



TaylorMade[®]

2022 BRAND GUIDELINES

THE BEST PERFORMANCE BRAND IN GOLF

Our legacy has been built upon an inherent desire to lead the industry in product innovation and performance. As a result, precision and consistency are primary focuses for our company, both in our products and all brand communication.

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BRANDMARK ELEMENTS

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CORPORATE ELEMENTS



PRIMARY BRANDMARK

The visual elements that make up the TaylorMade primary Brandmark are fixed. This icon must not be redrawn, outlined, tilted, repositioned or modified in any way.

IN COPY

In type, the TaylorMade logo should represent the primary Brandmark's shape by using a capital "T" and a capital "M".

TaylorMade®

TAYLORMADE®



REGISTRATION MARK

Regarding the use of the “®” with the TAYLORMADE primary brandmark and TAYLORMADE (in type) Trademarks:

Since these marks are registered in key markets and many jurisdictions worldwide, the “®” trademark indicator may be used in connection with both trademarks. The following guidelines apply:

Placement of the “®” Trademark Indicator:

The trademark indicator should be used in superscript in the upper right-hand corner of the trademark.

TM – POLICY REGARDING USE OF TRADEMARK INDICATORS

Because marketing materials are constantly changing and in an effort not to distract from the overall layout and content of ads, TM has adopted the following policy regarding use of trademark indicators:

1. In Advertising, marketing, letters, memos, press releases, promotional materials, slides and other multimedia presentations, and on websites:

Please use the trademark indicator, at a minimum, for each mark the first time the mark appears on a page or with the most prominent placement of the mark. It is not necessary to use the ® every time the trademark is used in marketing or advertising materials after the initial indicator. In the case of presentation graphics, use the trademark indicator on each page and slide.

2. On Packaging: Any time these trademarks are used on product packaging, they should contain the ® indicator the first time the mark is used.

3. On products:

- **Golf clubs:** the ® does not need to be included on the head, grip, or shaft
- **Hats:** the ® does not need to be included on the product itself
- **Bags:** the ® does not need to be included on the product itself
- **Umbrellas:** the ® does not need to be included on the product itself
- **Other Accessories:** the ® does not need to be included on the product itself
- **Labels/tags/stickers on products:** any trademarks used on a label or sticker that is affixed to a club should contain the ® symbol



! This symbol can be typed out on your keyboard using the following combinations:

On MAC: Option+R
On PC: Alt+0174

Primary brandmark:



In plain type:

TAYLORMADE®
TaylorMade®

CLEAR SPACE

The TaylorMade primary Brandmark must be surrounded by an adequate amount of space to preserve its stylistic integrity. The preferred amount of clear space is equal to the “X” height of the letter “a” in the TaylorMade Brandmark. An equal amount of clear space must be maintained on all sides. No text, image, edge, or other element should ever interfere with the clear space.

! *A generous amount of clear space, especially at the edge of large printed pieces or near images or other graphic elements, is preferred.*



MINIMUM SIZE

The TaylorMade primary Brandmark should never be used smaller than the height of 0.25 inches or 6.35 millimeters to preserve the legibility of the letters.



VIOLATIONS

Common examples of “what not to do” regarding the TaylorMade primary brandmark.

! DO NOT stretch, skew, curve or otherwise manipulate the Brandmark under any circumstances. Always maintain original proportions.



! DO NOT add a stroke, gradients, or use colors that are not included in the above description.



! DO NOT add graphic effects, place in a container of any kind, or crop the TaylorMade primary Brandmark in any way.



! The TaylorMade Global Design Team has the ability to make reasonable exceptions to these rules on a case-by-case basis as necessary.

PRIMARY BRANDMARK COLOR PALETTE

The following colors and corresponding color combinations are suitable for the TaylorMade primary Brandmark, depending on which colors create the most impactful outcome.



PRECISION BLACK
PANTONE BLACK C
C60 M40 Y40 K100
R0 G0 B0
WEB #000000



TECH WHITE
PANTONE WHITE
C0 M0 Y0 K0
R0 G0 B0
WEB #000000



TM SILVER
PANTONE COOL GREY 6 C
METALLIC PANTONE 877 C
C32 M25 Y25 K5
R169 G168 B169
WEB #A9A8A9



TM STEEL
PANTONE COOL GREY 10 C
METALLIC PANTONE 10388 C
C60 M51 Y49 K22
R106 G104 B104
WEB #656569



METAL-T ICON

METAL-T ICON USAGE AND COLOR

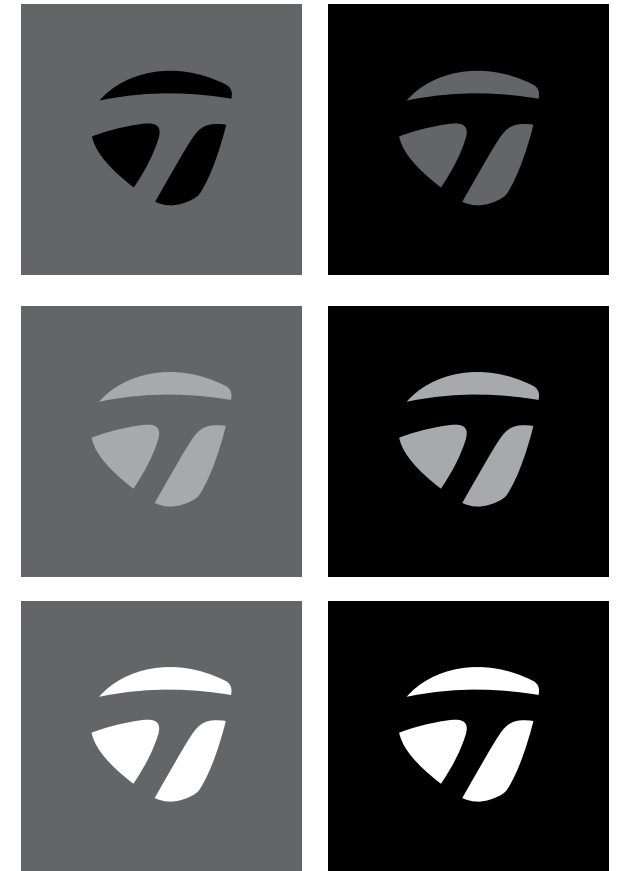
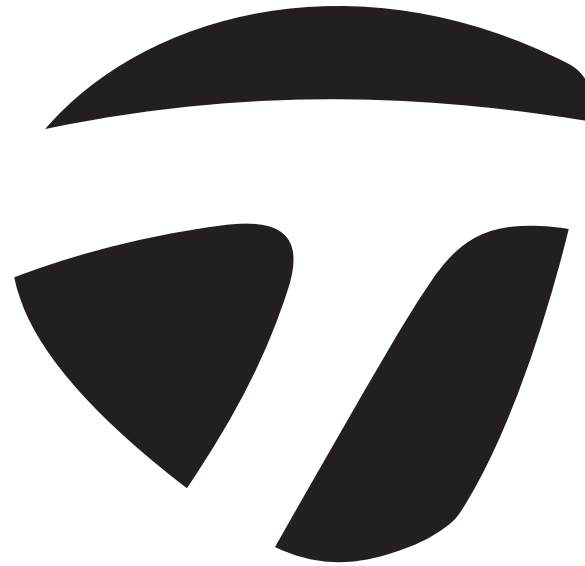
The visual elements that make up the “Metal-T” are fixed. This icon must not be redrawn, outlined, tilted, reproportioned or modified in any way. The following colors and corresponding color combinations are suitable for the “Metal-T”, depending on which colors create the most impactful outcome.

PRECISION BLACK
 PANTONE BLACK C
 C60 M40 Y40 K100
 R0 G0 B0
 WEB #000000

TECH WHITE
 PANTONE WHITE
 CO MO YO KO
 R0 G0 B0
 WEB #000000

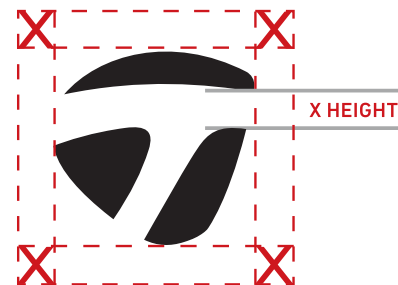
TM SILVER
 PANTONE COOL GREY 6 C
 METALLIC PANTONE 877 C
 C32 M25 Y25 K5
 R169 G168 B169
 WEB #A9A8A9

TM STEEL
 PANTONE COOL GREY 10 C
 METALLIC PANTONE 10388 C
 C60 M51 Y49 K22
 R106 G104 B104
 WEB #656569



MINIMUM CLEAR SPACE

The height of the space created between the shapes on the rightmost side of the “Metal-T” defines the amount of space that must remain around the icon. No text, image, edge or other element should ever interfere with the clear space.



MINIMUM SIZE

The TaylorMade primary mark should never be used smaller than the height of 0.25 inches or 6.35 millimeters to preserve the legibility of the letters.



VIOLATIONS

Common example of “what not to do” regarding the “Metal-T”.

! The Metal-T Icon must NEVER appear in close relation, or as a lock-up with the TaylorMade primary Brandmark:



! DO NOT stretch, skew, curve or otherwise manipulate the Brandmark under any circumstances. Always maintain original proportions.

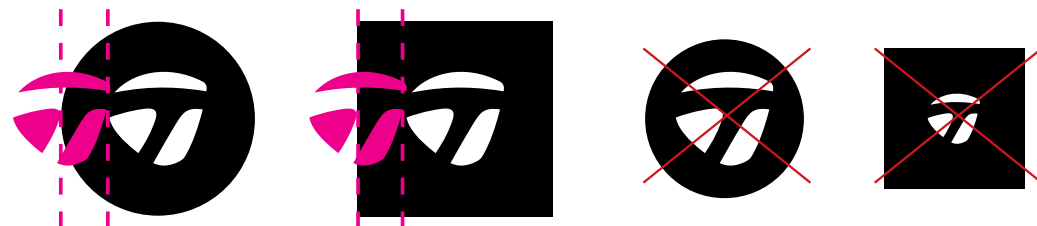


! DO NOT add a stroke, gradients, dropshadow or use colors that are not included in the above description.



! Use this ratio when placing the Metal-T icon in a circle or square:

Centered, with a clearance of 1/2 of total width of Metal-T



! DO NOT rotate the the Metal-T Icon.



! CROPPING the Metal-T icon when using as a background / layout element is OKAY ONLY when it is on the right side of the icon, and no less than 1/8 of the icon is cropped out.



TYPEFACES

DIN NEXT 79 TYPEFACE

Designed exclusively for TaylorMade Golf Company, the official typeface for the TaylorMade brand is **DIN Next 79** and includes a full font family with a range of weights and styles.

Complete Family:

DINNext79-UltraLt.ttf

DINNext79-UltraLtCnItalic.ttf

DINNext79-UltraLtCn.ttf

DINNext79-UltraLt.ttf

DINNext79-Regular.ttf

DINNext79-MdItalic.ttf

DINNext79-MdCnItalic.ttf

DINNext79-MdCn.ttf

DINNext79-Md.ttf

DINNext79-LtItalic.ttf

DINNext79-LtCnItalic.ttf

DINNext79-LtCn.ttf

DINNext79-Lt.ttf

DINNext79-Italic.ttf

DINNext79-HeavyItalic.ttf

DINNext79-HeavyCnItalic.ttf

DINNext79-HeavyCn.ttf

DINNext79-Heavy.ttf

DINNext79-CnItalic.ttf

DINNext79-Cn.ttf

DINNext79-BoldItalic.ttf

DINNext79-CnBoldItalic.ttf

DINNext79-CnBold.ttf

DINNext79-Bold.ttf

DINNext79-BlkItalic.ttf

DINNext79-BlkCnIta.ttf

DINNext79-BlkCn.ttf

DINNext79-Black.ttf

DIN Next 79 Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , " " : ; @ ! ? \$ % & ()

DIN NEXT 79 HEAVY CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , " " : ; @ ! ? \$ % & ()

HEADLINES

DIN Next 79 Heavy Condensed or **DIN Next 79 Bold Condensed** in ALL CAPS should be used for headline copy (3 to 10 words) and larger text. Headline copy will often be placed on top of or within photos/graphics, and may also include sub copy and blocks of body copy.

EXTENDED HEADLINE / SECONDARY COPY

DIN Next 79 Medium Condensed can be used as an alternative to the above secondary copy and Headline copy if necessary to set a “dramatic” or “premium” tone when referring to product or brand. Copy here should always be capitalized and tracking set to 400.

