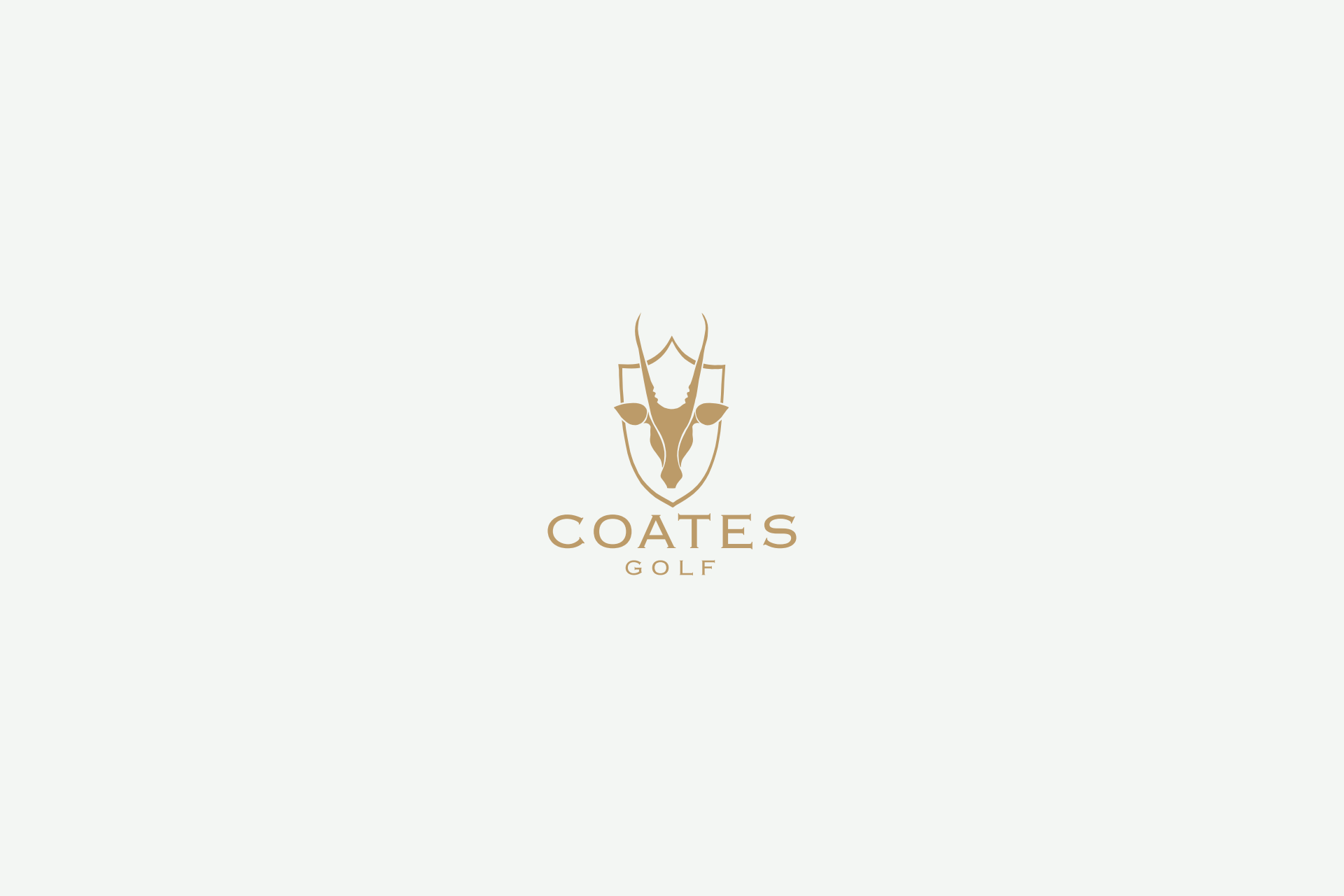




B R A N D S T A N D A R D S





Within today's golf industry, women are extremely limited in their options for equipment.

Female golfers currently have two retail options for purchasing golf clubs; their first being technology that has been dumbed-down with ultra-flexible, ultra-lightweight shafts, cheapened materials, and bedazzled with feminine colors then labeled 'ladies clubs'. The other option is to purchase men's clubs and attempt to modify them to meet their needs, but players are often left with clubs whose frequency and dynamics have been destroyed. Unfortunately, both of these options leave women ill-equipped for their sport.

At that moment, Coates Golf was created with the intent and dedication to fill the gap with performance golf equipment for female athletes

in a male dominated industry. We began tedious research on the physical differences between the male and female bodies and how those differences can affect the game of golf. We put tremendous effort in pairing the correct head weight distribution, precise swing weight, and proper shaft choice to create a line of equipment that is balanced and effortless to use – yet strong and specifically engineered for the high performance female athlete. By utilizing the highest quality materials in the golf industry and paring them with a sophisticated, elegant design, We are confident that we will revolutionize women's golf. It's our turn.

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Logotypes

Story of the Antelope

Antelope are the embodiment of sleek, elegant, feminine power in the animal kingdom - but in many species of antelope the females grow horns, making them identical to their male counterparts.

