

CHAPTER BRAND BOOKLET

LOGO, WEBSITE & SOCIAL MEDIA REQUIREMENTS



Purpose

The purpose of a brand mark or logo is to make a brand name instantly recognizable in the marketplace. Consistency is the most important factor for a logo to be successful. It is essential that the logo be consistently used across all of our communications. This booklet contains information on how to use the EWGA logo and brand marks appropriately, how to format your Chapter Website (microsite) and how to develop Chapter Social Media sites for brand consistency. While this booklet is broken into three sections, the information in each section builds upon the next and the content should be considered in the entirety of the Booklet.

Order of Booklet Sections

Section 1: Brand and Logo Requirements

Section 2: Website Requirements

Section 3: Social Media Requirements

Section 1: Brand and Logo Requirements

Corporate Trademark Ownership and Licensing

The Association (EWGA Headquarters in Palm Beach Gardens, Florida) is the sole owner of the EWGA Corporate Trademarks. Chapters are granted permission to use the Chapter logo and other branding marks via the Chapter Affiliation Agreement; a legal agreement executed at the time the Chapter is established.

Marks Protected Under Trademark Registration and Covered Under These Requirements

- The Name: Executive Women's Golf Association®
- The Acronym: EWGA®
- The Tagline: Connect Learn Play Belong®
- The Logo graphic
- EWGA Programs
 - Fairway Friends®
 - Women on Par®
 - Grads to Golf®
 - Young Professionals Golf Association®
- Use of the name, acronym and logo is limited to U.S. Chapters that have executed a Chapter Affiliation Agreement with the Association and for printed promotional literature and websites only.
- ***No Chapter, Member or Sponsor is authorized to utilize any of the above listed marks on any fabricated merchandise, prize or product except as described below. Please direct any questions to chapters@myewga.com***

Requirements for Usage of EWGA Name and Logo:

- Chapters must only use their EWGA Chapter-specific graphic. Chapters are not permitted to use the corporate “EWGA” graphic or similar logo without specific written approval. As a general rule, the Chapter name cannot be spelled out in a heading except as part of the Chapter-specific logo.
- All logos must feature the ® which represents our trademark registration.
- All logos must use colors exactly as shown below.
- All EWGA Chapter logos must feature the Chapter name and be presented as depicted below.
- No alterations to the logo are permitted. Logos may not be cut apart, separated or otherwise distorted in perspective or appearance.
- Chapter logos may not be combined with other elements (such as additional graphics, verbiage or logos).
- The logo may be reduced or enlarged proportionately and should be large enough to ensure legibility.
- At least one quarter inch of “white space” is to remain around the logo. The logo is not to abut against another image.

Requirements for Chapter Printed & Electronic Material (Excluding Chapter Websites)

- All publications, printed material, periodicals, newsletters, electronic images, etc. must carry either the 3-color EWGA Chapter logo or one of the approved single color EWGA Chapter logos shown below. The Association provides each Chapter with Chapter-specific logos in the approved formats. These files are available to Chapter Board Members in the Leader Resource Library at: www.myewga.com, Leader Resource Library or www.ewga.com; Member Clubhouse, Leader Resource Library.
- All Chapter logos must be used on a solid color background that allows for the logo to be easily read.
- The following colors are the only colors that can be used in printed or on screen material. No other colors may be used.
 - Black and percentages of black (gray) can be used in body copy and throughout brand materials. Black is best used to create contrast and interest in typographic treatments.
 - The brand colors: 100% Orange Pantone 144 C (RGB R=226 G=140 B=5), 100% Green Pantone 361 C (RGB R=30 G=181 B=58) and 100% Red Pantone 485 C (R=216 G=30 B=5)



RGB R=30
G=181 B=5



RGB R=226
G=140 B=5



RGB R=216
G=30 B=5

EWGA Chapter Logo Options

Green PMS # 361 C Orange PMS 144 Red PMS 485



Green PMS #361 C



Orange PMS # 144



Red PMS # 485 C



Black



Reverse Type (white) on Black



Chapter Logo Usage Approval Process

- The Association Headquarters must first approve in writing or via email, all printed or electronic material that includes the Chapter logo and is going to be mailed, emailed or otherwise distributed outside of the Chapter's membership.
- Chapter Logo Usage Approval Procedure:
 - Submit an electronic version of the final draft to chapters@myewga.com
 - Provide information about how the document or logo will be used
 - Material which has been approved previously and in which the ONLY changes are names, dates or location do not need to be approved again.

