



PEBBLE BEACH COMPANY  
BRAND IDENTITY GUIDELINES

**T**HE GAME OF GOLF has endured for 500 years, not only because of its idyllic settings and the passions of its players but also because of the rules of the game established to govern its fair play. Similarly, the Pebble Beach Company Brand Identity Guidelines have been created to set parameters for the proper use and execution of our identity—The Heritage Logo. This logo and its components are our mark of quality. It is host to our guests and visitors, steward of the unique natural environment, ambassador for our extraordinary brand of service and hospitality, and is synonymous with golf at its worldwide best.

Pebble Beach Resorts are as diverse as they are unique. They are open to the public, yet private and exclusive. Pebble Beach Company reveres its past while looking to the future. The Heritage Logo is our promise of quality, consistency, and the continuum of Samuel F. B. Morse’s masterful vision begun in 1919.

I urge you to familiarize yourself with the rules established here and use them with the utmost craftsmanship and care.

*David Stivers*  
Executive Vice President  
Brand Management  
Pebble Beach Company  
Pebble Beach, California

## The Heritage Logo

The Heritage Logo is the basis of our brand identity system. It symbolizes the heritage and tradition of Pebble Beach Company through a classic presentation of The Lone Cypress tree and 1919 inception date. Brand signatures built around The Heritage Logo represent our company, our resorts and our venues in a consistent manner.

As the cornerstone of our brand identity system, The Heritage Logo must always be reproduced accurately, from the official master artwork provided with these guidelines. Never redraw, rearrange or modify the logo elements in any way. Always present it in a clear, straightforward manner with no embellishment or alteration.



See page 16 for PANTONE colors for printing.

## Heritage Logo Usage

The Heritage Logo has been designed and registered for exclusive use by the Pebble Beach Company entities listed on this page. The applications listed reflect the general scope of usage as a means of differentiating proper assignment of the logo.

### PEBBLE BEACH COMPANY

#### Pebble Beach Company

*For use on:*

Public Relations Materials  
Internal/Employee Communications  
Stationery  
Vehicles  
Business Forms and Documents  
Awards  
Company Facility Signage

### PEBBLE BEACH RESORTS®

#### Pebble Beach Resorts

*Used as a host signature on the following items:*

Guest Shuttle Vehicles  
Starter Bag Tags (All Courses)  
In-room Customer Amenities (All Hotels)  
Customer Sales Promotion Kits  
Public Relations Materials

### PEBBLE BEACH®

Pebble Beach Golf Links®  
The Lodge at Pebble Beach™  
The Spa at Pebble Beach™  
Pebble Beach Golf Academy™  
Pebble Beach® Golf Shop

