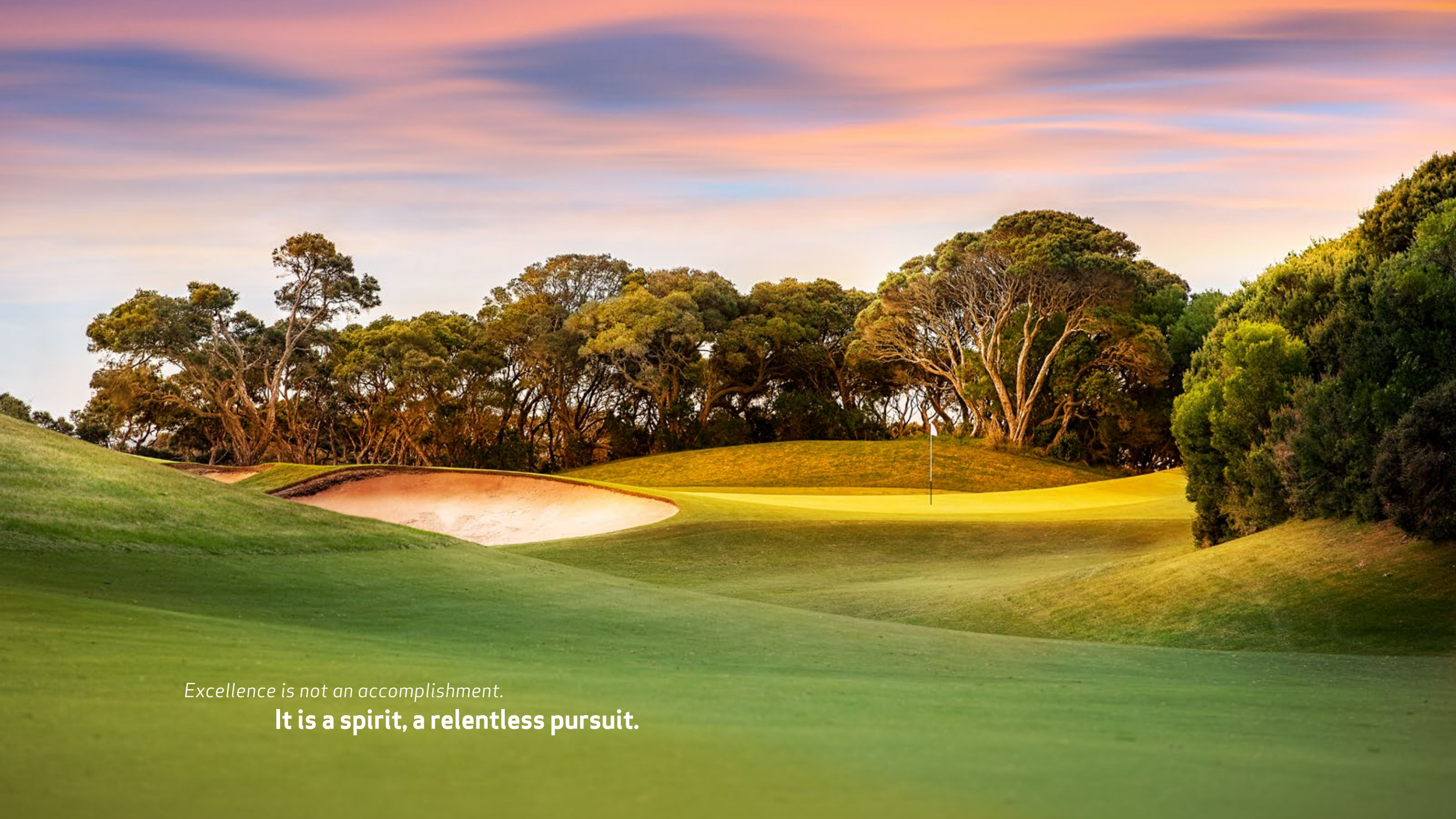
Titleist®

BRAND GUIDE


Excellence is not an accomplishment.
It is a spirit, a relentless pursuit.









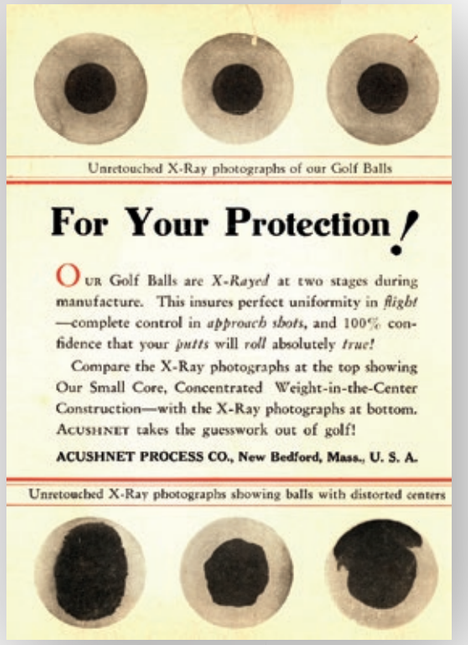


At Titleist, there is a long history of excellence, right down to its very founding.