Requirements for Apparel, Accessories, Signage, Banners & Assorted Merchandise

- ONLY EWGA licensed vendors with specific Licensing Agreements related to EWGA Logoed apparel are permitted to manufacture clothing featuring the EWGA logo.
- ONLY EWGA licensed vendors with specific Licensing Agreements related to EWGA Logoed gifts and assorted merchandise, including signage and banners are permitted to manufacture gifts and assorted merchandise featuring the EWGA Logo.
- Merchandise from EWGA licensed vendors, can be found in the EWGA "Shop" at shopewga.com or under the "Benefits" tab in the member clubhouse at myewga.com. For any questions, please contact chapters@myewga.com
- ***No other individual, entity, company or manufacturer is authorized to use the EWGA name, logo, initials/acronym or Chapter logos on any clothing, accessories, signage, banners or assorted merchandise.***

Requirements for Awards and Prizes

- ONLY EWGA licensed vendors are permitted to manufacture awards and prizes featuring the EWGA logo. Awards from EWGA licensed vendors can be found in the EWGA "Shop" at www.shopewga.com or under the "Discounts" tab in the member clubhouse at www.myewga.com. For any questions, please contact chapters@myewga.com

- In the event a sponsor is willing to DONATE awards and/or prizes upon which the EWGA Chapter name and/or logo would be featured AND donate the cost of imprinting the items, they must first receive written permission from the Association Headquarters.
- ***No other individual, entity, company or manufacturer is authorized to use the EWGA name, logo or initials/acronyms or Chapter logos on any awards or prizes.***

Special Event and Occasion Logos

EWGA Events and Inter-Chapter Events

EWGA has created specific logos for individual Inter-Chapter events that can be used by participating Chapters. The use of the EWGA Inter-Chapter logo must follow all the same requirements as the use of the EWGA Logo and EWGA Chapter logo as outlined in this booklet.

- The use of any EWGA Inter-Chapter event logo on apparel and other items must follow the logo requirements as outlined in this document, including the required use of approved licensed vendors only;
- Any use of any EWGA Inter-Chapter event logo including but not limited to: brochures, electronic messages, social media, websites, hard goods such as apparel and other ‘promotional’ items must be approved prior to the printing, distribution or manufacturing of documents and goods.

EWGA Chapter logos may be used in conjunction with the EWGA Inter-Chapter event logo. Here are a few examples of how to use the EWGA Inter-Chapter logo and/or Chapter logo for these events:

- Shirts/Jackets:
 - Place the EWGA Inter-Chapter event logo on the left chest and the team name/Chapter logo on the left or right sleeve
 - Place the EWGA Inter-Chapter event logo on the left chest and the team name/Chapter logo on the right chest
- Hats and Visors:
 - Place the EWGA Inter-Chapter logo on the front of the hat/visor and the team name/Chapter logo on the left or right side
 - Place the EWGA Inter-Chapter logo on the front of the hat/visor and the team name/Chapter logo on the back



EWGA and Chapter Special Occasion Logos and Graphics

EWGA has created specific logos and graphics for special occasions such as anniversaries. The use of the special occasion logo and graphic must follow all the same requirements and approval process as the use of

other EWGA Logo and EWGA Chapter logo as outlined in this booklet. For questions related to the use of the special occasion logo, please contact chapters@myewga.com



*Chapter Anniversary
Logo template under
development*

EWGA Member Graphic

EWGA has created a Member Graphic that is available for current EWGA members to use on business cards, signature lines, business websites, etc. The requirements for using this graphic are simple:

- The graphic must be used as designed (i.e. kept in the same proportion, no changes to color, no separating the parts of the graphic)
- The transparent version of the graphic must be on a solid background
- The graphic must have a “white space” around it and not abut borders or other graphics
- The graphic must be large enough to be readable



Image Usage Rights

It is critical that you either own or have secured image rights for all the images you use in printed or electronic materials including the website. Using images which you do not have the right to use may result in fines or legal action taken against you or the Chapter. If you have any questions about whether you may use an EWGA image, please contact chapters@myewga.com

It is strongly encouraged to include a release of participant’s image for use by EWGA and/or the local Chapter. The following is suggested wording that can be included on website registration pages, Chapter newsletters, etc.:

Consent to Use Photographic Image Release

Registration and attendance at, or participation in, EWGA events and activities constitutes an agreement by the registrant for EWGA use and distribution (both now and in the future) of the registrant or attendee’s image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

