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THE PLAYERS[®]

Optum | Morgan Stanley | COMCAST BUSINESS

P R O U D P A R T N E R S

BRAND STANDARDS

INTRODUCTION TO THE PLAYERS CHAMPIONSHIP

The PGA TOUR presents THE PLAYERS Championship as the Gold Standard in sports and entertainment. From the historic competition to an iconic golf course with an unparalleled fan experience, THE PLAYERS is uncompromising in its pursuit to deliver the best.





The intent of THE PLAYERS® Brand Identity Guidelines is twofold: to reinforce the stature of the tournament and to communicate our messages in a compelling and consistent design language.

The scope of THE PLAYERS® Brand Identity Guidelines encompasses identity components, marketing and collateral materials, on-site tournament signage and merchandising applications.

There is one objective for this brand identity: our communications “have one look, but not look the same.” Like most brand identities ours has guidelines to adhere to. It is important for all to respect them and work within the design intent to achieve a cohesive look & message.

Questions regarding any aspect of this brand identity should be addressed to the Tournament Marketing team.

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NOMENCLATURE

WRITING RULES

WRITING RULES

The official name of the tournament is THE PLAYERS® Championship. The brand name, and the name that we want to be known by is THE PLAYERS®. When referring to the tournament name in print, the first reference is always the official name: THE PLAYERS® Championship.

In subsequent references, always use the brand name: THE PLAYERS®. When referring to the tournament name and year, the year should always be displayed after the tournament name: THE PLAYERS Championship or THE PLAYERS.

The brand name is always expressed in capital letters. In order to legally protect the name, a ® Trademark Registration Notice must be displayed after the words, “THE PLAYERS®,” as shown above and here.

When listing the partners for the 2026 playing in text or in verbal mention, they should appear in the following order: Morgan Stanley, Comcast Business, Optum.

When questions arise, contact **Becca Meyer** (refer to page 24).

THE PLAYERS® Championship

As a first reference, use the full official name.

THE PLAYERS®

In subsequent references, use the brand name.
Always use all capital letters when referring to the THE PLAYERS® in print.





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LOGO GUIDELINES



THE PLAYERS CHAMPIONSHIP LOGO SYSTEM OVERVIEW

THE PLAYERS CHAMPIONSHIP LOGO SYSTEM IS BROAD. EACH LOGO REPRESENTED ON THIS PAGE COVERS A SPECIFIC USAGE AND SHOULD ONLY BE USED WHERE SPECIFIED.

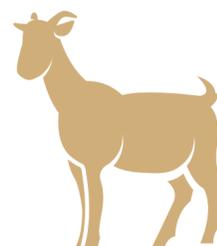
THE PLAYERS CHAMPIONSHIP	THE PLAYERS CHAMPIONSHIP WITH PROUD PARTNERS	CORPORATE	GOLDMAN
<ul style="list-style-type: none"> Onsite Retail Print & Digital Marketing 	<ul style="list-style-type: none"> Onsite Retail Print & Digital Marketing 	<ul style="list-style-type: none"> Onsite Retail 	<ul style="list-style-type: none"> Onsite Retail



P R O U D P A R T N E R S



THE PLAYERS CLUB	THE GOAT	THE PLAYERS IMPACT
<ul style="list-style-type: none"> Onsite Retail 	<ul style="list-style-type: none"> Onsite Retail 	<ul style="list-style-type: none"> Print Digital Marketing



