



2025 WORLD FEED GRAPHICS

STRATEGY

EVOLVE THE PGA TOUR BROADCAST DESIGN SYSTEM TO KEEP OUR GLOBAL FANS IN THE GAME BY DELIVERING A NEW AND ELEVATED DATA RICH VIEWING EXPERIENCE.



VIKTOR HOVLAND

T3 -23

TRAVELERS CHAMPIONSHIP

CROMWELL, CT

ROUND 2

1	2	3	4	5	6	7	8	9	
4	5	3	4	4	5	3	3	5	36
3	3	5	4	2	5	4	1	4	34

10	11	12	13	14	15	16	17	18	
4	5	3	4	4	5	3	3	5	36
3	3	5	4	2	5	4	1	4	33

FAIRWAYS 7-13
GREENS 10-18
PUTTS 27
LONGEST DRIVE 312 YDS

67

10 T SCHEFFLER T3 -23

PS 253 1 2 3 10 6 FOR BIRDIE AND LEAD

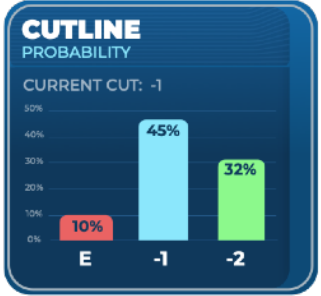
TO THE HOLE 247 YARDS

LUDVIG ABERG

DRIVE ACCURACY

PCT 78.57
FAIRWAYS POSSIBLE 22
RANKED 1

RORY MCILROY



10 T HOVLAND T3 -23

PS 253 1 2 3 4 5 FOR BIRDIE AND LEAD

TO THE HOLE 247 YARDS

BIRDIE

VICTOR HOVLAND

2ND BIRDIE TODAY

LONGEST PUTT OF THE DAY

GOODYEAR AI-ONE



PGA TOUR BRAND STANDARDS: LOGO USAGE

MASTER LOGO

When using the PGA TOUR master logo, only the master files provided by PGA TOUR Creative Studio should be used.

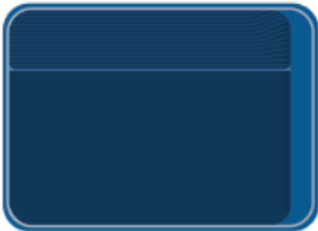


- Pillbox
- In-line
- Swinging Golfer Icon
- Logotype
- Registered Trademark

RGB	HEX	CMYK	PMS
RED: 232 / 0 / 11 BLUE: 0 / 58 / 112	RED: E8000B BLUE: 003A70	RED: 0 / 97 / 100 / 3 BLUE: 100 / 67 / 0 / 41	RED: 2035 BLUE: 654