Approved Headlines

Consistent communications reinforce the brand messaging, so women not only understand our value but can also communicate it easily to their networks. Headlines have been created to use throughout the marketing collateral include:

- Play under par. Live above par
- More than 100,000 women connected. Be next.
- Meet women who have the potential to change the course of your life
- Redefining afternoon tee with your friends
- Feelings of confidence FREE with every membership
- Build more than great connections
- Aim for your goals, then swing past them
- Dedicated to driving success, on and off the course
- Fueled by the love of the game
- THE Golf Community for Women
- Connect Learn Play Belong®
- Locally Connected. Nationally Respected
- We take fun seriously

Font Usage

Calibri font is the only approved font to be used for letters, printed materials and PowerPoint Presentations. Other fonts may be used for items such as flyers and event notices as long as it can be easily read. Text smaller than 9pt should not be used regardless of what font is used. The brand colors as provided above are the only colors allowed for font usage.

Examples of Common Errors in Logo Usage

Do not stretch or distort the logo.



Do not add any effects or filters such as emboss or drop shadows to the logo.

Do not pull out parts of the Logo and use them independently or omit parts of the logo.



Keep the logo clean and simple the way it was designed.



Do not use other colors for the logo.



Do not mix colors when using reversed logo on background.



You may not add elements to the logo – this includes graphics, other logos or words, or make any substitutions.



Trademark Protection Statements

The EWGA (Executive Women’s Golf Association) brand is legally protected and defended against misuse. Logo use is granted to U.S. Chapters by the Chapter Affiliation Agreement (Article 9. EWGA Intellectual Property Usage) and per the agreement, Chapters agree to protect the intellectual property from misuse (Article 9. Subparagraph f). Misuse of the EWGA’s registered trademarks or copyrights by Chapters, members, employees, or partners of the EWGA result in diluted and less protected brand assets and may result in the

termination of the Chapter Affiliation Agreement. For additional details and clarification on the appropriate use and protection of the EWGA's marks, please contact chapters@myewga.com

Chapters shall promptly notify the EWGA in writing of any unauthorized use of or apparent third party infringement of the EWGA's rights in the Trademarks. The EWGA shall have the right to oppose or cancel any third-party application or registration to register a Trademark or confusingly similar mark, and file suit against any alleged infringer of a Trademark. Any damages awarded the EWGA as a result of such suit shall be for the sole benefit of the EWGA. CHAPTER agrees to cooperate with and assist the EWGA with any efforts brought by the EWGA to enforce its rights in the Trademarks.

Section 2 Chapter Website Requirements

Chapters are required to maintain an EWGA Chapter website (microsite) as part of the Chapter Minimum Standards.

- Each Chapter is allowed to have only one EWGA Chapter website that can be accessed by the general public and EWGA members.
- Chapters are allowed the use of third-party applications for event registration and/or event management; however they must meet EWGA requirements and a separate login process for members is not allowed.
- EWGA provides and retains web hosting and owns the domain name for each Chapter website.
- All logo and brand requirements as described in Section 1 also apply to Chapter Websites unless specifically addressed in this Section.

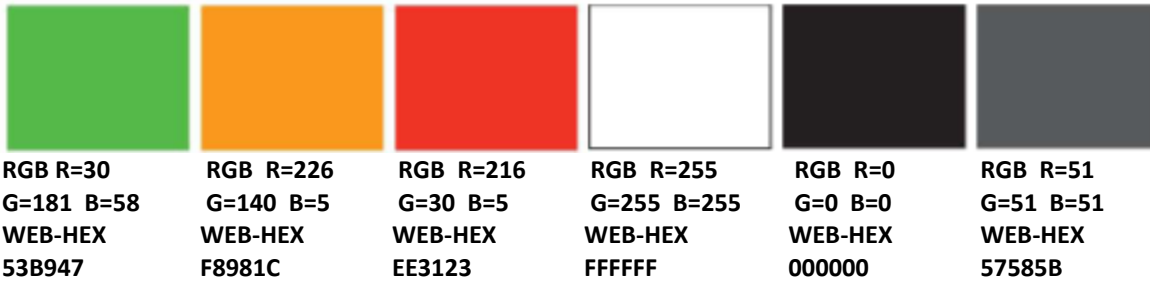
Layout and Design

While the basic design and layout of the Chapter website homepages will all be the same, Chapters have flexibility in posting their own Banner picture(s) and local Chapter information in specific areas described below. Chapters can also create interior pages to fit their member's needs and priorities.

