

*Fiftyeight*

58

Brand Guidelines | 2025

## LOGO VARIATIONS

The FiftyEight Creatives logo is available in two primary configurations to ensure flexibility across platforms while maintaining brand consistency.

### Primary Logo

The full wordmark featuring the FiftyEight script logotype and tail sweep mark. This version should be used whenever space allows and represents the brand in its most complete form.

### Icon Logo (58 Mark)

The circular "58" emblem serves as a standalone graphic for small-scale use or when the full wordmark cannot be accommodated. Common uses include social media avatars, video watermarks, apparel embroidery, and secondary branding moments.

### Approved color applications:

- Black on light backgrounds
- White on dark backgrounds



PRIMARY LOGOS



58 ICONS



## LOGO SPACING

To preserve visual clarity and brand recognition, a consistent clear space must surround all FiftyEight Creatives logo applications.

Clear space is defined by the height of the "58" icon.  
No text, imagery, or graphic elements may enter this buffer on any side of the logo.

This spacing rule applies to:

- Primary wordmark
- Icon logo
- Stacked or centered digital lockups

Maintaining clear space ensures maximum legibility and protects brand integrity across all layouts.



## PROPER LOGO

To maintain visual consistency and protect the integrity of the FiftyEight Creatives brand, the logo must always be displayed exactly as provided. Proper use ensures readability, recognition, and a professional presentation across all platforms and applications.

Always use the official logo files provided.

Always maintain the approved color palette, proportions, and spacing.

Always display the logo on backgrounds that allow for clear contrast and legibility.

Correct usage preserves the elevated, cinematic identity of FiftyEight Creatives and strengthens brand recognition across digital, print, and broadcast media.

### DO NOT ALTER FORM

Do not stretch, squeeze, rotate, skew, or otherwise distort the logo.

Do not scale the logo disproportionately or modify its proportions.

Do not apply warp effects, 3D perspective, or beveling.

### DO NOT MODIFY COLOR

Do not recolor the logo outside of approved brand swatches.

Do not apply gradients, metallic finishes, textures, or patterns.

Do not add outlines, shadows, glows, or visual effects.

### DO NOT REBUILD OR SEPARATE

Do not extract, reposition, or separate the icon from the primary wordmark.

Do not recreate the logo using alternate fonts or redraw individual elements.

Do not modify spacing or kerning between letters or logo elements.



## TONE OF VOICE

FiftyEight Creatives communicates through a tone that is cinematic, confident, and authentic. Our voice reflects the craft and emotion of premium sports storytelling, delivering messages with clarity, purpose, and restraint.

Our language is intentionally visual and immersive, inviting audiences into experience rather than promotion. We speak with confidence drawn from expertise without exaggeration or hype. Above all, our tone remains genuine, human, and grounded — honoring golf culture while welcoming new perspectives.

### PRINCIPLES:

#### CINEMATIC

We describe moments as scenes rather than sales pitches. Language should evoke imagery, atmosphere, and emotion.

#### AUTHENTIC

We communicate with honesty and warmth, never sounding corporate, gimmicky, or trendy.

#### CONFIDENT

Our voice is assured and composed. We avoid hyperbole or inflated claims and instead let storytelling lead credibility.

# Primary Colors

## COLOR

The primary color palette establishes the foundation of the FiftyEight Creatives visual identity. These tones are inspired by natural golf landscapes at golden hour originating from earth, tree lines, sand, and sky.

Primary colors are used to define brand consistency and structure across all platforms. They should be selected first in any layout and serve as the base for typography, backgrounds, and key graphic elements.

Dark neutrals anchor all text and wordmarks, while warm greens provide organic energy and reflect the brand's connection to the game. Light neutrals support negative space, allowing photography and typography to remain the primary storytelling focus.

