



# MESSAGING & BRAND GUIDELINES

**aboutGOLF®**





ABOUTGOLF **MESSAGING**

# WE ARE THE FUTURE OF GOLF

## WHO WE ARE

aboutGOLF's (aG) premise is that the modern golfer should be able to swing a club anytime, anywhere—by anyone. Our systems utilize data to improve your swing. Our experience brings you the unimaginable. Our platform connects you with others, because together is better.

## WHAT WE DO & WHY

aG delivers quality and world class software for golf and multi-use simulators in the home and businesses. We provide products and services that deliver and high-end experience for the Modern Golfer. We love golf and we love technology.

## OUR MISSION TODAY

aG promotes the game of golf to anyone, anytime, anywhere. We are be the platform for the modern golf industry.



## A large grid of 100 small images, arranged in 10 rows and 10 columns. The images depict a wide variety of subjects: people of different ages, ethnicities, and genders; landscapes and nature scenes; animals; and various activities and objects. The images are diverse and colorful, representing a broad spectrum of human life and the natural world.

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# OUR VISION OF TOMORROW

At it's core, golf is founded on community. aG allows golfers to play indoors while connecting with members locally and beyond. Whether it's practicing on a range, playing a quick 18 holes with friends, or connecting with family, aG is the future of golf.

We believe the key to growing the game of golf is through our platform that integrates software, content, data and an immersive experience that connects people together. The golfing community is not necessarily local anymore. It is more about sharing your common interests, passions, and goals with others everywhere. Being part of aG is being part of a global community that is redefining what it is to be a Modern Golfer today. Tomorrow we will be aboutLIFE.

# EVERY SWING MATTERS

## **ANYTIME**

aG is the indoor solution, no matter the time or weather. We transport you to some of the world's most luxurious courses at a moment's notice with aG.

## **ANYPLACE**

Switch between a variety of exclusive facilities or try a new location across the globe—you are in charge. Track your data through aG Data. With aG, the options for staying connected are endless.

## **ANYONE**

From the first swing of a novice to professionals, aG has a level, course, and game to fit any skill level.





# BEYOND THE SIMULATOR

## AG LINKS

aG Links is the platform that connects you to aG Data, games, partner content, multi-device integration, and most importantly--golf. The software puts the Modern Golfer at the center, allowing you to drive your own connected experience to both the aG simulator and to other Modern Golfers.



# ANYTIME ANYPLACE ANYONE

## AG LOCKER

Download the native mobile app to create a profile, connect to other people, and track all shot data in your pocket. Now Modern Golfers can efficiently use their time on the simulator to play, analyze and share their data anywhere, anytime.

Available for iPhone and Android devices.







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# TAKE YOUR GAME TO THE MAX

## **AG MAX**

aG MAX is the next generation of indoor golf for multi-player, professional, and amateur sports use. With aG MAX we can take existing spaces and install a multi-bay, interactive, connective digital golf studio. This won't require a complete tear down of a commercial space nor does this require tons of permitting. The time, cost, and turnaround on an investment like this can become turnkey.



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# AG HOME

aG is the exclusive, best of the best option for in-home golf performance. Our platform is custom designed to provide a high-end, theater-quality experience. With aG, powered by aG Links, homes are transformed into the golf course dreams are made of.

## YOUR HOME COURSE

aG is great for all ages—bring the family and entertainment back into the living room. With aG you have more than the best golf simulator worldwide, you are immersed with a number of interactive games, media options, split screen play, and more. aG links lifestyles and technology together.







ABOUTGOLF **MESSAGING**

# AG BUSINESS

Commercial clients for aG (indoor golf centers, hotels, event centers, cruises, and more) benefit from the interactive content and non-traditional golf play no other simulator on the market compares to. aG provides each customer a custom experience.

Golf pros benefit with aG Links with providing client insights, data, realistic course instruction, and more. aG is also great for universities, high-school programs, and community centers that are geared to teaching the game of golf, improving team scores, and enhancing skills all year round. Practice for the big match indoors at the schedule and leisure not permitted on the course. Provide instruction where your students and athletes need it most—all data is tracked, stored, and analyzed.

Now more than ever, digital intelligence is key to understanding performance. Powered by aG Links, aG is the perfect platform to improve anyone's golf game.



# EXCLUSIVE MEMBERSHIP

## AG PREFERRED

An exclusive, VIP membership that is available to those who can afford luxury. The Preferred client only has access by word-of-mouth as it is not advertised or offered publically. This is the black card of golf.





