

Golf Car UK logo guidelines.

Our logo

The Golf Car UK logo the single most important asset of our brand. It identifies our company and reflects who we are in the golf and utility vehicle industry in the UK.

Our logo represents strength, trust and support - a reflection of the service we provide to our customers.



Colour variations

Our logo is limited to a small colour palette. The only alternatives to Golf Car UK blue are white or black - including when placed over images or coloured backgrounds. No other colours are used as a fill. If laid over photography, the word Golf Car UK should be clearly legible with a consistent colour behind the punched out type. When used in this situation, the logo will almost always be the white variation.

GOLF CAR UK
GOLF CAR UK
GOLF CAR UK

Welcome
Croeso
Welkom
Bienvenue
Bienvendias
Willkommen

GOLF CAR UK
UTILITY VEHICLES UK.COM

EZGO
PACE
TECHNOLOGY
C CUSHMAN

AUTHORISED UK DEALERSHIP

Colours

This is the preferred colour treatment of the Golf Car UK logo.

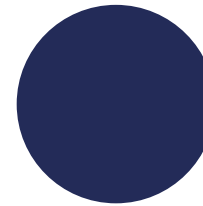


Print

White C:0 M:0 Y:0 K:0
Blue C:60 M540 Y:0 K:65

Screens

White RGB R 255 G 255 B 255
Blue RGB R 36 G 41 B 89
HEX #242959



To achieve brand consistency, artwork should never be recreated. Additional logos, usage guides, partner badges, and supplier logos can be found at www.golfcaruk.com/branding

Space

Clear space has been established to guarantee our logo has visibility and impact. Maintaining the clear space zone between our logo and other graphic elements such as type, images and other logos ensure that it always appears unobstructed and distinctly separate from any other graphic elements.



The Golf Car UK logo needs surrounding clear space for legibility and impact. Nothing should encroach on the specified clear space. The clear space zone may be slightly smaller in online applications due to space restrictions.

Spring 2022.