CYMK: 8.7.12.0  
RGB: 233.228.218  
HEX: e9f4da

Primary Neutral

CYMK: 72.66.65.77  
RGB: 28.28.28  
HEX: 1c1c1c

Text + Hero Post

CYMK: 58.25.75.0  
RGB: 124.158.100  
HEX: 7c9e64

Accents, Icons, & Borders

CYMK: 0.64.82.0  
RGB: 244.123.64  
HEX: f47b40

Rare Highlight

CYMK: 23.6.5.0  
RGB: 192.217.230  
HEX: c0d9e6

Background & Overlays



## COLOR

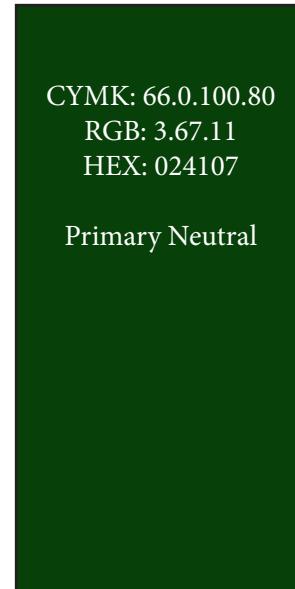
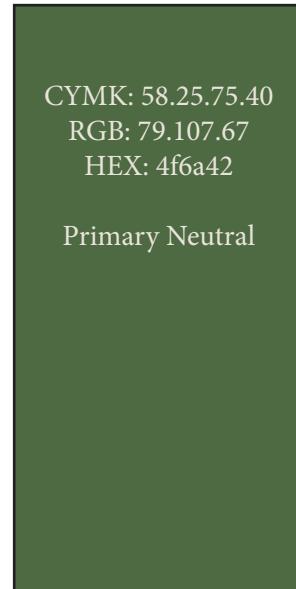
Accent colors exist to enhance and elevate the core brand palette without overpowering it. These tones introduce visual contrast and subtle motion accents inspired by light flares, sky reflections, and energetic moments within the game.

Accent colors are used sparingly and with intention. They should never dominate layouts or replace primary tones, but rather draw attention to important details and moments of emphasis.

When applying accents, prioritizing restraint ensures the brand maintains its premium, cinematic feel rather than shifting toward overly energetic or promotional visuals.

# Accent Colors

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## HEADINGS AND BODY

DM Sans Regular is the core utility typeface for FiftyEight Creatives. With its geometric structure, open letterforms, and highly legible proportions, it serves as the foundation of all brand communication. It delivers clarity and modernity without overshadowing the expressive cinematic elements driven by Georgia Bold Italic.

Its neutral yet warm tone allows headlines, captions, and body copy to remain clean and functional while supporting immersive storytelling visuals. DM Sans ensures accessibility across all platforms and scales, from editorial layouts to website text and digital broadcast graphics.

DM Sans is used to maintain consistency, readability, and hierarchy throughout all branded materials.

# FiftyEight Creatives

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Georgia (Bold Italics) | Mixed Caps

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

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



## SLOGANS AND TAGLINES

Georgia Bold Italic serves as the primary expressive typeface for FiftyEight Creatives, chosen to reinforce the brand's cinematic storytelling tone. Its classic serif structure paired with an italic slant introduces motion, emotion, and elegance, mirroring both the rhythm of the golf swing and the narrative flow of premium sports content.

The bold weight ensures visual clarity at scale, while the italic form communicates movement and continuity, making it ideal for impactful headlines, taglines, and featured statements across digital, editorial, and promotional assets.

Georgia Bold Italic is used only for high-emphasis moments. It is not intended for body copy or extended reading materials and should remain selective to preserve its cinematic weight and distinction within the brand system.

# *FiftyEight Creatives*

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**Georgia (Bold Italic)** | **Mixed Caps**

**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**

**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**

## TYPOGRAPHY

- Heading 1 – DM Sans Bold
- Heading 2 – DM Sans Medium
- Heading 3 – DM Sans Medium
- Body – DM Sans Regular
- Captions – DM Sans Regular
- Slogan / Taglines – Georgia Bold

Italic

# Heading 1 – Page Titles

HEADING 2 – SUB-SECTION HEADERS

HEADING 3 – LABELS AND CALLOUTS

Body Text – Paragraph content and information copy

Captions – Small annotations and color values

## *Slogan and Taglines*

## VISUAL PATTERNS

FiftyEight Creatives visual patterns are inspired by motion, rhythm, and the natural geometry of golf landscapes.

