

An aerial photograph of a golf course at sunset. The foreground shows a green fairway with a sand trap. A path winds through the course. In the background, a large body of water is visible, with a suspension bridge on the left and a city skyline on the right. The sky is a mix of blue and orange from the setting sun.

NJ GOLF

BRAND GUIDEBOOK

JANUARY 2025



Table of Contents

01. OUR
VOICE

02. BRAND
COLORS

03. LOGO
USAGE

04. BRAND
TYPOGRAPHY

05. BADGES &
EMBLEMS

All graphic assets and source files can be found here in the online repository.



01. OUR VOICE

Brand Pillars

Inclusive & Accessable

NJ Golf is for everyone, regardless of experience level. We provide opportunities for golfers of all ages, backgrounds, and skill levels. Growing the game for newcomers and juniors is integral to our success.

The Spirit of Competition

We proudly serve as event host for golfers of all skill levels to showcase their talent, challenge themselves, and experience the thrill of competition. Our commitment to excellence ensures that every event upholds the highest standards, fostering camaraderie and elevating the competitive spirit.

Modern & Innovative

While honoring tradition, we embrace forward-thinking initiatives to keep golf relevant and exciting in today's world. We understand the economic and time commitments attached to the game, and as such we support the efforts of non-traditional golf as well.

Local Support

We are dedicated to nurturing and promoting the rich variety of golf courses across the state. From historic courses to local gems, we strive to drive participation and ensure the success of New Jersey's golf community.

Charitable Foundations & Giving Back:

Through our charitable foundations, we proudly invest in local youth programs, scholarships, and initiatives that make a positive impact. We believe in giving back, ensuring that golf provides opportunities for all New Jerseyans to thrive both on and off the course.

Brand Voice

Overall Tone:

Friendly, energetic, welcoming, and modern, while still retaining respect for golf's roots. The voice should be approachable and exciting, steering away from the overly formal or "stuffy" language associated with traditional golf culture.

Voice Characteristics:

Welcoming & Inclusive

Local / Jersey-Centric

Energetic & Playful

Confident & Inspirational

Simple & Direct

Naming Examples

Our Evolving Identity: From NJSGA to New Jersey Golf

We have embraced a name that’s *clear, confident, and undeniably ours*—one that reflects who we are today and where we’re headed.

New Jersey Golf is the modern expression of the New Jersey State Golf Association. It speaks to all that we do across the Garden State—from championships and youth development to member services and grassroots programming. It’s simple, recognizable, and inclusive of our entire community. We are more than just an acronym.

While we continue to honor our heritage, “New Jersey Golf” should be used when referencing all current programs, initiatives, communications, and offerings. Whether it’s a membership benefit, a social media campaign or event signage and on-site branding—New Jersey Golf is the voice.

*Ex. “New Jersey Golf member benefits include...”
“...at the New Jersey Golf Member Golf Day.”
“New Jersey Golf is a non-profit organization...”*

The New Jersey State Golf Association and NJSGA may still appear when referencing our founding, historical milestones, or moments that specifically connect to the formal structure and legacy of the association.

*Ex. “The New Jersey State Golf Association was founded in 1900.”
“...1947 was also a milestone year in the history of the NJSGA.”
“In 2018, the NJSGA was certified by the USGA...”*

Naming Examples

Championships

When referencing championships, we remain consistent in our naming structure:

“New Jersey [Championship Name]”

Ex. “...winner of five New Jersey Open titles.”

“Essex County Country Club recently hosted its 10th New Jersey Amateur Championship.”

“...captured the inaugural New Jersey Women’s Open Championship.”

This approach ensures clarity, consistency, and pride in everything we represent—past, present, and future.