SECONDARY COPY

DIN Next 79 Bold should be used for secondary headline or sub copy that supports a headline or calls out a secondary body of information.

BODY COPY

DIN Next 79 Regular should be used for longer body copy and smaller text sizes. The wordspacing and tracking of these fonts should be adjusted for legibility.

DIN NEXT 79 HEAVY CONDENSED - UPPER CASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

DIN NEXT 79 BOLD CONDENSED - UPPER CASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

D I N N E X T 7 9 M E D I U M C O N D E N S E D - A L L C A P S
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
T R A C K I N G = 4 0 0

DIN Next 79 Bold - Upper/Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

DIN Next 79 Regular - Upper/Lower Case
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

TYPEFACE FORMATTING

Example text formatting:

KERNING
Note the appropriate visual space between letters. This should appear consistent.

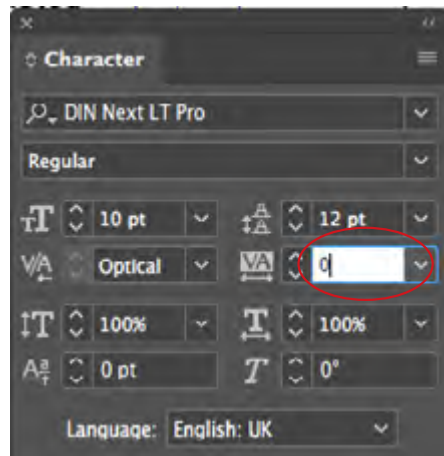
THIS IS HEADLINE COPY
THIS IS SUBCOPY USING DIN NEXT 79 BOLD

DIN Next 79 Heavy Condensed
DIN Next 79 Bold
DIN Next 79 Regular

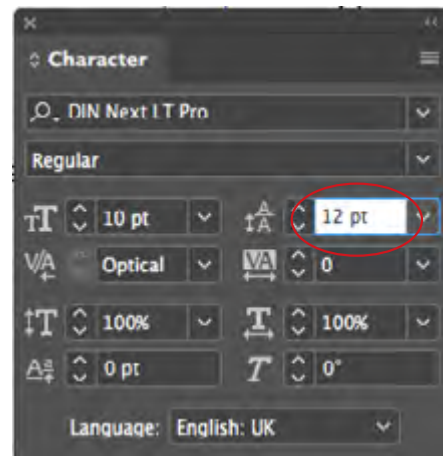
LEADING
Note the appropriate visual space between the baselines of lines of copy. This should prevent overcrowding and allow for easy readability.

This is body copy. Vellacium, natest venimin ciducip sundis ma conseqe conse ditium aut int, quaeruntur, quatis con pratis por sinciet am que pa namusdae labo. To ma nitis sin enis rerspriet atectium conseqae esequ pliberum excepud itinvel explam sim dolorae. Occus, quis et ut occaturemqui nestiunt am cor ate repediciam vollaudae nos et, omnis nonse rest, aut incia solorib erovid ero quam qui non cus eaquia natquatioossi num ea comnis autem quiaeritint, corepero et aut mos ratesciis quae ipsa videlestor alicit mi conseqae esequ pliberum excepud itinvel explam sim dolorae. Occus, quis et ut occaturemqui nestiunt am cor ate.

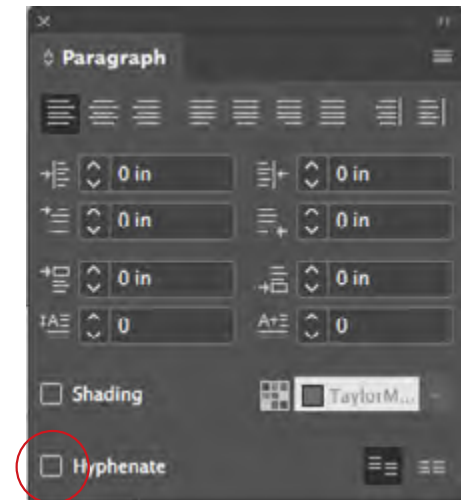
KERNING
To adjust the kerning, highlight the text you would like to adjust, navigate to the character PALETTE and adjust the values. To adjust the kerning between individual letters within a word, highlight the letter before the space that you would like to adjust and set the kerning in the character pallet.



LEADING
To adjust the leading, highlight the text you would like to adjust, navigate to the character PALETTE and adjust the values.



HYPHENATION
For body copy in paragraphs, avoid the use of hyphenation. Turn off hyphenation under the paragraph PALETTE by unchecking "Hyphenate."



BRANDMARK ELEMENTS

TAYLORMADE 13° ANGLE

The prominent design element of the TaylorMade brand is the angle that is created by the italic of the logo.

This angle is precisely 13°

The angle can be incorporated as a visual element in any aspect of the brand's design.

Example Usage:



COLOR PALETTE

PRIMARY BRAND COLORS

These colors are suitable for all TaylorMade Brandmarks, depending on the which color creates the maximum visual impact. These colors can also be used as supportive graphic elements in print and digital collateral as well as structural material elements.

SECONDARY BRAND COLOR - HERITAGE RED

Heritage Red is reserved as a supporting color to highlight and/or organize pertinent information and add interest to a layout or structure. Heritage Red can be used as supportive graphic elements in print and digital collateral as well as structural material elements.

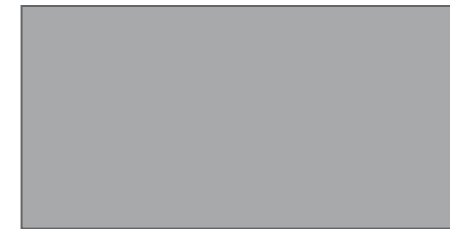
! *Heritage Red must NOT be applied to TaylorMade Primary Brandmark or Metal-T icon executions. See examples:*



PRECISION BLACK
PANTONE BLACK C
C60 M40 Y40 K100
R0 G0 B0
WEB #000000



TM STEEL
PANTONE COOL GREY 10 C
METALLIC PANTONE 10388 C
C60 M51 Y49 K22
R106 G104 B104
WEB #656569



TM SILVER
PANTONE COOL GREY 6 C
METALLIC PANTONE 877 C
C32 M25 Y25 K5
R169 G168 B169
WEB #A9A8A9



TECH WHITE
PANTONE WHITE
C0 M0 Y0 K0
R0 G0 B0
WEB #000000



HERITAGE RED
PANTONE 1805 C
C0 M100 Y100 K15
R206 G24 B30
WEB #CC0000



PANTONE COOL GREYS

The entire spectrum of the Pantone Cool Greys are acceptable to use in cases where there is a need to bridge the gap between Tech White to Precision Black. However, using more than 3 different Pantone Cool Greys on any one piece of collateral should be avoided.



PANTONE CG 1 C PANTONE CG 2 C PANTONE CG 3 C PANTONE CG 4 C PANTONE CG 5 C PANTONE CG 6 C PANTONE CG 7 C PANTONE CG 8 C PANTONE CG 9 C PANTONE CG 10 C PANTONE CG 11 C

LOGO LOCK-UP CREATION

When needed, a qualifier line can be added to the logo to define a department or experience tied to the brand. Adhering to this rule creates consistency across departments and strengthens brand recognition.

❗ *No more than 2 LINES of text are permitted in any TaylorMade Logo Lock-up.*

❗ *These lockups are only to be generated by the TaylorMade Design Group and are available upon request.*

Please contact danica.schuveiller@taylormadegolf.com to submit your request.

CLEAR SPACE

The TaylorMade Logo Lock-Ups must be surrounded by an adequate amount of space to preserve stylistic integrity. The preferred amount of clear space is equal to the “X” height of the letter “a” in the TaylorMade Brandmark. An equal amount of clear space must be maintained on all sides. No text, image, edge, or other element should ever interfere with the clear space.

❗ *A generous amount of clear space, especially at the edge of large printed pieces or near images or other graphic elements, is preferred.*



DIN Next 79 Bold Condensed
(Manually adjusted to 13° angle and Right Justified. No more than 2 lines of copy are permitted.)

Clear Space



Examples:



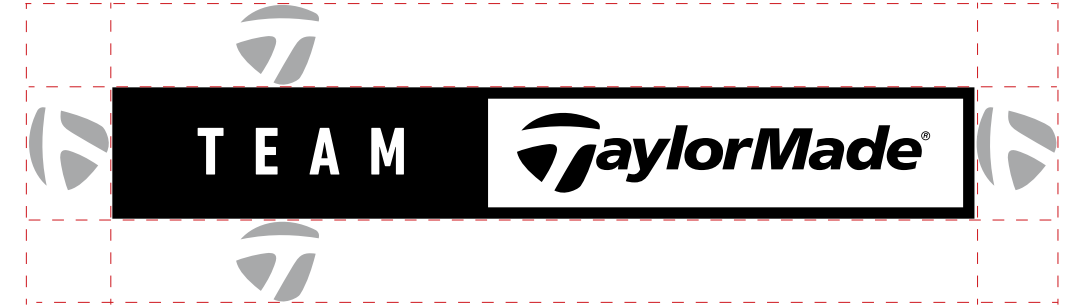
3 Lines is too many for logo lock-up. If your naming exceeds 2 lines please submit a brief to the TM Global Design Team.

TEAM TAYLORMADE

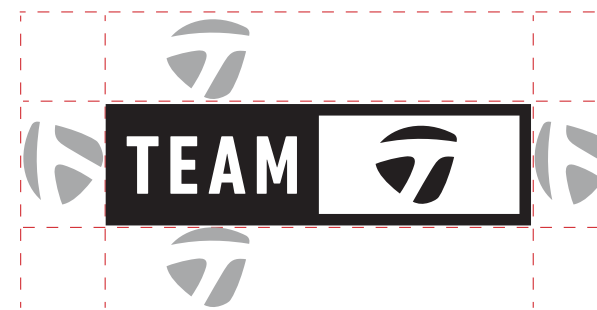
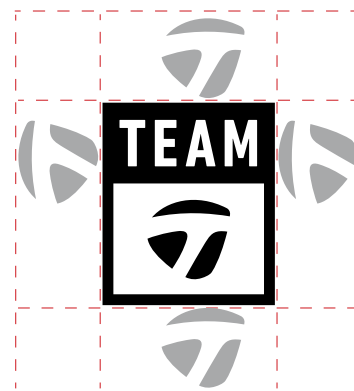
The Team TaylorMade Logos are used as a sign-off OR a headline to announce the inclusion of brand loyalists that are true to the brand's core philosophies strategies. Together, these "teammates" work in unison to achieve a common goal - to improve golfers of all abilities to play better and/or simply enjoy the lifestyle of golf more.

! *The clear space around the logo should be unobstructed by graphic elements and copy, and equals the HEIGHT of the Metal-T icon relative to the actual size of the logo being used.*

PRIMARY USAGE



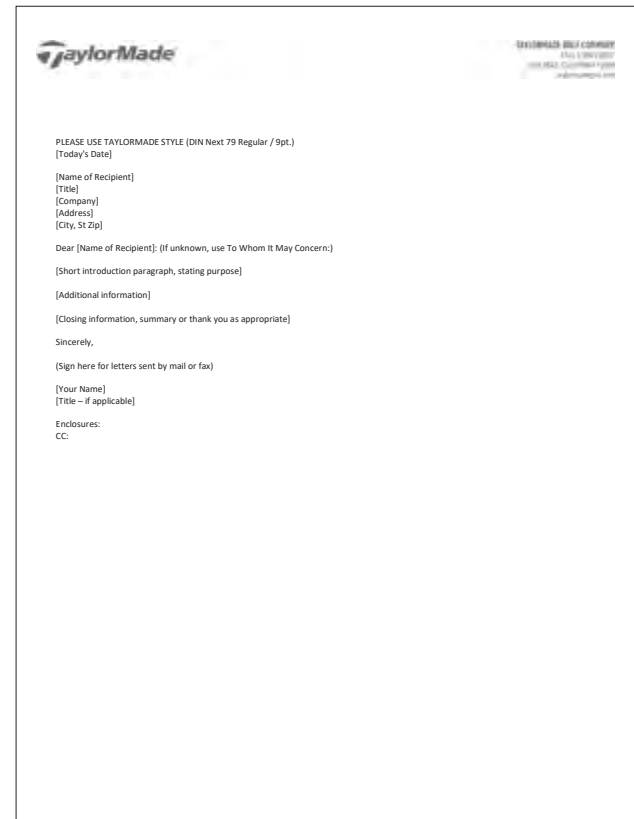
SECONDARY USAGE



CORPORATE ELEMENTS

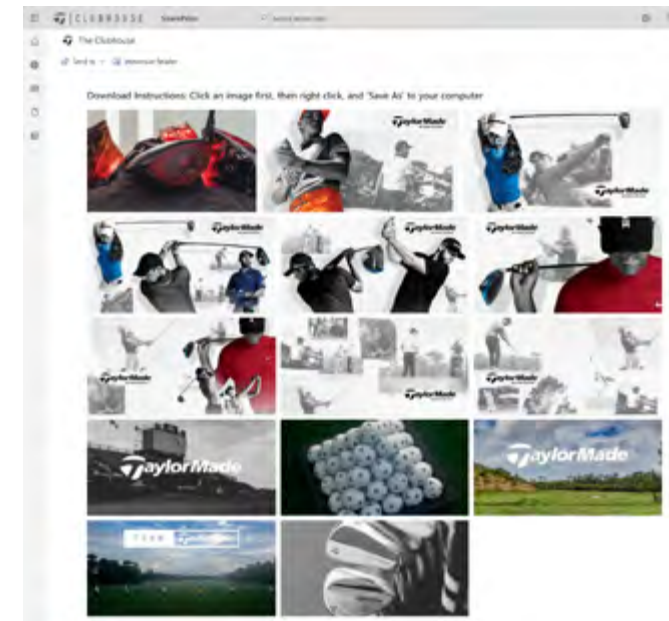
LETTERHEAD

Location specific letterhead templates can be found on CLUBHOUSE / Company Info Center [Click Here](#)