- The Chapter must use the template as designed by EWGA and follow the requirements and guidelines as provided to the Chapter Website Administrator(s)
- In the event the template has been changed by a Chapter Website Administrator, the microsite will be changed back and a letter of warning will be sent to the Chapter Website Administrator and the Chapter President. Should the microsite be changed again, the Chapter President will be contacted directly and access rights to the Chapter Website Administrator will be removed.

Chapter Website Colors

The official colors and complementary palette are provided in these guidelines. Use of colors outside those presented in the guidelines is discouraged.



Font Usage

Arial, Avenir LT STD 55 Roman, Helvetica and Archivo Narrow are the only approved fonts to be used on the Chapter websites. Most headings are pre-formatted to be Archivo Narrow and should not be changed. Arial and Helvetica are typically used for the body. There is one (1) exception to this requirement - An alternate font may be used in Section2 as indicated in the diagrams below. The font must be easily readable and in the approved colors.



Required Website Format and Content

All microsite home pages are required to be 1 over 2(50-50) format with the 1 section for the banner image. The format of the interior pages may be of the Chapter’s choosing. The only theme to be used bs3.

The following information explains the required content and placement for your Chapter’s microsite. Please contact webmaster@myewga.com if you need assistance or have specific questions regarding the microsite.

Legend

The following legend is associated with number/arrows on the website examples on the following pages. The colors of the lettering indicate if the placement/content is required or optional.

	Precise placement and required content (<i>unless otherwise stated below</i>). Content provided by EWGA HQ.
	Optional Text / Content

- 1 **Chapter Logo:** The Chapter’s 3-color Chapter logo must be in the top left hand corner of the site. This provides visitors instant recognition of which site they visiting.
- 2 **Text Optional Content.** Text is the only content permitted in this area. Chapters are encouraged to use any of the following approved taglines:
 - o Play under par. Live above par
 - o Networking with real follow through
 - o More than 100,000 women connected. Be next.
 - o Meet women who have the potential to change the course of your life
 - o Redefining afternoon tee with your friends
 - o Feelings of confidence FREE with every membership
 - o Build more than great connections

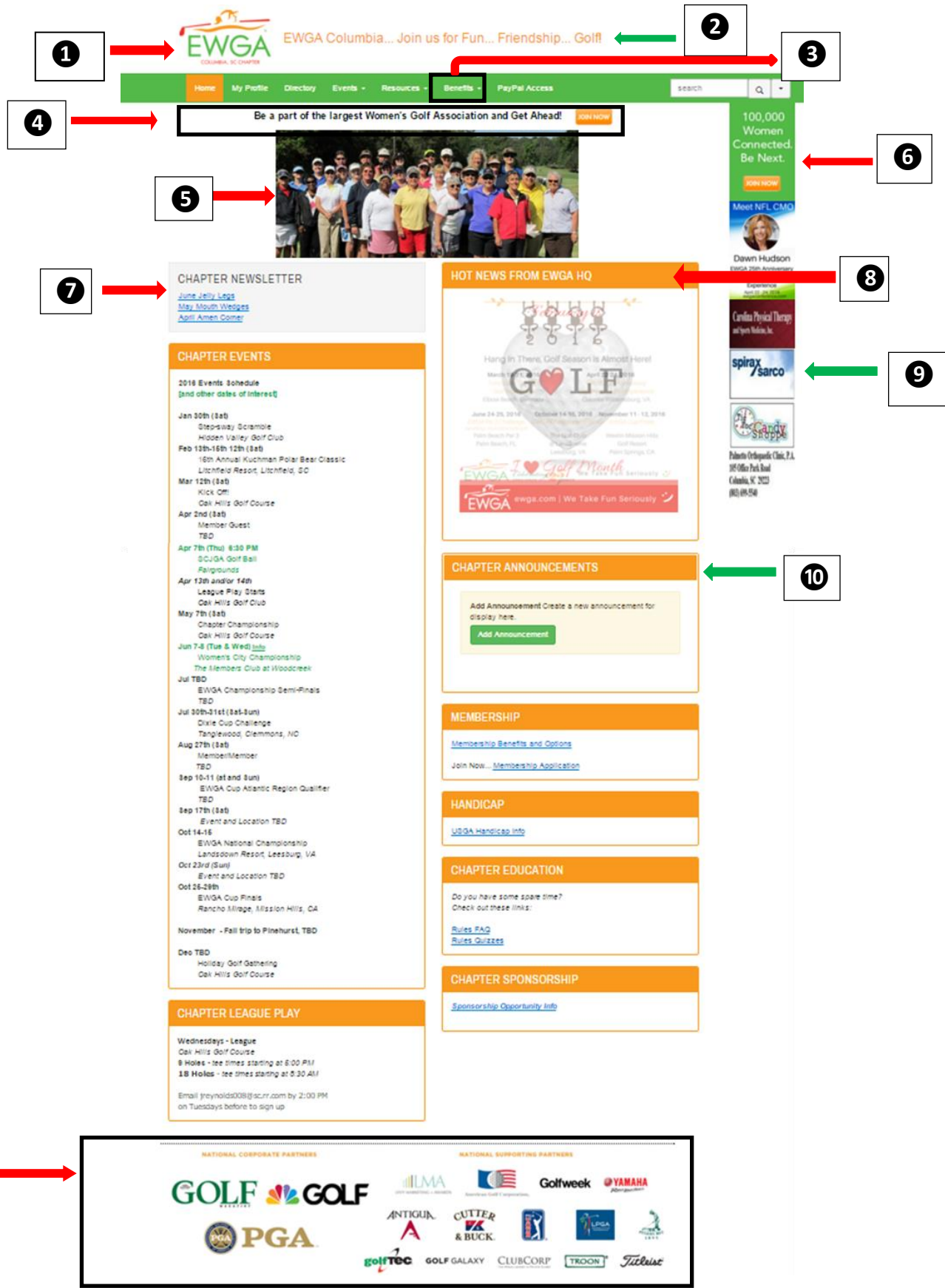
- Aim for your goals, then swing past them
- Dedicated to driving success, on and off the course
- Fueled by the love of the game
- THE Golf Community for Women
- Connect Learn Play Belong®
- Locally Connected. Nationally Respected
- We take fun seriously