#### Pebble Beach Golf Links

The Lodge at Pebble Beach

The Spa at Pebble Beach

Pebble Beach Golf Shop

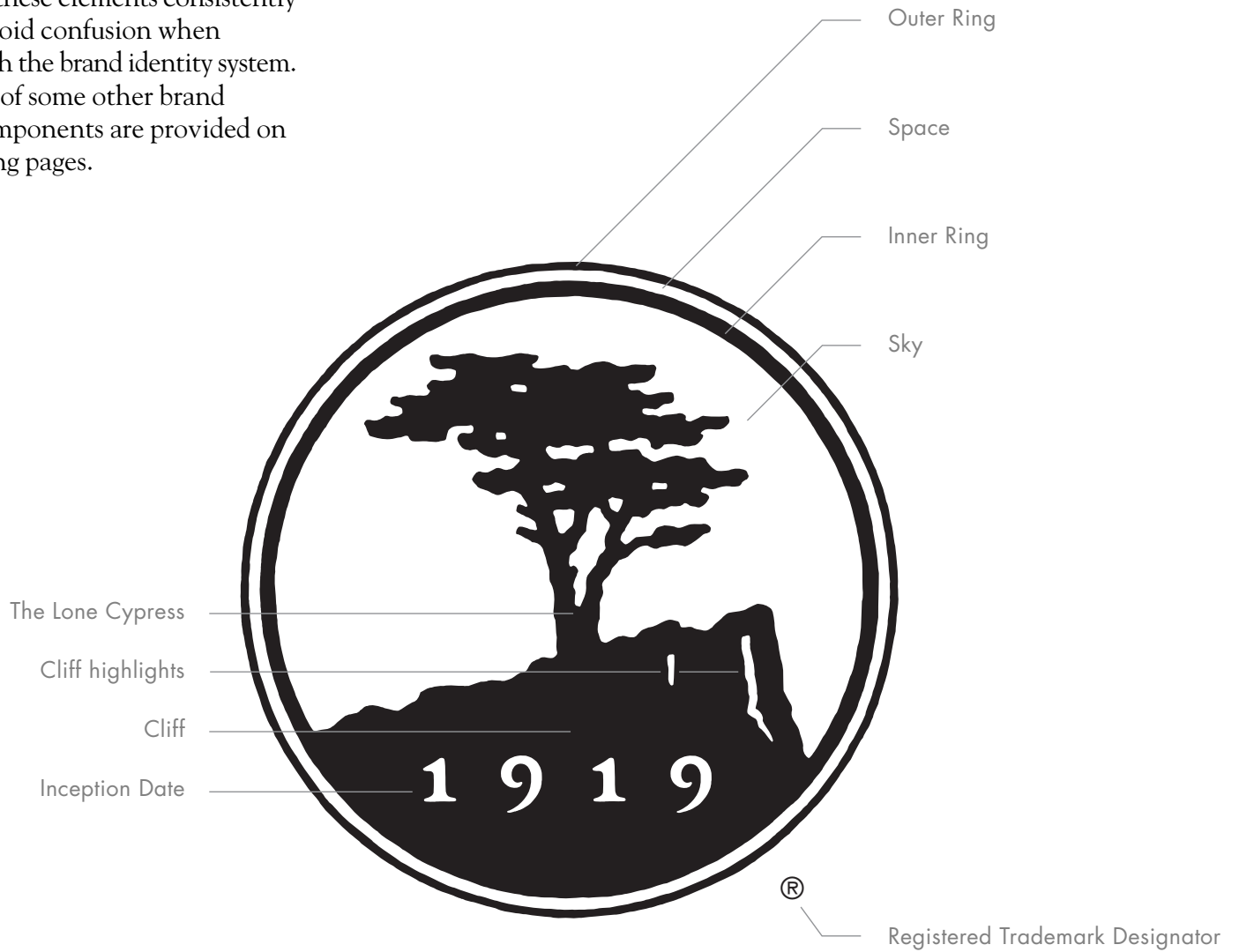
Pebble Beach Golf Academy

*For use on:*

Print Materials  
Retail Merchandise  
Stationery  
Vehicles  
Interior and Exterior Signage  
Video  
Web Pages  
Business Forms and Documents

# Anatomy of The Heritage Logo

Here is some recommended terminology to use when referring to different parts of The Heritage Logo to colleagues, designers and printers. Describing these elements consistently can help avoid confusion when working with the brand identity system. The names of some other brand identity components are provided on the following pages.