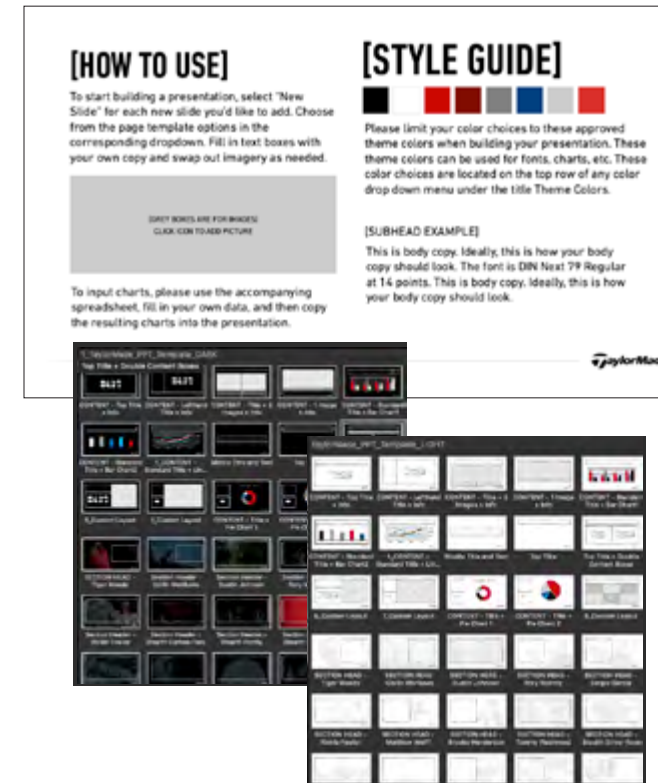
MICROSOFT TEAMS BACKGROUNDS

These TaylorMade branded backgrounds are updated throughout the year, and can be found on CLUBHOUSE / Company Info Center [Click Here](#)



PRESENTATION TEMPLATES

These TaylorMade branded presentation templates are updated throughout the year, and can be found on CLUBHOUSE / Company Info Center [Click Here](#)



EMAIL SIGNATURE

Instructions and content is updated according to Global Marketing needs and can be found on CLUBHOUSE / Company Info Center [Click Here](#)



CORPORATE ELEMENTS

BUSINESS CARD SPECIFICATIONS

Business Cards are templated, and can be ordered from TaylorMade Headquarters, or created regionally.

SIZE: 3.5" X 2"
PAPER: 130# McCoy Silk Cover
COLOR SIDE 1: 2 – double hit of PMS Cool gray 10 + Overall Soft Feel AQ
COLOR SIDE 2: 1 hit of PMS Cool Gray 10

SIDE 1



SIDE 2



Overall Soft Touch Feel AQ

Spot Gloss Step Tex



FirstName LastName

Title | Department

arnold.schwarzenegger@taylormadegolf.com

office (760) 555-5555

mobile (760) 555-6555

TAYLORMADE GOLF COMPANY

5545 Fermi Court

Carlsbad, California 92008-7324

taylormadegolf.com



Spot Gloss Step Tex

PRODUCT BRANDING

PRIMARY BRANDMARK

METAL-T ICON

PRODUCT TECHNOLOGY TYPEFACES

PRODUCT IDENTITY GUIDES

METALWOODS

GOLF BALLS

ACCESSORIES



PRIMARY BRANDMARK

USAGE

The TaylorMade primary Brandmark should always be used to brand softgoods and hardgoods. The product design always comes first, then they are branded. The branding is not a design or a decoration. The TaylorMade Brandmark is a sign-off.

COLOR

With executive approval, and on the condition that it is a SOLID color (no gradients or pattern fills), the TaylorMade primary Brandmark on product can be matched to whatever aesthetically looks best or matches product colorways.

MINIMUM SIZE

The TaylorMade primary Brandmark should never be used smaller than the height of 0.2 inches or 5.08 millimeters to preserve the legibility of the letters.

MINIMUM CLEAR SPACE

The height of the center of the “o” in the TaylorMade primary Brandmark is used to measure the amount of space that must remain around the logo.

PRIMARY BRANDMARK MANIPULATION

With executive approval, only the TaylorMade Product Design team has the authority to slightly manipulate the TaylorMade primary Brandmark, within reason, such as slight edits to kerning and counter sizes to accommodate manufacturing and engineering tolerances.



MINIMUM SIZE



Example with a .5mm tolerance:



MINIMUM CLEAR SPACE



The height of the counter in the “o” in TaylorMade can be used as a guide for determining the Minimum Clear Space.

REGISTRATION MARK

Regarding the use of the “®” with the TAYLORMADE primary Brandmark and TAYLORMADE (in type) Trademarks:

Since these marks are registered in key markets and many jurisdictions worldwide, the “®” trademark indicator may be used in connection with both trademarks. The following guidelines apply:

Placement of the “®” Trademark Indicator:

The trademark indicator should be used in superscript in the upper right-hand corner of the trademark.

1. On Packaging: Any time these trademarks are used on product packaging, they should contain the “®” indicator the first time the mark is used.

2. On products:

- **Golf clubs:** the “®” does not need to be included on the head, grip, or shaft
- **Hats:** the “®” does not need to be included on the product itself
- **Bags:** the “®” does not need to be included on the product itself
- **Umbrellas:** the “®” does not need to be included on the product itself
- **Other Accessories:** the “®” does not need to be included on the product itself
- **Labels/tags/stickers on products:** any trademarks used on a label or sticker that is affixed to a club should contain the “®” symbol



! This symbol can be typed out on your keyboard using the following combinations:

- On MAC: Option+R
- On PC: Alt+0174

Primary Brandmark:



In plain type:

TAYLORMADE®

TaylorMade®

VIOLATIONS

Common examples of “what not to do” regarding the TaylorMade primary Brandmark.

❗ *DO NOT stretch, skew, curve or otherwise manipulate the Brandmark under any circumstances. Always maintain original proportions.*



❗ *DO NOT add a stroke, gradients, or use colors that are not included in the above description.*



❗ *DO NOT crop the TaylorMade primary Brandmark in any way.*



❗ *There should only be ONE TaylorMade logo, or Metal-T icon visible from any one direction when applied to product.*



❗ *Only the TaylorMade Global Design Team has the ability to make reasonable exceptions to these rules on a case-by-case basis as necessary.*

USE OF A MINIMAL STROKE

The use of a very minimal stroke is allowed if it's absolutely necessary to separate the edges of the primary brand mark from ground pattern / texture. The stroke must be on the outside of the mark in order to maintain visual clear space. Also, the stroke color must appear visually tonal as to not take attention away from the brandmark itself.

APPROVED Tonal usage of a very minimal stroke.
Created separation between logo and ground color.



APPROVED
Usage of very minimal stroke to create separation between logo and ground texture.



APPROVED
Usage of very minimal stroke is only on the outside of the logo.



INCORRECT Tonal usage of a stroke.
Color values are too close, which distorts the logos proportions.



INCORRECT usage of a stroke.
Do not focus attention on the outline.



INCORRECT usage of a stroke.
Stroke is on the INSIDE of the logo, which distorts the logo's proportions.



TAYLORMADE “OUTLINED” BRANDMARK

This version of the TaylorMade primary Brandmark can be used with EXECUTIVE APPROVAL in situations where the logo needs to be completely isolated from the background texture or busy pattern caused by materials or graphics that are critical to the aesthetic of the product in question.

MINIMUM CLEAR SPACE

If necessary, the height of the center of the “o” in the TaylorMade primary Brandmark is used to measure the amount of space that must remain around the logo.

MINIMUM SIZE

The TaylorMade primary Brandmark should never be used smaller than the height of 0.2 inches or 5.08 millimeters to preserve the legibility of the letters.



MINIMUM CLEAR SPACE



The height of the counter in the “o” in TaylorMade can be used as a guide for determining the Minimum Clear Space.

MINIMUM SIZE



METAL-T ICON

METAL-T ICON USAGE AND COLOR

On TaylorMade product, the Metal-T icon can be used for branding. The visual elements that make up the “Metal-T” are fixed. This icon must not be redrawn, outlined, tilted, reproporioned or modified in any way.

MINIMUM CLEAR SPACE

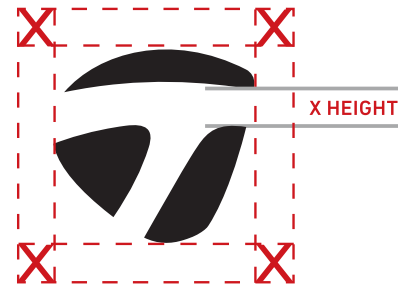
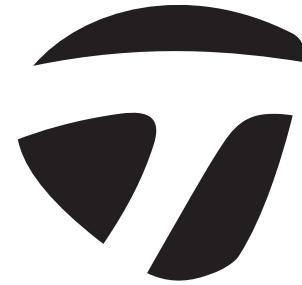
The height of the space created between the shapes on the rightmost side of the “Metal-T” defines the amount of space that must remain around the icon. No text, image, edge or other element should ever interfere with the clear space.

MINIMUM SIZE

The TaylorMade primary Brandmark should never be used smaller than the height of 0.25 inches or 6.35 millimeters to preserve the legibility of the letters.

COLOR

With executive approval, and on the condition that it is a SOLID color (no gradients or pattern fills), the “Metal-T” on product can be matched to whatever aesthetically looks best or matches product colorways.



VIOLATIONS

Common example of “what not to do” regarding the “Metal-T”.

! The Metal-T Icon must NEVER appear in close relation, or as a lock-up with the TaylorMade primary Brandmark:



! DO NOT stretch, skew, curve or otherwise manipulate the Brandmark under any circumstances. Always maintain original proportions.



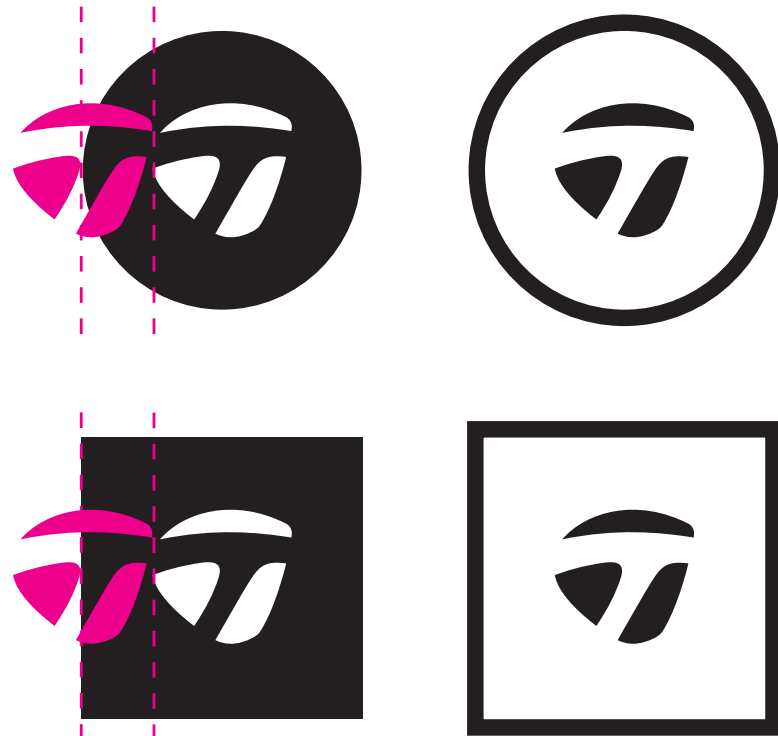
! DO NOT rotate the the Metal-T Icon.