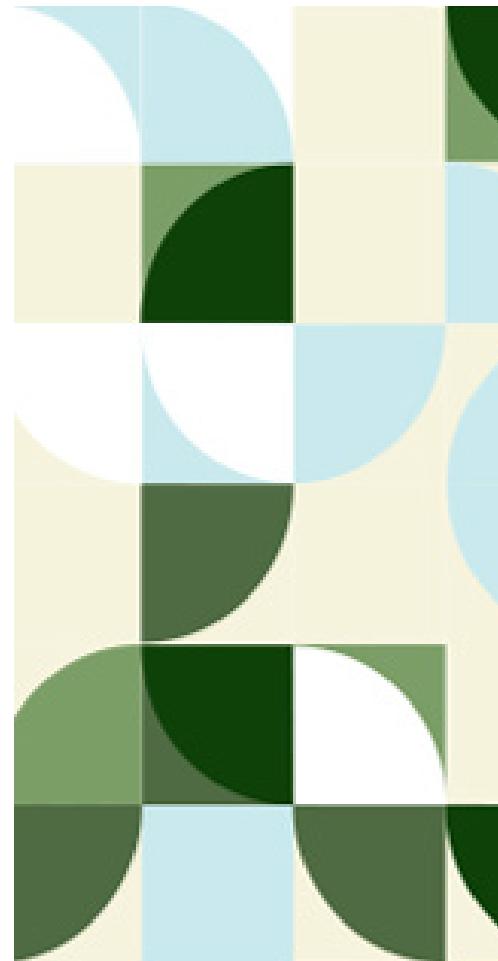
Patterns should be applied at low opacity as background textures or framing elements to support photography and typography without overpowering primary visuals.

Patterns are approved for:

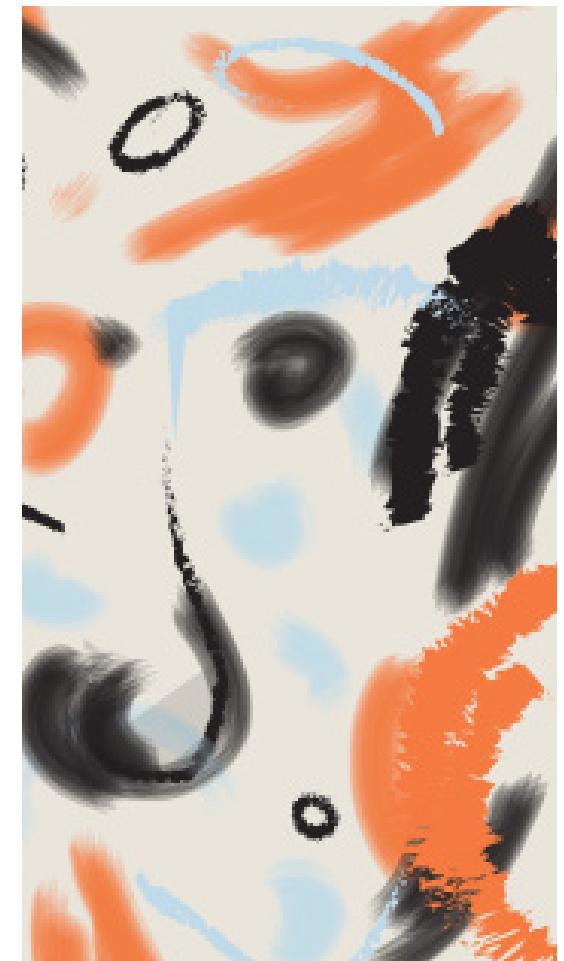
- Section backgrounds
- Title overlays
- Subtle motion graphics

Patterns should never interfere with text legibility or logo clarity and should remain secondary to photographic storytelling.

