MOLLYMOOK
GOLF CLUB

MOLLYMOOK GOLF CLUB & MOLLYMOOK GOLF HILLTOP STYLE GUIDE 2012

Over the years, Mollymook Golf Club has grown from a single club location and brand, into different brand sectors: the Hilltop location and the overarching Mollymook Golf Club brand.

Although originally branded for the beachside location, the logo has remained in use for both groups. In addition, Mollymook has incorporated a new reward program, which has brought a new identity to the table, and thus a new logo system has been developed to both provide an updated brand reflective of the local wildlife and lifestyle, whilst also providing consistency between the two club sectors, and the rewards program.

The new brand system is contained within this style guide, which provides creative usage guidelines to achieve a consistent aesthetic across all marketing and advertising collateral, regardless of which sector is being highlighted or if the work is produced by internal or external teams.

These guidelines have been created to provide guidance for creative application of the logo. All materials, including stationary, web, clothing, print, and digital applications should be signed off from a Mollymook marketing manager.

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Primary Logo. This logo version should be used in all applications where possible.

Minimum clearspace: The Mollymook Golf Club logo, should retain a clearspace of at least the size of the 'M' in Mollymook at all times. This provides a clear distinction between the logo and other logos, images, artwork edges and copy.

Minimum logo size. The smallest the logo should be replicated is 30mm across, otherwise the visible quality of the logo may degrade.

Mollymook Golf Club Logo: Primary Logo

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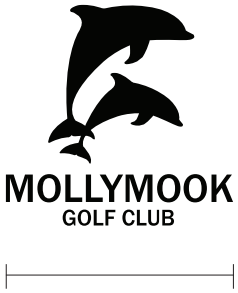
Flat Primary Logo. When the gradiated logo is not possible for application, as in the instance of embroidery, or single colour application, this logo version should be used.

Minimum clearspace: The Mollymook Golf Club logo, should retain a clearspace of at least the size of the 'M' in Mollymook at all times. This provides a clear distinction between the logo and other logos, images, artwork edges and copy.



Minimum logo size. The smallest the logo should be replicated is 30mm across, otherwise the visible quality of the logo may degrade.

Mollymook Golf Club Logo: Primary Logo Alternatives

Gradiated Horizontal Logo

Minimum clearspace: The Mollymook Golf Club logo, should retain a clearspace of at least the size of the 'M' in Mollymook at all times. This provides a clear distinction between the logo and other logos, images, artwork edges and copy.

Flat Horizontal Logo

Horizontal Logo. When the primary logo is not possible for application, as in the instance of tight artwork spacing, this logo version should be used.

Minimum logo size. The smallest the logo should be replicated is 30mm across, otherwise the visible quality of the logo may degrade.

Mollymook Golf Club Logo: Primary Logo Alternatives Horizontal

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Hilltop Primary Logo. This logo version should be used in all applications where possible.

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GOLF CLUB HILLTOP

Flat logo version for single colour application.

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GOLF CLUB HILLTOP

Horizontal logo version

MOLLYMOOK
GOLF CLUB HILLTOP

Horizontal flat logo version

Mollymook Golf Club Hilltop Logo: all minimum size and clearspace considerations apply as per the Mollymook Golf Club primary logo.

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Colours of main logos

PMS: Black C CMYK: 0,0,0,100 RGB: 0,0,0 #: 000000	PMS: Black C, 80% CMYK: 0,0,0,80 RGB: 50,50,50 #: 333333	PMS: Black C, 50% CMYK: 0,0,0,50 RGB: 150,150,150 #: 969696

Typefaces

FRANKLIN GOTHIC DEMI - REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

ITALIC
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

FRANKLIN GOTHIC BOOK
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

FRANKLIN GOTHIC BOOK - ITALIC
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Arizona (display)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Mollymook Golf Club Logo: Colour Palettes and Typefaces for main logo