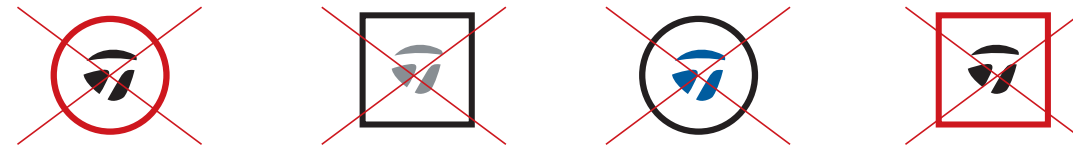
METAL-T IN A CIRCLE OR SQUARE

Proper execution of the “Metal-T” within a circle is as follows: The “Metal-T” icon should have the proper clear space around itself and the circle containing it. That clear space equals 1/2 the width of the Metal-T inside the shape. The inner circle should always have a fill color of either white or black in order to block out any patterns that may be in the background and interfere with the visibility and clarity of the Metal-T.

METAL-T icon should be centered within the inner most edge of a circle or square, with a clearance of 1/2 of the total width of “Metal-T”.



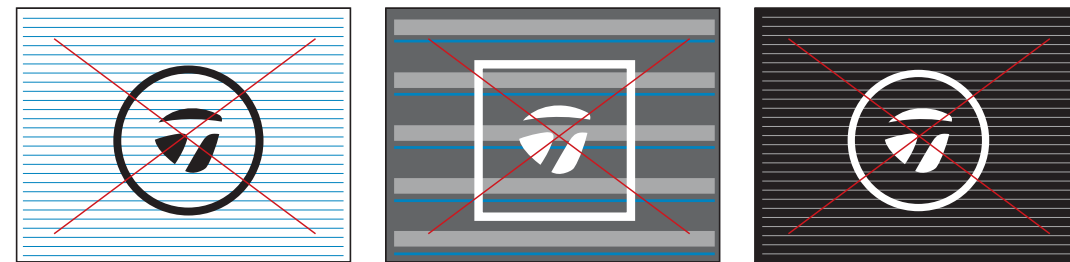
❗ If a stroke is use, the stroke must be the same color as the “Metal-T”.



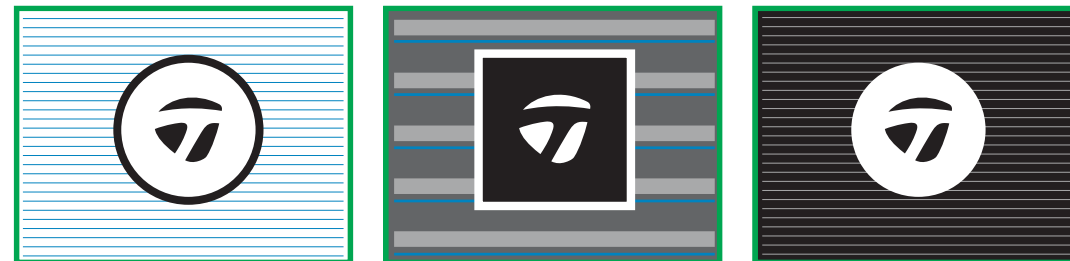
❗ The shape containing the Metal-T must not be any other than a “true” circle and a “true” square.



❗ The inside of a circle or square must always have a fill color that blocks out any background pattern.



Appropriate usage



PRODUCT TECHNOLOGY TYPEFACES

These fonts are preferred whenever highlighting the technologies, features, and instruction regarding TaylorMade products. At times, other fonts may be incorporated with TaylorMade Product Design Team approval.

! *These fonts are only to be used by the TaylorMade Design Group and are NOT available upon request.*

For further inquiries into this matter please contact danica.schuveiller@taylormadegolf.com

DIN Next 79 Medium - Upper Case/Lower Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz

DIN Next 79 Medium Condensed - Upper Case/Lower Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz

Michroma - Upper Case/Lower Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz

PORSCHE DESIGN FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

GOTHAM MEDIUM - UPPER CASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

BLAIR ITC BOLD - UPPER CASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

PRODUCT SPECIFIC IDENTITY GUIDES

Each product has its own set of colors, logos, rules, etc. The TaylorMade Global Marketing Design team creates individual guides for each product family and they are available by request. These guides are delivered as editable PDF formats where logos and colors can be easily extracted for use.

! Product Specific Identity Guides are only to be generated by the TaylorMade Global Design Group and are available upon request.

Please contact danica.schuveiller@taylormadegolf.com to submit your request.

Examples:

TM21 STEALTH

IDENTITY GUIDE

COLOR PALETTE (PRINT)

<p>Tech White C=0 M=0 Y=0 K=0 R=30 G=30 B=35 #E0E0E0</p>	<p>Process Black PMS PROCESS BLACK C C=0 M=0 Y=0 K=100 #000000</p>	<p>Heritage Red C=12 M=100 Y=11 K=5 R=207 G=102 B=17 #F7222F</p>	<p>Tech Grey Pantone Cool Grey 4 C Metric Pantone 671 C C=12 M=12 Y=12 K=15 R=118 G=118 B=141 #A9A9A9</p>
---	---	---	--

PRIMARY LOGOS

MWD MARKETING LOCK-UP

--	--

2022 TP5 / TP5X

IDENTITY GUIDE

COLOR PALETTE (PRINT)

<p>BLACK C=0 M=0 Y=0 K=100 R=0 G=0 B=0</p>	<p>PANTONE 2945 C=100 M=48 Y=17 K=5 R=60 G=79 B=139 #004F8B</p>
<p>WHITE C=0 M=0 Y=0 K=0 R=255 G=255 B=255</p>	<p>PANTONE 430 C=85 M=37 Y=34 K=15 R=125 G=134 B=140 #70848C</p>

PRIMARY LOGO

PRIMARY LOGO (ONE COLOR)

TM22 SPIDER GT FAMILY

IDENTITY GUIDE

COLOR PALETTE (PRINT)

<p>BLACK C=0 M=0 Y=0 K=100 R=0 G=0 B=0 #000000</p>	<p>Tech White C=0 M=0 Y=0 K=0 R=255 G=255 B=255 #FFFFFF</p>	<p>Heritage Red Pantone 1855 C=0 M=100 Y=100 K=15 R=234 G=21 G=35 #E11E1E</p>
---	--	--

PRIMARY LOGO

BRANDING METALWOODS

DRIVER / FAIRWAY / RESCUE

The TaylorMade primary Brandmark, or in some cases the Metal-T icon, are acceptable forms of product branding when used according to the guidelines outlined in this guide.

LOGO LOCK-UP HIERARCHY

When it is necessary to lock-up the TaylorMade primary Brandmark with the model logo, the following rule applies:

The TaylorMade primary Brandmark should be of equal visual weight, and always be the first read as the model logo.

Examples:



MODEL
LOGO



MODEL
LOGO



MODEL
LOGO



MODEL
LOGO

MEDIA-FOCUSED BRANDING

On various media outlets that use video and photography, when there is specific focus on the metalwood hitting the ball, the TOE of the club is often the main focal point. Branding here should be visible.

Example:



BRANDING GOLF BALLS

GOLF BALL SIZE

The Rules of Golf, jointly governed by the R&A and the USGA, state in Appendix III that the diameter of a “conforming” golf ball cannot be any smaller than 1.680 inches (42.67 mm), and the weight of the ball may not exceed 1.620 ounces (45.93 g).

GOLF BALL STAMPS

For legibility, the TaylorMade primary Brandmark has been modified for use on the Golf Ball. The “Metal-T” portion of the logo is slightly modified and the letterforms have been made thinner to improve appearance. The Brandmark is also used as a visual aid for alignment of the golf ball toward the target, therefore it should be aligned with the center equator of the golf ball and the number(s) should always be centered below it.

! *The ball stamp should never exceed 25mm tall x 25mm wide.*

The ball number should always be centered beneath the logo, the distance of the height of the “M” below the Metal-T.

FONT FOR BALL NUMBER: Open Sans Italic, 16pt.
Download free font at <https://bit.ly/3xnk982>



BRANDING ACCESSORIES

USAGE

The TaylorMade primary Brandmarks should always be used to brand softgoods such as Headcovers, Bags, Travel Gear, Apparel, Footwear, Headwear, and other gear.

! ANYTHING OTHER than the correct usage of the TaylorMade primary Brandmark, and/or the Metal-T icon, need to be reviewed by the TaylorMade Global Design team and **must receive executive approval in the early design stages.**

PRIMARY BRANDMARK / PROPER USAGE



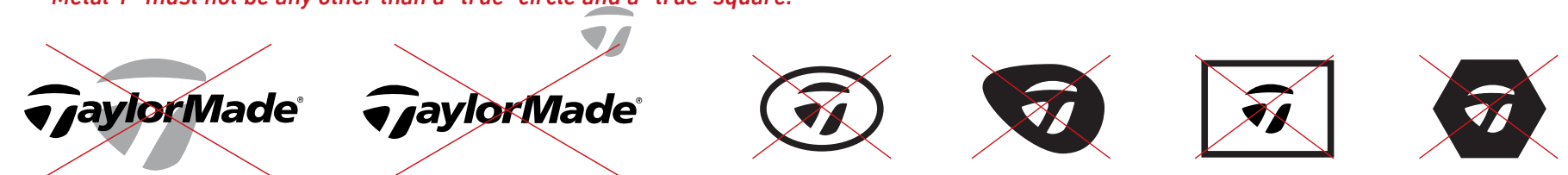
! DO NOT stretch, skew, curve or otherwise manipulate the Brandmark under any circumstances. Always maintain original proportions.



METAL-T ICON / PROPER USAGE



! The Metal-T Icon must NEVER appear in close relation, or as a lock-up with the TaylorMade primary Brandmark. Also, The shape containing the "Metal-T" must not be any other than a "true" circle and a "true" square.



RETAIL BRANDING

OVERVIEW

PERFORMANCE CENTERS

IRON WALL KITS

RETAIL FIXTURES

RETAIL WINDOWS



RETAIL BRANDING

PRIMARY BRANDMARK

The TaylorMade logo is always at the top of the communication hierarchy. It is included on fixtures, fixture graphics and wall graphics. Use care to make sure multiple logos do not appear in the same plane. For example, if there's a permanent logo on a fixture, do not place a logo on a graphic that will insert onto the fixture.

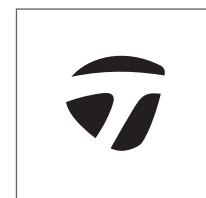
Logo only appears as black on a white background or white on a black background. When a logo is presented on a wood background, it should be white.

METAL-T ICON

The Metal-T icon is a secondary logo that should be used when a simple impression is desired. It is meant to be used as an accent only.

This icon only appears as black on a white background or white on a black background. When a logo is presented on a wood background, it should be white.