### MODERN HERITAGE



### MOTION ARC



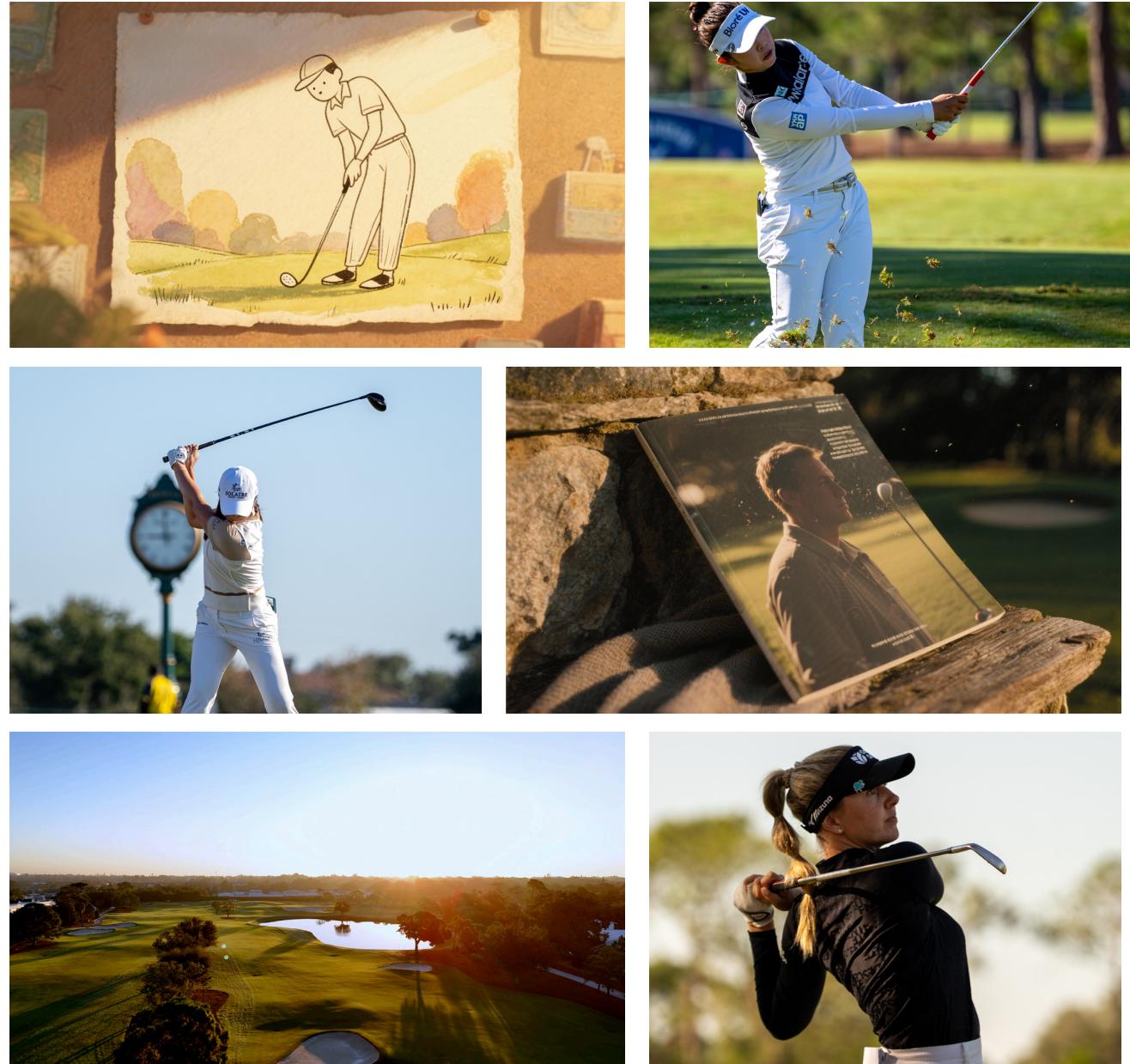
## PHOTO / ILLUSTRATION

Photography for FiftyEight Creatives should capture the emotional and cinematic essence of the game, prioritizing natural light, authentic moments, and motion-driven storytelling.

Our visual style emphasizes:

- Warm, natural sunlight
- Golden-hour or late afternoon tones
- Drone and shallow depth-of-field compositions
- Dynamic motion blur
- Earth-tone grading with cinematic contrast
- Rule-of-thirds framing and natural leading lines

Images should feel immersive, atmospheric, and story first, never overly staged or stock in appearance.



## MOCKUPS

Mockups demonstrate real-world applications of the FiftyEight Creatives brand system. These examples showcase how typography, logos, color palettes, and photography come together across key platforms.

Common applications include:

- Website hero imagery
- Social media promotional layouts
- Apparel branding
- Video title frames
- Event or tournament graphics

Mockups should reflect approved typography hierarchy, logo rules, color usage, and photography standards to represent the brand consistently across all deliverables.