LOGO GUIDELINES

THE PLAYERS CHAMPIONSHIP PRIMARY



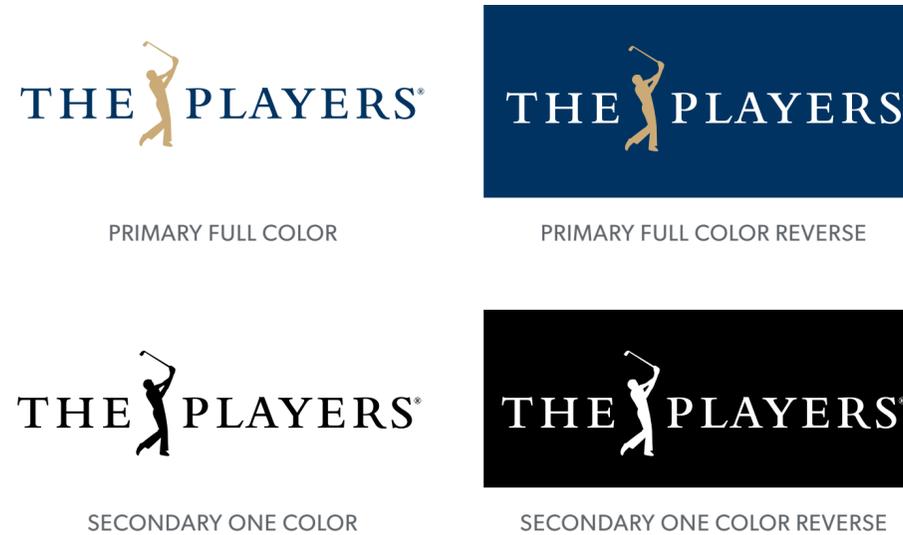
The logo should not be treated in any way that undermines the visibility or legibility of the logotype, nor should the logo be subjected to application of texture. A master file of these configurations is to be used in all methods of reproduction. It is unacceptable to alter or reconfigure the logo.

IN ADDITION, ADHERE TO FOLLOWING:

- Do not flip or tilt
- Do not apply texture or weathering
- Logo must contrast with background
- Do not separate logotype unless previously approved

The use of approved electronic files is required and available from PGA TOUR Tournament Marketing.

LOGO VARIANTS



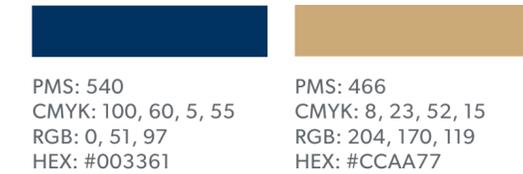
STAGING



SIZING: Recommended minimum size for the primary logo is 1.5" wide.

CLEARSPACE: Minimum clearspace equal to the height of the "T" in the logotype.

COLOR PALETTE



LOGO DON'TS



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THE PLAYERS CHAMPIONSHIP WITH PROUD PARTNERS



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LOGO VARIANTS



PRIMARY FULL COLOR



PRIMARY FULL COLOR REVERSE

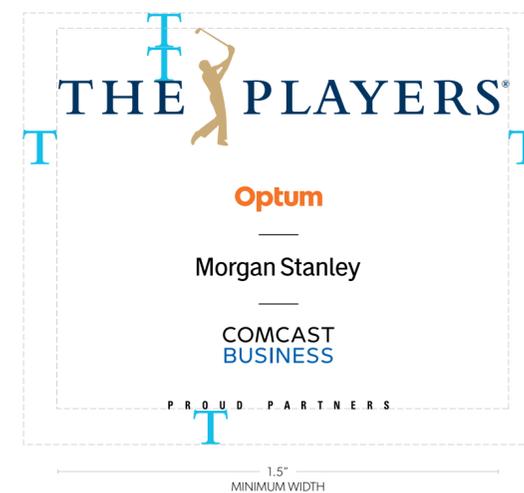


SECONDARY ONE COLOR



SECONDARY ONE COLOR REVERSE

STAGING



COLOR PALETTE

PLAYERS Blue

PMS: 540
CMYK: 100, 60, 5, 55
RGB: 0, 51, 97
HEX: #003361

PLAYERS Gold

PMS: 466
CMYK: 8, 23, 52, 15
RGB: 204, 170, 119
HEX: #CCAA77

Optum Orange

PMS: 165
CMYK: 0, 68, 96, 0
RGB: 255, 97, 43
HEX: #FF612B

Morgan Stanley

PMS: N/A
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Comcast

PMS: N/A
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Comcast Light Blue

PMS: 2132
CMYK: 100, 66, 0, 0
RGB: 13, 98, 255
HEX: #0D62FF

BLACK

PMS: N/A
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

WHITE

PMS: N/A
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

SIZING: Recommended minimum size for the primary logo is 1.5" wide.

CLEARSPACE: Minimum clearspace equal to the height of the "T" in the logotype.

LOGO DON'TS (See page 8 for more examples)



LOGO GUIDELINES

CORPORATE MARK



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The use of approved electronic files is required and available from PGA TOUR Merchandising.

LOGO VARIANTS



PRIMARY FULL COLOR



PRIMARY FULL COLOR REVERSE



SECONDARY ONE COLOR



SECONDARY ONE COLOR REVERSE

STAGING



.9"
MINIMUM WIDTH

SIZING: Recommended minimum size for the primary logo is .9" wide.