! *Metal-T icon must never be used in combination with the TaylorMade Primary Brandmark.*



BRAND MATERIALS AND FINISHES



WHITE

- High gloss finish
- Used on fixtures



BLACK

- Matte finish
- Used on fixtures



WALNUT

- Satin finish
- Horizontal grain pattern
- Used on fixtures

PERFORMANCE CENTERS

Performance Centers are defined as any designated TaylorMade space within hitting bays or an exclusive TaylorMade fitting bay. We categorize locations by:

Tier 1 – Off-course, Tier 2 – Off-course, or On-course

IDENTITY

Naming a Performance Center is as follows:

Option 1 (*Preferred*):

TAYLORMADE (*CITY NAME*) PERFORMANCE CENTER

Option 2:

TAYLORMADE (*LOCATION/STORE NAME*) PERFORMANCE CENTER

VISUAL IDENTITY



1/4 width
of Metal-T ↓

Location Font: Din Next LT Pro Heavy

Performance Center Font: Din Next LT Pro Medium



BRAND GUIDELINES

! DO NOT use the following logos:

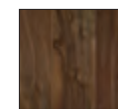


BRAND MATERIALS AND FINISHES



COUNTERTOP

- Corian
- Designer White



WOOD ACCENT

- Mohawk Walnut
- M545-15227



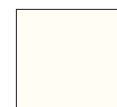
CABINETS

- HPR Wilsonart White 1570-60



SHAFT HOLDERS

- PC Axalta Flat Black
- White



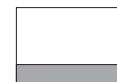
CABINET HARDWARE

- PC Sky White



WALL COLOR OPTIONS

- TM Steel (primary)
- TM Silver (accent)
- Tech White (alternate)



CARPET

- Interface Style SS217
- 105008 Passageway

PERFORMANCE CENTERS

PHOTOGRAPHY

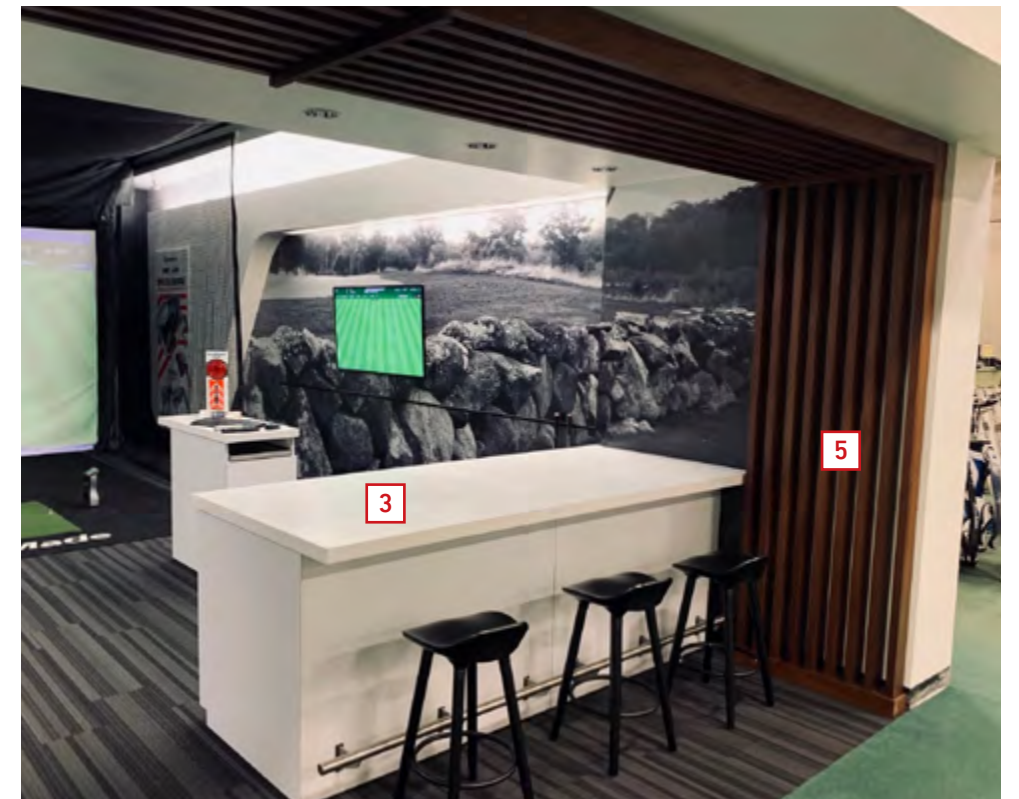
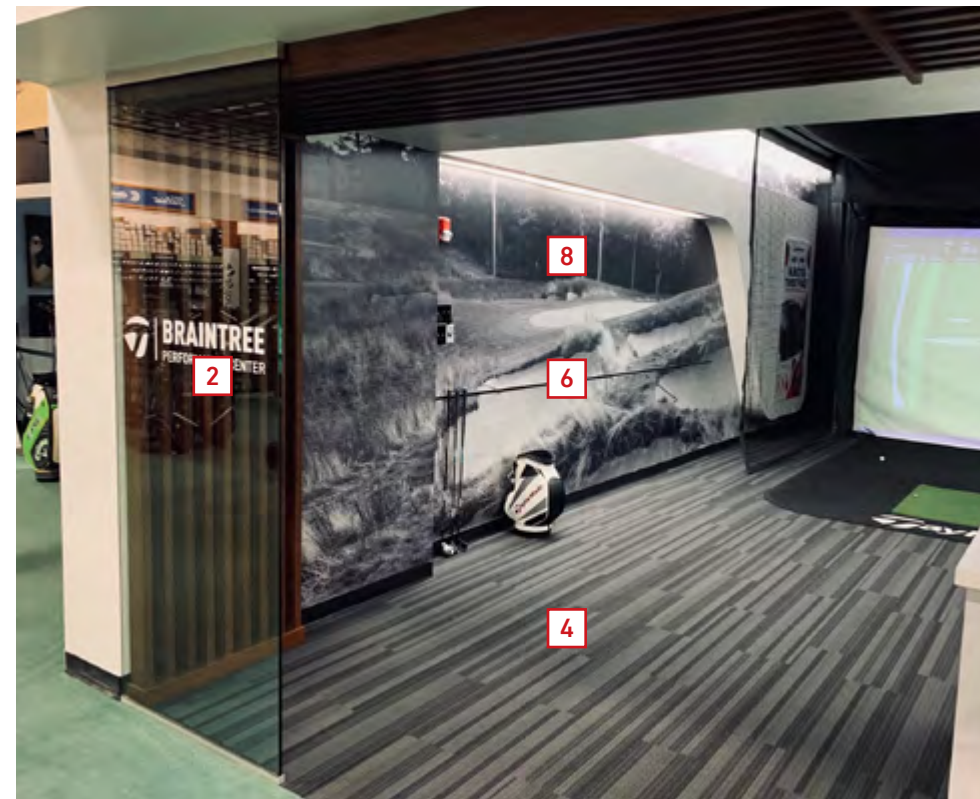
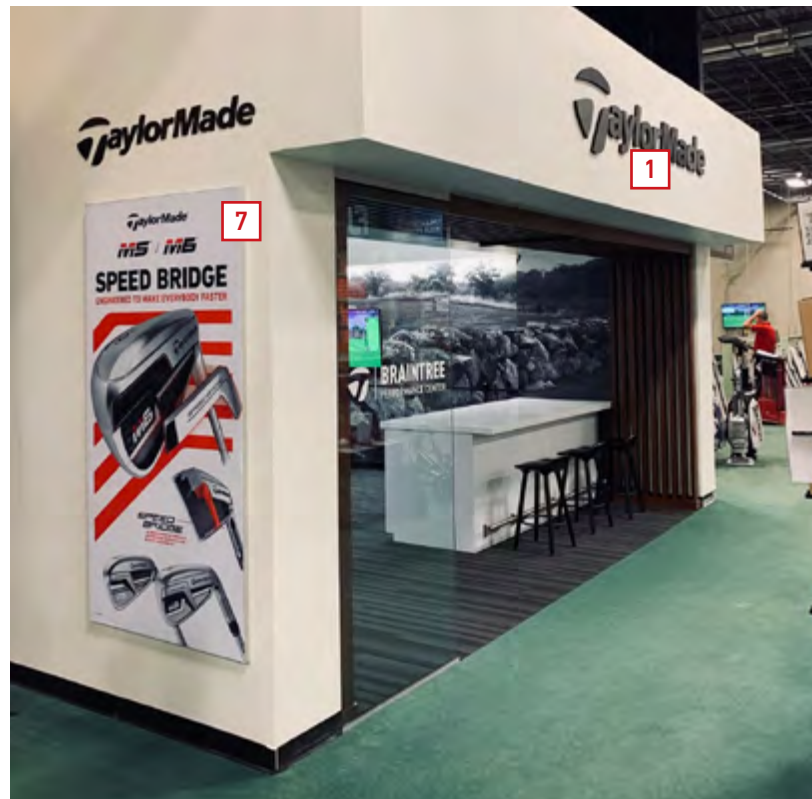
Photography should preferably be of a golf course that is local to the location of the performance center. Rather than full color, these images should be black and white with a moderate amount of contrast. All golf course photography must be branded with TaylorMade either with a “Metal-T” or with the TaylorMade Brandmark. Wall wraps are preferred but other executions can be used with approval from TaylorMade Global Design team.

! Minimum image resolution for large format printing should be a minimum of 100 dpi. Please consult Global Design Team if there are any uncertainties regarding image resolution.



PERFORMANCE CENTERS

OFF-COURSE TIER 1 EXAMPLE



- 1 TaylorMade Logo
- 2 Main Identity
- 3 Counter tops
- 4 Carpet

- 5 Wood Accents
- 6 Shaft Holders
- 7 Branded Graphics
- 8 Course Imagery

PERFORMANCE CENTERS

12 FOOT PREMIER

DIMENSIONS: 12' w X 8' h



- 1 Header Panel - Location ID
- 2 Frames / SEG Graphics
- 3 Club Arms
- 4 Panels for Shelves
- 5 Metalwood Shelves
- 6 Large Iron Shelves
- 7 Arm Holders
- 8 Shaft Holders

8 FOOT PREMIER

DIMENSIONS: 8' w X 8' h



6 FOOT PREMIER

DIMENSIONS: 6' w X 8' h



IRON WALL KITS

10' IRON WALL KIT

DIMENSIONS: 10' w x 8' h min.

CAPACITY: 12 SETS MAX

8' IRON WALL KIT

DIMENSIONS: 8' w x 8' h min.

CAPACITY: 12 SETS MAX

6' IRON WALL KIT

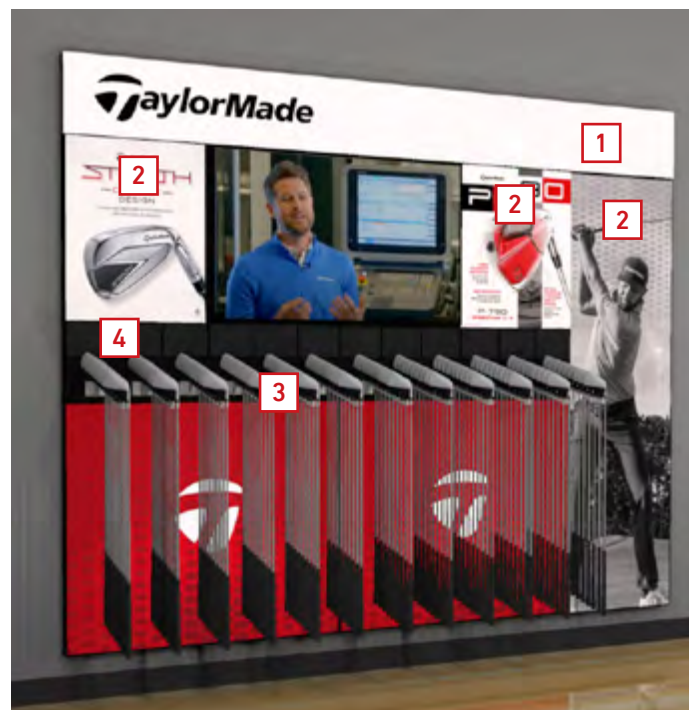
DIMENSIONS: 6' w x 8' h min.

CAPACITY: 9 SETS MAX

4' IRON WALL KIT

DIMENSIONS: 4' w x 8' h min.