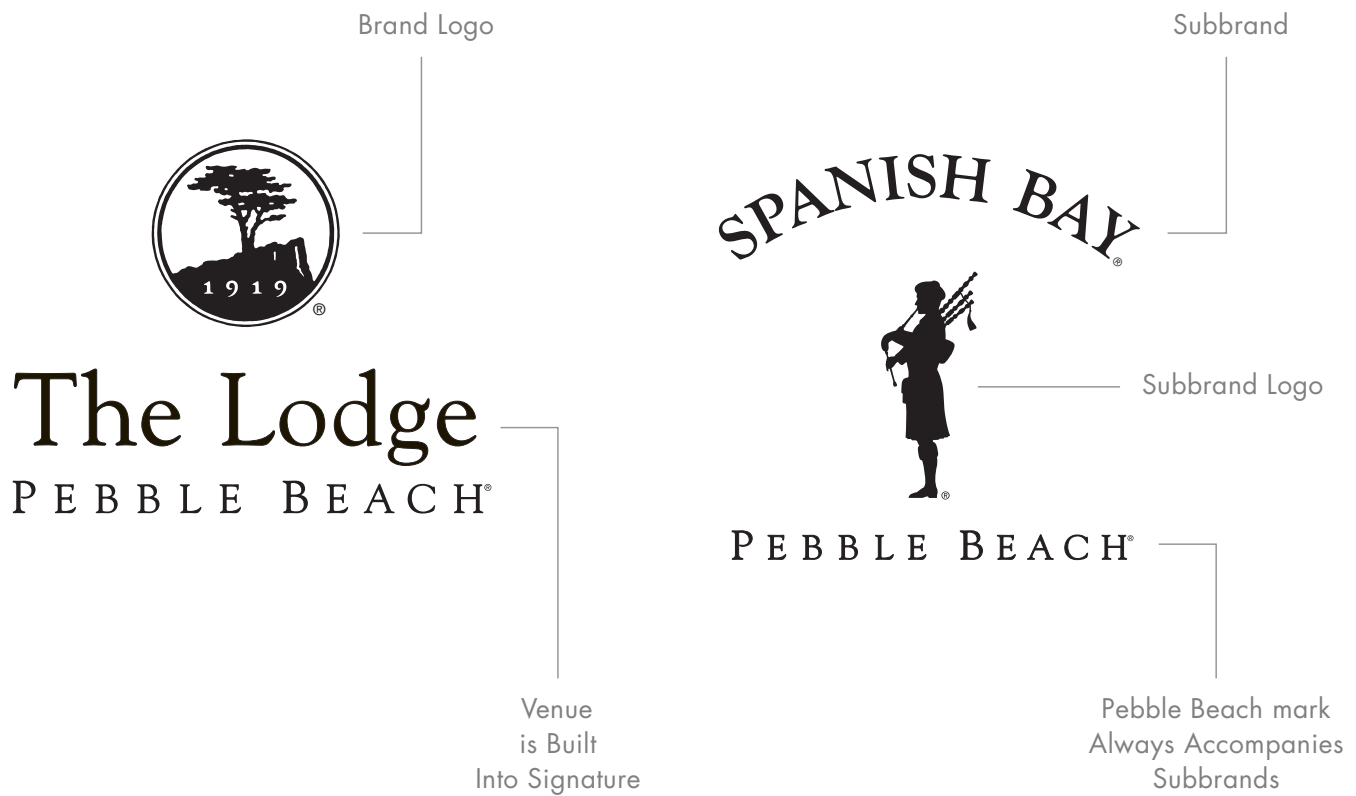


## Anatomy of a Signature

There are two kinds of Pebble Beach signatures. Most are based on The Heritage Logo followed by the Pebble Beach trademark. In many cases, there is also a secondary identifier below the Pebble Beach trademark. Other signatures display the Pebble Beach trademark as a smaller linkage line, below a graphic

identity that is specific to one of our subbrands. In all cases, the Pebble Beach trademark is the thread that ties all our brands and subbrands together.

Here are examples of both kinds of signatures, along with some terminology used to describe the parts.



## Legal Requirements

In order to retain exclusive use of Pebble Beach Company's intellectual property, we must use the proper trademark designations (® or TM) as shown in these guidelines every time a trademark or logo is used.

Any questions about trademark designations or proper usage should be directed to the Pebble Beach Marketing Department, 831-622-6399 or email [marketingdepartment@pebblebeach.com](mailto:marketingdepartment@pebblebeach.com).

