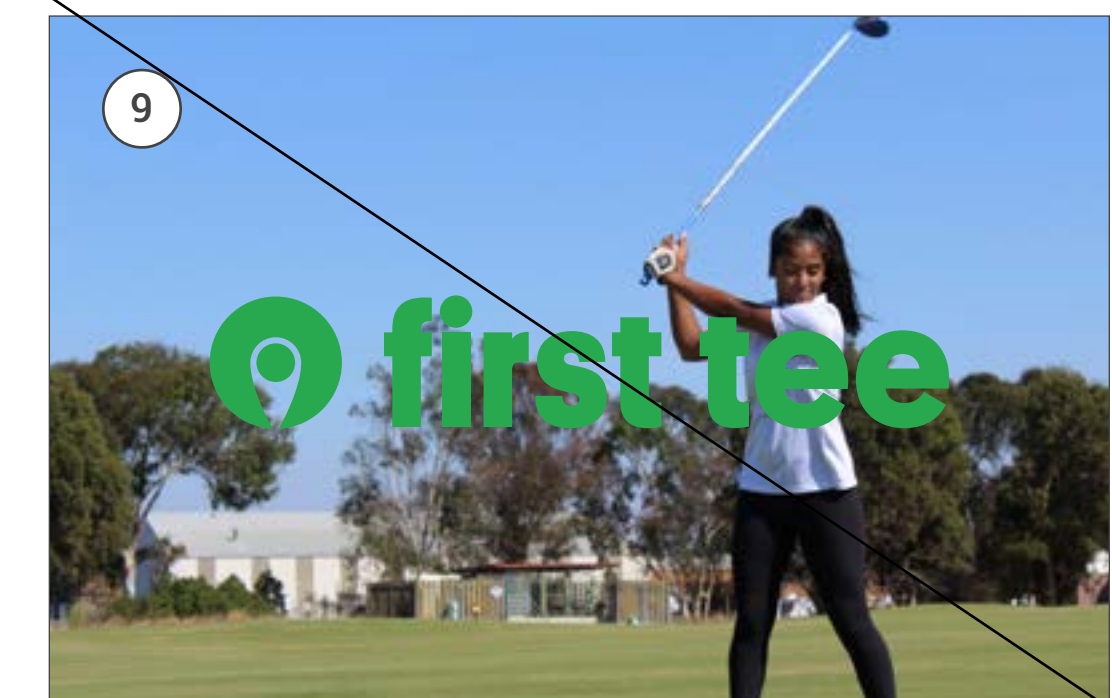
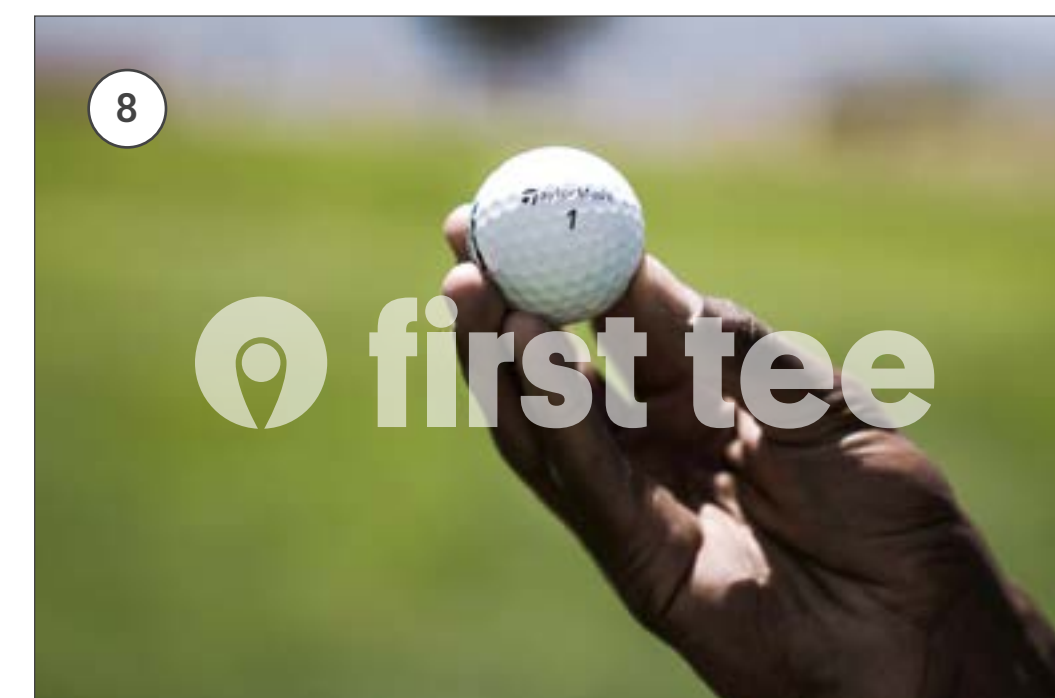
Other Logos

The chapter logo (or anniversary logo, if applicable) should be the only logo used in marketing/communicating a chapter. Please reach out to First Tee Headquarters if you have a unique situation (i.e. special event or partnership).

In cases where national or local partnerships are in place, the primary logo (“First Tee” or “First Tee – Chapter Name”) should always be the dominant brand in promotional and marketing materials. To keep promotional material clean, use the program partner name instead of logo when possible.

Don'ts

1. Don't add drop shadows or other digital dimensionalizing effects to the logo like bevels or embosses
2. Never separate the logomark from the logotype
3. Don't fill the logo with multiple colors or gradients
4. Never create custom logos for events, or fill the logo with colors that are not within the First Tee palette
5. Don't lock up your logo with sponsors or program partners
6. Do not create logo lock-ups with the nine core values
7. Avoid using low-contrast color combinations
8. Don't change the opacity of the logo
9. Do not fill the logo with a color similar to the color of the background image



*Rules apply to all logos



Logo File Types

In your logo package, there are several different file types to be used in different situations. Please find descriptions below for reference.

- The CMYK file is for all print applications. Use CMYK files for any items you send to a printer or print in-house.
- The RGB file is for digital usage. Use RGB files for email, social media and website use.
- The PNG file has a transparent background. Use this file to avoid having a “white box” behind your logo.
- The EPS file can be provided to a printer if they are in need of a vector file.

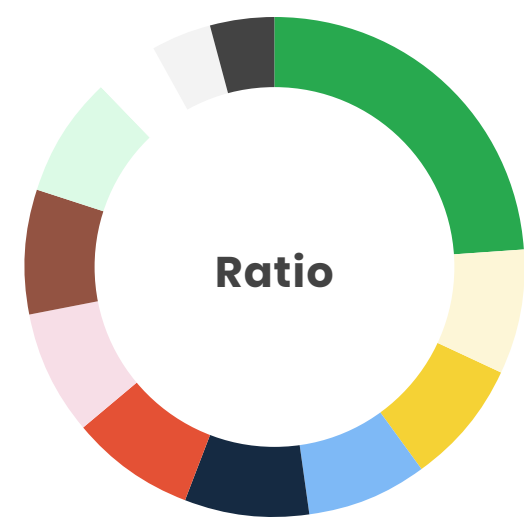
4.2

Color

Color

Green is our primary color, brought to life alongside a broad secondary palette balancing bright tones, light washes, and dark neutrals.

Dark grey may be used for text on light backgrounds. Light grey and white may be used for backgrounds and for text on dark backgrounds.