CAPACITY: 6 SETS MAX



- 1 Header Panel
- 2 Frames / SEG Graphics
- 3 Club Arms
- 4 Arm Holders

RETAIL FIXTURES

METAL / CARBON WOODS



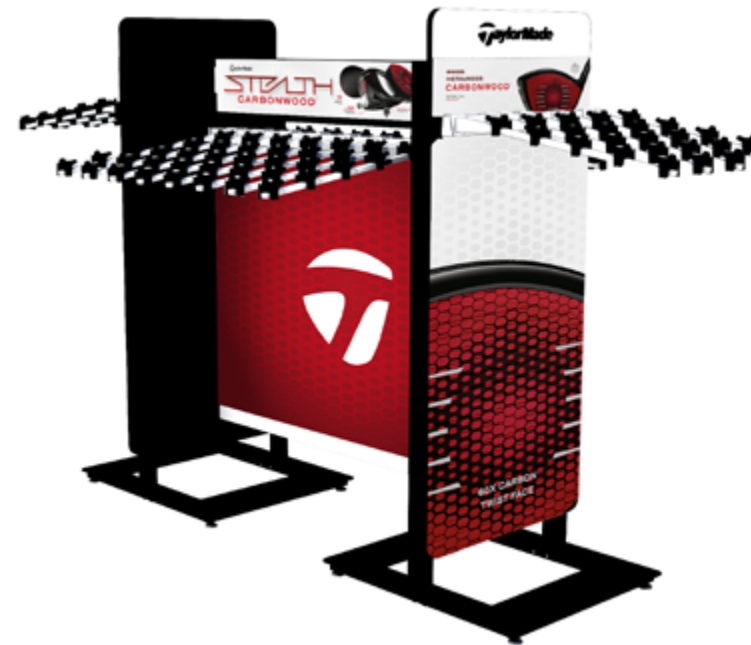
CORE TOWER

DIMENSIONS: 29.75" w x 25.75" h x 63.965" d
 AVAILABLE WITH 3-CLUB OR 5-CLUB ARMS
 CAPACITY: 30-50



SINGLE SIDED CORE TOWER

DIMENSIONS: 29.75" w x 25.75" h x 63.965" d
 AVAILABLE WITH 3-CLUB OR 5-CLUB ARMS
 CAPACITY: 20-30



GONDOLA

DIMENSIONS: 81" w x 25.75" h x 63.965" d
 AVAILABLE WITH 3-CLUB OR 5-CLUB ARMS
 CAPACITY: 78-100



SHOP-IN-SHOP

DIMENSIONS: 155.25" w x 25.75" h x 29.75" d
 AVAILABLE WITH 3-CLUB OR 5-CLUB ARMS
 CAPACITY: 126-175

RETAIL FIXTURES

GOLF BALL



LARGE END CAP
CAPACITY: 150 BOXES
DIMENSIONS: 42" w x 72" h x 16" d



SMALL END CAP
CAPACITY: 60 BOXES
DIMENSIONS: 18" w x 67 3/8" h x 14" d



X-SMALL END CAP
CAPACITY: 30 BOXES
DIMENSIONS: 10" w x 54" h x 12" d



STACKER
CAPACITY: 68+ BOXES
DIMENSIONS: 1'10" w x 1'8" h x 1'8.5" d



COUNTER DISPLAY
CAPACITY: 24 SLEEVES
DIMENSIONS: 10 11/12" w x 11.5" h x 8.5" d



BALL JAR
CAPACITY: 100 BALLS
DIMENSIONS: 12" w x 12" h x 10.5" d

RETAIL FIXTURES

PUTTER



STAFF BAG RING DISPLAY
CAPACITY: 18 PUTTERS



STAFF BAG U-DISPLAY
CAPACITY: 10 PUTTERS



6-UNIT PUTTER DISPLAY
CAPACITY: 6 PUTTERS
DIMENSIONS: 19.25" w x 50.25" h x 12" d



12-UNIT PUTTER DISPLAY
CAPACITY: 12 PUTTERS
DIMENSIONS: 35.25" w x 50.25" h x 12" d



Single Putter Deep:



3 Putters Deep:



PUTTER CORRALS

CAPACITY: Varies
DIMENSIONS: Varies

RETAIL FIXTURES

WEDGE

DISPLAY

CAPACITY: 8 UNITS

DIMENSIONS: 12" w x 49.758" h x 14" d



GLOVE

TOWER DISPLAY

(2) COUNTER DISPLAYS

DIMENSIONS: 25" w x 72" h x 25" d

CAPACITY: 144 GLOVES

GRAPHIC DIMENSIONS: 15.75" w X 5" h



SMALL COUNTER DISPLAY

DIMENSIONS: 16" w x 6.5" h x 9.5" d

ALSO HAS SLAT WALL BACKER

CAPACITY: 72 GLOVES



LARGE SLAT WALL DISPLAY

DIMENSIONS: 16" w x 6.5" h x 9.5" d

CAPACITY: 144 GLOVES

RETAIL FIXTURES

CLUB ARMS

SLATWALL VERTICAL SHAFT HOLDER

CAPACITY: 20 Units



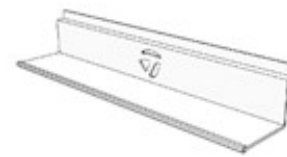
SLATWALL HORIZONTAL SHAFT HOLDER

CAPACITY: 10 Units



SLATWALL HORIZONTAL PUTTER RAIL

CAPACITY: 8-10 Units



SLATWALL VERTICAL PUTTER HOLDER

CAPACITY: 6 Units



SLATWALL UNIVERSAL CLUB ARM

CAPACITY: 9 units (varies based on need)



BONDED CLUB ARMS

CAPACITY: 3 Units



BONDED CLUB ARMS

CAPACITY: 5 Units



RETAIL WINDOWS

CONSIDERATIONS

Marketing Direction

Global Marketing Design will provide approved window concepts. Please follow this direction unless **there is executive approval** to do otherwise.

Measurements

When taking measurements, it is important to include the overall measurement size of the entire space. Include doorways, mullions, or any other spaces where the image might span across an area. This ensures that the creative as a whole can be laid out and applied in proportion to the original concept.

! MULLIONS - Best practice is to try and ensure text and logos do not fall on top of mullions (Separation between window panes, etc.). If unavoidable, use caution to position logos and text in the most unobstructed way possible (fig. 1-3). If image can be applied over top of these areas (fig. 4) that is the most ideal scenario.

Image Resolution

To ensure final image quality is optimal, but the files are at a manageable size, it is recommended that your final output is at no more than 75-100 dpi at full scale.



DIGITAL BRANDING

WEBSITE

APPLICATIONS



WEBSITE

STYLE GUIDE

As the TaylorMade consumer web experience lives and grows, it is increasingly important to maintain a consistent style and visual language across all areas of our web properties. To do this, we have built a style guide to document reusable styles for a faster and more coherent design process for both internal and external use.

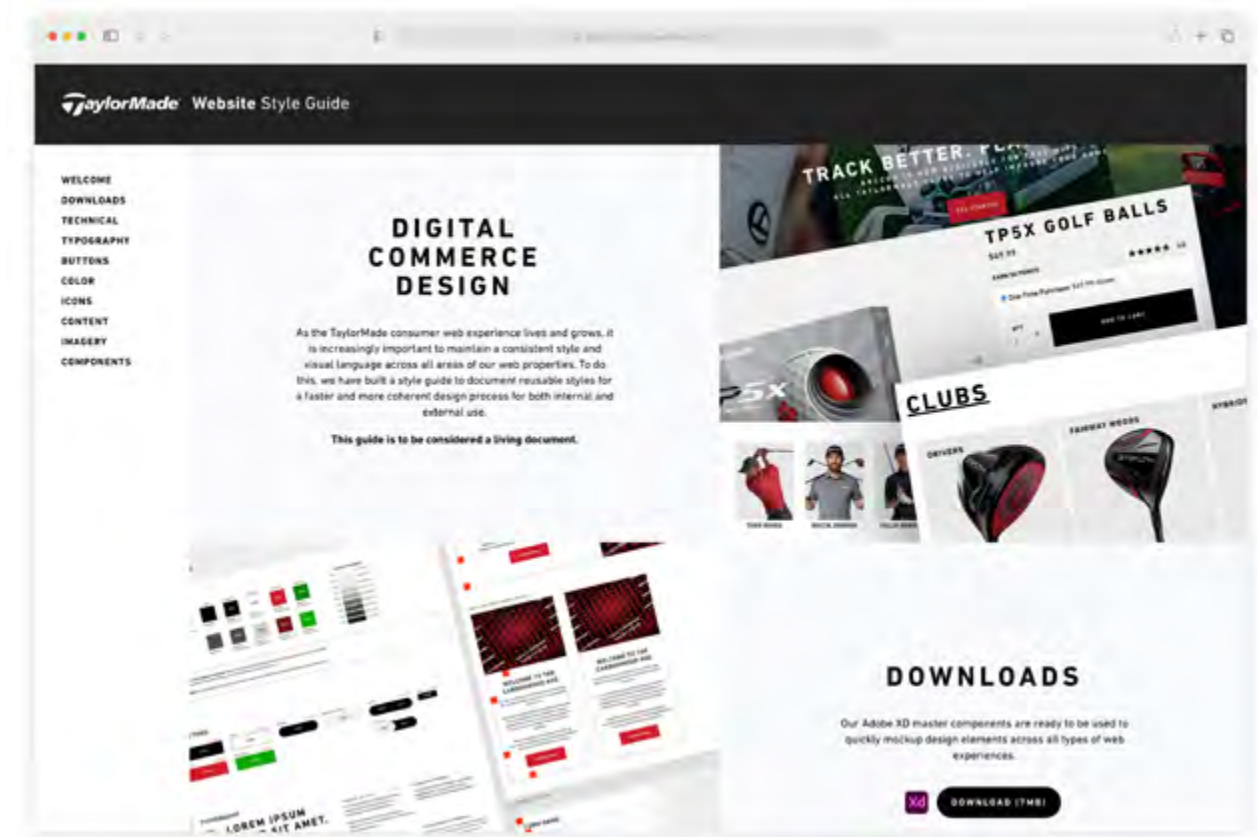
The Website Style Guide serves as a guide for developers and external vendors to adhere to with minimal handholding. It is a resource for everyone to reference when starting a new project.

Our style guide is to be considered a living document, with working files provided in Adobe XD format.

Please find the guide and resources at: <https://www.taylormadegolf.com/digital-style-guide>

! Any comments/questions specific to the Digital Style Guide should be forwarded to:

Andy Devendorf
Senior Manager Digital Commerce Development & Design
andy.devendorf@taylormadegolf.com



APPLICATIONS

MYTAYLORMADE+ LOGO



MYTAYLORMADE+ ICON



! This icon is for IN-APP use only

APP ICONS

Secondary apps share the same styling: Name on bottom, logo sizing above should be consistent.



APP TILES

Image-only or have text/button within the image



APPLICATION UI STANDARDS

Segment Controller 2-up



Segment Controller 3-up



Small Button



Large Button



Input and Dropdown



APPLICATION TEXT STANDARDS

MEGA-SIZE

DIN Next 79 Medium Condensed
100pt

HERO HEADLINE

DIN Next 79 Medium Condensed
40pt

SECTION HEADLINE

DIN Next 79 Medium Condensed
26pt

Article Title

SF Pro Bold
24pt

ARTICLE HEADER

DIN Next 79 Medium Condensed
16pt

Large Body Copy

SF Pro Regular
17pt

Quotation Text

New York Regular Italic
17pt

Small Body Copy

SF Pro Regular
13pt

LARGE CALL TO ACTION

DIN Next 79 Medium Condensed
18pt

Small Call To Action

SF Pro Medium
13pt

Global Navigation and Asides

SF Pro Medium
8pt

IMAGE ASSET CREATION

STANDARD IMAGERY

HERO IMAGERY

LIFESTYLE PHOTOGRAPHY

ATHLETE PHOTOGRAPHY



STANDARD IMAGERY

STANDARD IMAGERY

This PRE-DEFINED SET of angles reflects the core needs for all products that go to market. This image set includes an exact overview of the most critical angles and is 100-percent cosmetically accurate to the physical product.

! CLIPPING PATHS REQUIRED! For Tiff and JPG file outputs, an accurate PATH should be created and saved out as a Clipping Path. For PNG file output, the empty space should be removed and exported with transparent background applied.