# BRAND LOGO

A logo identifies a business in its simplest form. Note that “about” is lowercase and “GOLF” is in all caps.

When referenced in copy, use aboutGOLF®.



## **RULES**

Use the black primary logo on light backgrounds, and white primary logo on dark backgrounds.

Do not stretch the logo out of proportion or display in secondary brand colors.

# BRAND MARK

The brand mark may be used in place of the logo. Squares and smaller spaces are ideal.

When referenced in copy, use aG®.



## **RULES**

Use the brand mark for merchandise, social assets, watermarks, and other small spaces.

Do not stretch the brand mark out of proportion.



# PRODUCT LOGOS

The brand mark must be included with any product logo. The product logo uses the brand font League Gothic.

When referenced in copy, use aG before the product, and TM after (e.x. aG Links <sup>TM</sup>).



## **RULES**

aG products must be accompanied by our brand mark.

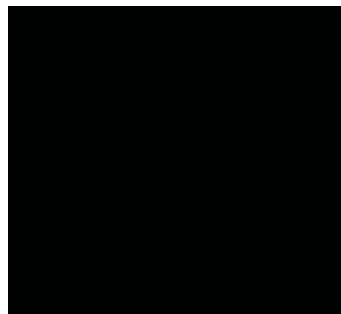
Do not use the aboutGOLF logo in place of the brand mark.

# BRAND COLORS

Brand colors have a powerful impact on how customers perceive a business and help build brand recognition.

Black, grays, and white are the primary colors of the aG brand. Secondary colors should only be used for highlights, callouts, and graphics.

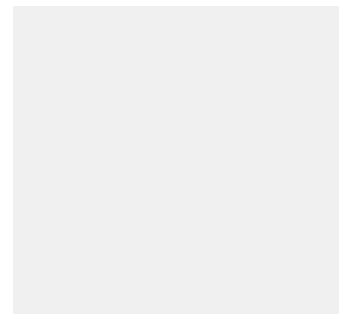
## PRIMARY COLORS



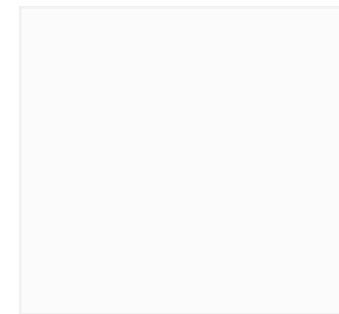
#000000



#4c4d4d



#f0f0f0



#ffffff

## SECONDARY COLORS



#2C3445



#32586c



#3680a6



#a5cb53



# BRAND TYPEFACES

Our brand typefaces frame the way aG communicates visually.

Like colors, brand fonts have a powerful impact on how customers perceive a business. Consistency across collateral maintains a professional brand.

The following are only guidelines—sizes and weights may vary depending on application.

HEADLINES

**OSWALD BOLD**  
**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**

NOTES

OSWALD Bold is the headline typeface for both print and digital. Headlines should be displayed in ALL CAPS.

CALLOUTS AND NUMBERS

**LEAGUE GOTHIC**  
**437 YARDS / PAR 4**

When drawing attention to an important copy element, League Gothic is an option. Due to its tall stature, we recommend using it for statements less than 5 words.