Chapters can use also their own message such as Come golf with us in the mountains, by the sea, etc.

- 3 **Benefits Tab.** The Benefits tab has all EWGA member benefits listed here. The name of the tab cannot be changed, however the position of the tab on the menu bar (tabs) can be changed. It is highly recommended to keep the Directory, Resources and Events tabs on your site for members to use. Additional tabs may be added to the microsite at the Chapter's discretion.
- 4 **Join Now Button/Line:** This button and associated wording must be directly below the menu bar (tabs). It links potential members to your Chapter's join page on the EWGA Member portal.
- 5 **Banner Space:** The optional banner space is a maximum of 824 X 250 pixels in size, including text. It is an opportunity to provide a single graphic or picture to personalize it for your Chapter (Multiple pictures/graphics can be joined into one piece to fit this requirement)
Sponsor information, advertising, multiple separated pictures/graphics or other text such as a welcome letter or event information is not permitted in this area.

In the situations where Chapters choose not to use the Banner Space, the two column format will begin immediately with the *Hot News from EWGA HQ* positioned directly under the Join Now button/line on the right and Chapter content beginning on the left.

- 6 **Ads:** The top three ads are HQ required content and cannot be moved. The top ad is a link for potential members interested in joining EWGA. Chapters may add additional sponsor/ad information below the EWGA ads (see 9)
- 7 **Chapter Content** begins on the left column directly below the Banner image (or the Join Now button/line if there is no banner)
- 8 **Hot News From EWGA HQ** is syndicated content and is located at the top of the right column of the site directly under your Chapter banner image (or the Join Now button/line if there is no banner). This location is consistent for all Chapter microsities and cannot be moved.
- 9 **Chapter Ads:** Chapters can place ads or Chapter sponsor/partner ads in this column below the HQ ads.
- 10 **Chapter Content:** Chapter content can begin in this right side column under the *Hot News From EWGA HQ*
- 11 **National Corporate and Supporting Partners Banner** will syndicate to your site. This banner is maintained by EWGA HQ and cannot be altered.