CLEARSPACE: Minimum clear-space equal to the height of the "T" in the logotype.

COLOR PALETTE

PLAYERS Blue

PMS: 540
CMYK: 100, 60, 5, 55
RGB: 0, 51, 97
HEX: #003361

PLAYERS Gold

PMS: 466
CMYK: 8, 23, 52, 15
RGB: 204, 170, 119
HEX: #CCAA77

LOGO DON'TS



Do not change the scale of the elements



Do not change the colors of the logo



Do not tilt the logo



Do not change the spacing relationships



LOGO GUIDELINES

GOLDMAN



The logo should not be treated in any way that undermines the visibility or legibility of the logotype, nor should the logo be subjected to application of texture. A master file of these configurations is to be used in all methods of reproduction. It is unacceptable to alter or reconfigure the logo.

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- Do not flip or tilt
- Do not apply texture or weathering
- Logo must contrast with background
- Do not separate logotype unless previously approved

The use of approved electronic files is required and available from PGA TOUR Tournament Marketing.

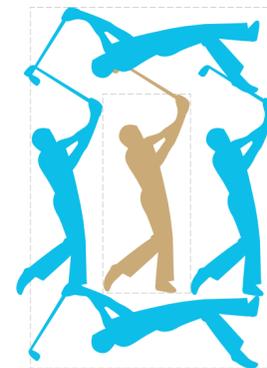
LOGO VARIANTS



PRIMARY FULL COLOR



STAGING



.15"
MINIMUM WIDTH

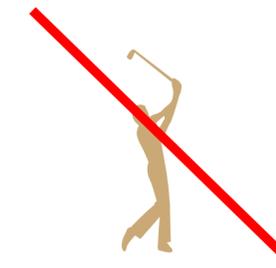
SIZING: Recommended minimum size for the Goldman is .15" wide.

CLEARSPACE: Minimum clearspace equal to the width of the Goldman

COLOR PALETTE

PMS: 466
CMYK: 8, 23, 52, 15
RGB: 204, 170, 119
HEX: #CCAA77

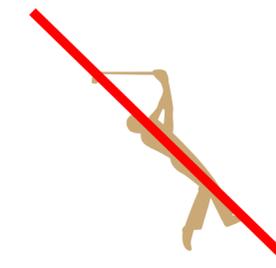
LOGO DON'TS



Do not change the scale of the elements



Do not change the colors of the logo



Do not tilt the logo



Do not change the spacing relationships

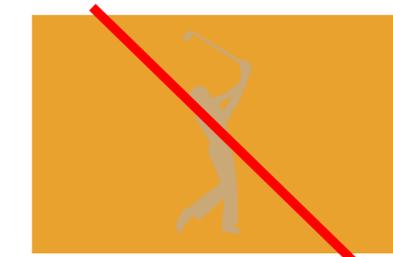


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THE PLAYERS CLUB



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- Do not separate logotype unless previously approved

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LOGO VARIANTS



PRIMARY FULL COLOR



PRIMARY FULL COLOR REVERSE



SECONDARY ONE COLOR



SECONDARY ONE COLOR REVERSE

STAGING



2"
MINIMUM WIDTH

SIZING: Recommended minimum size for the Goldman is 2" wide.

CLEARSPACE: Minimum clearspace equal to the height and width of the "T".

COLOR PALETTE



PMS: 466
CMYK: 8, 23, 52, 15
RGB: 204, 170, 119
HEX: #CCAA77



PMS: 4625
CMYK: 44, 73, 80, 59
RGB: 80, 45, 30
HEX: #502D1E

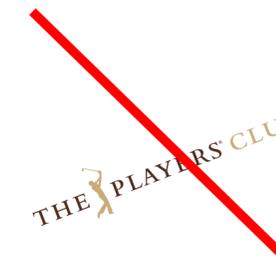
LOGO DON'TS



Do not change the scale of the elements



Do not change the colors of the logo



Do not tilt the logo



Do not change the spacing relationships



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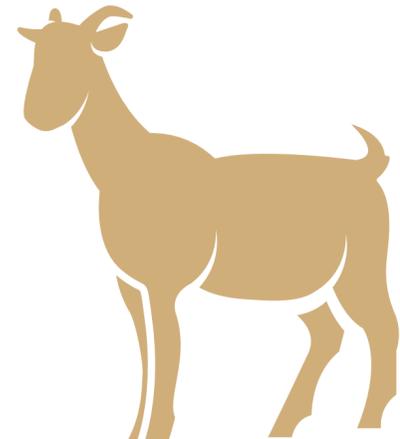
LOGO GUIDELINES