WELCOME

This book is made to inspire, align and guide us. Use it as a benchmark for brand expression as you help lead us into the next chapter for Titleist, for the game, and for all the relentless athletes who drive it forward.

A HISTORY OF EXCELLENCE



1932 Convinced that a putt he missed to lose a match was well-stroked, Phil Young and his golf partner took his golf ball to the local hospital to x-ray and discovered that the core was, indeed, out of round. Seeing an opportunity to make golf a more rewarding test of skill by guaranteeing the same performance excellence in every golf ball, Phil created a Golf Division within his molded rubber company, Acushnet Process Company.

1935 It took three years to perfect the first Titleist golf ball, but when it was ready, it could truthfully be introduced to club professionals and golfers as "the best golf ball ever made," utilizing 32 quality control checks and implementing x-ray technology into the golf ball manufacturing process.

1936 Needing a way to validate golf ball performance and quality excellence, Titleist debuted the Golf Ball Demonstration Machine, touring the most prestigious golf courses of the day and validating Titleist golf ball superiority.

1949 Titleist becomes the most played golf ball at the U.S. Open at Medinah for the very first time. Titleist has been the #1 ball at the U.S. Open every year since – the longest running success story in golf



1962 John Reuter Jr., Inc. of Phoenix, Arizona, and maker of Bulls Eye putters, is acquired by Acushnet Company. Acushnet relocates its Bullseye putter production facility from Phoenix, Ariz. to Escondido, California in 1987.

1964 A Titleist Golf Ball R&D team is formalized to study golf ball aerodynamics. Wind tunnel testing and computer analysis is conducted to evaluate dimple shapes and configurations for the most efficient blend between lift and drag. Four years later, Titleist is the first in the industry to develop its own hobbing process and dimple molds.

1969 Acushnet Company acquires Golfcraft, Inc. of Escondido, Calif., and becomes the first major golf company to be located in Southern California.

1974 Acushnet Golf Center is created as the ultimate R&D indoor test lab, measuring ball speed, launch angle, spin rate, clubhead speed, swing path and angle of attack.

1980 Titleist unveils its Manchester Lane Test Facility in Acushnet, Mass., with Golf Ball R&D advancing techniques used to analyze and validate golf ball performance, and product and process excellence. It continues to expand, and now operates as a state-of-the-art proving ground for Titleist golf balls and as a Tour Fitting Center, offering premium club fitting services.

1982 Titleist introduces its first five-player professional tour staff, announcing Payne Stewart, Mark Hayes, Mark Lye, Hal Sutton and Donnie Hammond as the first official "brand ambassadors" on the PGA TOUR.



1990 Titleist Ball Plant 2, a second ball manufacturing facility, opens in New Bedford, MA and is solely dedicated to manufacturing of two-piece golf balls and solidifies Titleist as the industry leader across all construction categories.

1991 The DCI iron is introduced and Titleist launches its iron custom fitting program. DCI becomes the first major golf club success for the company and Titleist becomes the industry leader in custom club fitting.

1993 Titleist introduces the wound, liquid-filled center Tour Balata golf ball, which quickly becomes one of the most played balls on Tour and among competitive golfers.



1994 The Professional golf ball is introduced as Titleist's first tour-played urethane-covered golf ball. Also liquid-filled, wound and more durable than the Tour Balata, it becomes the most played golf ball worldwide prior to the introduction of the Pro V1 in 2000.

1994 – 1996 In 1994, Acushnet hires Scotty Cameron, recognized as one of the industry leaders in designing putters, and elevating Titleist's position as a premium putter designer and manufacturer. Two years later, Bob Vokey joins Titleist and establishes Vokey Design as the premier wedge brand in the industry.



1997 Titleist unveils its state-of-the-art Oceanside Test Facility and Titleist Performance Institute, which quickly becomes the envy of the industry. Utilizing innovative technologies, advanced equipment fitting methods, detailed swing analysis, and science-based player conditioning, it has become the golf world's premier player development center.

2000 Titleist advances its leadership position on tour and in the marketplace with the introduction of the new Pro V1 golf ball. The new flagship of Titleist's high performance golf ball line, the Pro V1 represents the coalescence of three of Titleist's industry leading technologies: large solid core, multi-component construction, and high-performance Urethane Elastomer cover technology.