PGA TOUR BRAND STANDARDS VERSION 5.0

Design Elements



PGA TOUR Blue: 100C / 67M / 0Y / 41K
PGA TOUR Blue: 0R / 58G / 112B



LOGO SLICK: THE PLAYERS

— PRIMARY LOGO

FULL COLOR LOGOS



RGB

GOLD: 204/170/119
BLUE: 0/51/97

HEX

GOLD: CCAA77
BLUE: 003361

CMYK

GOLD: 8/23/52/15
BLUE: 100/60/5/55

PMS

GOLD: 466
BLUE: 540

B&W LOGOS



RGB

BLACK: 0/0/0
WHITE: 255/255/255

HEX

BLACK: 000000
WHITE: FFFFFFFF

CMYK

BLACK: 60/40/40/100
WHITE: 0/0/0/0

B/W

BLACK: 0/0/0/100
WHITE: 0/0/0/0

MADEIRA THREAD

GOLD: POLY-1673 RAYON - 1255
BLUE: POLY-1962 RAYON - 1467

Positive



HEX: 89ff00



HEX: 3fc7f2



HEX: ffbc00

Negative



HEX: ec625c

Primary Base



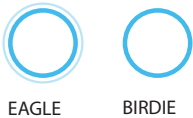
HEX: 0a5a91

Secondary Base



HEX: 0b375a

SCORECARD ICONS



PAR



BOGEY



DOUBLE
BOGEY



TRIPLE
BOGEY

SCORECARD ICONS



PAR



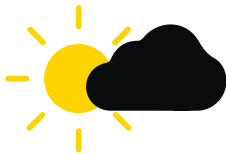
BOGEY



DOUBLE
BOGEY



TRIPLE
BOGEY



Montserrat Black

Montserrat Bold

Montserrat Medium

ADOBE FONT



1 LINE DROPER



MAX
HOMA

TOURNAMENT TITLE

LOCATION TEXT

ROUND X			TOTAL	THRU	TODAY
1		FIRST NAME LAST NAME	-XX	-XX	-XX
2		FIRST NAME LAST NAME	-XX	-XX	-XX
3		FIRST NAME LAST NAME	-XX	-XX	-XX
4		FIRST NAME LAST NAME	-XX	-XX	-XX
5		FIRST NAME LAST NAME	-XX	-XX	-XX
6		FIRST NAME LAST NAME	-XX	-XX	-XX
7		FIRST NAME LAST NAME	-XX	-XX	-XX
8		FIRST NAME LAST NAME	-XX	-XX	-XX
9		FIRST NAME LAST NAME	-XX	-XX	-XX
10		FIRST NAME LAST NAME	-XX	-XX	-XX

SPONSOR/CORP LOGO

TOURNAMENT TITLE

LOCATION TEXT

ROUND X			TOTAL	THRU	TODAY
1		FIRST NAME LAST NAME	-XX	-XX	-XX
2		FIRST NAME LAST NAME	-XX	-XX	-XX
3		FIRST NAME LAST NAME	-XX	-XX	-XX
4		FIRST NAME LAST NAME	-XX	-XX	-XX
5		FIRST NAME LAST NAME	-XX	-XX	-XX
6		FIRST NAME LAST NAME	-XX	-XX	-XX
7		FIRST NAME LAST NAME	-XX	-XX	-XX
8		FIRST NAME LAST NAME	-XX	-XX	-XX
9		FIRST NAME LAST NAME	-XX	-XX	-XX
10		FIRST NAME LAST NAME	-XX	-XX	-XX