Primary

Green
 #28A94F
 RGB: 40/169/79
 PMS: 2257
 CMYK: 87/0/91/0

Secondary

Light Green
 #DCFAE6
 RGB: 220/250/230
 PMS: 351
 CMYK: 27/0/23/0

Yellow
 #F5D235
 RGB: 245/210/53
 PMS: 7404
 CMYK: 0/8/86/0

Beige
 #FDF6D7
 RGB: 253/246/215
 PMS: 9064
 CMYK: 0/2/12/0

Navy
 #152A42
 RGB: 21/42/66
 PMS: 533
 CMYK: 95/72/15/67

Brown
 #935342
 RGB: 147/83/66
 PMS: 7516
 CMYK: 5/63/87/36

Pink
 #F7DEE7
 RGB: 247/222/231
 PMS: 9321
 CMYK: 0/12/0/0

Blue
 #7EB9F6
 RGB: 126/185/246
 PMS: 278
 CMYK: 45/14/0/0

Orange
 #E45135
 RGB: 228/81/53
 PMS: 7625
 CMYK: 0/87/85/0

Neutrals

Dark Grey
 #434343
 RGB: 67/67/67
 PMS: 4287
 CMYK: 66/62/55/54

Light Grey
 #F3F3F3
 RGB: 243/243/243
 PMS: Cool Gray 1
 CMYK: 0/0/0/2

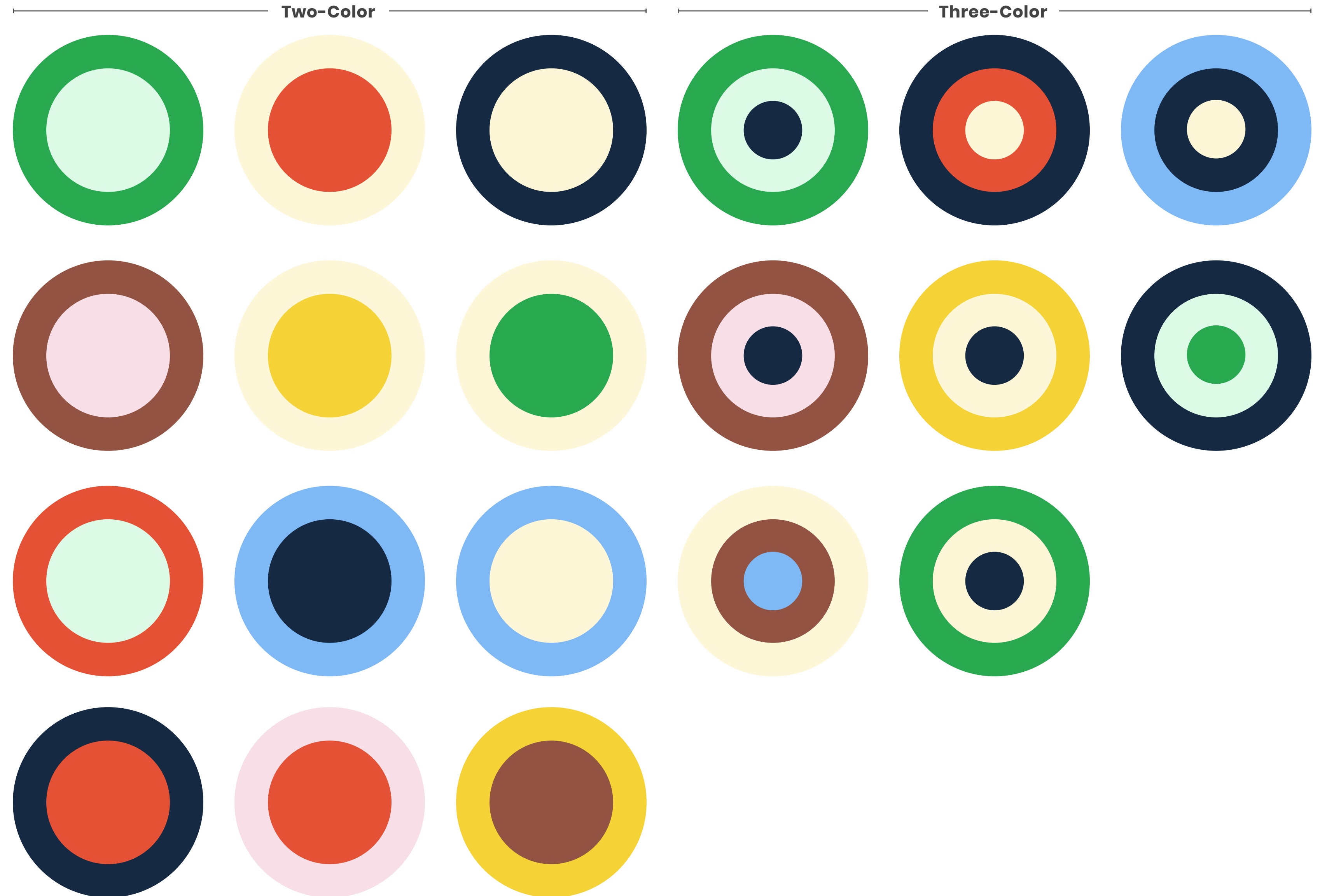
White
 #ffffff
 RGB: 255/255/255
 CMYK: 0/0/0/0

Color Combinations

We value simplicity in our designs, which is why we try to limit our compositions to two or three colors.

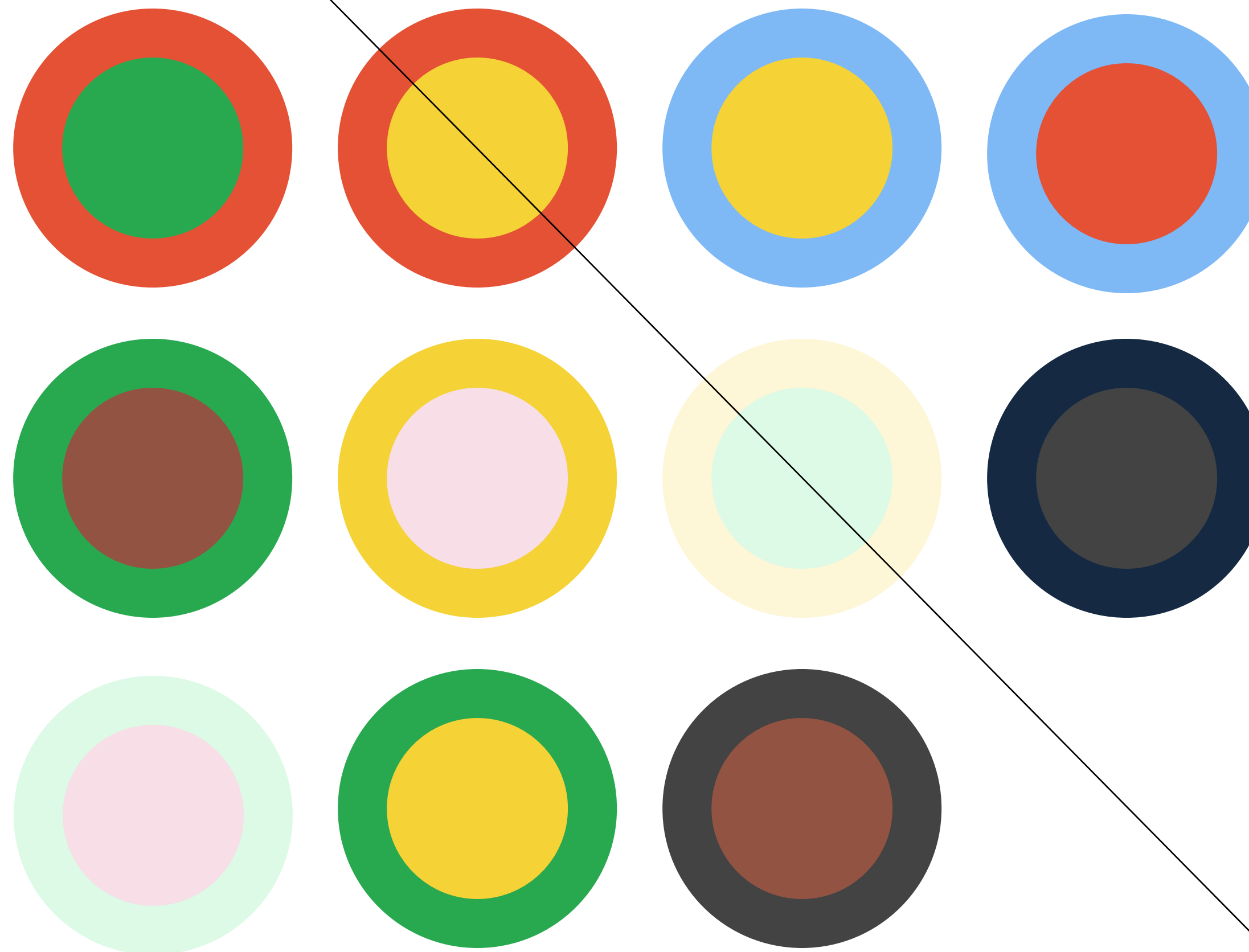
To the right are the preferred two-color and three-color combinations.

Be sure to select high contrast color combinations for text-based materials.



Don'ts

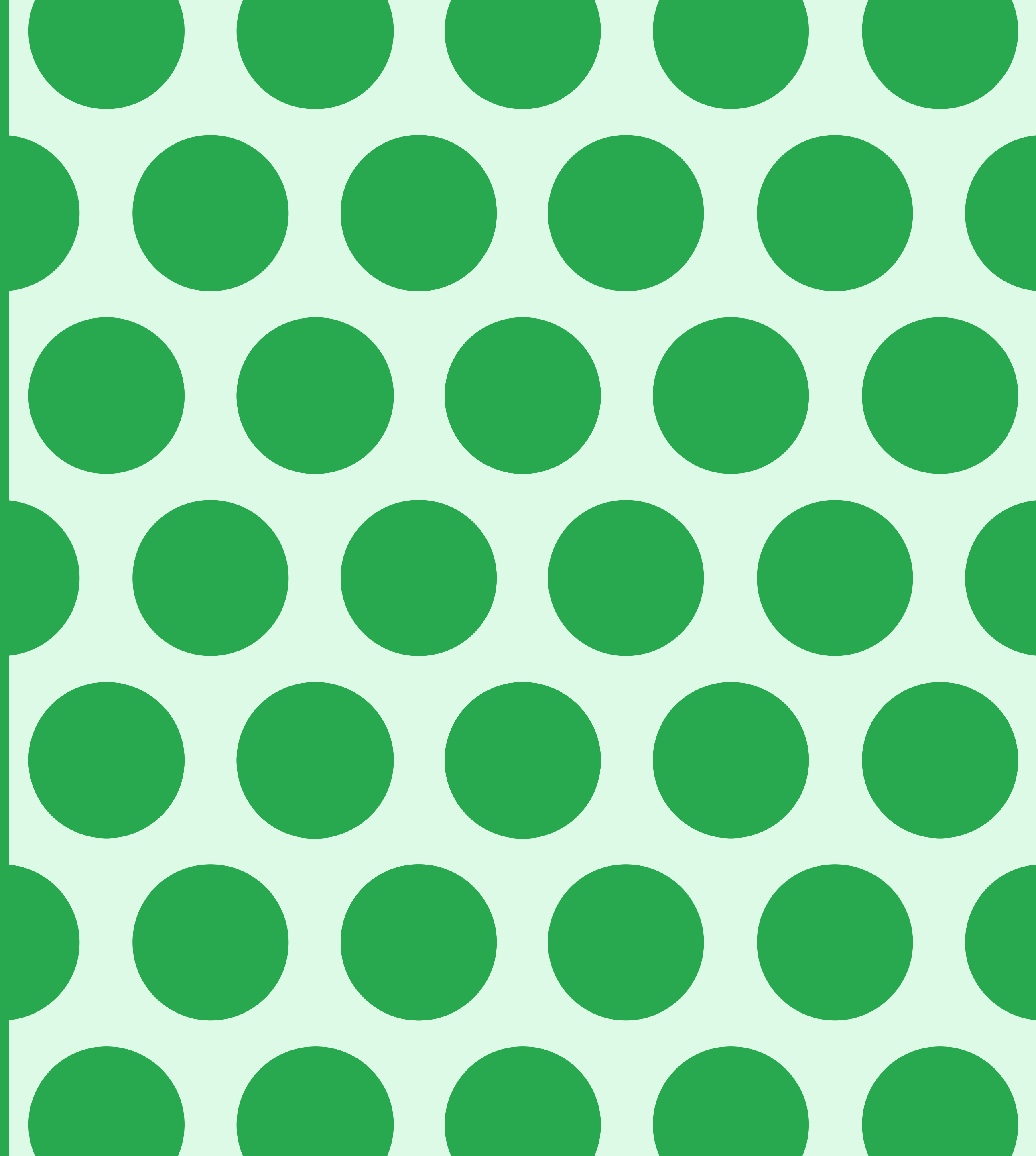
Do not use these color combinations.