2003 The new Pro V1x golf ball is introduced, adding a dual core, high compression offering to complement the next generation Pro V1.

2007 Titleist launched the AP1 and AP2 irons. Abbreviated AP, for "Advanced Performance", the goal for Titleist is to offer premium irons suitable for players of all abilities.

2010 Titleist unveils Ball Plant 4 in Thailand to support the worldwide global demand for Titleist golf balls.

2014 Golf Gear division established, advancing its product category positions in golf bags, headwear, gloves, travel and accessories.



2019 At the SONY Open in Hawaii where Titleist becomes the first brand ever to have more players trusting its equipment across every major category – golf balls, drivers, fairway metals, hybrids, irons, wedges and putters – than any other. Through 2021, Titleist has continued to accomplish this feat many times.

2020 Titleist introduces new TSi drivers, pushing the boundaries of speed through advanced engineering and material breakthroughs, including a new ATI 425 Aerospace Titanium face construction never before used in golf.

2021 Radar Capture Technology (RCT) – developed by Titleist Golf Ball R&D Engineers. RCT golf balls are designed to enhance the data capture of launch conditions in an indoor environment with radar based launch monitors, producing more accurate data for flight, spin, and distance.

CORE STRATEGIES

The Core Strategies that drive decisions.

Our core strategies are waypoints for evaluating priorities and benchmarking success for every objective. They serve as a constant, guiding force for the ways we work and evolve over time. By connecting every goal, project and objective to these core strategies, we ensure constant, forward momentum in our relentless pursuit of excellence.

CREATE THE BEST PERFORMING AND HIGHEST QUALITY PRODUCTS.

VALIDATE THE SUPERIOR PERFORMANCE THROUGH THE PYRAMID OF INFLUENCE.

BE THE FITTING AND PRODUCT EDUCATION LEADER IN THE INDUSTRY.

ESTABLISH A DEEP CONNECTION AND ENGAGEMENT WITH THE DEDICATED GOLFER.

STRIVE FOR ROUTE TO MARKET EXCELLENCE.

PYRAMID OF INFLUENCE

The Titleist Pyramid of Influence is the premise that by delivering on the superior quality and performance expectations of the best players in the world, Titleist will deliver the same superior quality and performance to all golfers. This is the foundation upon which our company was built. That same commitment to excellence that began with the Titleist golf ball nearly 90 years ago, remains as purposeful today, as Titleist perpetuates a record of leadership that begins atop golf's pyramid of influence. The overwhelming acceptance of Titleist equipment in the world's most competitive arenas, that is, by players on the U.S. PGA Tour and the worldwide professional tours, PGA club professionals and accomplished amateurs, reflects confidence in products that truly are the best.



BRAND BEHAVIORS

ALWAYS MOVE FORWARD

We believe a proud past is no guarantee of future success. Our legacy is a living thing and we are continually writing the next chapter of our story.