Coates Golf strives to communicate that women deserve the same respect and attention in the golf industry as men; same animal, same game.



Identity Set

The identity set is composed of design and typography elements. These elements should be the only way to communicate the identity of Coates Golf.

Brandmark



Brandmark - Alternative



Logomark



Wordmark



Logotypes Usages

Clearspace

Clearspaces are pre-determined spaces around the Coates identity set. It is strongly recommended to make sure nothing invades the clearspace to ensure the Coates identity is clearly presented in any applications.

Minimum Size

For optimal clarity of the identity of Coates Golf, the recommended minimum measurement for any logotypes is 0.5inch.

Color Variations

The logotypes of Coates Golf are designed to be flexible in any application. Single color versions should be able to handle most applications. It is strongly recommended to only use Coates core colors for the logotypes, but when unique situations arise, please contact Coates for recommendations.

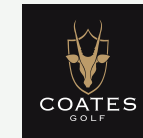
Clearspace



Minimum Size



Color Variations





Colors



COATES GOLD

Pantone: 874C
CMKY: 0, 20, 50, 30
RGB: 188, 105, 106
Hex: #BV9B6A

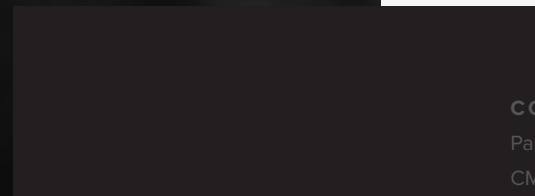
COATES GOLD



COATES WHITE

Pantone: -
CMKY: 0, 0, 0, 0
RGB: 0, 0, 0
Hex: #FFFFFF

COATES WHITE



COATES BLACK

Pantone: -
CMKY: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000

COATES BLACK

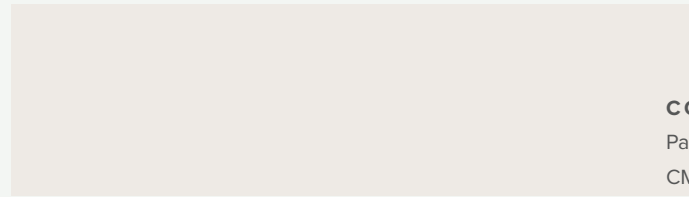
Core Colors

Inspired by safari and british india style, the core color palette of Coates Golf are composed by Coates Gold, Coates White, and Coates Black. Each core color stands on its own and should be used appropriately.

The application of these colors effectively establish Coates Golf's brand presence and should have dominance in all visual collateral to maintain the brand's aesthetic.

Support Colors

The support web color palette of Coates Golf has been developed to accommodate the core colors. These support colors should only be used when the core colors are present.



COATES FLESH

COATES FLESH

Pantone: -
CMKY: 6, 6, 8, 0
RGB: 238,234,229
Hex: #EEEEAE5



COATES TAN

COATES TAN

Pantone: -
CMKY: 33, 36, 44, 1
RGB: 174, 156, 140
Hex: #AE9C8C



COATES METAL

COATES METAL

Pantone: -
CMKY: 64, 56, 55, 30
RGB: 86, 86, 86
Hex: #565656

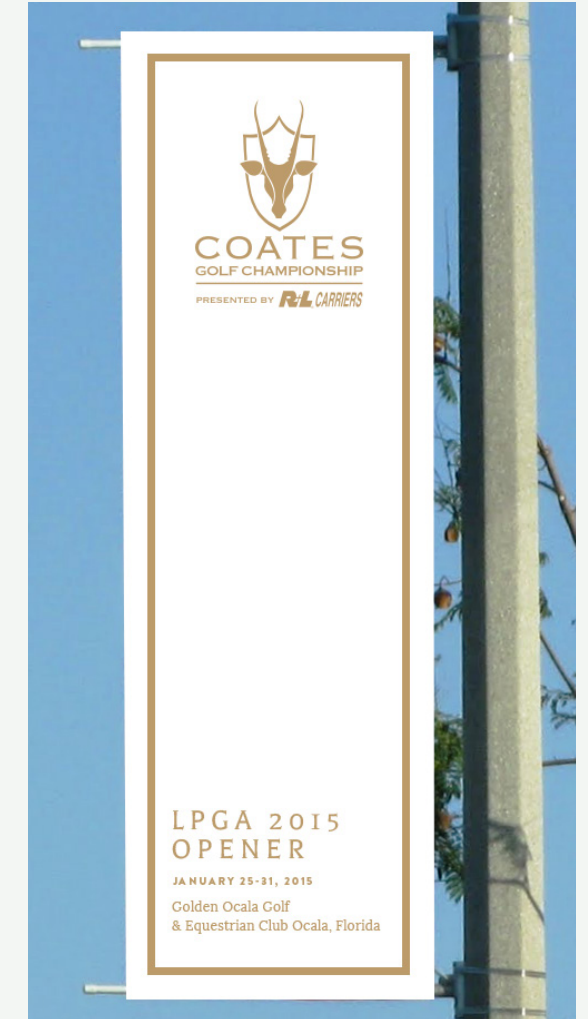
Colors Usage

Be Clean

Each color on the Coates core color palette should be effective enough on its own in most situations. Utilizing them as solid color or subtle gradient is strongly recommended.