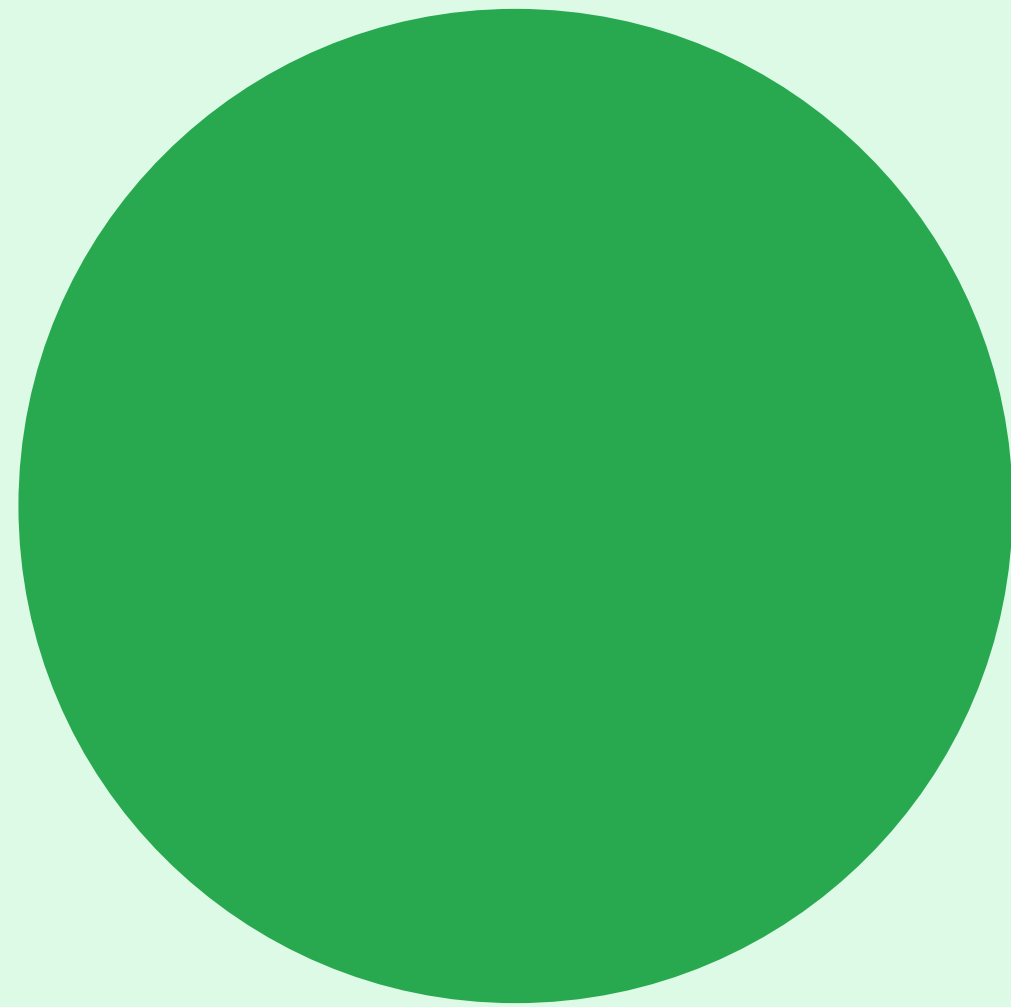
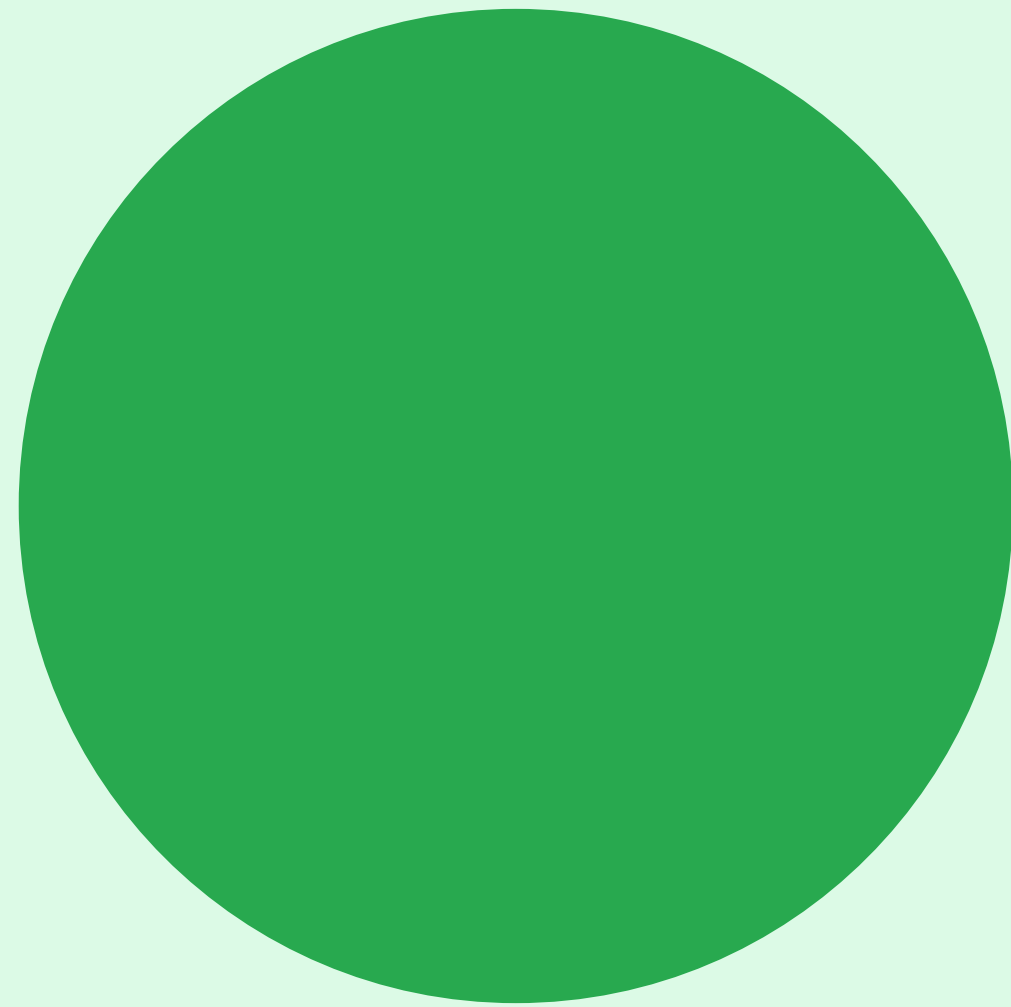
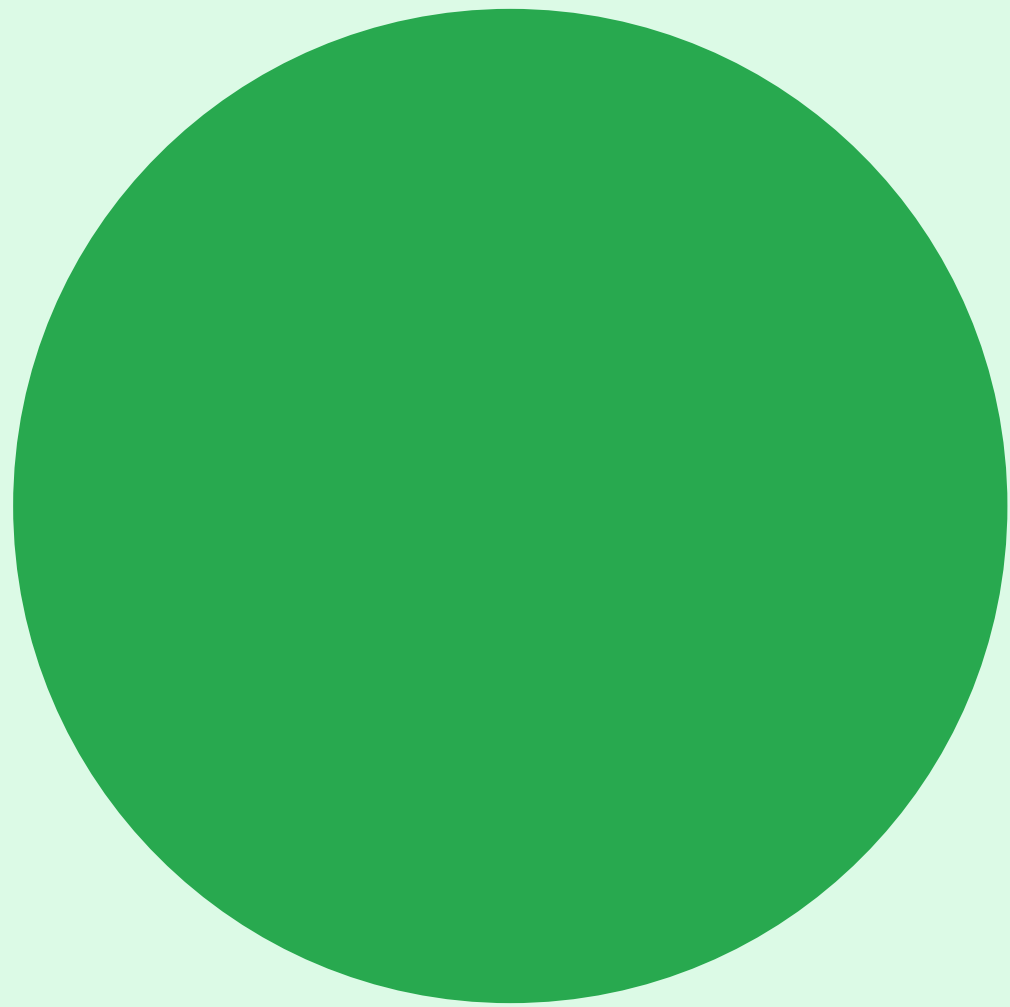
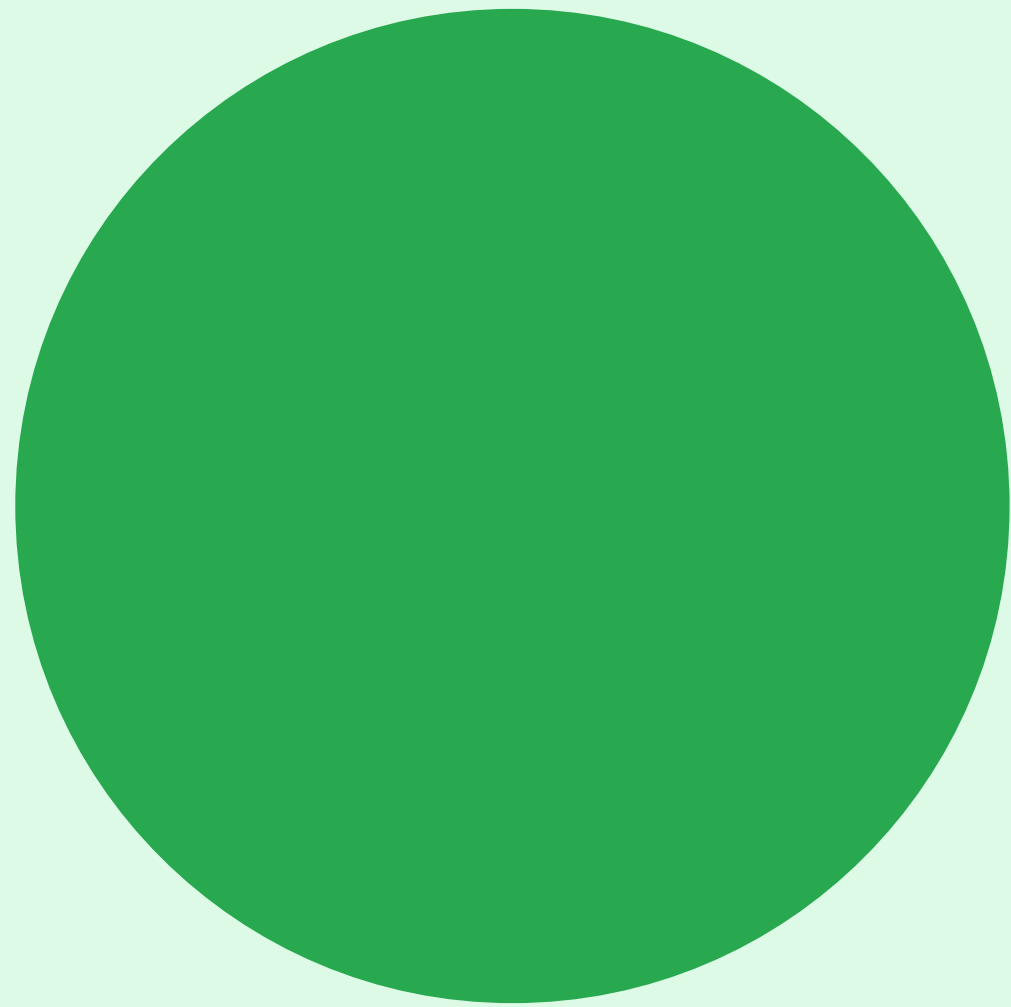