Colours of extended colour palette

CMYK: 32, 25, 21, 0
RGB: 174, 176, 183

CMYK: 62, 47, 43, 13
RGB: 102, 113, 119

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

CMYK: 73, 15, 1, 0
RGB: 8, 168, 221

CMYK: 54, 30, 14, 0
RGB: 125, 156, 188

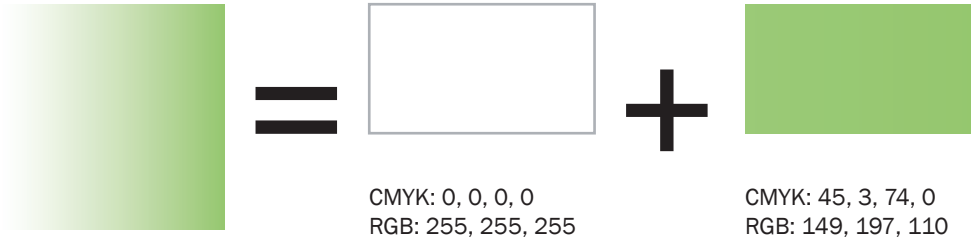
CMYK: 96, 77, 26, 10
RGB: 30, 74, 124

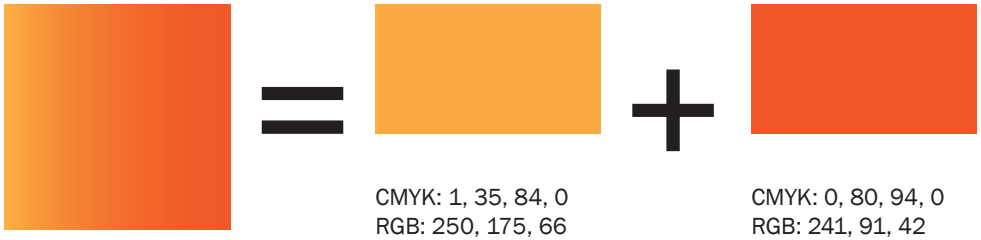
CMYK: 48, 4, 71, 0
RGB: 142, 193, 116

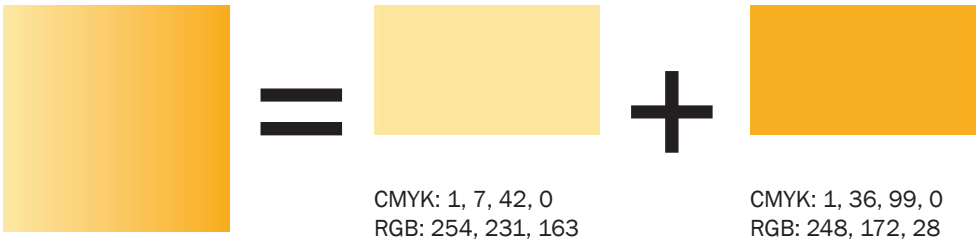
CMYK: 74, 30, 100, 16
RGB: 75, 125, 58

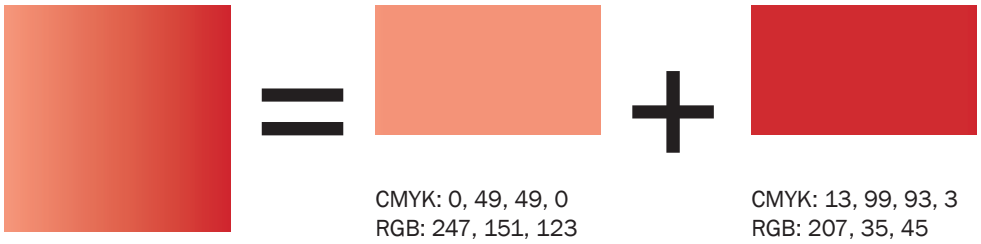
Extended colour palette for additional use: These are made up as gradients, with the lowest and highest colour ranges provided

Colours of extended colour palette









Extended colour palette for additional use: These are made up as gradients, with the lowest and highest colour ranges provided