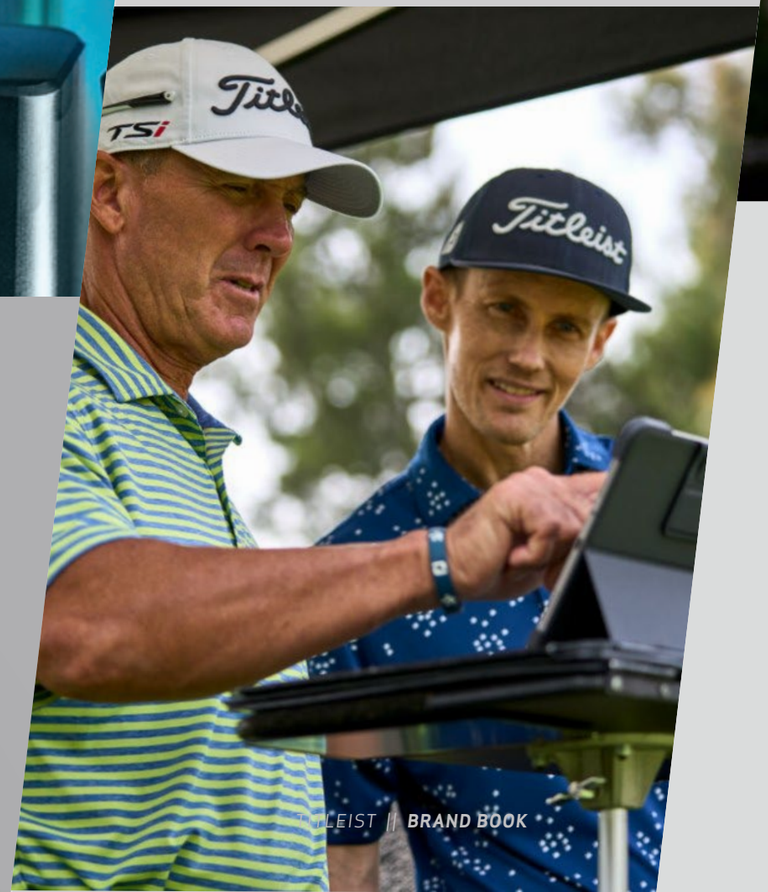


CHALLENGE EVERYTHING

We believe progress happens when expectations are exceeded. We apply the best in both talent and technology to redefine what is possible.

FOCUS ON PERFORMANCE

We believe performance claims need to match real world results. That's why we prove ourselves in every facet, putting performance to the test first in the lab and then on the green.





FOLLOW THE GOLFER

We believe innovation begins with the body, heart and mind of the golfer. We know that by understanding all three we can make a meaningful impact on every golfer's game.

BRAND BEHAVIORS

ALWAYS MOVE FORWARD

We believe a proud past and a bright future success. Our legacy is a living thing and we are continually writing the next chapter of our story.

FOCUS ON PERFORMANCE

CHALLENGE EVERYTHING

We believe progress happens when expectations are exceeded. We apply the best in both talent and technology to redefine what is possible.

FOLLOW THE GOLFER

THESE BEHAVIORS ARE BORN FROM OUR BRAND PROMISE.

THE PROMISE WE KEEP

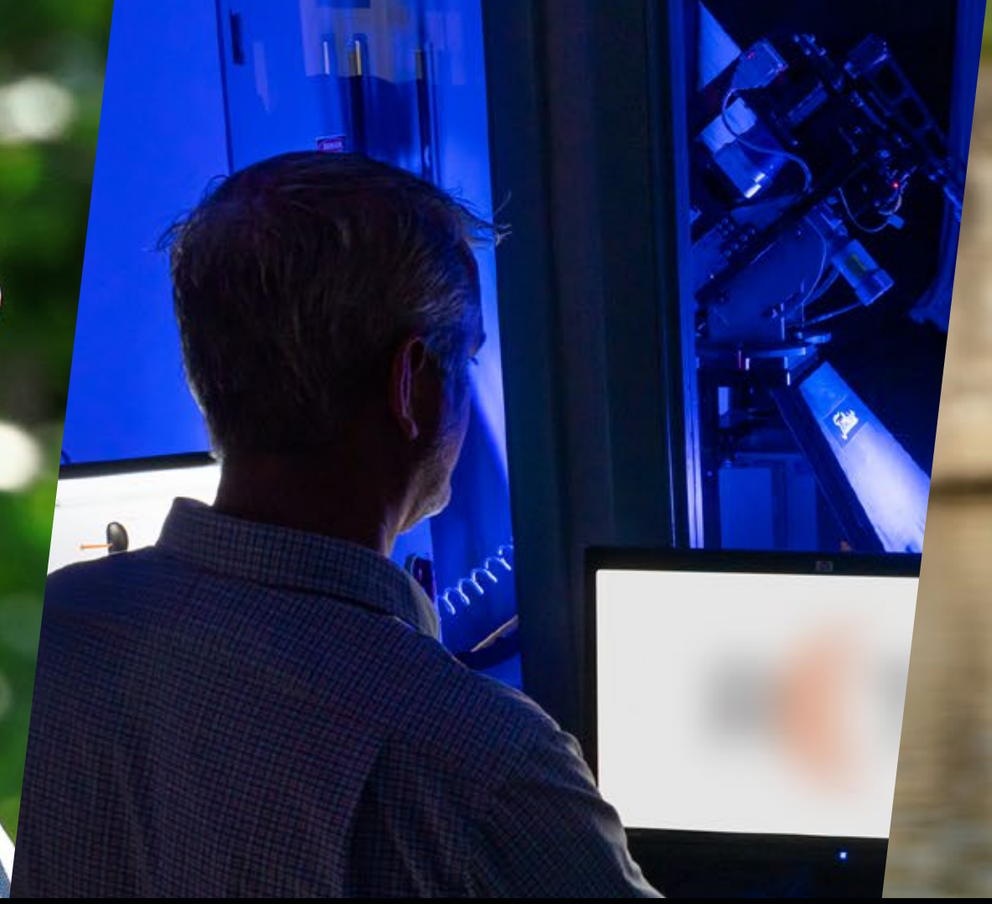
Our brand promise lives at the center of everything we do as a brand, as a company, and as individuals collectively dedicated to taking Titleist to new heights.