4.3

Pattern

We use simple patterns to show our **playful** side. This is another way we **visually represent** the brand. Patterns may be used in any of the preferred color combinations.





Wavy Lines



Stripes

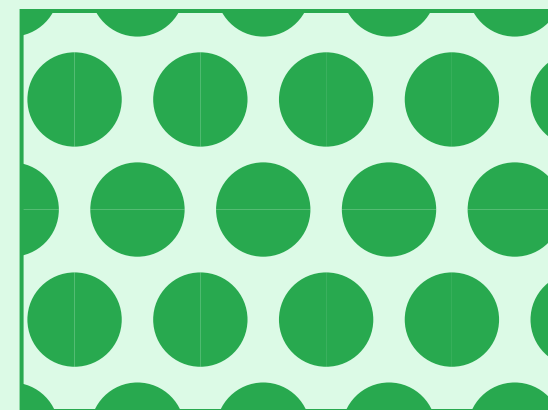
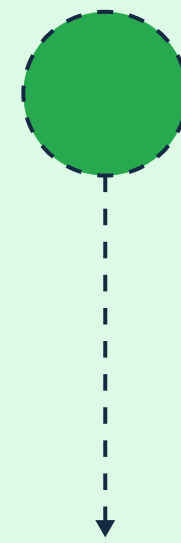


Circular Components

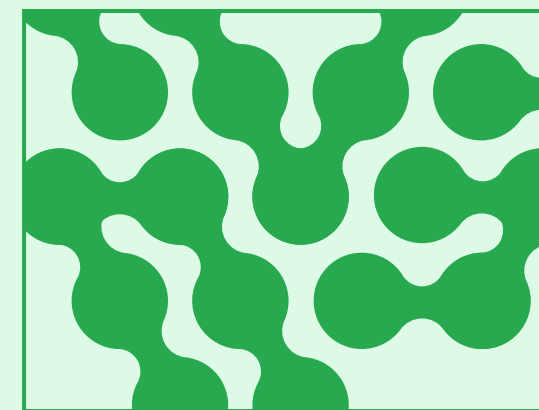
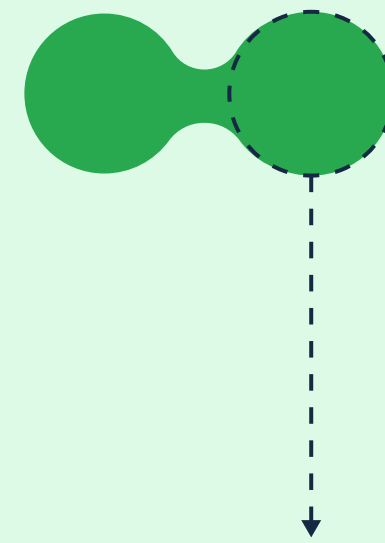
To pair with First Tee's circular mark, each pattern uses the circle as a building block.