PARTNERS

CONTACT

LOGO GUIDELINES

THE GOAT



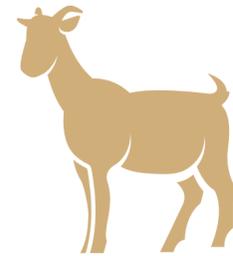
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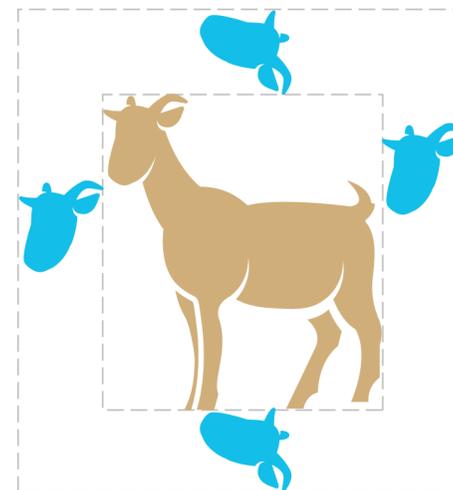
LOGO VARIANTS



PRIMARY FULL COLOR



STAGING



.25"
MINIMUM WIDTH

SIZING: Recommended minimum size for the Goldman is .25" wide.

CLEARSPACE: Minimum clearspace equal to the height and width of goats ear and horn.

COLOR PALETTE

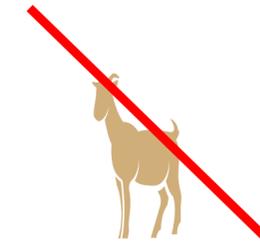


PMS: 466
CMYK: 8, 23, 52, 15
RGB: 204, 170, 119
HEX: #CCAA77

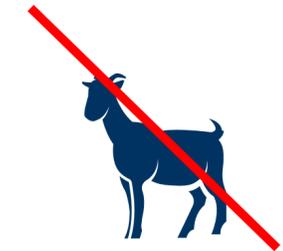


PMS: 4625
CMYK: 44, 73, 80, 59
RGB: 80, 45, 30
HEX: #502D1E

LOGO DON'TS



Do not change the scale of the elements



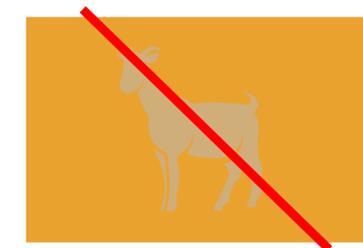
Do not change the colors of the logo



Do not tilt the logo



Do not use over busy photographic backgrounds



Do not use over backgrounds without proper amount of contrast



LOGO GUIDELINES

THE PLAYERS IMPACT



The logo should not be treated in any way that undermines the visibility or legibility of the logotype, nor should the logo be subjected to application of texture. A master file of these configurations is to be used in all methods of reproduction. It is unacceptable to alter or reconfigure the logo.

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- Do not apply texture or weathering
- Logo must contrast with background
- Do not separate logotype unless previously approved

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LOGO VARIANTS



PRIMARY FULL COLOR



PRIMARY FULL COLOR REVERSE



SECONDARY ONE COLOR



SECONDARY ONE COLOR REVERSE

STAGING



1.5"
MINIMUM WIDTH

SIZING: Recommended minimum size for the Impact Logo is 1.5" wide.

CLEARSPACE: Minimum clearspace equal to the height of the T

COLOR PALETTE



PMS: 540
CMYK: 100, 60, 5, 55
RGB: 0, 51, 97
HEX: #003361



PMS: 466
CMYK: 8, 23, 52, 15
RGB: 204, 170, 119
HEX: #CCAA77

LOGO DON'TS



Do not change the scale of the elements



Do not change the colors of the logo



Do not tilt the logo



Do not use over busy photographic backgrounds



Do not use over backgrounds without proper amount of contrast





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PARTNER LOGO USAGE ON PROMOTIONAL MATERIALS

PROMOTIONAL MATERIALS OVERVIEW

PARTNER LOGO USAGE ON PROMOTIONAL ITEMS

When questions arise, contact **Courtney Crews, Ryan Silverman and Becca Meyer** (refer to page 24).

