FAIRWAY JOCKEY
BRAND GUIDELINES

Who We Are

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The ultimate destination for golf enthusiasts with an unparalleled collection of premium products, best-in-class custom club builder, and expert insights from GOLF.com and GOLF Magazine.

Logo - FJ

When using the FJ logo, prioritize using FJ_Horizontal-main.

Otherwise, use FJ_Stacked - main, or if tight on vertical space, use FJ_Stacked-horizontal.

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FJ_Horizontal - main

FAIRWAY JOCKEY

FJ_Stacked - main

FAIRWAY JOCKEY

FJ_Stacked - Horizontal

FAIRWAY JOCKEY

FJ_Flag - Icon

Logo - GOLF | FJ

The primary use of the joint GOLF | FJ logo is for web applications and email designs.

Wherever GOLF content is present, so should be the GOLF | FJ logo.

GOLF | FJ_Horizontal - Full Color

Logo Safe Space

To ensure proper breathing room for our logo, please use the spacing of **HALF THE HEIGHT OF THE FLAG** around all four sides.

Brand Colors

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Midnight Black

RGB: 0, 0, 0
CMYK: 63, 52, 51, 100
HEX: #000000

Dark Green

RGB: 19, 42, 38
CMYK: 82, 58, 68, 69
HEX: #132a26

Fairway Green

RGB: 75, 164, 88
CMYK: 73, 12, 87, 1
HEX: #4aa359

Vibrant Orange

RGB: 242, 168, 58
CMYK: 3, 38, 88, 0
HEX: #f2a83a

Pure White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff

Typography

Headline type should be Schnyder M. Sub-headlines and body type should be set in Styrene A, regular or bold weight depending on use case.

Headlines

Schnyder M

Weight: Regular

Style: Sentence Case

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz | 1234567890!@#$%&*()?,.

Sub Head & Body

Styrene A

Weight: Regular or Bold

Style: Sentence Case or ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklm-nopqrstuvwxyz | 1234567890!@#$%^&*()?,.-_

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklm-nopqrstuvwxyz | 1234567890!@#$%^&*()?,.-_

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