We live and breathe it, both on and off the course. We embody it every day in our work, embracing it as an enduring waypoint for brand expression—serving as a key driver for decision-making and behaviors that bring this promise to life. Everything we do comes back to this promise. Keep it at the forefront, and continuously deliver on it in meaningful ways.



RELENTLESS IN PURSUIT OF EXCELLENCE







RELENTLESS | IN PURSUIT OF | EXCELLENCE

Intense. Competitive. Non-Stop.

A quest. A goal to be chased and achieved.
Creates forward momentum.

The Titleist standard.
Suggests mastery and efficacy.







OUR PROMISE TO THE DEDICATED GOLFER.

TO THE DEDICATED GOLFER

Golf is more than a favorite pastime. It's an opportunity to challenge oneself over a lifetime, to acquire and refine a set of skills, even to obsess at times. Dedicated golfers always come back for more because the sport has a rare hold on them—an intangible something that propels their commitment. Their intense passion for the game means they'll never settle for good when better can be had—from themselves or their equipment.



THE DEDICATED GOLFER

THE MINDSET OF THE DEDICATED GOLFER ALIGNS WITH OUR OWN.

Their beliefs and behaviors provide context for how they approach the game, and how we as a brand can continuously drive them forward.







STRIVE FOR EXCELLENCE

It's not just how they play the game. It's how they choose their products. They want the best quality and performance they can get, and they'll pay a premium for it. They take the time to research, test and choose equipment that is engineered for excellence down to every detail.

OBSESS OVER DETAILS

In a game of inches, every detail matters. The time and dedication they invest in perfecting their swing, the extra 30 minutes at the range, the hours scouring YouTube for the latest tips.

EMBRACE THE CHALLENGE

They set goals and seek challenges, both on and off the course. The bigger the obstacle, the harder they work to overcome it—doing whatever it takes to gain an edge. Golf satisfies their relentless drive for always getting better.

BRAND GUIDELINES



HELEN ROBINSON

Titleist®

The Titleist script originated when the first Titleist-branded golf balls were being produced in 1935. Executives were looking for a logo and an executive suggested the handwriting of office secretary Helen Robinson who was considered to have beautiful penmanship.

Helen, an avid golfer and president of the Women's Golf Association at nearby Reservation Golf Club, was given a sheet of paper and asked to write the word 'Titleist.' The way she wrote the word on the page that day was used for the original logo and the Titleist script, one of the world's most recognized marks, is still based on this initial lettering today - gracing every piece of Titleist equipment throughout the world.

CONTENTS

The following pages provide guidance for the over-arching Titleist brand and to provide creative inspiration and additional brand design tools. For product launch initiatives, specific campaign guides will be available from product marketing teams and should be followed accordingly. Please reach out to US product or brand marketing teams with any questions.

BRAND ASSETS

THE SCRIPT

- Approved Brandmarks
- Brandmark Application
  - Golf Balls
  - Do's and Don'ts
- Team Titleist

SECONDARY ASSETS

- Color/Background Treatment
- Typography
- Pursuit Angle
- Signature
- Tone and Voice

PHOTOGRAPHY PRINCIPLES

- Player
- Game
- Innovation



THE SCRIPT

In the course of business, all corporations develop a significant amount of visual materials. Projecting a consistent image is critical to a brand's worldwide communications. As stewards of the Titleist brand, it is essential that we guard the logo against poor reproduction or violations of other guidelines. To preserve the legal protection and market strength of the registered logo, it must be used correctly and consistently according to these brand guidelines.

Script Brandmark

Use the Titleist Script logo on all products and with brand communications including featuring Pyramid of Influence leadership and multiple product categories (e.g., golf ball and clubs). Any variation from these guidelines or use of the brand logo on apparel or merchandise must be submitted to US brand marketing team for approval. The following logos are approved for use:

Display cleanly and crisply, preferably in vector format.



Primary: 1-Color B LK – positive

Clear Space Minimum

Clear space is an essential part of the Titleist brand logo. It provides a clean and uncluttered space around the Titleist logo in most applications. Do not place any graphics inside the minimum space surrounding the logo. The minimum clear space is the diameter of the dot of the "i" and is represented by "X".





Secondary: 1-Color WHT – reverse

Brandmark minimum size: Print

In order to establish consistent legibility, the Titleist® brandmark (1-color positive and reversed) may not be presented smaller than 0.825" wide on all printed collateral.



Brandmark minimum size – Digital

In order to establish consistent legibility, the Titleist® brandmark may not be presented smaller than 100px Wide on all digital collateral.