FILE OUTPUTS

- 

.JPG
RGB
CLIPPING PATHS
100 DPI
2MB min
- 

.PNG
RGB
TRANSPARENT
100 DPI
3MB min
- 

.TIF
CMYK
CLIPPING PATHS
100 DPI
20MB min

TEMPLATES AND FILE NAMING

See Following Pages



VIEW: 3Q
TM22MWD_TA024_Stealth-Plus+_3Q_v1



VIEW: 3Q
TM22IRN_TA203_Stealth_3Q_v1



VIEW: SOL
TM22PTR_TA406_Spider_GT_Red_No3_SOL_v2



VIEW: Lid_Ball
TM21BAL_TA455_M7198501_TP5_WHT_ENG_dz_Lid Ball_v2

METALWOOD DRIVER - STANDARD VIEWS

TM(2-Digit Year)MWD_MACRO#_ProductName_View_version#



VIEW: 3Q
TM22MWD_TA024_Stealth-Plus+_3Q_v1



VIEW: ADR
TM22MWD_TA024_Stealth-Plus+_ADR_v1



VIEW: FCE
TM22MWD_TA024_Stealth-Plus+_FCE_v1



VIEW: TOE
TM22MWD_TA024_Stealth-Plus+_TOE_v1

METALWOOD FAIRWAY - STANDARD VIEWS

TM(2-Digit Year)MWF_MACRO#_ProductName_View_version#



VIEW: 3Q
TM22MWF_TA031_Stealth_3Q_v2



VIEW: ADR
TM22MWF_TA031_Stealth_ADR_v2



VIEW: FCE
TM22MWF_TA031_Stealth_FCE_v2



VIEW: TOE
TM22MWF_TA031_Stealth_TOE_v2

METALWOOD RESCUE - STANDARD VIEWS

TM(2-Digit Year)MWR_MACRO#_ProductName_View_version#



VIEW: 3Q
TM22MWR_TA036_Stealth_3Q_v2



VIEW: ADR
TM22MWR_TA036_Stealth_ADR_v2



VIEW: FCE
TM22MWR_TA036_Stealth_FCE_v2



VIEW: TOE
TM22MWR_TA036_Stealth_TOE_v2

IRON - STANDARD VIEWS

TM(2-Digit Year)IRN_MACRO#_ProductName_View_version#



VIEW: 3Q
TM22IRN_TA203_Stealth_3Q_v1



VIEW: ADR
TM22IRN_TA203_Stealth_ADR_v1



VIEW: FCE
TM22IRN_TA203_Stealth_FCE_v1



VIEW: TOE
TM22IRN_TA203_Stealth_TOE_v1



VIEW: SOL
TM22IRN_TA203_Stealth_SOL_v1

WEDGE - STANDARD VIEWS

TM(2-Digit Year)WDG_MACRO#_SKU#_ProductName/Color_Bounce_View_version#



VIEW: 3Q
TM22WDG_TA268_N8068609_Hi-Toe3_Copper_60_10_SB_3Q



VIEW: ADR
TM22WDG_TA268_N8068609_Hi-Toe3_Copper_60_10_SB_ADR



VIEW: FCE
TM22WDG_TA268_N8068609_Hi-Toe3_Copper_60_10_SB_FCE



VIEW: SOL
TM22WDG_TA268_N8068609_Hi-Toe3_Copper_60_10_SB_SOL



VIEW: TOE
TM22WDG_TA268_N8068609_Hi-Toe3_Copper_60_10_SB_TOE

PUTTER - STANDARD VIEWS

TM(2-Digit Year)PTR_MACRO#_ProductName_Hosel_View_version#



VIEW: 3Q
TM22PTR_TA406_Spider_GT_Red_No3_3Q_v2



VIEW: ADR
TM22PTR_TA407_Spider_GT_Red_SB_ADR_v2



VIEW: FACE
TM22PTR_TA407_Spider_GT_Red_SB_FCE_v2



VIEW: SOL
TM22PTR_TA406_Spider_GT_Red_No3_SOL_v2



VIEW: TOE
TM22PTR_TA406_Spider_GT_Red_No3_TOE_v2

GOLF BALL - STANDARD VIEWS

TM(2-Digit Year)BAL_MACRO#_BallModel_Colorway_No(Ball Number)_View_version#



PRIMARY

VIEW: 3Q
TM20BAL_TA453_TP5pix_Florida_No1_3Q_v1



OPTIONAL (My Symbol and PIX ONLY)

VIEW: FRN
TM22BAL_TA455_TP5_MySymbol_Barstool_FRN_v1



OPTIONAL (PIX ONLY)

VIEW: B-Pole
TM20BAL_TA453_TP5pix_Florida_No1_B-Pole_v1



OPTIONAL (PIX ONLY)

VIEW: B-Pole
TM20BAL_TA453_TP5pix_Florida_No1_B-Pole_v1



OPTIONAL (PIX ONLY)

VIEW: Tilt
TM20BAL_TA453_TP5pix_Florida_No1_Tilt_v1



OPTIONAL (PIX ONLY)

VIEW: Tilt
TM20BAL_TA453_TP5pix_Florida_No1_Tilt_v1

GOLF BALL PACKAGING - STANDARD VIEWS

TM(2-Digit Year)BAL_MACRO#_SKU#_BallModel_ColorWay_(3-Digit Region Code)_Size_View_version#



VIEW: FAM
TM21BAL_TA455_TP5_WHT_ENG_DZ_FAM_v2.png



VIEW: LID-BAL
TM21BAL_TA455_TP5_WHT_ENG_DZ_LID-BAL_v2.png



VIEW: LID
TM21BAL_TA455_TP5_WHT_ENG_DZ_LID_v2.png



VIEW: TRY
TM21BAL_TA455_TP5_WHT_ENG_DZ_TRY_v2.png

REGION CODES:

- ENG English Only
- GLB English/French
- JPN Japanese Only
- FRN French Only
- KOR Korean Only

SIZE CODES:

- DZ Dozen (12 Ball)
- 15ball 15 ball Packaging
- 24ball 24 ball Packaging
- 30ball 30 ball Packaging
- 36ball 36 ball Packaging

STAND BAGS - STANDARD VIEWS

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: 3QL
TM22ACC_TB401_N7899201_Flextech_US_Grey_Blue_3QL_v1



VIEW: 3QR
TM22ACC_TB401_N7899201_Flextech_US_Grey_Blue_3QR_v1



VIEW: FRN
TM22ACC_TB401_N7899201_Flextech_US_Grey_Blue_FRN_v1



VIEW: TOP
TM22ACC_TB401_N7899201_Flextech_US_Grey_Blue_TOP_v1



VIEW: DTL
TM22ACC_TB401_N7899201_Flextech_US_Grey_Blue_DTL_03_v1

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: 3Q
TM22ACC_TB565_N7877501_Supreme Cart_US_Grey_Gunmetal_Orange_3Q_v1



VIEW: LFT
TM22ACC_TB565_N7877501_Supreme Cart_US_Grey_Gunmetal_Orange_LFT_v1



VIEW: RGH
TM22ACC_TB565_N7877501_Supreme Cart_US_Grey_Gunmetal_Orange_RGH_v1



VIEW: FRN
TM22ACC_TB565_N7877501_Supreme Cart_US_Grey_Gunmetal_Orange_FRN_v1



VIEW: TOP
TM22ACC_TB565_N7877501_Supreme Cart_US_Grey_Gunmetal_Orange_TOP_v1



VIEW: DTL
TM22ACC_TB565_N7877501_Supreme Cart_US_Grey_Gunmetal_Orange_DTL_04_v1

STAFF BAGS - STANDARD VIEWS

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: 3Q
TM22ACC_TB589_N7879901_Tour Staff_US_3Q_v1



VIEW: LFT
TM22ACC_TB589_N7879901_Tour Staff_US_LFT_v1



VIEW: RGH
TM22ACC_TB589_N7879901_Tour Staff_US_RGH_v1



VIEW: FRN
TM22ACC_TB589_N7879901_Tour Staff_US_FRN_v1



VIEW: BCK
TM22ACC_TB589_N7879901_Tour Staff_US_BCK_v1



VIEW: TOP
TM22ACC_TB589_N7879901_Tour Staff_US_TOP_v1

COMBO SET - STANDARD VIEWS

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: BAG
TM21MWC_TA197_RBZ Speedlite_BAG_01_v1



VIEW: BAG
TM21MWC_TA201_RBZ Speedlite_Womens_BAG_01_v1

! Ensure that all clubs current inline products and are represented in an optimum way, and placed in the correct space within the bag.

HEADWEAR - STANDARD VIEWS

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: FRN
TM22ACC_TB554_N7888501_Tour Flat Bill_White_FRN_v1



VIEW: 3QL
TM22ACC_TB554_N7888501_Tour Flat Bill_White_3QL_v1



VIEW: 3QR
TM22ACC_TB554_N7888501_Tour Flat Bill_White_3QR_v1



VIEW: LFT
TM22ACC_TB554_N7888501_Tour Flat Bill_White_LFT_v1



VIEW: RGH
TM22ACC_TB554_N7888501_Tour Flat Bill_White_RGH_v1



VIEW: BCK
TM22ACC_TB554_N7888501_Tour Flat Bill_White_BCK_v1



VIEW: UND
TM21ACC_TA834_N7844417_PerformanceCage_UND_v1

GLOVE - STANDARD VIEWS

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: STD
TM21ACC_TA854_N7838719_TP Color Glove Grey_STD_v1



VIEW: 3Q
TM21ACC_TA854_N7838719_TP Color Glove Grey_3Q_v1



VIEW: PLM
TM21ACC_TA854_N7838719_TP Color Glove Grey_PLM_v1

HEADCOVER - STANDARD VIEWS

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: FRN
TM22ACC_V9680901_Stealth Mens Driver_FRN_v1



VIEW: BCK
TM22ACC_V9680901_Stealth Mens Driver_BCK_v1

PUTTER MALLET HEADCOVER - STANDARD VIEWS

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: FRN
TM22ACC_A9276701_Spider_GT_Headcover_FRN_v1



VIEW: BCK
TM22ACC_A9276701_Spider_GT_Headcover_BCK_v1



VIEW: 3Q
TM22ACC_A9276801_Spider_GT_Headcover_3Q_v1



VIEW: DTL
TM22ACC_A9276701_Spider_GT_Headcover_DTL_v1

PUTTER BLADE HEADCOVER - STANDARD VIEWS

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: 3QL
TM20ACC_N9929201_MyTP Headcover Blade_3QL_v1



VIEW: 3QR
TM20ACC_N9929201_MyTP Headcover Blade_3QR_v1

APPAREL - STANDARD VIEWS

TM(2-Digit Year)ACC_MACRO#_SKU#_ProductName_ColorWay/Description_View_version#



VIEW: FRN
TM19ACC_DW-ANW91_OriginalsT-Shirt_FRN_v1



VIEW: BCK
TM19ACC_DW-ANW91_OriginalsT-Shirt_BCK_v1



VIEW: DTL
TM19ACC_DW-ANW91_OriginalsT-Shirt_DTL_v1

SHAFT - STANDARD VIEW

TM(2-Digit Year)(3-Digit Product Code)_SKU#_Brand_Model/Description_version#



TM22SHF_TA033_V9282701_Fujikura Ventus Red 22 FW 6S_v1

! Placement is important. Shaft/Grip image should include the entire shaft OR grip so that design can crop accordingly. Each image should be shot the exact same way with the item centered in the frame.

SHAFT PRODUCT CODES:

- SHD Shaft Driver
- SHF Shaft Fairway
- SHDSHF Shaft Driver/Shaft Fairway
- SHR Shaft Rescue
- SHI Shaft Iron
- SHRSHI Shaft Rescue/Shaft Iron
- SHW Shaft Wedge
- SHP Shaft Putter

GRIP - STANDARD VIEW

TM(2-Digit Year)(3-Digit Product Code)_SKU#_Brand_Model/Description_ColorWay_View_version#

Optional



MWC/IRN/WDG GRIP



TM22GRP_TA026_A9265501_Lamkin Stealth_v1

PUTTER GRIP



TM21GRPTR_N9170701_SuperStroke_Pistol GTR 1.0 Gry_White_v1

GRIP PRODUCT CODES:

- GRPGrip Full Swing
- GRPTRGrip Putter
- FAMProduct Family
- MSCMiscellaneous

VIEWS (Optional)

- FRN.....Front
- BCK.....Back

HERO IMAGERY

HERO IMAGERY

Hero imagery is 100% cosmetically accurate and is used to highlight the main features and benefits of the product. Hero imagery is produced on an “as-needed” basis and are often computer generated renders vs photography. These images are often well planned out and intense detail is applied to perfect them.

! *Hero Imagery may be further broken down into the following terminology:*

- Beauty Imagery
- Tech / Cut-away Imagery
- Laydown Imagery
- Family Imagery
- Studio Imagery

FILE OUTPUTS



RGB
CLIPPING PATHS
2MB min



RGB
TRANSPARENT
3MB min



CMYK
CLIPPING PATHS
20MB min

FILE NAMING

Optional if there are multiple
MACRO's/SKU's Featured



TM(2-Digit Year)(Product Code)_MACRO#_SKU#_ProductDescription_View_Version#



VIEW: HERO
TM22IRN_TA203_Stealth_HERO_06_v1



VIEW: TCH
TM20IRN_TA155_P770_TCH02_v1.jpg



VIEW: LYD
TM21WDG_WZ753_Hi-Toe Raw_LYD01_v1



VIEW: TCH
TM22PTR_TA378_Spider_GT_Red_Black_No3_TCH01_v1



VIEW: HERO
TM22MWD_TA029_Stealth-HD_HERO_01_v1



VIEW: FAM
TM21MWD_TA002_TA219_M4_FAM01_v1

PRODUCT CODES:

MWCMetalwood Collection
MWDMetalwood Driver
MWFMetalwood Fairway
MWRMetalwood Rescue
CWD.....Carbonwood Driver
IRNIron
WDG.....Wedge
PTRPutter

BALBall
MSCMiscellaneous / Mixed
ACCAccessories
MSCMiscellaneous
APPApparel
FTWFootwear

VIEWS:

FAM001, FAM002, etc.....Family
HERO01, HERO02, etc.....Hero
MAC01, MAC02, etc.....Macro
LYD01, LYD02, etc.....Laydown
TCH01, TCH02, etc.....Technical

LIFESTYLE PHOTOGRAPHY

LIFESTYLE PHOTOGRAPHY

Lifestyle imagery includes all product shots taken in a natural or staged environment. These images convey the real-life application of our products or evoke strong emotion. Products should be 100% cosmetically accurate and free of scuff marks, scratches and fingerprints. These images should highlight key features and benefits of the showcased products.

