



Below are sample screen shots from documents we have created for other golf course's Brand Guidelines:

The first one deals with how you might write numbers in all communications.

Numbers

- In running text, spell out numbers one through nine. For 10+ use numerals except in measurements (5ml), percentages (6%), currency (\$2) and fractions (1½ times). Spell out numbers that begin sentences.
- In numerals with four or more digits, use commas to separate groups of three digits (12,000). Very large numbers can use a mixture of numerals and spelled out numbers (1.2 million).
- Use symbols (\$) and (¢) for currency with no space between the symbol and the numeral. Zeros after a decimal point are only used in context. (From \$4.30 to \$6.00, not \$4.30 to \$6 or From \$4 to \$6.)
- Use a zero before a decimal point when the value is less than one (0.5, 0.62).
- Percentages are given in numerals, not spelled out in words with no space between the numeral and the symbol (29%, 0.5%, 36.5%).
- Celsius is abbreviated as a capital. (It was 32°C during yesterday's tournament.)

The second addresses fonts very specifically - what can and cannot be used and some examples of how each font should be used.

The [REDACTED] Brand uses the font family of **Avenir Next** in all its print materials. Avenir Next is available for use in Word, PowerPoint, Pages and Keynote and on mac and PC computers. It is a highly legible typeface, even at small sizes. The font family comes with many styles but for brand consistency the following will be used:

Avenir Next Bold (Mac) or Avenir Next LT Pro Bold (PC) - Large Headers for posters or on the top of a page only.

Avenir Next Demi Bold (Mac) or Avenir Next LT Pro Light Bolded (PC) - Use for most headers, titles and when emphasis is needed.

Avenir Next Medium (Mac) - Use for all body text in packages, posters and any other printed materials.

Avenir Next Regular (Mac) or Avenir Next LT Pro Regular (PC) - Use as main font for documents.

Italics may be used for emphasis of the above fonts.

DO NOT use **Avenir Next Heavy**, **Avenir Next Heavy Italic**, **Avenir Next Ultra Light** or **Avenir Next Ultra Light Italic** even if they are available.

Avenir Next Regular

Avenir Next LT Pro Regular

Avenir Next Medium

Avenir Next Medium Italic

Avenir Next Demi Bold

Avenir Next LT Pro Light Bold

Avenir Next Demi Bold Italic

Avenir Next LT Pro Light Bold

Avenir Next Bold

Avenir Next LT Pro Bold

Avenir Next Bold Italic

Avenir Next LT Pro Bold Italic