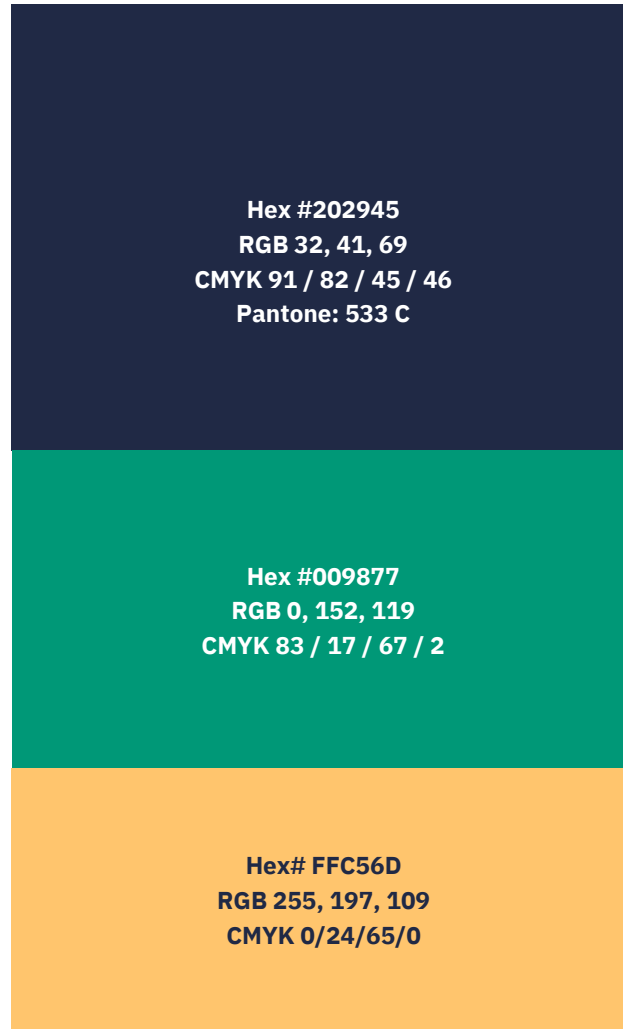
02. BRAND COLORS

Color Palette

The rules about how to use the NJ Golf color palette are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.



Steel Blue

Steel Blue is a deep, modern hue that exudes professionalism, stability, and sophistication. With its bold undertone, it reflects a sense of reliability and trust while maintaining a sleek, contemporary aesthetic. This color serves as the cornerstone of the brand's identity, symbolizing strength and clarity.

Liberty Green

Liberty Green is a vibrant and energizing hue that embodies innovation and vitality. Its fresh tone evokes feelings of forward-thinking and creativity while maintaining an approachable and balanced demeanor. As a secondary brand color, Liberty Green complements and enhances the primary palette.

Topaz

Topaz is a warm and inviting accent color that radiates energy, optimism, and creativity. Its golden undertones bring a sense of approachability and positivity, making it a perfect accent color for drawing attention to key elements.



03. LOGO USAGE

Primary Logo

The primary logo consists of the NJ lettermark and the state outlined flag emblem. It can be implemented with or without the bordering stroke, depending on contrast of the color it's placed upon. Single-tone variations are available as well.



Full Lockup

The full lockup logo consists incorporates a “GOLF” wordmark into the primary NJ Golf logo. This is meant for additional visibility and recognition purposes, but should not be considered the “Primary” logo.



Horizontal Logo

The horizontal configuration of the primary logo should be used in wide-format applications where space is limited vertically but ample horizontally. This layout is ideal for website headers, email signatures, letterheads, and banners. It ensures optimal readability and brand visibility while maintaining a balanced and professional appearance.



Flag & State Icon

The secondary brand icon should be used strategically to enhance brand recognition across print, social media, and apparel. It serves as a versatile, standalone element for smaller formats or where the full logo isn't practical.





04. BRAND TYPOGRAPHY

Brand Typography

Typography should be used consistently to reinforce the brand's voice and visual identity. Primary typefaces should be reserved for headlines, titles, and key messaging, ensuring clarity and impact. Secondary typefaces should complement the primary font, used for body text and supporting content to maintain readability.

Headlines

AA

IBM PLEX SERIF
ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789
ALL CAPS / Regular Weight

Secondary Subheaders

Aa

IBM PLEX SANS CONDENSED
ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789
Initial Caps / Bold Weight

Subheaders

Aa

IBM Plex Serif
ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789
Initial Caps / Medium Weight

Body Copy

Aa

IBM PLEX SANS
ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789
Initial Caps / Regular Weight



05. BADGES & EMBLEMS

NJ Golf Program Badges

Alternate badges representing individual programs should be used to distinguish and promote specific initiatives while maintaining alignment with the overall brand identity. Each badge incorporates core brand elements to ensure consistency and recognition. These badges will be utilized for the Caddie Scholarship, Youth Foundation, and Hall of Fame.



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