PROUD PARTNERS	LOCAL SPONSORS	TOURNAMENT VENDORS, HOSPITALITY CLIENTS, & COMMUNITY SUPPORTERS
<p>These are the principal sponsors of the Tournament and receive extensive and exclusive marketing rights, media rights, hospitality benefits, and other opportunities. These are the sponsors that fans will directly associate with the Tournament on a nationwide basis.</p>	<p>These sponsors consist of companies that provide needed goods and services to the Tournament. Their rights will not rival the Proud Partners, but rather will be proportionate to the lower level of support (product supply) they provide. In order to drive attendance, reach local audience through their marketing resources, reduce tournament expenses and hereby increase Charitable dollars, the Tournament may grant a very limited package of local marketing and hospitality rights.</p>	<p>Tournament Vendors, Hospitality Clients and Community Supporters only have the option to reference the tournament name (THE PLAYERS Championship) in text.</p>



THE PLAYERS[®] Championship

PROMOTIONAL MATERIALS

PROUD PARTNER

This page details the THE PLAYERS Championship Proud Partners in their lockup configuration. The suitcase of logos allows for their partnership to be displayed on all required assets. There are reverse color and black and white versions available in the toolkit. **Registered Trademark should be included unless embroidered or on large format (billboards)*

NOMENCLATURE

When referring to the Proud Partners in body copy, the initial capital letter format should always be used. When listing the partners for the 2026 season in text or in verbal mention, they should appear in the following order: Morgan Stanley, Comcast Business, Optum.

TOUR CHAMPIONSHIP + PROUD PARTNER LOCKUP	PROUD PARTNER LOCKUP HORIZONTAL	PROUD PARTNER LOCKUP VERTICAL
		

IMPROPER USAGE: The following are examples of how NOT to use the logo. The following examples of how NOT to use the full lockup logo. These same rules apply to the individual partner lockup.

					
Do not change the scale of the lockup elements	Do not tilt the logo	Do not change the spacing relationships or remove co-brand lines	Do not change the colors of the logo	Do not use over backgrounds without proper amount of contrast	Do not use over busy photographic backgrounds

INDIVIDUAL PROUD PARTNER LOCKUPS

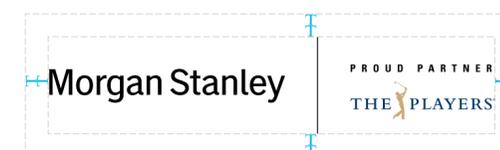
INDIVIDUAL PROUD PARTNER LOCKUPS: The Proud Partners may wish to display their partnership on their own products or services. This collection of individual lockups displays the Proud Partner alongside THE PLAYERS logo.

OPTUM HORIZONTAL VERTICAL	MORGAN STANLEY HORIZONTAL VERTICAL	COMCAST BUSINESS HORIZONTAL VERTICAL
		
		

STAGING: The individual Proud Partner Lockups have been established with a consistent size of THE PLAYERS logo, therefore the same SIZING and CLEARSPACE guidelines apply to all in the same way.

SIZING: Recommended minimum size for THE PLAYERS logo is 1.5" wide

CLEARSPACE: Minimum clearspace equal to the height of two "T's"