## Signatures

While The Heritage Logo is the visual representation of the Pebble Beach brand, the verbal expression is also necessary in most situations. When The Heritage Logo appears alone, the name of the Pebble Beach entity authoring the communication should also be present. The name may appear as a separate line of copy, but more often it will appear as a logotype in an official brand signature.

The three standard configurations of the brand signature are shown here. Signatures for most entities also include a secondary identifier distinguishing one Pebble Beach entity from another. All logotypes are set in a specially drawn version of the classic font, Goudy Old Style. This heavier, proprietary version is called Pebble Beach Goudy. While the Pebble Beach Goudy font is provided for typesetting headlines, publication titles, etc., the signature logotypes must always be reproduced from the official master artwork provided with these guidelines.

This chart shows all of the acceptable signature configurations for each Pebble Beach entity, along with the official master artwork file number used to identify each digital artwork file. Notice that there are special signature variations for some Pebble Beach entities. Never alter the relative sizes of the logotypes and The Heritage Logo in these signature configurations. Never add words, rearrange the entity names or create new ones without prior approval from the Pebble Beach Marketing Department.



PEBBLE BEACH®

Preferred Vertical Configuration, with equal emphasis on The Heritage Logo and Pebble Beach Logotype—most frequently used



PEBBLE BEACH®

Alternate Vertical Configuration, with emphasis on The Heritage Logo



PEBBLE BEACH®

Horizontal Configuration, used when vertical space is limited

01



05



PEBBLE BEACH  
COMPANY

02



PEBBLE BEACH

06



PEBBLE BEACH  
COMPANY

03



PEBBLE BEACH

07



PEBBLE BEACH COMPANY

04



PEBBLE BEACH

08



PEBBLE BEACH  
COMPANY



PEBBLE BEACH RESORTS

GOLF LINKS

GOLF ACADEMY

09



PEBBLE BEACH  
RESORTS

13



PEBBLE BEACH  
GOLF LINKS

18



PEBBLE BEACH  
GOLF ACADEMY

10



PEBBLE BEACH  
RESORTS

14



PEBBLE BEACH  
GOLF LINKS

19



PEBBLE BEACH  
GOLF ACADEMY

11



PEBBLE BEACH RESORTS

15



PEBBLE BEACH GOLF LINKS

20



PEBBLE BEACH GOLF ACADEMY

12



PEBBLE BEACH  
RESORTS

16



PEBBLE BEACH  
GOLF LINKS

21



PEBBLE BEACH  
GOLF ACADEMY

33



17



22



23



The Lodge  
PEBBLE BEACH

24



The Lodge  
PEBBLE BEACH

27



The Lodge  
PEBBLE BEACH

28



The Spa  
PEBBLE BEACH

29



The Spa  
PEBBLE BEACH

32



The Spa  
PEBBLE BEACH

BRAND

COMPANY

HOST

SUB BRANDS

SUB BRAND EXTENSIONS →



PEBBLE BEACH  
COMPANY



PEBBLE BEACH  
RESORTS



PEBBLE BEACH



PEBBLE BEACH  
GOLF LINKS™



PEBBLE BEACH  
GOLF SHOP



PEBBLE BEACH  
GOLF ACADEMY™





The Lodge  
PEBBLE BEACH



The Pro Shop  
PEBBLE BEACH



Images  
of  
PEBBLE BEACH



The Sundry Shop  
PEBBLE BEACH



The Kids Shop  
PEBBLE BEACH

PEBBLE BEACH/LODGE AREA SHOPS

Coldwell Banker  
Del Monte Real Estate

Golf Links  
to the Past

Coast Gallery

Marchesa Jewelry

élan  
at The Lodge

Robert Talbott

Weber Goldsmith  
Gallery

PEBBLE BEACH/LODGE AREA RESTAURANTS



THE BEACH & TENNIS CLUB



The Beach & Tennis Club  
PEBBLE BEACH



The Beach Club Tennis Shop  
PEBBLE BEACH

PEBBLE BEACH MARKETS



SPANISH BAY SHOPS



SPANISH BAY RESTAURANTS



## Clear Space for The Heritage Logo

The Heritage Logo should always stand alone, separated from all other graphic elements by a generous amount of clear, open space. This diagram shows the minimum clear space area into which no other elements should intrude.