Brandmark minimum size: Mobile*

Rendered Size:	45 x12 px	Intrinsic aspect ratio:	56:15
Rendered Aspect Ratio:	15:4	File Size:	3.6 kB
Intrinsic Size:	168 x 45 px		



May only to be used on mobile sponsorship executions (leaderboard sponsorship or next to a player's name)

GOLF BALLS

The #1 ball in golf – Primary lockup for golf balls

Always use the Titleist "#1 ball in golf" logo in its complete form, keeping the Script logotype and tagline together. Do not create any variations of the Titleist "#1 ball in golf" brandmark without any variation should be submitted to US brand marketing team for approval.

There are two distinct lockups - and two - for Titleist and "#1 ball in golf". The alternate lockup (right) is used only on front panel packaging. The primary lockup (below) is used on all other touchpoints.



Alternate Lockup (Packaging): Use ONLY on front panel packaging. DO NOT use in off-pack executions

---



Primary: 2-Color – positive

GOLF BALLS

The #1 ball in golf – Secondary lockups

Always use the Titleist "#1 ball in golf" logo in its complete form, keeping the Script logotype and tagline together. Do not create any variations of the Titleist "#1 ball in golf" brandmark without any variation should be submitted to US brand marketing team for approval.



Secondary: 1-Color B LK – positive



Secondary: 1-Color – reverse

Brandmark minimum size – Packaging

In order to establish consistent legibility, the Titleist® brandmark (1-color positive and reversed) may not be presented smaller than 0.825" Wide on all printed collateral.



Clear Space Minimum

Follow clear space guidance to ensure the brandmark is legible and easily recognized.

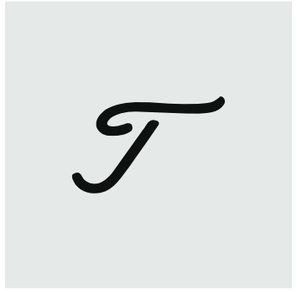


IMPROPER BRANDMARK APPLICATION

Brandmark application guidance

It is critical for the Titleist brandmark to be legible and easily recognized any time it is used or applied. In order to successfully achieve that persistent consistency, we've called out several brandmark applications that should not be used on a Titleist brand touchpoint. Please review carefully.

These improper use cases are applicable to advertising and marketing materials. There may be exclusions for Gear and other product applications.



DO NOT use individual parts of the logo to create unapproved icons, badges, patches and/or emoticons.



DO NOT rotate, skew, redraw, re-proportion or otherwise alter or distort the logo or its elements in any way. This includes changing the letterspacing and altering the letterform.



DO NOT reproduce the logo in colors other than those specified in this document.



DO NOT use multiple approved colors within the logo.



DO NOT crop the logo unnecessarily



DO NOT place the logo on a patterned background of graphic elements.



DO NOT use drop shadows.



DO NOT outline the brandmark.

TEAM TITLEIST

Team Titleist logo

The logo is the combination of a wordmark with our icon.

TEAM TITLEIST



Icon

Our icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo or in cases when the Team Titleist brand has already been established. While the icon can exist without the wordmark, avoid using the wordmark without the icon.

TEAM TITLEIST

Lockups

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using the stacked version at small sizes, as it can become illegible.

TEAM TITLEIST

Primary Lockup: 2-Color – positive

TEAM TITLEIST

Alternate Lockup: 2-Color – positive

Clear Space Minimums









TEAM TITLEIST

Colors

CHAMPIONSHIP BLACK

PMS PROCESS BLACK
CMYK // 040/030/030/100
RGB // 000/000/000
HEX #000000

TITLEIST RED

PMS 0186 C
CMYK // 000/100/081/004
RGB // 227/024/055
HEX #c8102e

Minimum Size - Digital

140px wide, approx.
(or 1.4583 inches)

20px wide, approx.
(or 0.28 inches)



Use on Backgrounds

The full-color logos should be used only on white or black. Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image. There may be exclusions for Gear and other product applications.



Single Color Use

The one-color logo should be used only on photographs and black and white.

TRUE COLORS

For the best print quality, please reproduce using solid PANTONE® colors. If a PANTONE® color is not available, 4-color process match may be used. Always use the color palette shown here whenever creating printed collateral for Titleist. Preferred background colors are black, metallic silver, and white. Red should be used as an accent color.

CHAMPIONSHIP BLACK

PMS PROCESS BLACK
CMYK // 040/030/030/100
RGB // 000/000/000
HEX #000000

**For copy, please use the PANTONE® Process Black (C=0, M=0, Y=0, K=100)*

This page represents an appropriate ratio of how the color palette is applied across the brand. We lead with our Championship Black. Steeled Gray is used primarily to showcase the range with the Championship Black and can be used in varying tints but never darker than 100% PMS 425 C. White provides that stark contrast to Championship Black. Appropriate accents such as the Sunday Silver and Titleist Red can be brought in as needed but never as the primary takeaway for any one touchpoint.