LOGO GUIDELINES

OPTUM INDIVIDUAL
PROUD PARTNER LOCKUP



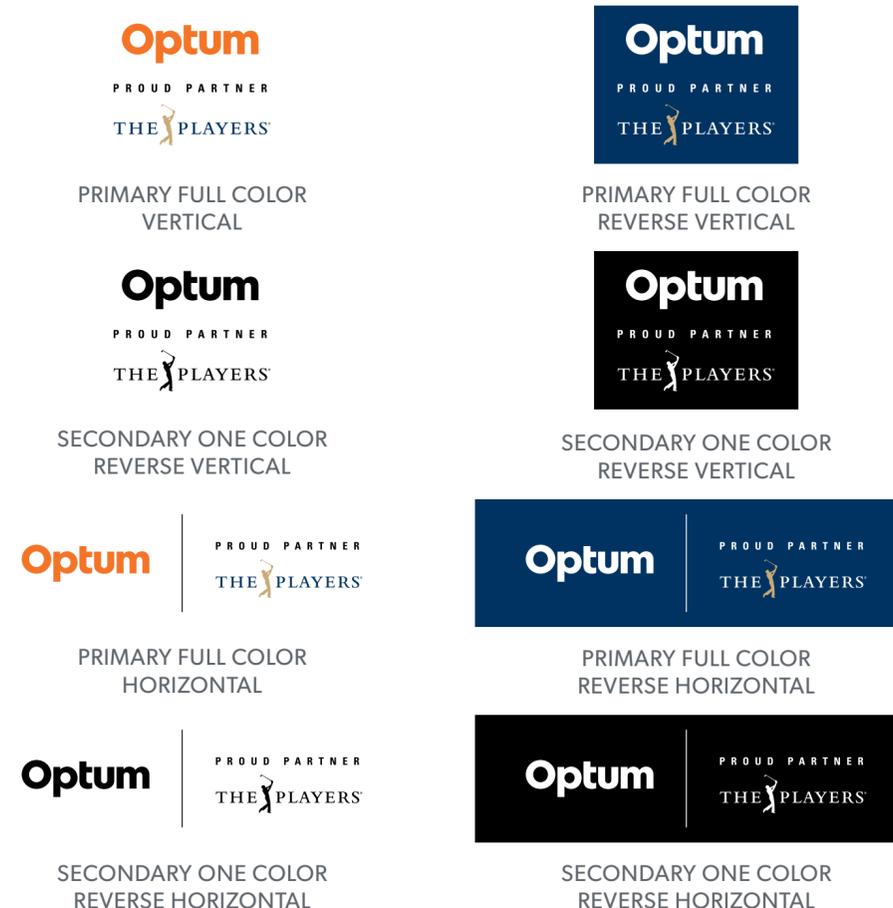
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- Logo must contrast with background
- Do not separate logotype unless previously approved

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LOGO VARIANTS



STAGING



SIZING: Recommended minimum size for THE PLAYERS logo is 1.5" wide

CLEARSPACE: Minimum clearspace equal to the height of two "T's"

COLOR PALETTE

PLAYERS Blue	PLAYERS Gold	Optum Orange
PMS: 540 CMYK: 100, 60, 5, 55 RGB: 0, 51, 97 HEX: #003361	PMS: 466 CMYK: 8, 23, 52, 15 RGB: 204, 170, 119 HEX: #CCAA77	PMS: 165 CMYK: 0, 68, 96, 0 RGB: 255, 97, 43 HEX: #FF612B
BLACK	WHITE	
PMS: N/A CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 HEX: #000000	PMS: N/A CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: #FFFFFF	

LOGO DON'TS



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MORGAN STANLEY INDIVIDUAL
PROUD PARTNER LOCKUP

Morgan Stanley

PROUD PARTNER



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LOGO VARIANTS

Morgan Stanley



PRIMARY FULL COLOR
VERTICAL

Morgan Stanley



SECONDARY ONE COLOR
REVERSE VERTICAL

Morgan Stanley



PRIMARY FULL COLOR
HORIZONTAL

Morgan Stanley

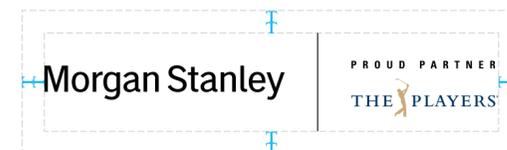


SECONDARY ONE COLOR
REVERSE HORIZONTAL

STAGING



1.5"
PLAYERS LOGO MINIMUM WIDTH



1.5"
PLAYERS LOGO MINIMUM WIDTH

SIZING: Recommended minimum size for THE PLAYERS logo is 1.5" wide

CLEARSPACE: Minimum clearspace equal to the height of two "T's"