In situations where this minimum cannot be maintained, allow as much open space around The Heritage Logo as possible. The dimension "x" is equal to half the height of The Heritage Logo. Remember that this is the minimum clear space guideline. Whenever possible, allow more open space.



The diagram above indicates the minimum clear space area. Below are some good examples of the logo surrounded by adequate clear space.



## Clear Space for the Signatures

As with The Heritage Logo, the Pebble Beach signatures are most effective when surrounded by as much clear, open space as is practical. This gives visual emphasis to each signature.

The minimum clear space area, as shown in this diagram, is based on half the height of The Heritage Logo (the dimension “x”). Whenever possible, allow more open space. If this minimum cannot be maintained, allow as much open space as possible.



These examples show how sufficient clear space enhances the impact of the Pebble Beach signature.

## Font Standards

A consistent typographic style can be an important brand-building tool for any company. The effective use of a select group of fonts plays a key role in the look and feel of all Pebble Beach visual communications.

Follow these standards to help ensure that our unique typographic style is used in every visual expression of the Pebble Beach brand.

### Goudy Oldstyle

A B C D E F G H I J K L M N O P Q R S T  
a b c d e f g h i j k l m n o p q r s t u v x y z  
0 1 2 3 4 5 6 7 8 9 ! ? ( ) \$ % # + - @ < >

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### Pebble Beach Goudy

A B C D E F G H I J K L M N O P Q R S T  
a b c d e f g h i j k l m n o p q r s t u v x y z  
0 1 2 3 4 5 6 7 8 9 ! ? ( ) \$ % # + - @ < >

---

### Futura

A B C D E F G H I J K L M N O P Q R S T  
a b c d e f g h i j k l m n o p q r s t u v x y z  
0 1 2 3 4 5 6 7 8 9 ! ? ( ) \$ % # + - @ < >

## Font Guidelines

Good typographic design is all about details. This page provides guidelines for kerning, tracking and line spacing of type during the design and production processes. If your job involves setting or specifying the setting of type, read these technical details carefully

and become familiar with them. If typography is not something you typically get involved in, pass these guidelines on to your designers and production specialists. Insist that these standards be met in order to maintain consistence in our typographic style.

### Goudy Oldstyle

Our primary font for general use is Goudy Oldstyle. Use this classic serif font consistently to reinforce the style of the logo-types and bring a recognizable character to all our printed communications. Set Goudy Oldstyle Regular for all text and body copy, smaller headings, etc. Goudy Bold or Italic may be used on a limited basis for extra emphasis within blocks of text, but avoid their overuse.

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### Pebble Beach Goudy

Pebble Beach Goudy is a special, heavier version of the standard font, Goudy Oldstyle. This customized typeface was used to create all of the Pebble Beach logos. You should use it for setting headlines, publication titles, display type, etc. Have a look at the examples on subsequent pages to see how Pebble Beach Goudy is used. Do not, however, typeset the logotypes for use with The Heritage Logo in brand signatures. Instead, always reproduce the brand signatures, in their entirety, from the digital master artwork provided with these guidelines.

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### Futura

For secondary levels of information, such as captions, subheads and technical copy, use Futura. This timeless sans serif typeface provides an appropriate complement to Goudy Oldstyle, when used for call-outs on maps, charts and score cards, on diagram labels and for sidebar copy. While there is a broad range of weights of Futura, avoid using the extralight or extrabold weights.