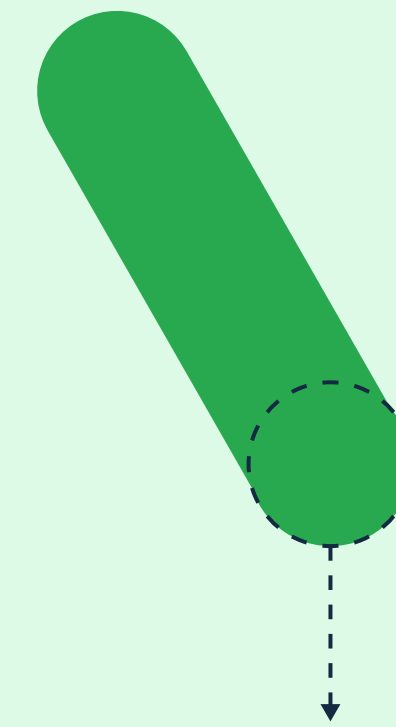
Polka Dots



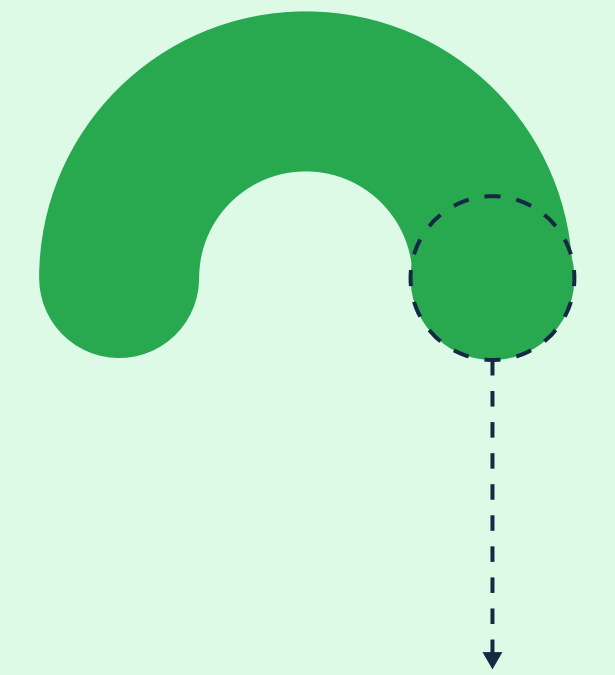
Connected Dots



Stripes



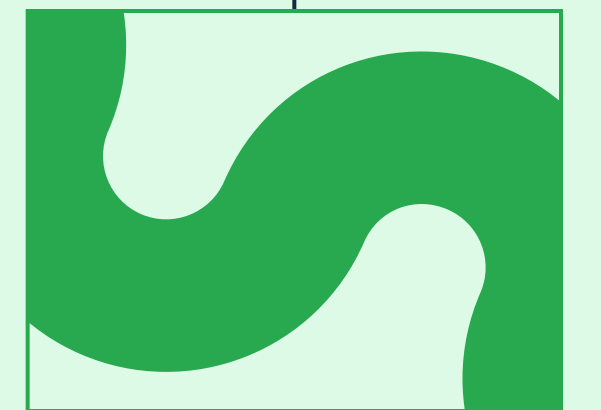
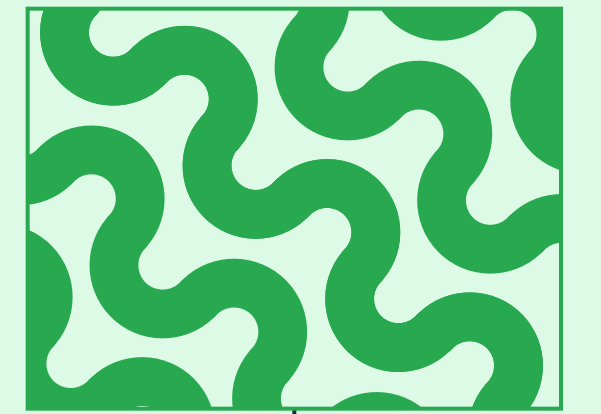
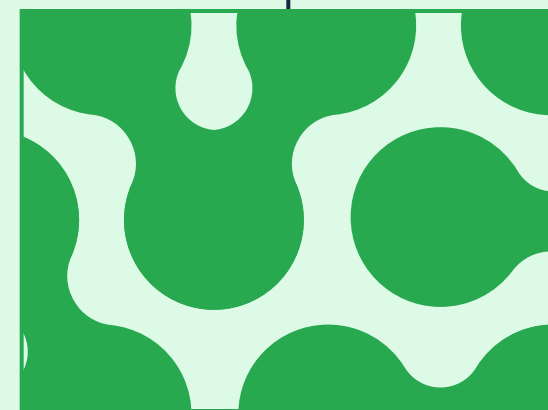
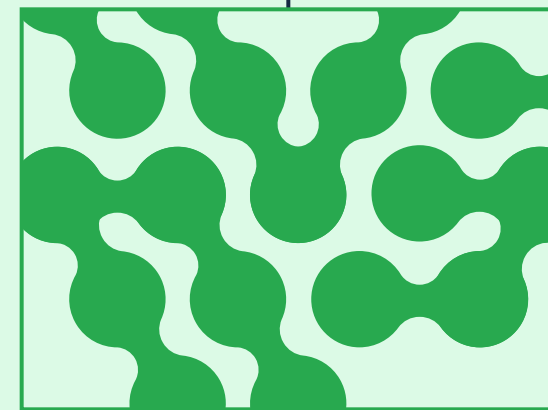
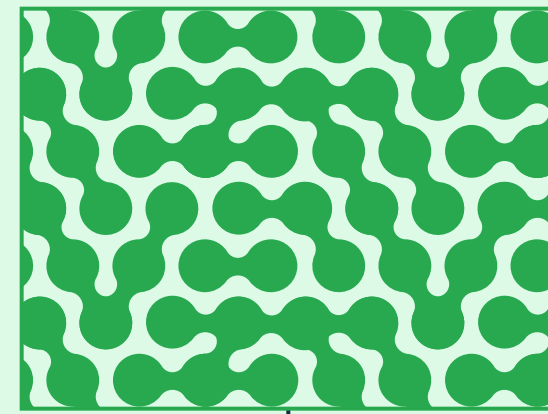
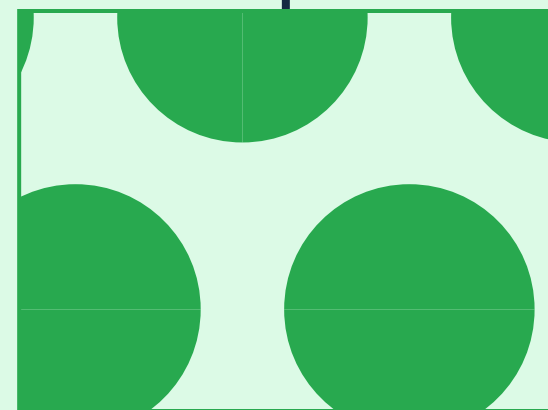
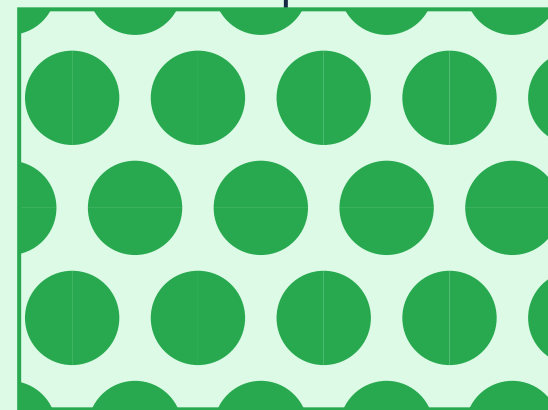
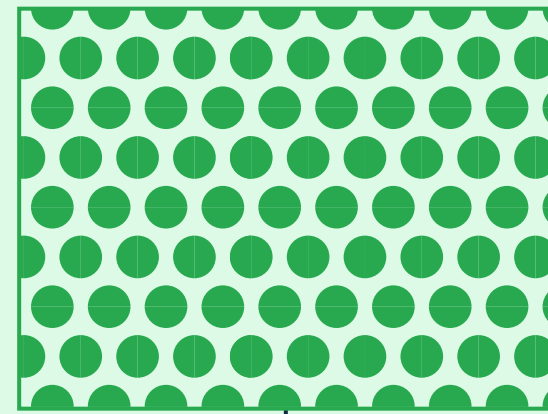
Wavy Lines



Flexible Scale

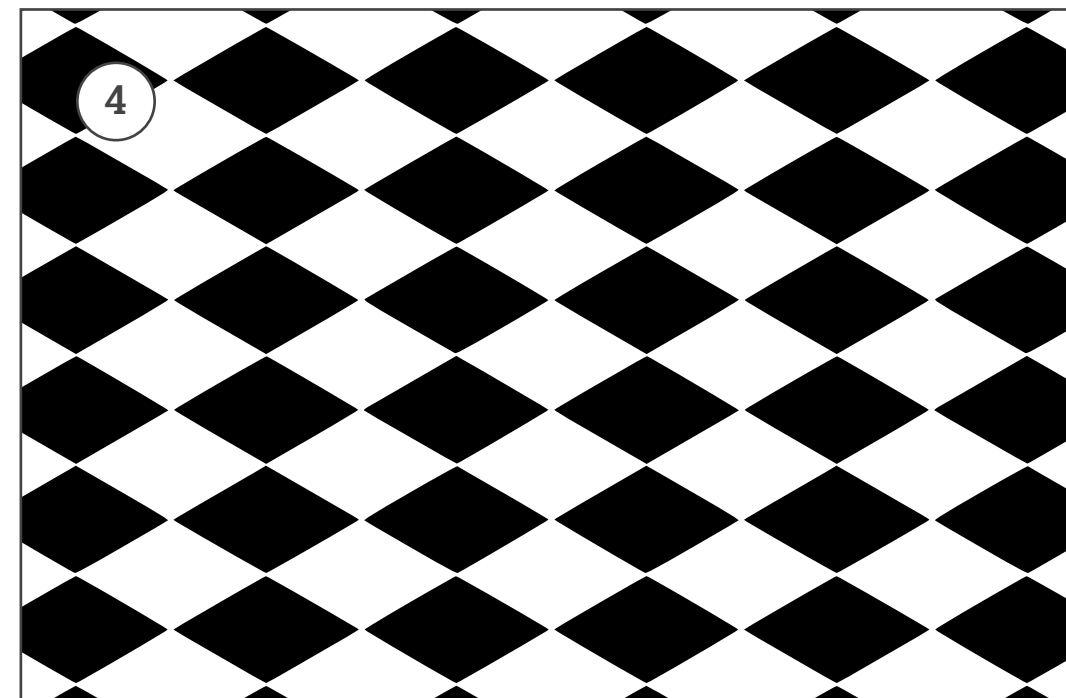
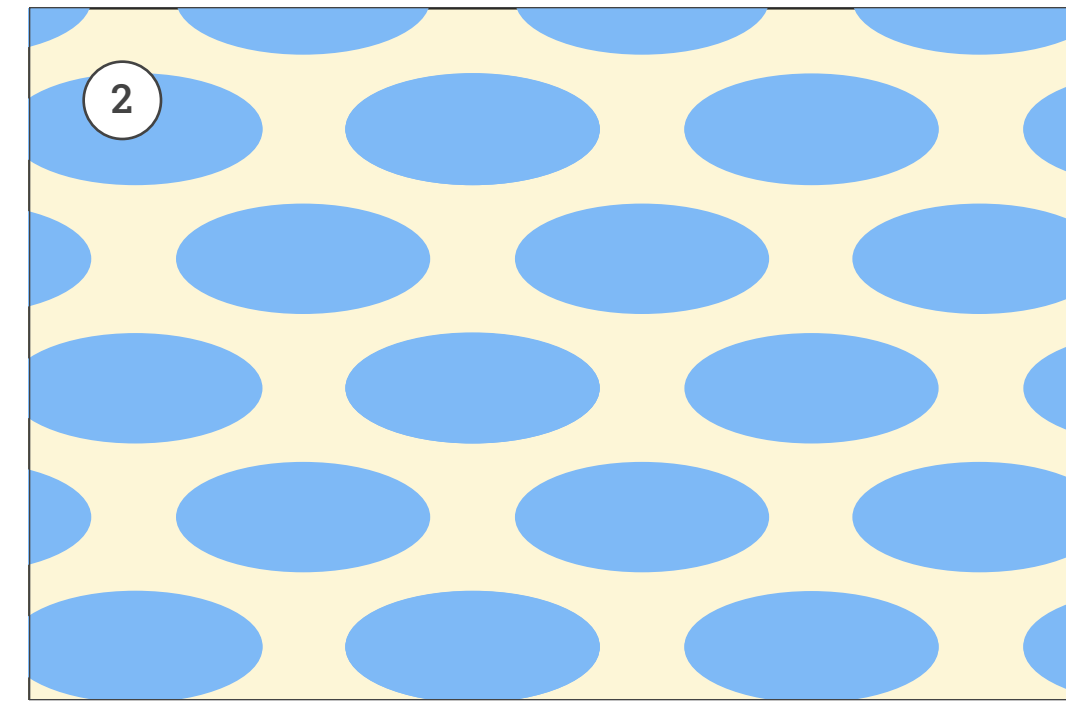
Our patterns may be used at different scales depending on what looks best in context.

Since our design language is simple and bold, we tend to use medium or large-scale applications of our patterns.



Don'ts

1. Do not use forbidden color combinations
2. Do not stretch patterns
3. Do not overlay imagery with patterns of low contrast
4. Do not use patterns other than those provided
5. Do not cover faces with patterns, or overlay obscure imagery with patterns
6. Don't use more than one pattern per page



4.4

Typography

Poppins

An open source Google Font,
available for [download online](#).

A a B b C c

Our Primary Typeface

Poppins should be used for impactful headers and subheaders, and more sparingly for body copy.

Poppins Black

Poppins Bold

Poppins SemiBold

Poppins Medium

Poppins Regular

Poppins Light

Poppins Extra Light

Poppins Thin

Roboto Slab

An open source Google Font,
available for [download online](#).

Aa Bb Cc

Our Secondary Typeface

Roboto Slab should be used for body copy, and more sparingly for headers or subheaders.