SPONSOR/CORP LOGO



MAX
HOMA

TOURNAMENT TEXT GOES HERE

TOURNAMENT LOCATION GOES HERE

1	2	3	4	5	6	7	8	9	
x	x	x	x	x	x	x	x	x	xx
x	x	x	x	x	x	x	x	x	xx

10	11	12	13	14	15	16	17	18	
x	x	x	x	x	x	x	x	x	xx
x	x	x	x	x	x	x	x	x	xx

FAIRWAYS
XX-XX

GREENS
XX-XX

PUTTS
X

LONGEST DRIVE
XXXyds

XX

HEADER TEXT GOES HERE

SUB-HEAD TEXT GOES HERE

DESCRIPTION
LINE 2 LARGE TEXT GOES HERE

DESCRIPTION
LINE 2 LARGE TEXT GOES HERE

DESCRIPTION
LINE 2 LARGE TEXT GOES HERE

DESCRIPTION
LINE 2 LARGE TEXT GOES HERE

DESCRIPTION
LINE 2 LARGE TEXT GOES HERE

DESCRIPTION
LINE 2 LARGE TEXT GOES HERE

SPONSOR/CORP LOGO



PGA TOUR MINI HUB

TOURNAMENT TEXT
2 LINES TEXT
ROUND X

1 LAST NAME -XX XX

2 LAST NAME -XX XX

3 LAST NAME -XX XX

4 LAST NAME -XX XX

5 LAST NAME -XX XX

6 LAST NAME -XX XX

7 LAST NAME -XX XX

8 LAST NAME -XX XX

9 LAST NAME -XX XX

10 LAST NAME -XX XX

11 LAST NAME -XX XX

12 LAST NAME -XX XX

13 LAST NAME -XX XX

14 LAST NAME -XX XX

15 LAST NAME -XX XX

16 LAST NAME -XX XX

17 LAST NAME -XX XX

18 LAST NAME -XX XX

19 LAST NAME -XX XX

20 LAST NAME -XX XX

TOURNAMENT TEXT
2 LINES TEXT
ROUND X

1 LAST NAME -XX -XX

2 LAST NAME -XX -XX

3 LAST NAME -XX -XX

4 LAST NAME -XX -XX

5 LAST NAME -XX -XX

HEADER TEXT GOES XX
2 LINES TEXT

HOST
NAME TEXT GOES HERE

ON THE FIELD
NAME TEXT GOES HERE

ANALYSIS
NAME TEXT GOES HERE

TOURNAMENT TEXT
2 LINES TEXT
ROUND X

GOLF COURSE NAME
ON 1 OR 2 LINES

TOWN, OR CITY LOCATION
STATE NAME

LOCATION
CONDITION

79°

▶ XXXXXX XXXX

▶ XXXXXX XXXX

▶ XXXXXX XXXX

PGA TOUR UPPER HUB

18
P5 345
PB

XXX

LAST NAME

T2 -23

1 2 3 4 5

FOR BIRDIE AND LEAD

PGA TOUR

18
P5 345
PB

XXX

LAST NAME

T2 -23

1 2 3 4 5

FOR BIRDIE AND LEAD

DISTANCE TO THE HOLE XXXX

PGA TOUR

PGA TOUR LOWER 3RDS

FIRST NAME LAST NAME

SUB TEXT GOES HERE XXXXXXXX

XXX FIRST NAME LAST NAME T# -XX

ROUND 1 XX

ROUND 2 XX

ROUND 3 XX

TODAY XX



THE PLAYERS



MAX
HOMA

ROUND X			TOTAL	THRU	TODAY
1		FIRST NAME LAST NAME	-XX	-XX	-XX
2		FIRST NAME LAST NAME	-XX	-XX	-XX
3		FIRST NAME LAST NAME	-XX	-XX	-XX
4		FIRST NAME LAST NAME	-XX	-XX	-XX
5		FIRST NAME LAST NAME	-XX	-XX	-XX
6		FIRST NAME LAST NAME	-XX	-XX	-XX
7		FIRST NAME LAST NAME	-XX	-XX	-XX
8		FIRST NAME LAST NAME	-XX	-XX	-XX
9		FIRST NAME LAST NAME	-XX	-XX	-XX
10		FIRST NAME LAST NAME	-XX	-XX	-XX

SPONSOR/CORP LOGO

THE PLAYERS

ROUND X			TOTAL	THRU	TODAY
1		FIRST NAME LAST NAME	-XX	-XX	-XX
2		FIRST NAME LAST NAME	-XX	-XX	-XX
3		FIRST NAME LAST NAME	-XX	-XX	-XX
4		FIRST NAME LAST NAME	-XX	-XX	-XX
5		FIRST NAME LAST NAME	-XX	-XX	-XX
6		FIRST NAME LAST NAME	-XX	-XX	-XX
7		FIRST NAME LAST NAME	-XX	-XX	-XX
8		FIRST NAME LAST NAME	-XX	-XX	-XX
9		FIRST NAME LAST NAME	-XX	-XX	-XX
10		FIRST NAME LAST NAME	-XX	-XX	-XX