### Setting Body Copy

Body copy and general text should always be mixed case (uppercase and lowercase). Body copy or text size may vary with each use. The body copy in this document was set at 12 pt., with 14 pt. leading. Leading may also vary to achieve a “tight” look (less leading) or a more “open” look (more leading). Generally, no tracking or kerning is necessary in body copy or text under 18 pt.

### Setting Type Display

Display type is larger than body copy, and is generally used for titles, large headings, subheads, etc. There is a wide range of sizes that may be implemented in the design of a document. The headings in this document, for example, were set at 16 pt. with 18 pt. leading. There are two recommended methods for setting display type. First, all uppercase may be used with the first letter of each word being 2 to 4 pts. larger than the rest of the word. For this method, a loose tracking of between 100 to 500 (thousandths of an em) should be used. The other method is mixed case, in which a much tighter tracking of between 0 and 10 is used.

### Aligning Text

There are two preferred methods of alignment and justification of columns and blocks of text in a document. With lists, titles and/or display text, centering is recommended. For all other uses, including body copy, flush left alignment is preferred. When aligning columns flush left, it may be necessary to track a line of copy ( $\pm 5$  thousandths of an em) to avoid distracting word breaks and gaps in blocks of text. Full justification (aligning both sides of a column) should be avoided.



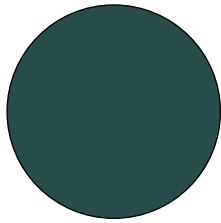
## Color

Color is a memorable aspect of our brand identity program, and consistent use of specific colors will help build wide recognition of the Pebble Beach brand. The rich combination of a deep forest green and contrasting cream are the colors most closely associated with

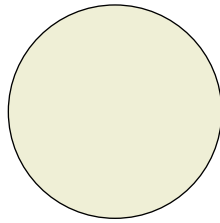
the Pebble Beach Company brand identity. While the green-and-cream versions of The Heritage Logo and signatures are preferred for most uses, other acceptable color versions are shown below. Specific metallic colors may also be used for the single-color versions, as long as appropriate

contrast is maintained between the signature and background. Always require your printers to visually match the PANTONE® colors specified here.

### Full-color Logo (Club Colors)



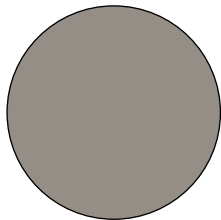
Forest Green  
PANTONE 3302  
CMYK Values  
C/100 M/0 Y/56 K/69



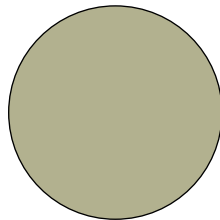
Cream  
PANTONE 9140  
CMYK Values  
C/0 M/0 Y/10 K/0

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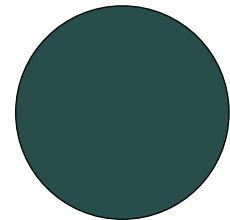
### Single-color Logo Options in Addition to Black-and-White Options



Warm Gray  
PANTONE Warm Gray 7  
CMYK Values  
C/0 M/6 Y/11 K/38



Moss Green  
PANTONE 452  
CMYK Values  
C/23 M/18 Y/38 K/0



Forest Green  
PANTONE 3302  
CMYK Values  
C/100 M/0 Y/56 K/69

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### Single-color Logo Options – (Metallic)

Metallic Gold  
PANTONE 871

Metallic Silver  
PANTONE 877

Metallic Copper  
PANTONE 876

The colors shown throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc.

## Basic Rules for Using Color

These basic rules must always guide your color choices.

1. The preferred colors in most printed applications are the deep forest green and cream, often referred to as the “Club Colors,” used against a white to cream or dark green background.

2. Regarding logo artwork, the tree should always appear dark or in silhouette against a light sky.

3. Typographic elements of a Signature should always contrast with the underlying field.

4. A strong degree of contrast should always be maintained between the brand identity elements and the background. Preferred Club Colors on a white background are the forest green-and-cream logo and black logotype. Usually, this means strong contrast for the full signatures.