! Although using a shallow depth of field can add drama and interest to the image, the core product identifying features and identity need to be at least 95% in focus.

FILE OUTPUTS



RGB
300 DPI
2MB min

FILE NAMING

Optional if there are multiple
MACRO's/SKU's Featured

Indicates
Lifestyle

TM(2-Digit Year)(Product Code)_MACRO# and/or SKU#_ProductDescription_LFS_SourcelImage#_Version#



VIEW: LFS
TM22BAL_TA455_M7198001_TP5_White_LFS_JPO-01879_v1



VIEW: LFS
TM22PTR_TA406_Spider_GT_Red_No3_LFS_JPO-01033_v2



VIEW: LFS
TM22MWF_Stealth Family_LFS_OSN_33897_v1



VIEW: LFS
TM21WDG_TA191_MG3_LFS_BMW-07331_v1



VIEW: LFS
TM22ACC_TD672_Vessel_Luxe_TM_LFS_JPO-00598_v1



VIEW: LFS
TM22IRN_TA203_Stealth_7809_v1



VIEW: LFS
TMC22ACC_CA_Bear_Headcover_Collection_LFS_JPO-0217_v1

PRODUCT CODES:

- MWC Metalwood Collection
- MWD Metalwood Driver
- MWF Metalwood Fairway
- MWR Metalwood Rescue
- MWH Metalwood Hybrid
- IRN Iron
- WDG Wedge
- PTR Putter
- BAL Ball
- MSC Miscellaneous / Mixed
- ACC Accessories
- SHD Shaft Driver
- SHF Shaft Fairway
- SHDSHF Shaft Driver/Shaft Fairway
- SHR Shaft Rescue
- SHI Shaft Iron
- SHRSHI Shaft Rescue/Shaft Iron
- SHW Shaft Wedge
- SHP Shaft Putter
- GRP Grip Full Swing
- GRPTR Grip Putter
- FAM Product Family
- MSC Miscellaneous

VIEWS:

- LFS Lifestyle

ECOMM EXCLUSIVES - HYBRID LIFESTYLE / STANDARD IMAGERY

In some cases, determined by an Ecomm merchandising manager, typical standard imagery does not suit the business needs and a “hybrid” between lifestyle imagery and standard imagery is needed *(See Lifestyle Imagery on pg. 58)*. These product images should be set in an emotional and/or environmental setting, but also still fulfill the requirements set by this guide for Standard Imagery.

FILE OUTPUTS



TM(2-Digit Year)(Product Code)_MACRO#_SKU#_ProductDescription_LFS_SourcelImage#_version#



VIEW: FRN
TM22ACC_TA837_V9719101_Alligator_Zurich_Classic_Headcover_LFS_JPO-06588_v2



VIEW: BCK
TM22ACC_TA837_V9719101_Alligator_Zurich_Classic_Headcover_LFS_JPO-06580_v2



VIEW: 3Q
TM22ACC_TA837_V9719101_Alligator_Zurich_Classic_Headcover_LFS_JPO-06508_v2



VIEW: DTL
TM22ACC_TA837_V9719101_Alligator_Zurich_Classic_Headcover_LFS_JPO-06456_v2

! Source Reference: Putter Mallet Headcover Standard Imagery (pg. 53)



VIEW: FRN



VIEW: BCK



VIEW: 3Q



VIEW: DTL

ATHLETE PHOTOGRAPHY

ATHLETE PHOTOGRAPHY

TaylorMade Athlete photography must always be authentic. Athletes should be shown in positions that emphasize their athletic ability and mental focus. The face of the athlete and the TaylorMade product should be easily identifiable and be well within the image borders.

ALL TaylorMade athlete photography must be approved by the Global Design Team and Global Sports Marketing.

! Any request to manipulate (including Black and White) approved athlete images must be submitted to TaylorMade Global Design team and evaluated accordingly. Contact danica.schuveiller@taylormadegolf.com to submit your request.

FILE OUTPUTS



RGB
CLIPPING PATHS
100 DPI
2MB min



RGB
TRANSPARENCY
150 DPI
3MB min



CMYK
CLIPPING PATHS
300 DPI
5MB min

FILE NAMING

Optional if there are multiple
MACRO's, or if there is no
product featured

Optional - Use
as needed

TM(2-Digit Year)(Product Code)_MACRO#_ProductName_FirstLast_View_SourceImage#_Version#



VIEW: ONC
TM22CWD_Stealth-Plus+_CollinMorikawa_ONC_DSC08837_v1



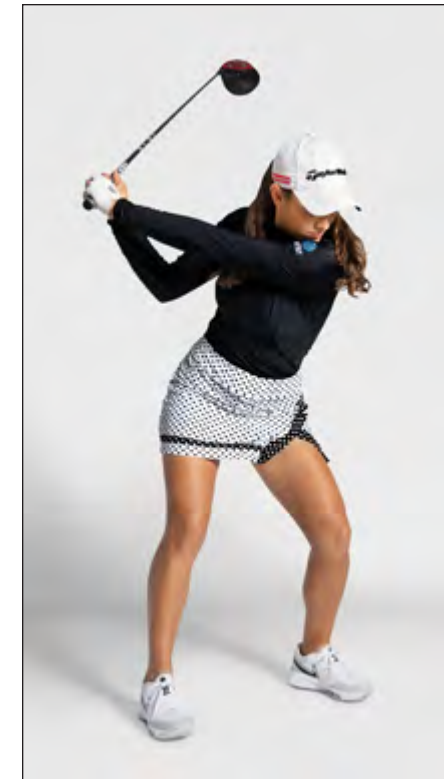
VIEW: STU
TM22MWD_TA024_Stealth Plus_TigerWoods_STU_R517643_v1



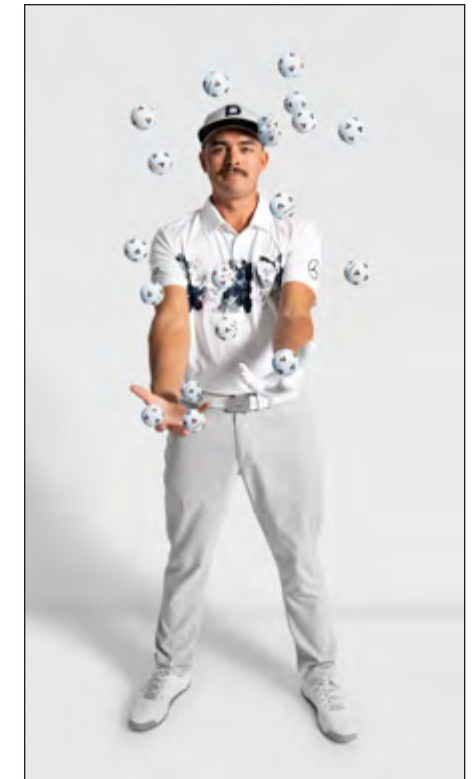
VIEW: STU
TM22PTR_Spider_GT_Red_SergioGarcia_STU_00601_v1



VIEW: ONC
TM22CWD_Stealth-Plus+_DustinJohnson_ONC_1811_v1



VIEW: CAM
TM22CWD_Stealth-Plus+_MariaFassi_CAM-B_00586_v1



VIEW: STU
TM22BAL_TP5-PIX_RickieFowler_STU_04648_v1

PRODUCT CODES:

MWC Metalwood Collection
MWD Metalwood Driver
MWF Metalwood Fairway
MWR Metalwood Rescue
MWH Metalwood Hybrid
IRN Iron
WDG Wedge
PTR Putter
BAL Ball
MSC Miscellaneous / Mixed
ACC Accessories
SHD Shaft Driver
SHF Shaft Fairway
SHDSHF Shaft Driver/Shaft Fairway

SHR Shaft Rescue
SHI Shaft Iron
SHRSHI Shaft Rescue/Shaft Iron
SHW Shaft Wedge
SHP Shaft Putter
GRP Grip Full Swing
GRPTR Grip Putter
FAM Product Family
MSC Miscellaneous
POR Portrait, No Product Shown

VIEWS (Optional):

ONC On Course / Athlete
STU Studio / Athlete
CAM Camera Angle

EXPERIENTIAL

FITTING EVENTS

THE KINGDOM



FITTING EVENTS

OVERVIEW

TaylorMade’s Experiential Team is responsible for executing consumer-facing fitting events at green grass facilities, driving ranges, and off-course specialty shops. These world class fitting events are by appointment only and must be booked with the assistance of the myFittingExp App . A fitting can take place during a standard event, a takeover event, or a private VIP fitting. All fitting events should be executed with current in line products and assets should be in good working condition.

Experiential Matrix - Required for all Fitting Events (Standard, Take Over, VIP)

Product Required - Premier Select Fit Matrix + Any additional necessary components

Assets Required - Tent, Table w/ TM Cover, Wind Blades, Shafts Walls (MFE Branded), Tee Dividers, In Line Stand/Staff Bags, Rocket Launchers, Launch Monitor (Preferability TrackMan or GQ Quad) w/ iPad

STANDARD FITTING EVENT

This type of fitting experience should be executed by a TaylorMade Experiential Rep/Lead or a Demo Technician. During this one-on-one fitting, customers will have the opportunity to experience every product from TaylorMade. All professional recommendations and shots must be tracked through the myFittingExp App.

TAKE OVER FITTING EVENT

A large scale event that will require a full team (Experiential Rep/Lead, Sales Rep, and Demo Technicians) and multiple Experiential Matrices. Stations should be set up that will allow customers to be fit for every part of the golf bag. That would include full swing (drivers, fairway, rescues, irons) short game (putter, wedge), golf ball, and mobile retail shop (headwear, glove, bag, golf ball).

Example Video: https://www.youtube.com/watch?v=fU7FjUG5_Q

PRIVATE VIP FITTING

A one-on-one fitting experience in which one fitter is working with a single customer.



THE KINGDOM

Once solely reserved for Tour professionals, The Kingdom is TaylorMade's premier club-fitting destination. Designed with the golfer in mind and equipped with the most state-of-the-art technology available, an experience at The Kingdom is unmatched within the world of golf.

PRIMARY FONT

TRAJAN PRO - UPPER CASE
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

SECONDARY FONT

DIN Next 79 - Upper/Lower Case/Bold/Italics
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

COLOR PALETTE

TECH WHITE
 PANTONE WHITE
 CO MO YO KO
 RO GO BO
 WEB #000000

TM STEEL
 PANTONE COOL GREY 10 C
 METALLIC PANTONE 10388 C
 C60 M51 Y49 K22
 R106 G104 B104
 WEB #656569

PRECISION BLACK
 PANTONE BLACK C
 C60 M40 Y40 K100
 RO GO BO
 WEB #000000

TP RED
 PANTONE 188 C
 C23 M92 Y66 K37
 R135 G36 B53
 WEB #872434

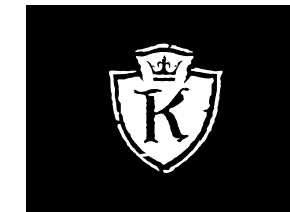
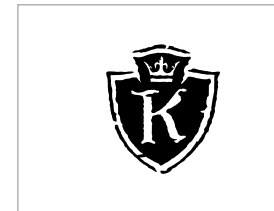


IMAGE GUIDELINES

TaylorMade Kingdom photography must be premium, professional and capture the essence of what defines golf's premier custom fitting experience. Photography must uphold and meet the level of excellence associated with the TaylorMade brand. Images must always showcase The Kingdom in immaculate condition, free of clutter and neatly manicured. All golfers appearing in photography will depict authentic golf experiences and remain true to the offerings of The Kingdom. **All Kingdom images must be approved by the TaylorMade Global Marketing team before use and must be mindful of the athletes and customers privacy while on site.** Any photos depicting Team TaylorMade athletes will need approval from Sports Marketing and the pictured athlete. Athletes should be shown in positions that emphasize their athletic ability and mental focus.