Roboto Slab Black

Roboto Slab Extra Bold

Roboto Slab Bold

Roboto Slab SemiBold

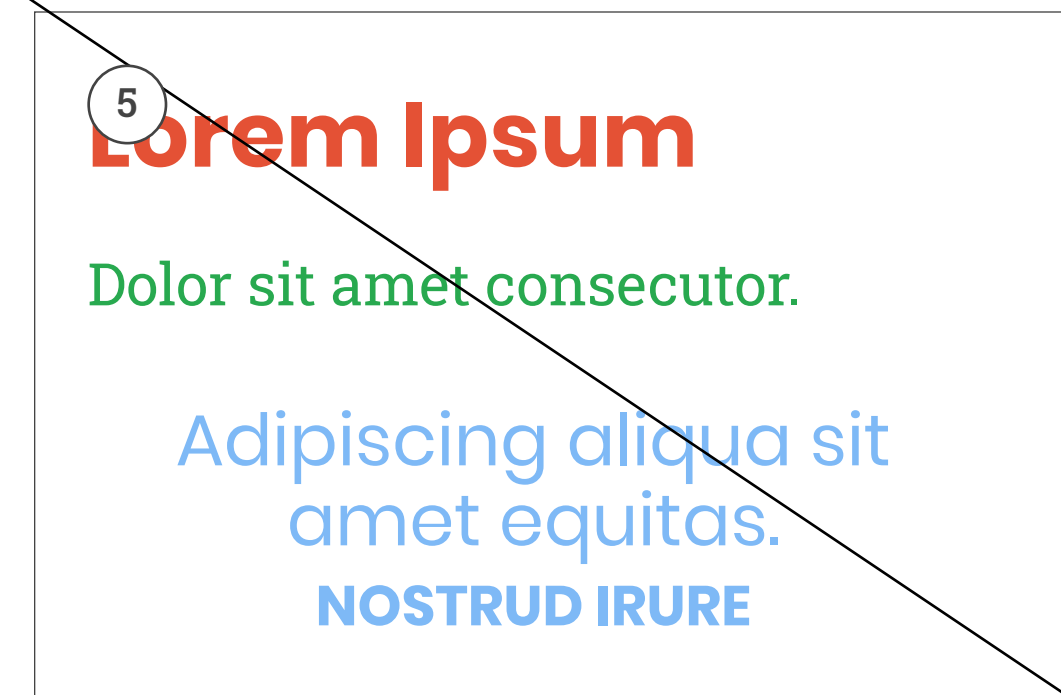
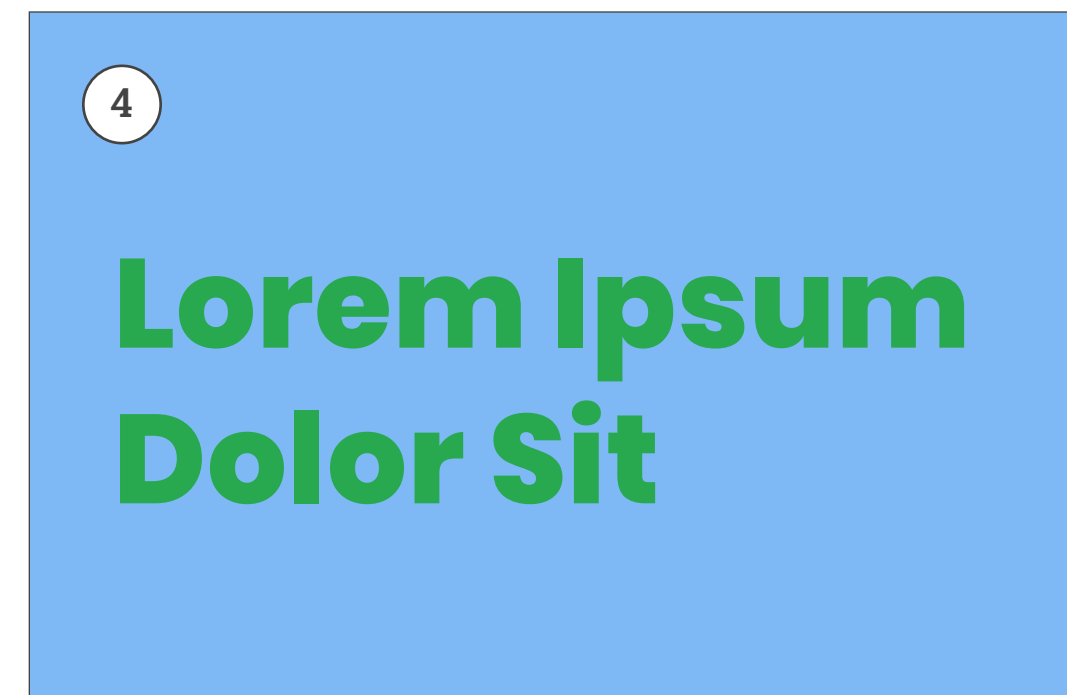
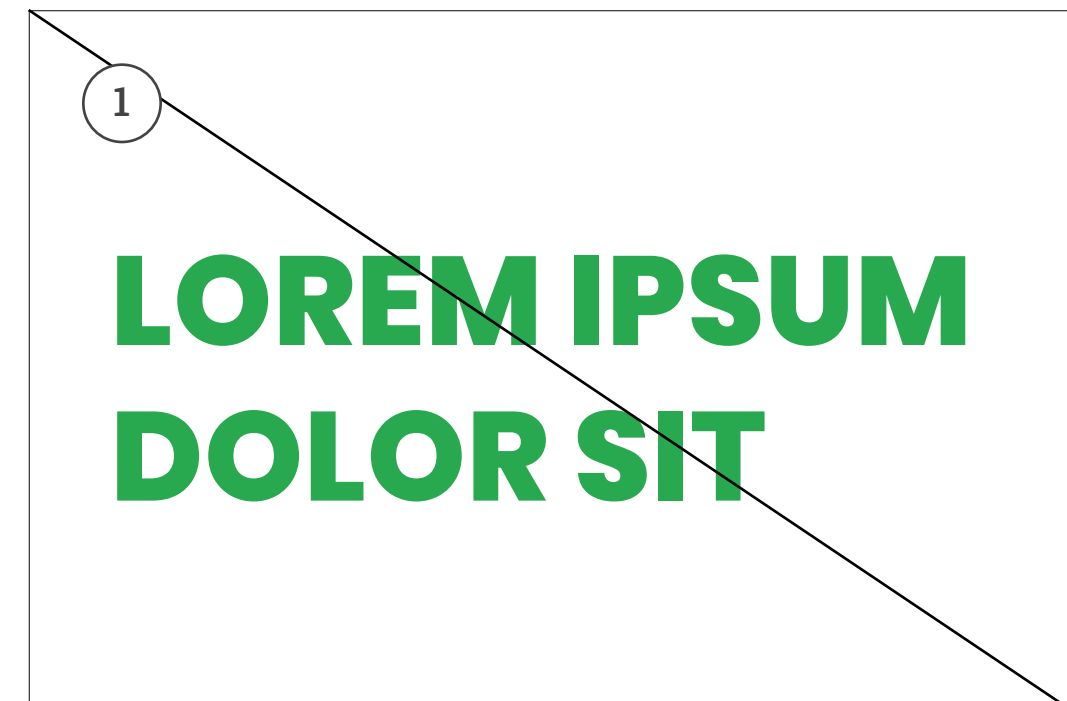
Roboto Slab Medium

Roboto Slab Regular

Roboto Slab Light


Don'ts

1. Do not use large all-caps headers
2. Do not apply drop shadows or other dimensionalizing effects to type
3. Do not use fonts other than Poppins or Roboto Slab
4. Do not use low-contrast color combinations for type and background
5. Simplify type styles as much as possible. Limit type to 1-2 colors within a single composition or page, and left-align text



4.5

Photography

A hand is shown in the upper right corner, holding a small, light-colored object. The background is a vibrant green, overlaid with a pattern of white circles of varying sizes. The text is positioned on the left side of the page.

Our photography shows what it feels like to be a part of First Tee.

We do this by applying our tone of voice (positive, credible, approachable, relevant, energizing, inspiring) to our visual communications.

We use
photography
to celebrate
our people,
including...



And we do
this through
portraiture that
is always:

Diverse

Our organization is made up of kids, teens and adults from across the country and around the world who come from different backgrounds.

Candid

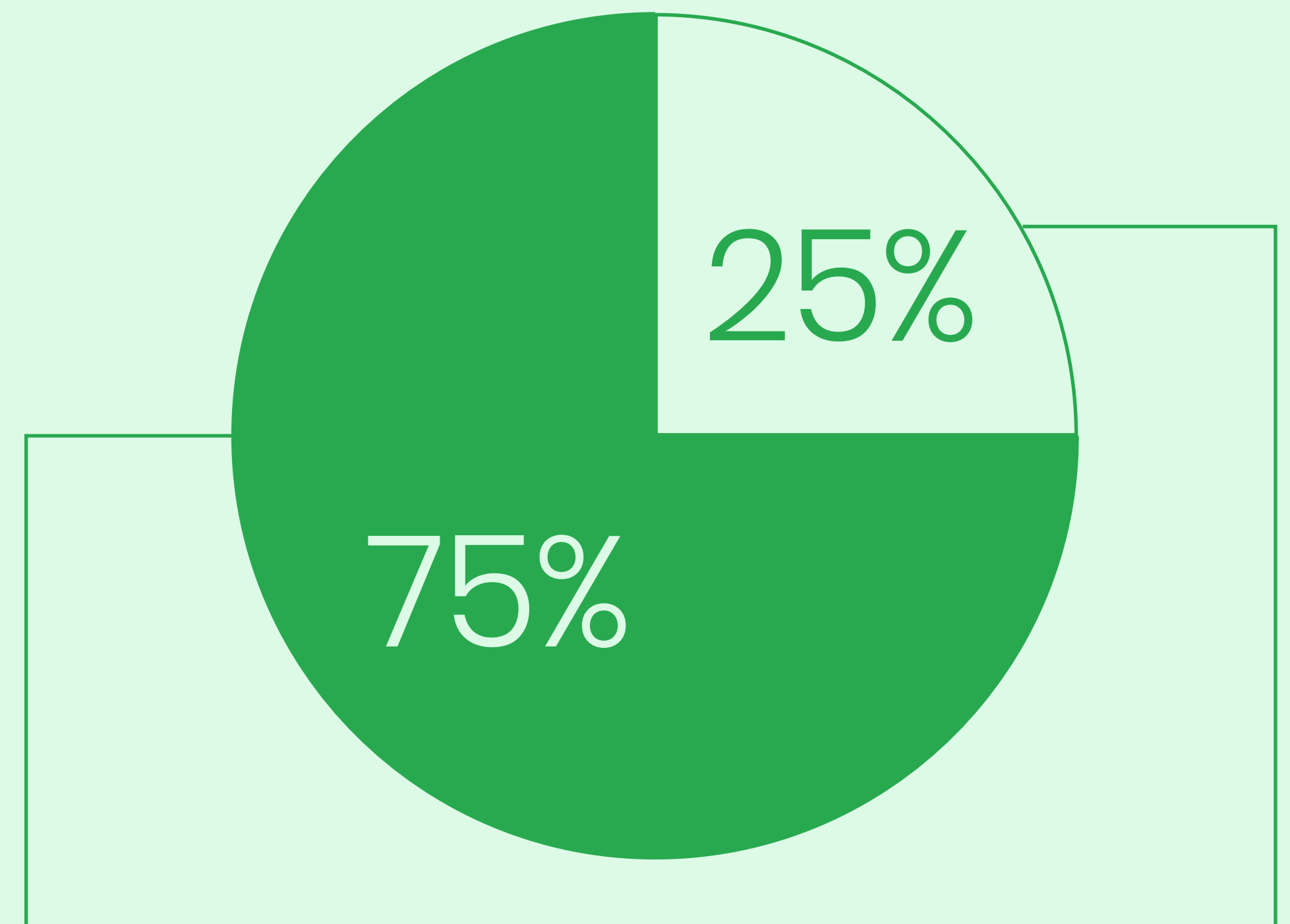
We do not like posing. We celebrate real kids, real mentors, real results and all of the moments along the way.