Below are examples of these basic rules in action. More examples of acceptable color use are shown on the following pages.



Preferred Club Colors on a white background: the logo is forest green and cream; the logotype is black.



Preferred Club Colors on a dark background: the logo and logotype are cream; the overall background is forest green. The Lone Cypress and cliff elements remain dark against the light-colored sky. The outer ring disappears so the light-colored circular space now defines the edges of The Heritage Logo.



Never allow The Lone Cypress and cliff elements to appear lighter than the sky behind them, regardless of whether the overall background is light or dark. Even in subtle, tone-on-tone applications, always be sure the tree appears darker than the sky behind it.



Never allow The Lone Cypress and cliff elements to appear lighter than the sky behind them, regardless of whether the overall background is light or dark. Even in subtle, tone-on-tone applications, always be sure the tree appears darker than the sky behind it.



One color, light background: the logo and logotype are forest green; the overall background is white. (The logo and logotype may be one of the other colors shown on the previous page, but both must be the same color.)



One color, dark background: the logo and logotype are white; the overall background is forest green. (The logo and logotype may be one of the other colors shown on the previous page, but both must be the same color.)

## Using Color


These two pages show correct and incorrect use of colors for our brand signatures, on both light and dark backgrounds. As you consider colors for your applications, look at these examples to ensure correct usage.

One Color:  
Black and White



One Color: Forest Green  
(PMS 3302)



DARK				
LIGHT				

One Color: Warm Gray  
(PMS Warm Gray 7)



DARK				
LIGHT				

One Color: Moss Green  
(PMS 452)



DARK				
LIGHT				

## Unique Logo Applications

Here are some other options that provide specialized expressions of The Heritage Logo and logotype. These examples include blind embossing and glass etching.



### Embossed Logo

The cliff, tree and rings are raised to a matching height.



### Dimensional Logo

This logo must be fabricated in two parts with the outer ring as a separate element. There is no variation in heights of logo elements.



### Frosted or Sandblasted Logo (For application to glass, stone or metal.)

Always use the positive version of The Heritage Logo.

The same rules that apply to print should apply to media applications. Always strive for maximum clarity of the logo. The mark should not be dimensionalized or animated in any way on screen.



Signature on video, with color and signature type selected for maximum visibility on a complex background.



Positive one-color logo, with The Lone Cypress tree darker than the background.



The Heritage Logo on a bar of soap, with the sky, inception date and outer ring debossed as for embossed logo.



The Heritage Logo on dark marble, with the sky and inception date sandblasted. The Lone Cypress and cliff elements match the marble color.

## Examples

The examples below and on the following pages show our brand identity system in action. Notice how The Heritage Logo and Pebble Beach Signatures are always presented in a classic and graceful manner, using rich colors, adequate clear space and appropriate contrast.

While the purpose and content of these visual communications vary, the typographic characteristics and overall stylishness is consistent.



This golf starter tag uses Club Colors with a special circular signature for Pebble Beach Resorts.

In-room amenity and retail products from The Spa use a one-color metallic logo with black type. Product contents must provide an acceptable background.



Corporate stationery uses a one-color dark-green logo.



This sample Yellow Pages ad uses a one-color black logo. Allow for sufficient clear space around The Heritage Logo.



This example uses Club Colors with a circular signature on a dark-green field.

This web page uses a one-color dark green logo with a balanced signature.



Spa robe embroidery uses a one-color moss green logo.



To create a metallic dimensional of The Heritage Logo, use a positive form of art. This is a two-piece construction used for dimensional signing.

## Important Note:

As a means of controlling the brand identity, please make sure that samples of all finished applications are provided to the Pebble Beach Marketing Department for final approval.

Lodge area entry signs use a logo in Club colors on classic dark green, with cream type and a white hairline border.