Morgan Stanley



PRIMARY FULL COLOR
REVERSE VERTICAL

Morgan Stanley



SECONDARY ONE COLOR
REVERSE VERTICAL

Morgan Stanley



PRIMARY FULL COLOR
REVERSE HORIZONTAL

Morgan Stanley



SECONDARY ONE COLOR
REVERSE HORIZONTAL

COLOR PALETTE

PLAYERS Blue

PMS: 540
CMYK: 100, 60, 5, 55
RGB: 0, 51, 97
HEX: #003361

PLAYERS Gold

PMS: 466
CMYK: 8, 23, 52, 15
RGB: 204, 170, 119
HEX: #CCAA77

Morgan Stanley

PMS: N/A
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

WHITE

PMS: N/A
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

LOGO DON'TS

~~Morgan Stanley~~



Do not change the scale
of the elements

~~Morgan Stanley~~



Do not change the colors of the logo

~~Morgan Stanley~~



Do not tilt the logo

~~Morgan Stanley~~



Do not change the
spacing relationships

~~Morgan Stanley~~



Do not use over backgrounds without
proper amount of contrast



Do not use over busy
photographic backgrounds

LOGO GUIDELINES

COMCAST BUSINESS INDIVIDUAL
PROUD PARTNER LOCKUP

COMCAST
BUSINESS

PROUD PARTNER

THE PLAYERS®

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LOGO VARIANTS

COMCAST
BUSINESS
PROUD PARTNER
THE PLAYERS

PRIMARY FULL COLOR
VERTICAL

COMCAST
BUSINESS
PROUD PARTNER
THE PLAYERS

SECONDARY ONE COLOR
REVERSE VERTICAL

COMCAST BUSINESS | PROUD PARTNER
THE PLAYERS

PRIMARY FULL COLOR
HORIZONTAL

COMCAST BUSINESS | PROUD PARTNER
THE PLAYERS

SECONDARY ONE COLOR
REVERSE HORIZONTAL

COMCAST
BUSINESS
PROUD PARTNER
THE PLAYERS

PRIMARY FULL COLOR
REVERSE VERTICAL

COMCAST
BUSINESS
PROUD PARTNER
THE PLAYERS

SECONDARY ONE COLOR
REVERSE VERTICAL

COMCAST BUSINESS | PROUD PARTNER
THE PLAYERS

PRIMARY FULL COLOR
REVERSE HORIZONTAL

COMCAST BUSINESS | PROUD PARTNER
THE PLAYERS

SECONDARY ONE COLOR
REVERSE HORIZONTAL

STAGING



1.5"
PLAYERS LOGO MINIMUM WIDTH



1.5"
PLAYERS LOGO MINIMUM WIDTH

SIZING: Recommended minimum size for THE PLAYERS logo is 1.5" wide

CLEARSPACE: Minimum clearspace equal to the height of two "T's"

COLOR PALETTE

PLAYERS Blue

PMS: 540
CMYK: 100, 60, 5, 55
RGB: 0, 51, 97
HEX: #003361

PLAYERS Gold

PMS: 466
CMYK: 8, 23, 52, 15
RGB: 204, 170, 119
HEX: #CCAA77

BLACK

PMS: N/A
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

WHITE

PMS: N/A
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Comcast Light Blue

PMS: 2132
CMYK: 100, 66, 0, 0
RGB: 13, 98, 255
HEX: #0D62FF

LOGO DON'TS



Do not change the scale of the elements



Do not change the colors of the logo



Do not tilt the logo



Do not change the spacing relationships



Do not use over backgrounds without proper amount of contrast



Do not use over busy photographic backgrounds

PROMOTIONAL MATERIALS

LOCAL SPONSOR

The following diagram illustrates the approved method of displaying Local Sponsor affiliation with THE PLAYERS Championship logo.*

CORPORATE SPONSOR LOGO: Placement of the Local Sponsor logo should always be on the left. THE PLAYERS Championship logo should always be on the right.

The Local Sponsor logo should fit within the footprint of the established blue shape to maintain visual weighted balance.

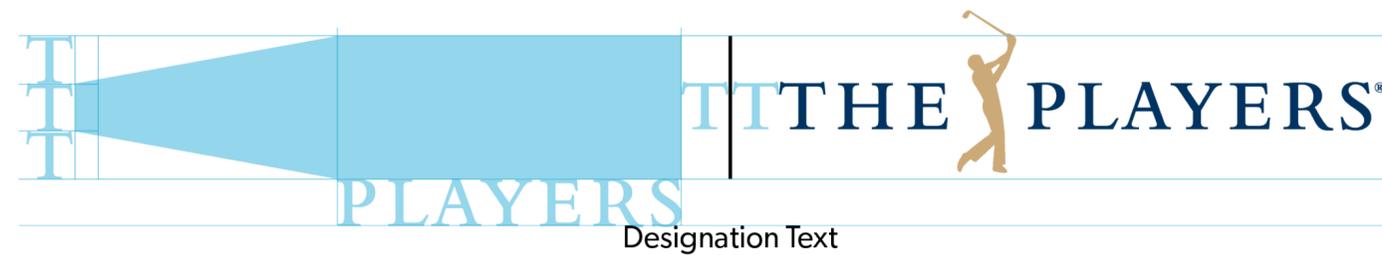
Note: Certain logos may require an exception to the "blue shape" standard when needed.