Bright

Our passion and hopefulness shine through in our highly saturated imagery.

We lead with images that show the **deeper side of our purpose.**

This means we focus less on playing golf, and more on the skills First Tee imparts on and off the course.



Non-golf Imagery

Portraiture

Friends

Outdoors

Active Learning

Golf Imagery

Golf Courses

Technique

Gear

We use silhouetted images, patterns and colors that imbue **moments with passion.**

We use this collage approach to transform places and faces into playgrounds for personal growth.

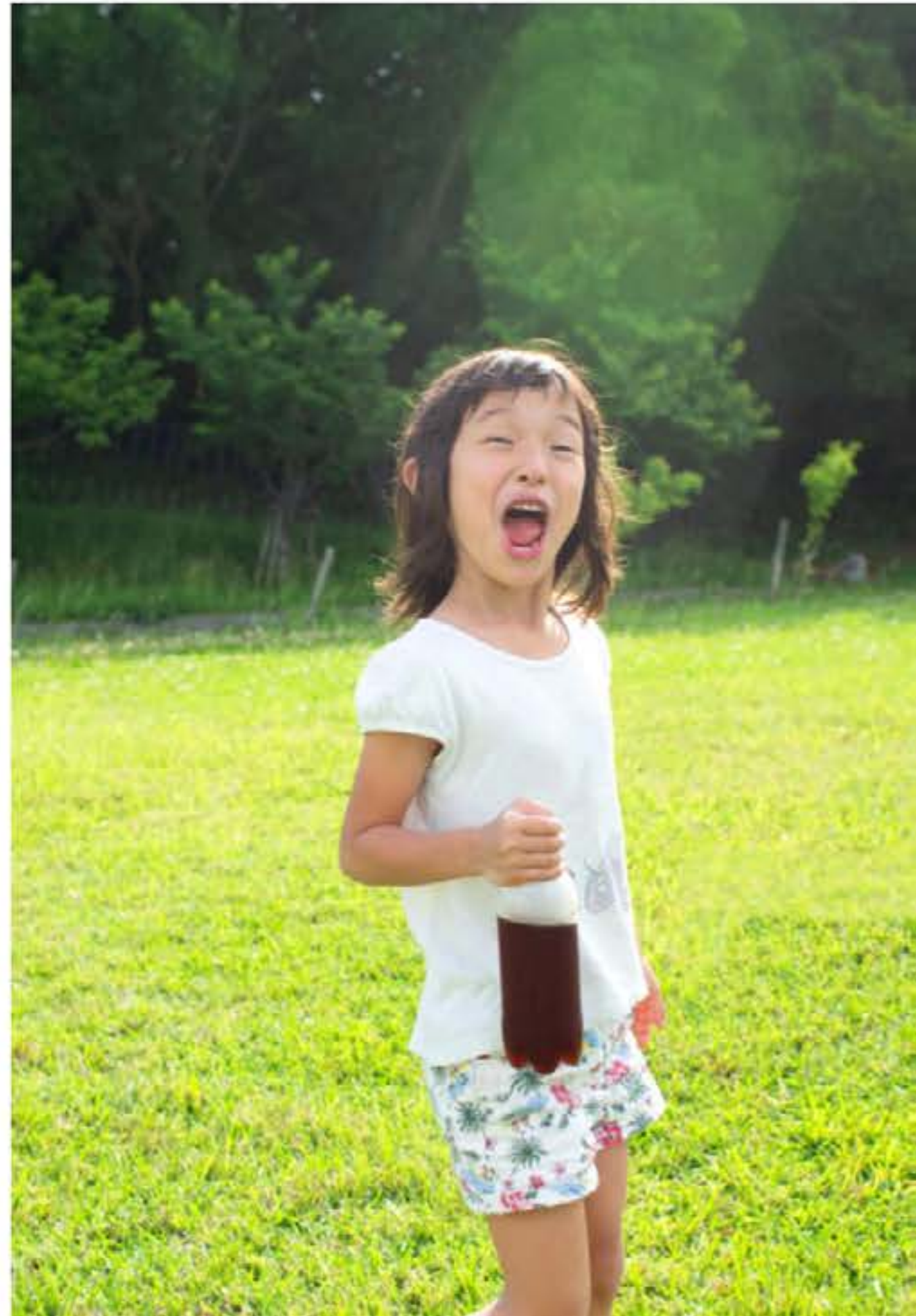


Sometimes we use images with backgrounds.

We do this if we don't have the resources to edit photography, or if we want to show how beautiful it is to be outside! Either way, we feature simple backgrounds to draw attention to our people. Here are a few examples.

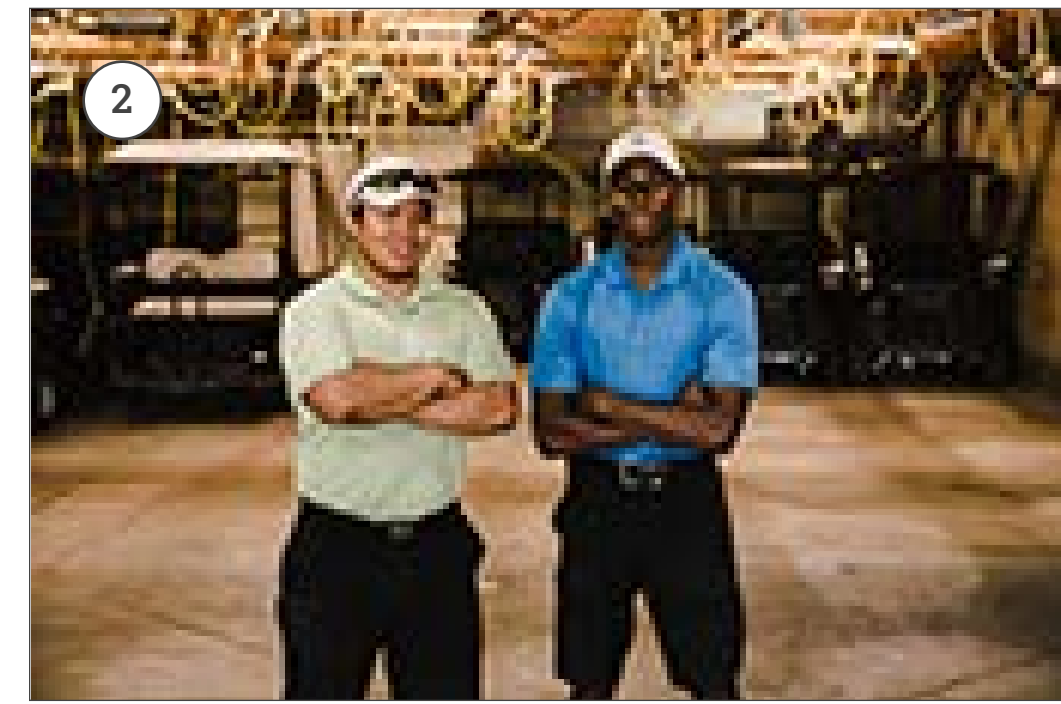






Don'ts

1. Do not use back-lit imagery
2. Do not use low-resolution imagery
3. Only use full-color imagery. Do not use color overlays
4. Do not feature dramatic sun flares
5. Or scenes that appear sublime
6. Avoid using posed group shots
7. Avoid stereotypes in youth photography that appear staged
8. See 7
9. See 7