## Essential Pebble Beach Heritage Logo Rules

These rules are essential to the successful application and use of The Heritage Logo.

1. The Lone Cypress tree is always dark against a light sky.
2. Appropriate trademark designations (®) must always accompany the logo or authorized signatures.
3. Do not reverse the artwork.

4. Do not use The Heritage Logo as a decorative device. Examples include repetition around a border, multiple logos on a page, and as a form of punctuation (bullet points).

5. Do not combine the logo with typography not specified in these guidelines.

6. Do not embellish the artwork by adding texture to the cliff, rendering leaves on The Lone Cypress, etc.

7. Do not use any elements of the logo by themselves. Examples include removing the tree or the inception date (1919) out of the logo and isolating it.

8. Do not animate the logo.

9. The Heritage Logo is our mark of quality. Please make sure that everything it appears on is of the very best quality and context.

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## Glossary

This page defines some general terms common to all graphic identity programs, as well as a few that are specific to the Pebble Beach Company Brand Identity Guidelines.

### *Brand Identity Guidelines*

Our graphic systems carefully developed to project the desired image to the public. Designed to unify the visual communications of our organization through the consistent use of specific graphic identification components and the rules for their use.

### *Clear Space*

The positioning of a symbol or logotype separating it from other elements. Ensures that the identity component is easily perceived by allowing adequate open space around it.

### *Graphic*

A general term used to refer to a wide variety of visual images. This term, which originally referred only to the printing arts, has broadened to include two-dimensional images on signs, vehicles, apparel and other surfaces.

### *The Heritage Logo*

The Lone Cypress symbol specifically designed to visually represent the Pebble Beach Company and brand.

### *Logotype*

The name of a company, product or brand, displayed in a unique type style.

### *Lowercase*

The small letters of the alphabet, distinguished from capital letters.

### *Official Master Artwork*

High-quality, original artwork for The Heritage Logo and Pebble Beach Logotypes. Use of this master reproduction artwork ensures the best possible reproduction. Official Master Artwork is provided in digital form, from which accurate conventional reflective artwork can also be made.

### *PANTONE® Colors*

The PANTONE MATCHING SYSTEM is a color communication system used to communicate with printers. Pantone numbers refer to specific colors. “C” and “U” are used to refer to coated and uncoated paper. PANTONE is a registered trademark of Pantone, Inc.

### *Positive*

A dark image on a light background.

### *Reverse (or Negative)*

A light image on a dark background.

### *Screen*

A printed area comprised of small dots that appear as lighter shades of a solid color.

### *Signature*

The visual and/or verbal device used to represent a company, its divisions, products or services to the public.

### *Signature Configuration*

A standardized arrangement and size relationship for a symbol and logotype.

### *Symbol (also referred to as logo)*

A graphic identification device unique to a given organization.

### *Typography*

The arrangement of type to ensure maximum legibility, comprehension and appropriate style.

### *Uppercase*

Capital letters of the alphabet, distinguished from lowercase.

## Reproduction Artwork

Official reproduction artwork for The Heritage Logo and Pebble Beach Signatures is provided in digital form for use on either Macintosh® or IBM® computers. If you need reflective art for the logo or signatures to use on a conventional pasteup, have a clean, sharp print made from the digital art by a qualified digital imaging service. Always go back to the original digital art to make duplicate prints. Never make a photostatic copy of a

photostatic copy. This will eventually result in poorer and poorer reproduction quality.

Color plays a key role in the look of all our visual communications. Accurate color matching is achieved only if attention is paid throughout both the production and the printing processes. Colors must be specified correctly, camera-ready artwork or digital files must be right, inks must

be mixed precisely and visually matched on the printing press.

For additional copies of these guidelines or the official digital reproduction art, or for answers to questions not covered in these guidelines, contact the Pebble Beach Marketing Department at 831-622-6399 or email [marketingdepartment@pebblebeach.com](mailto:marketingdepartment@pebblebeach.com).