SPONSOR/CORP LOGO

PLAYER NAME

TOURNAMENT



MAX
HOMA

1	2	3	4	5	6	7	8	9	
X	X	X	X	X	X	X	X	X	XX
X	X	X	X	X	X	X	X	X	XX

10	11	12	13	14	15	16	17	18	
X	X	X	X	X	X	X	X	X	XX
X	X	X	X	X	X	X	X	X	XX

FAIRWAYS
XX-XX

GREENS
XX-XX

PUTTS
X

LONGEST DRIVE
XXXyds

XX

HEADER TEXT GOES HERE

SUB-HEAD TEXT GOES HERE

DESCRIPTION

LINE 2 LARGE TEXT GOES HERE

DESCRIPTION

LINE 2 LARGE TEXT GOES HERE

DESCRIPTION

LINE 2 LARGE TEXT GOES HERE

DESCRIPTION

LINE 2 LARGE TEXT GOES HERE

SPONSOR/CORP LOGO



THE PLAYERS MINI HUB

THE PLAYERS

RD 1

1 LAST NAME -XX XX

2 LAST NAME -XX XX

3 LAST NAME -XX XX

4 LAST NAME -XX XX

5 LAST NAME -XX XX

6 LAST NAME -XX XX

7 LAST NAME -XX XX

8 LAST NAME -XX XX

9 LAST NAME -XX XX

10 LAST NAME -XX XX

11 LAST NAME -XX XX

12 LAST NAME -XX XX

13 LAST NAME -XX XX

14 LAST NAME -XX XX

15 LAST NAME -XX XX

16 LAST NAME -XX XX

17 LAST NAME -XX XX

18 LAST NAME -XX XX

19 LAST NAME -XX XX

20 LAST NAME -XX XX

THE PLAYERS

RD X

1 LAST NAME -XX XX

2 LAST NAME -XX XX

3 LAST NAME -XX XX

4 LAST NAME -XX XX

5 LAST NAME -XX XX

HEADER TEXT GOES XX
2 LINES TEXT

HOST
NAME TEXT GOES HERE

ON THE FIELD
NAME TEXT GOES HERE

ANAYLSIS
NAME TEXT GOES HERE

TOURNAMENT TEXT
2 LINES TEXT

ROUND X
GOLF COURSE NAME
ON 1 OR 2 LINES

TOWN, OR CITY LOCATION
STATE NAME

LOCATION
CONDITION

79°

▶ XXXXXX XXXX

▶ XXXXXX XXXX

▶ XXXXXX XXXX

THE PLAYERS UPPER HUB

18

P5 345
PB

XXX

LAST NAME

T2

-23

1 2 3 4 5

FOR BIRDIE AND LEAD

18

P5 345
PB

XXX

LAST NAME

T2

-23

1 2 3 4 5

FOR BIRDIE AND LEAD

DISTANCE TO THE HOLE XXXX

THE PLAYERS LOWER 3RDS

FIRST NAME LAST NAME

SUB TEXT GOES HERE XXXXXXXX

XXX

FIRST NAME LAST NAME

T#

-XX

ROUND 1 XX

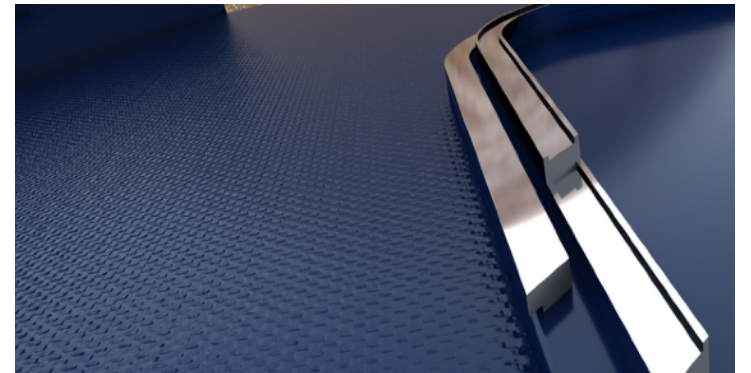
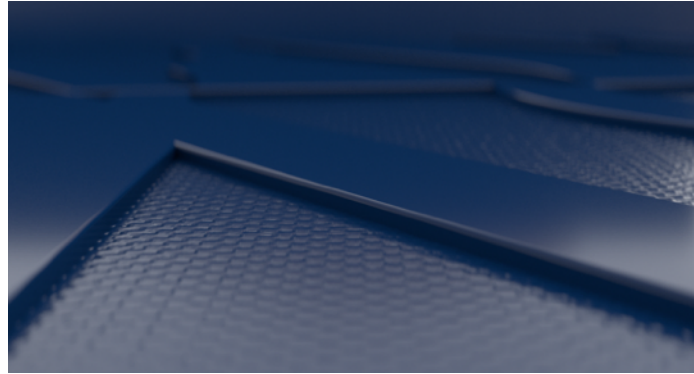
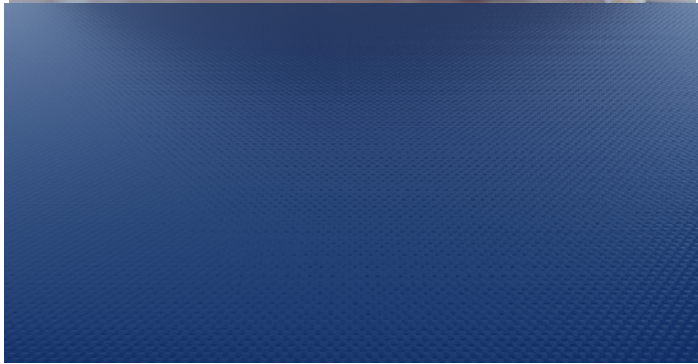
ROUND 2 XX

ROUND 3 XX

TODAY XX



ANIMATION & DISPLAY – TEXTURES.



[LINK](#)



PGA TOUR GRAPHIC & ANIMATION PACKAGE

A VARIETY OF ANIMATED ELEMENTS TO SUPPORT THE
TOURNAMENT BROADCAST CENTRIC TO THE PGA TOUR PILLBOX SHAPE

[LINK TO FRAME IO - ANIMATION](#)

[LINK GRAPHIC STYLE GUIDE](#)

EXCEL FILE WILL NEED TO BE DOWNLOADED

[LINK AFTER EFFECT TEXT INTERSTITIAL](#)



[LINK AFTER EFFECT LOGO INTERSTITIAL](#)



CONTACTS

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