4.6

Mock-Ups



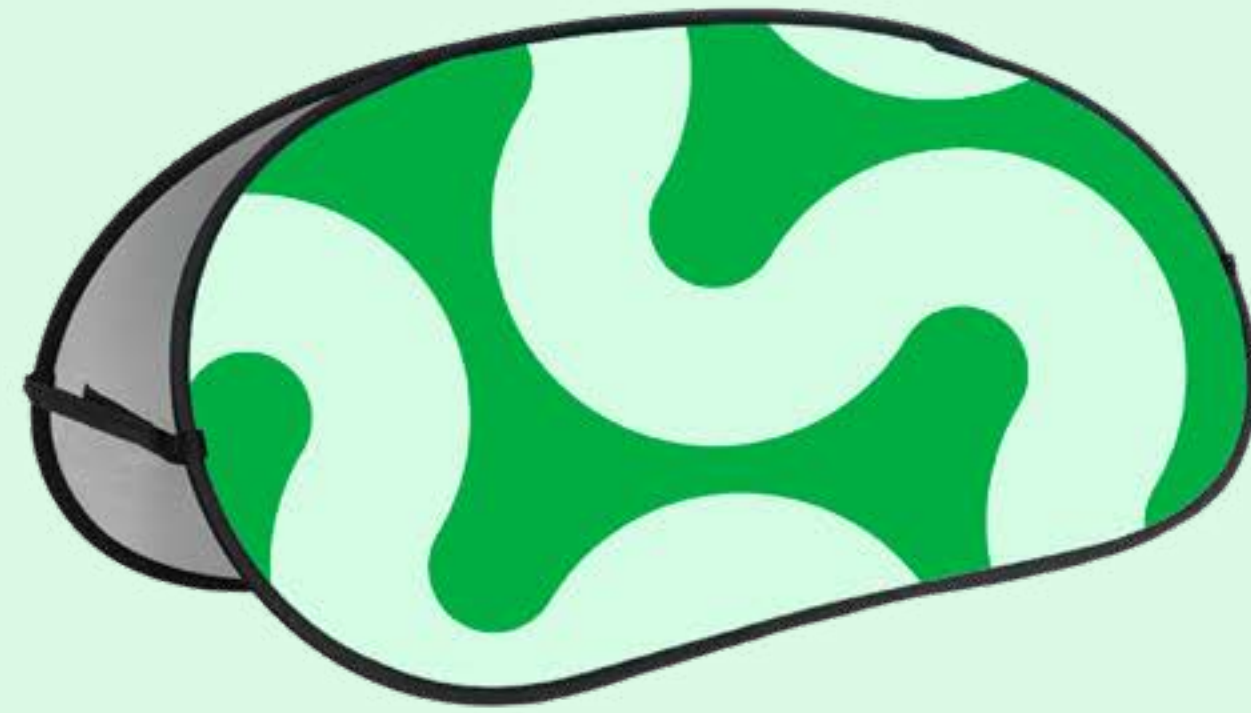
On the Course





On the Course





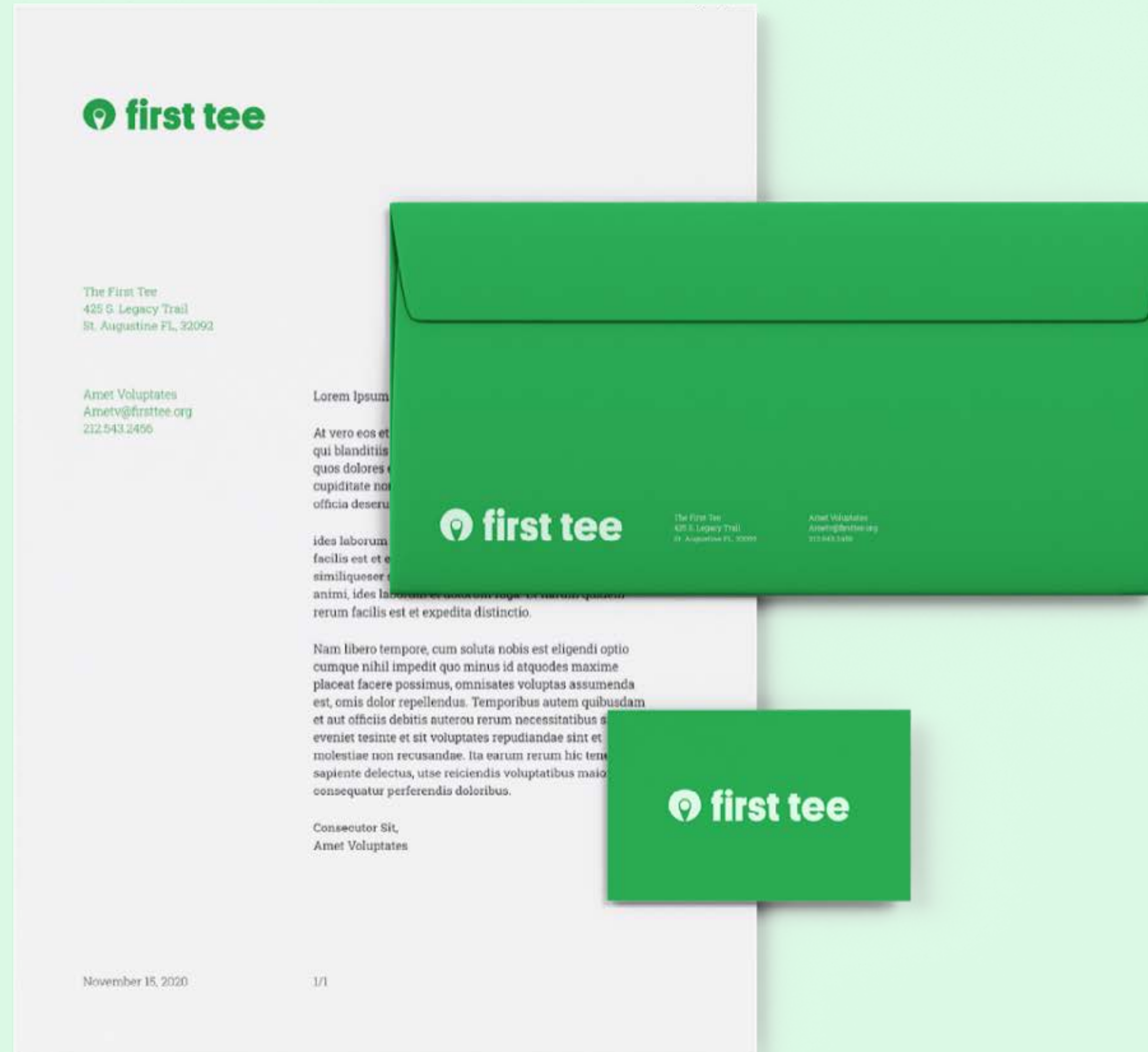
On the Course





Signage





In the Office





Lorem Dolor!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim lorem ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip aliqua!



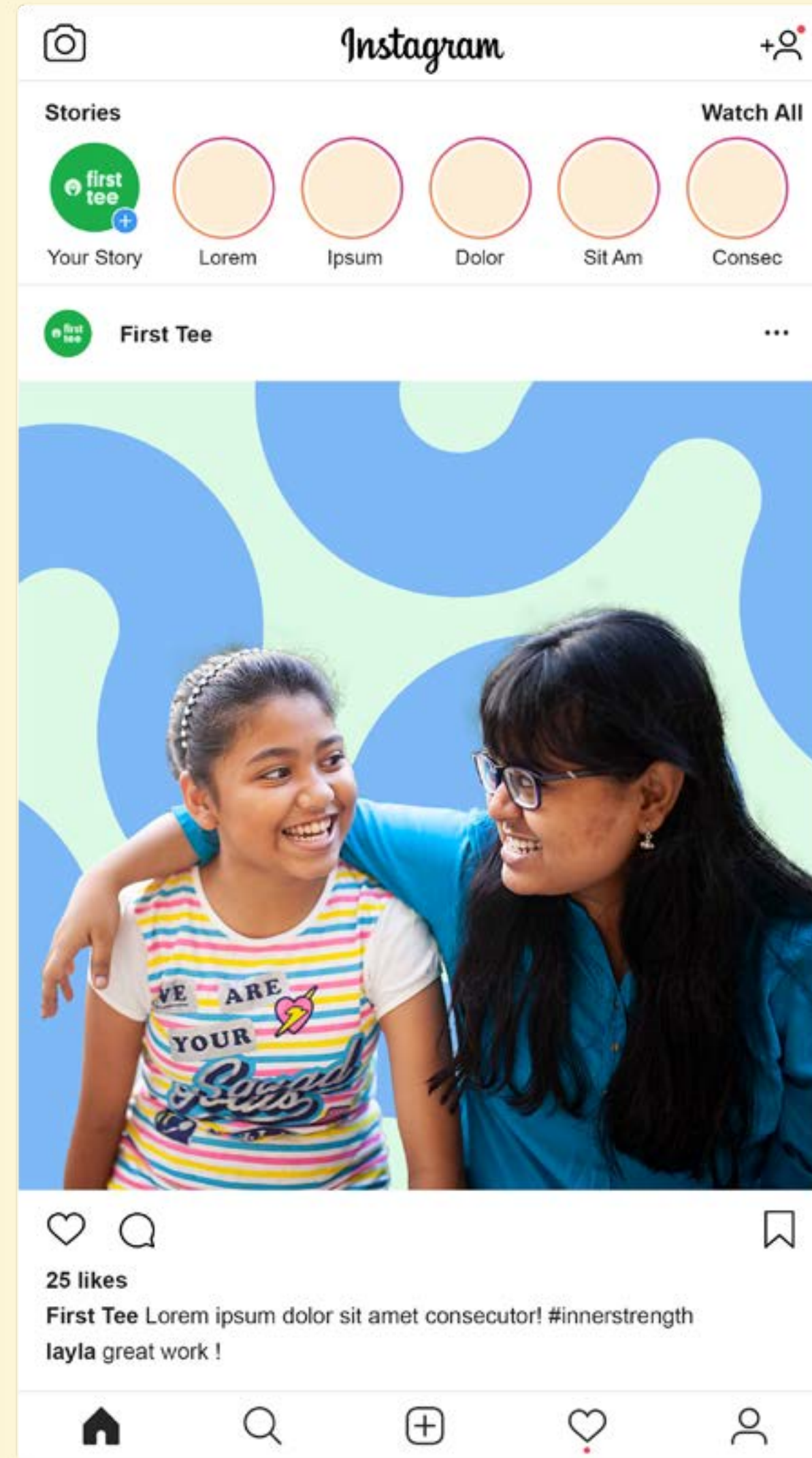
Lorem Dolor!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut!



Refer to page 61 for social icon specifications

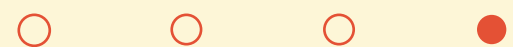
Headquarters Post



Chapter Post



Social Media





Merchandise





Merchandise



Brand Approvals & Contact Info

Our brand is one of the most important assets that we collectively shepherd and protect. Our goal is to ensure consistency and long-term increased equity for the First Tee brand for those who will come behind us and carry forward the mission.

As such, please send all marketing collateral (printed and digital) to the Headquarters Communications team for quick review via form on the intranet. We are committed to turning feedback and approvals around as quickly as possible, but please allow two business days for a response.

For questions about anything in these guidelines, please contact support@thefirsttee.org.