Be a part of the largest Women's Golf Association and Get Ahead! [JOIN NOW](#)



100,000 Women Connected. Be Next. [JOIN NOW](#)

Meet NFL CMO
Dawn Hudson
EWGA 25th Anniversary Celebration & Golf Experience
April 29, 2016

CHAPTER NEWSLETTER
[June Jo Legs](#)
[May Month Wedges](#)
[April April Corner](#)

CHAPTER EVENTS
2016 Events Schedule
(and other dates of interest)

- Jan 30th (Sat)
Shirley Day, Cloramble
Hudson Valley Golf Club
- Feb 13th 16th 12th (Sat)
16th Annual Kuchman Polar Bear Classic
Litchfield Resort, Litchfield, CT
- Mar 12th (Sat)
Kids Out!
Oak Hills Golf Course
- Apr 2nd (Sat)
Member Guest
TBD
- Apr 7th (Thu) 6:30 PM
SC GA Golf Ball
Pinebluffs
- Apr 13th (Sun) 14th
League Play Starts
Oak Hills Golf Club
- May 7th (Sat)
Chapter Championship
Oak Hills Golf Course
- Jun 7-8 (Tue & Wed) Info

HOT NEWS FROM EWGA HQ

Hang in There, Golf Season is Almost Here!

March 1st - April 30th 2016
I Love Golf Month

June 24-26, 2016 October 14-16, 2016 November 11 - 13, 2016

EWGA | We Take Fun Seriously

CHAPTER ANNOUNCEMENTS

Add Announcement Create a new announcement for display here.

[Add Announcement](#)

Jul 30th (Wednesday)
Divot Cup Challenge
Tweedwood, Clammons, NC

Aug 27th (Sat)
Member/Member
TBD

Sep 10-11 (Sat and Sun)
EWGA Cup Atlantic Region Qualifier
TBD

Sep 17th (Sat)
Event and Location TBD

Oct 14-15
EWGA National Championship
Ledgeswood Resort, Leesburg, VA

Oct 23rd (Sun)
Event and Location TBD

Oct 26-27
EWGA Cup Finals
Reno Mirage, Mission Hills, CA

November - Fall trip to Pinehurst, TBD

Dec TBD
Holiday Golf Gathering
Oak Hills Golf Course

Join Now - [Membership Application](#)

HANDICAP
[USGA Handicap Info](#)

CHAPTER EDUCATION
Do you have some spare time?
Check out these links:
[Rules FAQ](#)
[Rules Quiz](#)

CHAPTER SPONSORSHIP
[Sponsorship Opportunity Info](#)

CHAPTER LEAGUE PLAY
Wednesdays - League
Oak Hills Golf Course
9 Holes - tee times starting at 6:00 PM
18 Holes - tee times starting at 6:30 AM
Email jholden08@scnr.com by 2:00 PM
on Tuesdays before to sign up

Physical Therapy
sprint/sarco
Palm Beach Physical Therapist, P.A.
305 Oldwick Road
Columbia, SC 29203
(803) 681-4141

Chapter Content Area

Chapter Content Area

Space for Chapter Ads and Sponsor info

NATIONAL CORPORATE PARTNERS

NATIONAL SUPPORTING PARTNERS

Section 3 Chapter Social Media Sites

Social Media Sites are a common method designed to make communication more efficient and effective while easily connecting people. Many believe it helps build stronger and more successful business relationships.

Many Chapters have developed home pages on various Social Media sites that are specific for their Chapter. If you choose to participate in social media on behalf of your EWGA Chapter, please follow the following requirements and guidelines. For specific questions, contact chapters@myewga.com

Chapter Social Media Requirements:

- Social Media home pages, event listings and other individual postings must follow the same logo/brand usage requirements as outlined in Sections 1 and 2 of this Brand Booklet.
- Chapters must notify networking@myewga.com if they create a Social Media account so it can be included in the Chapter profile.
- All Social Media sites (i.e., Facebook, LinkedIn, Meetup) must include networking@myewga.com as an administrator
 - Adding a consistent administrator to the account allows Chapters to have access to the site if a member administrator leaves or uses the site in a manner which is against the EWGA Core Values / Code of Conduct.
 - Adding this administrator also allows for the collection of data to analyze use of sites to monitor EWGA's overall success in the social media arena.

Guidelines:

- Focus on events and programs that may be of interest to members and potential members
- Use photos and show the fun in your posts and tweets
- Encourage members to comment, share and retweet Chapter and EWGA social media posts
- Include @ewga in social media posts
- EWGA has hashtags already set up its main events for your convenience:
 - #ewga
 - #ewga25
 - #ewgachamp
 - #ewgachampionship
 - #ewgacup
 - #ewgapar3
- Provide unique perspectives on what's going on in your EWGA Chapter
- Post meaningful, respectful comments – no spam, no remarks that are off-topic or offensive
- Pause and think before posting. Reply to comments in a timely manner, when a response is appropriate
- Respect proprietary information and content
- Know and follow the EWGA Core Values / Code of Conduct