STEELED GRAY

PMS 425 C
CMYK // 066/056/053/029
RGB // 084/087/090
HEX #54575a

Use percentage increments of five when choosing appropriate tints of the 425 C



SUNDAY SILVER

PMS 10105 C
CMYK // 035/026/027/000
RGB // 170/173/174
HEX #aaadae

TITLEIST RED

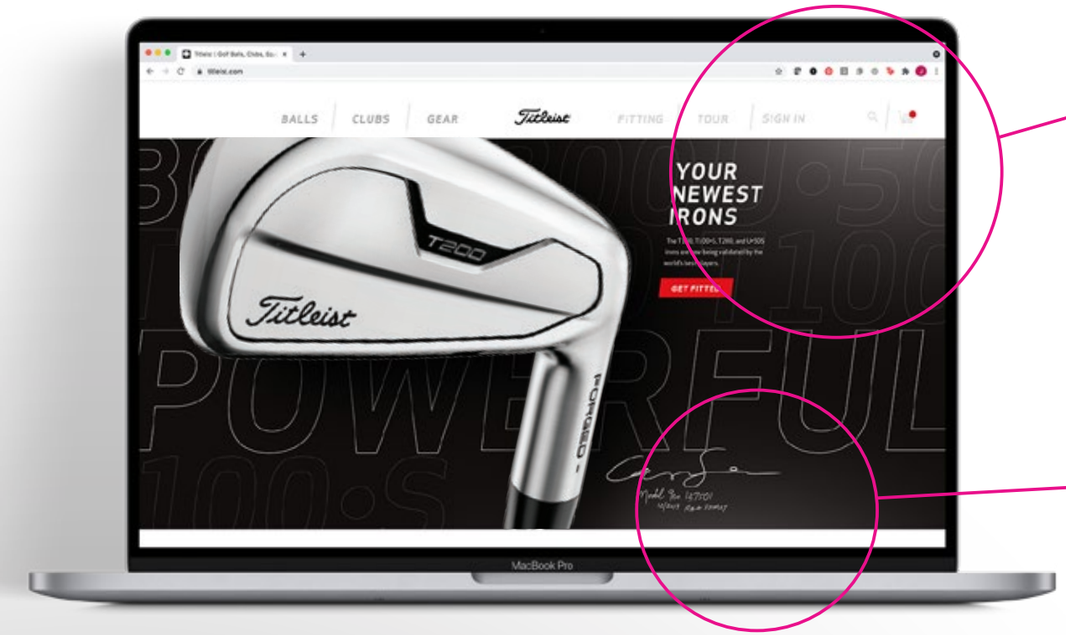
PMS 0186 C
CMYK // 000/100/081/004
RGB // 227/024/055
HEX #c8102e