Be Strong

Utilizing high contrast color combinations to complement the content and communication. Do not use the Coates palette (core and support) with colors of similar tone or hue to avoid low contrast situation.





Typography

Brand Type

For brand identity, use Copperplate Light. The brand type is the only approved typeface to communicate the identity of Coates Golf or any sub-brands or products of Coates Golf.

Copperplate Light

AA123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Anchoring (Web)

For trigger communications, use Times / Times New Roman and Proxima Nova Extra Condensed. Both of them are suitable to be used for large type and are compatible with each other. Trigger type communications should always utilize one of them, and should always be larger than core level communications.

Times / Times New Roman

Aa123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Extra Condensed

Aa123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Content (Web)

For core level communications, use Proxima Nova. Proxima Nova offers 14 weights, and is highly functional and flexible for different types of applications.

Proxima Nova

Aa123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Support (Web)

For small scale copy such as additional descriptions, support data, etc., use Arial. Arial should not be used greater than 18px, and should never be used to communicate the Coates Golf identity.

Arial

Aa123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Type Lockups

Type lockups are an effective way to anchor and communicate a specific message to users. Web type lockups should only utilize the pre-approved type families: Times / Times New Roman, Proxima Nova Extra Condensed, and Proxima Nova.

Usage of type lockups without any imagery or photo is permitted.

COATES' STORY
OUR HERITAGE

CLUB FITTING
YOUR CLUB, YOUR COATES

THE PERFECT CLUB FOR
HER / YOU

HELLO THERE,
ELAND

WE CHALLENGE
CONVENTION





Photography plays a critical role for the brand. It should be selected or created to reflect the brand's personality and uphold specific criteria that has been identified as critical to the outward face of Coates Golf.

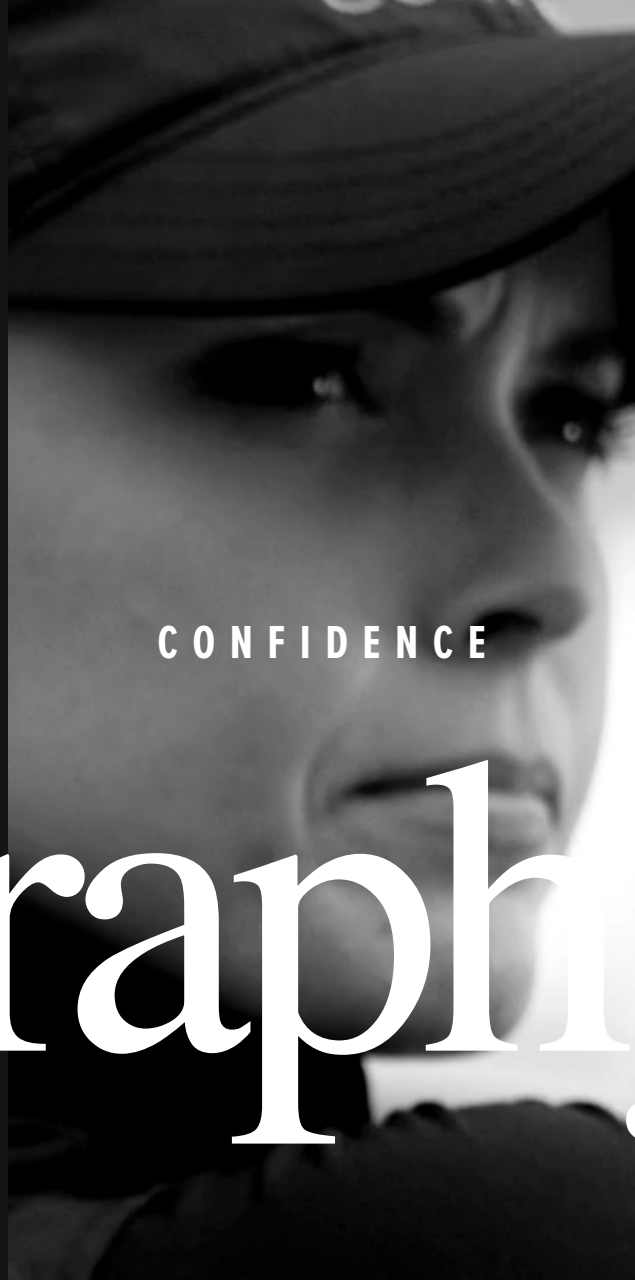
CONFIDENCE

QUALITY

CRAFTSMANSHIP

ADDITUDE

Photography



Photography Usages

Keep the media simple and straight forward to allow the intrinsic message to stand on its own.

Photo manipulation is permitted but should be minimal. Color Tinting is permitted only with core colors. Black & white stylization of photos are strongly recommended.



S E T Y O U R G A M E F R E E



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