

Visual Identity Guidelines

PGA TOUR Sponsorship

July 2017

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Introduction

MetLife is pleased to be an Official Sponsor of the PGA TOUR.



These guidelines outline the appropriate use of the co-branded marks secured as a result of this sponsorship.

Reviewed here are guidelines on the appropriate use of logo layout, space and color. Consistent application of these will strengthen MetLife's recognition as an Official Sponsor of the PGA TOUR.

Conditions of use

Our rights to the PGA TOUR marks and official designations is for use on promotional materials directly connected to our specific product categories. **Life insurance and voluntary workplace benefits are our specific category designation.** Use of the Tour mark must clearly convey our relationship as the official life insurance sponsor or voluntary workplace benefits sponsor and must reference our products and services in those areas.

Each use of the PGA TOUR marks or official designation on marketing materials must be approved in advance by MetLife Global Brand & Marketing and the PGA TOUR. Please allow 7–10 business days for this review.

MetLife logos

The guidelines in this document apply to the MetLife logo and all other logos included on this page. Examples on the following pages use the standard MetLife logo, but other logos can be substituted as necessary. If you need to replace the MetLife logo with your local mark, please contact Global Brand & Marketing to design the official file. For general guidelines for the MetLife logo and variations, refer to the MetLife Brand Center at metlife.com/brandcenter.



Logo layout

The MetLife PGA TOUR logo layout is available in a horizontal format. The horizontal layout should be used exactly as shown. No alterations are permitted.
The MetLife PGA TOUR logo lock-up should always be positioned along a horizontal axis, never angled or skewed.



Color

Color

The preferred color for the MetLife logo in lock-ups is Pantone 2193, Pantone 2384, and Pantone 2300.

The PGA TOUR logo uses Pantone 281 (blue) and Pantone 185 (red).

Lock-ups can also be reversed out in white on black.



Official Sponsor of the PGA TOUR



Official Sponsor of the PGA TOUR



Official Sponsor of the PGA TOUR



Minimum size

Minimum size

Careful consideration should be given when determining the size of the co-branding logo.

M height equals the unit of measure “X.” PGA TOUR logo may not be smaller or larger than 3X.



Clear space

Clear space

M height equals the unit of measure “X.” A minimum clear zone equal to 2X should surround the elements of the lock-up at all times.



MetLife MatchUp logo

MetLife MatchUp is the global fan voting competition that will run annually with the PGA TOUR sponsorship. If referencing the program, please reach out to your sponsorship contacts to secure master artwork and full competition details.

Primary logo – always use master artwork



Secondary, horizontal logo

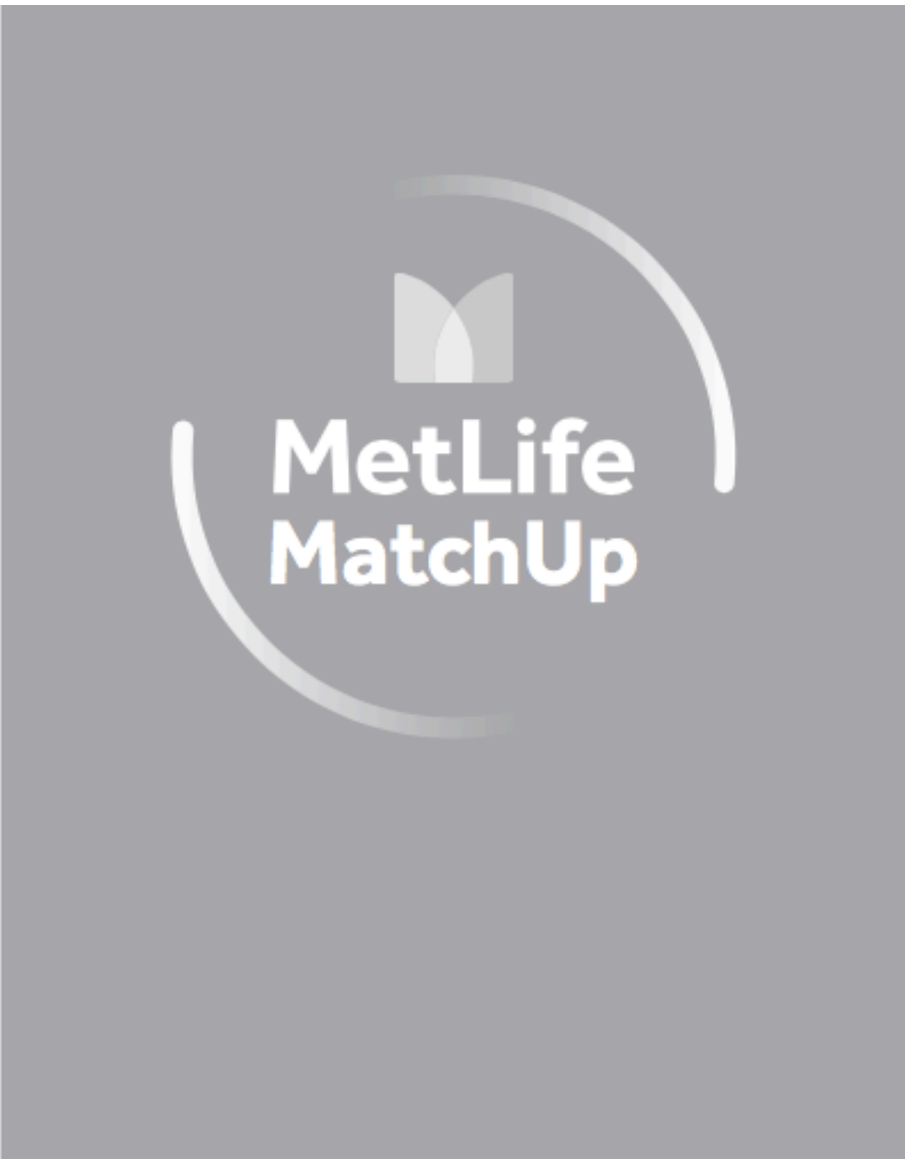


MetLife MatchUp basic guidelines

Full color logo with no holding shape for use on white backgrounds



Reverse transparent logo with no holding shape for use on solid colored backgrounds



Full color logo in holding shape for use over footage or complex backgrounds (to protect the integrity of the logo)



Logo misuse

 Do not lock up logo vertically



 Do not lock up MetLife MatchUp and PGA TOUR logos

