

FORD CHAMPIONSHIP BRANDING

PRIMARY MARKS



SECONDARY MARKS



WHEN PRINTING LOGO ON MERCHANDISE

- Use digital file exactly as is (shown above)
- TM is not required

WHEN EMBROIDERING LOGO

- Mark and text must be Ford Blue or white
- Must have distinct contrast between fabric and logo
- TM is not required

For brand approvals and additional questions,
please contact LPGA Marketing - Krista.Olson@LPGA.com

PRIMARY COLOR



SECONDARY COLORS



UNACCEPTABLE MARK USAGE



Do not squish, stretch, or distort the logo in any way



Do not place the logo on colored backgrounds that do not provide adequate contrast.



Do not rotate the logo or add, remove, inverse, or alter elements of the logo in any way.



Do not add drop shadows or any other effects to the logo.



Do not use any other colors for the logo other than what is provided.

MINIMUM SIZE AND CLEAR SPACE



Use the height of the Ford Logo to define the area of exclusion.

FONT

FORD F-1 Family