CO-BRANDING LINE: The spacing for the vertical line that separates the Local Sponsor logo from THE PLAYERS logo should be equal to the width of the "T" in THE.

DESIGNATION TEXT SPECIFICATIONS: Font set in Gibson Alt Regular, 100% black, and centered on vertical co-brand rule at a distance equal to the height of the "PLAYERS" logotype.

**Registered Trademark should be included unless embroidered or on large format (billboards)*

LOCAL SPONSOR LOCKUP SPACING AND SIZING TEMPLATE



The blue shape is used as a guideline to establish the maximum footprint sizing (height and width) for a partner logo.

Designation text centered on vertical co-brand rule

LOCAL SPONSOR LOCKUP VERTICAL



LOCAL SPONSOR LOCKUP HORIZONTAL



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LOCAL SPONSOR EXAMPLE

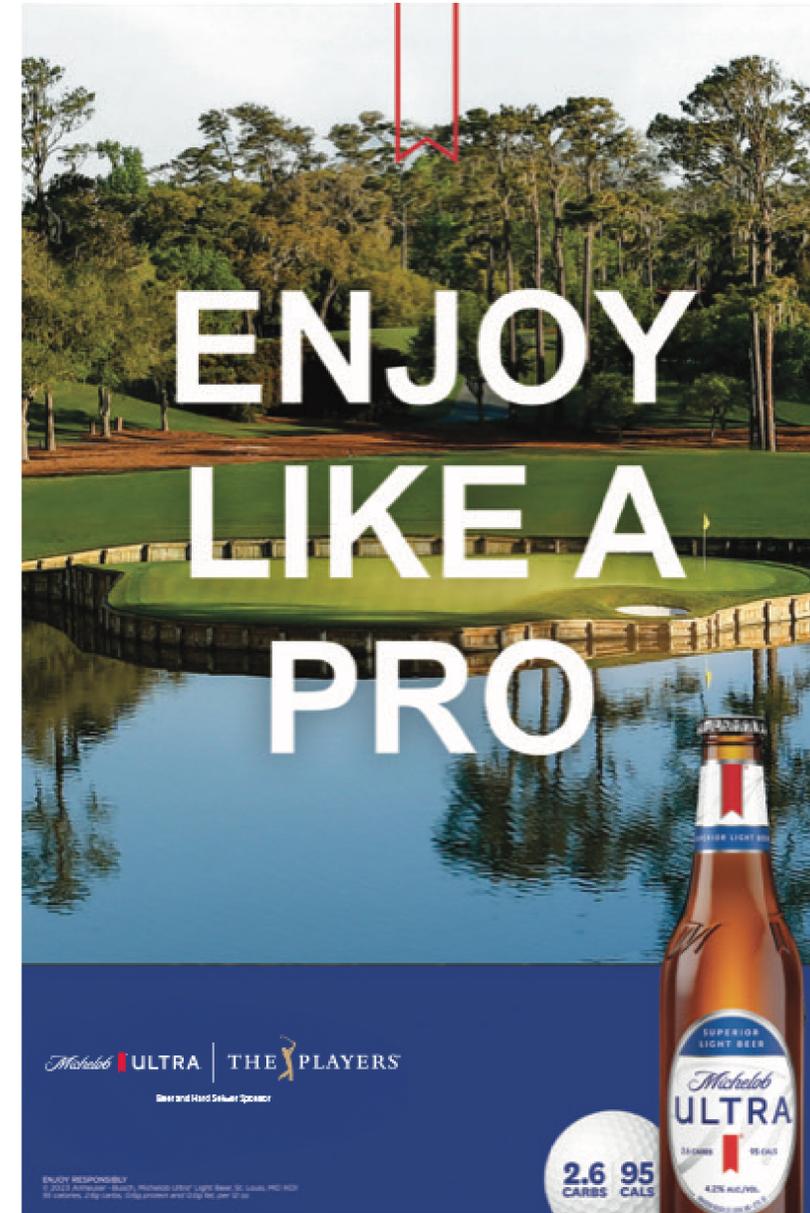


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TOURNAMENT VENDORS, HOSPITALITY CLIENTS &
COMMUNITY SUPPORTERS

Tournament Vendors, Hospitality Clients & Community Supporters are only allowed to use for invitational purposes. They only have the option to reference the tournament name (THE PLAYERS Championship) in text.

THE PLAYERS[®] Championship



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