BODY COPY AND SECONDARY HEADERS

**Roboto**

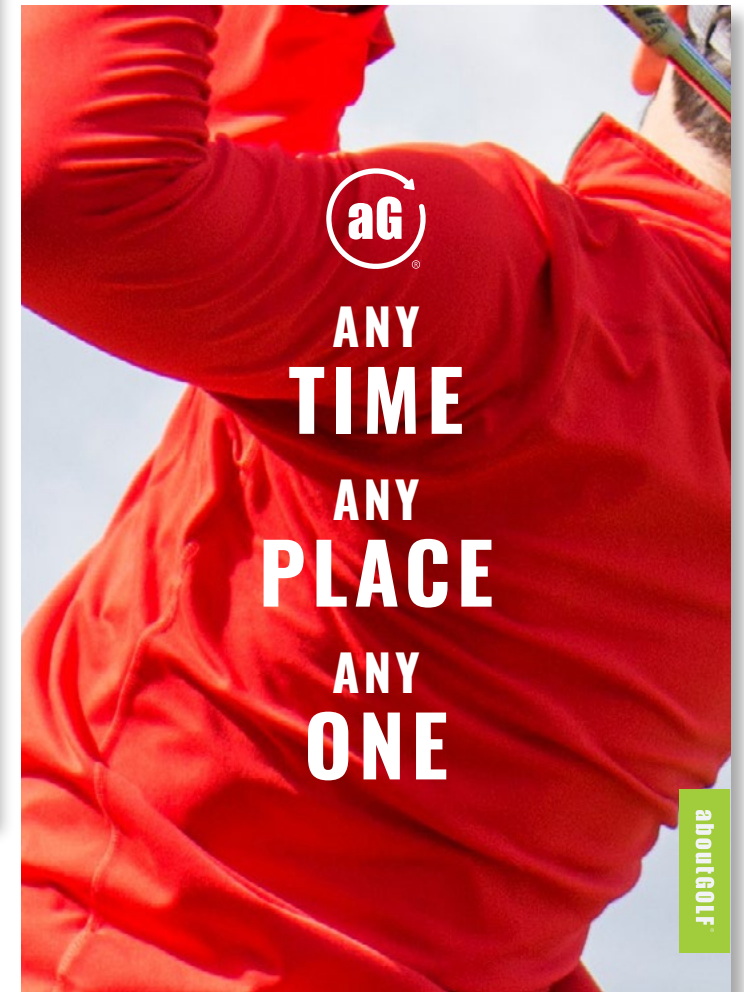
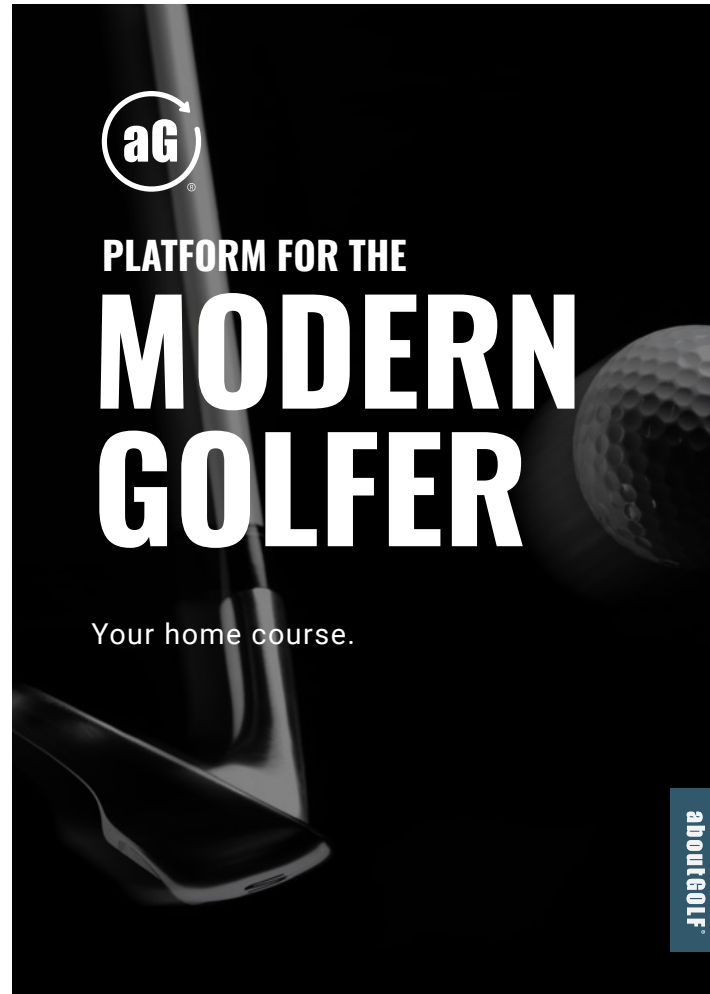
This is Roboto Light written in lorem ipsum aut pariant alibus ame eos es aut eosam repudit asimin conecerum et fugiat exceperis arum.

For body copy, use Roboto Light. For small headers, use Roboto Bold in ALL CAPS.

# CAMPAIGN EXAMPLES

For aG Home campaigns, both the copy and imagery should speak to luxury, golf, or technology.

For aG Business campaigns, both the copy and imagery should speak to golf and how it is accessible to any one—any time and any place with aG.





ABOUTGOLF **BRANDING**

# BRAND MERCH

For brand merchandise, use high quality materials and items. We want our brand to be represented in the same way our simulators are: the best of the best.







**ABOUTGOLF.COM**