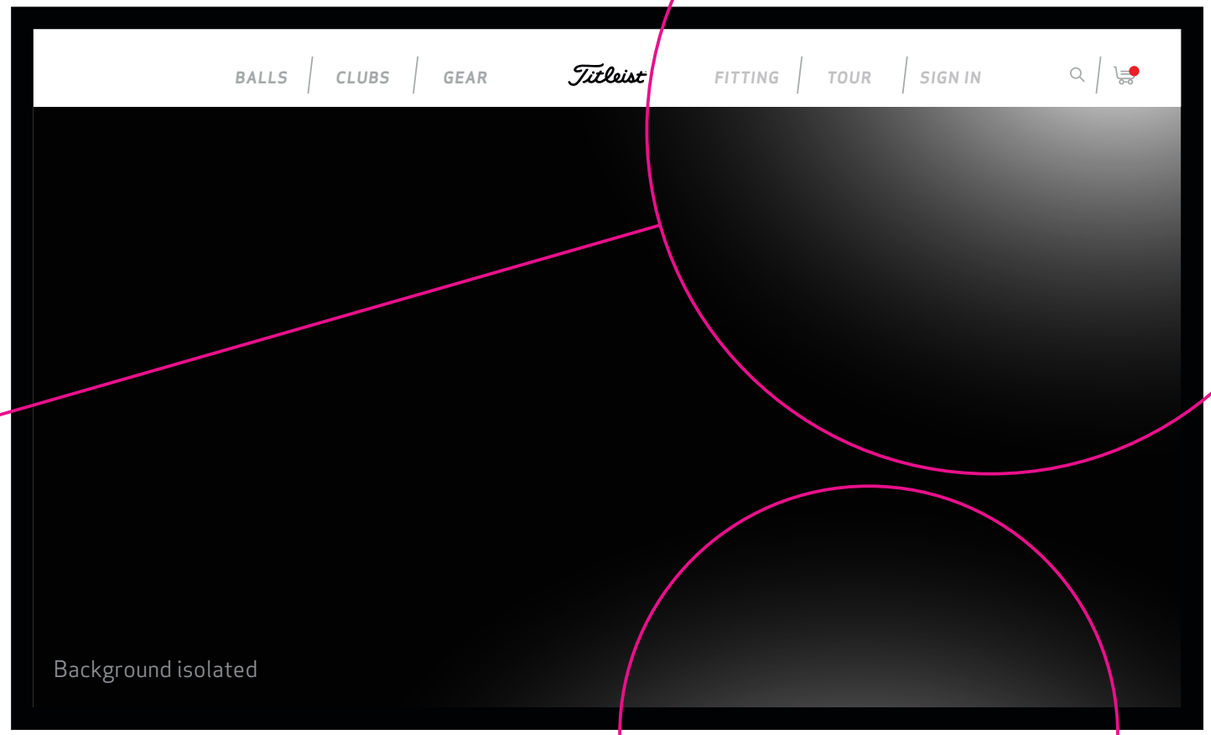
WHITE

PMS 000C
CMYK // 0/0/0/0
RGB // 255/255/255
HEX #ffffff

BACKGROUND TREATMENT

The world is not flat and neither is our color.
Light plays a vital role in the way we visualize Titleist assets, adding dimension and tactility in a controlled, intentional manner. Use the guidelines on the following page to ensure that all light effects are used consistently.

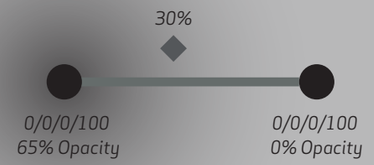




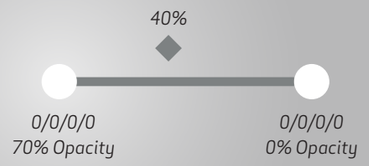
Soft glows provide movement and depth to an otherwise flat color.

BACKGROUND TREATMENT

Shadow
(set to Multiply when possible)



Glow



Glow/Shadow positioning



[B] center of glow

[A] A glow or shadow should come in from the side and not ever intrude upon the center 25% of any given layout.

It is also acceptable for a glow or shadow to eminate from behind a product.

In most cases, one glow OR shadow will suffice in giving the impression of a light source. Use no more than two Light Elements. That could either be (2) Glows, (2) Shadows or a combination of (1) Glow and (1) Shadow

[B] The center of the glow or shadow should always be off or outside the visible area of the layout.

TYPOGRAPHY

Typography plays an important role across all brand expressions. To boldly set ourselves apart and clearly communicate with our audience, we use a system of typography to consistently deliver the message. Refer to the following guidelines to ensure proper usage.

Primary Font Family: Apex Sans

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

Web Safe Font Family:
Open Sans

System Font:
Verdana

Primary Headline: Apex Sans Bold Italic // All Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Kerning Range: (+55pt) -(+65pt) // Leading Range: 115% -120% of type size

---

Primary Subhead: Apex Sans Bold // Sentence Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Kerning Range: (-10pt) - (+10pt) // Leading Range: 130% -160% of type size

---

Primary Body Copy: Apex Sans Book // Sentence Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Kerning Range: (-10pt) - (+10pt) // Leading Range: 130% -160% of type size

---

Accent: Odile Font Family // Sentence Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Kerning Range: (-10pt) - (+10pt) // Leading Range: 130% - 160% of type size

The accent font is primarily used as a more legible body copy option when setting large amounts of copy.

RELENTLESS TYPOGRAPHY

Relentless Typography is a secondary asset to be used for bold, heroic headlines intended to set a tone for the brand. Use them sparingly in accordance with the following usage principles.

ULTIMATE
PRECISION



1

Set a single word, or a short headline/phrase in ALL CAPS, ***APEX BOLD ITALIC*** kerned between 0-10pts.

2

Scale dynamically to crop and break the page in interesting, but not completely illegible, ways.*

**The word or phrase must bleed from at least one side.*

3

Choose white or black for the color of the typography depending on the background color (white type on dark background/black type on light background).

4

Primary execution is to outline the type to a 0.75pt stroke thickness. In some cases, a 2pt line weight may be used.

Secondary execution is to drop the opacity of the typography between 10% - 100% based on desired emphasis.

Added bonus points when typography engages with photography.

PURSUIT ANGLE

The pursuit angle was born from the brand promise of being relentless in pursuit of excellence. The never-ending push forward, the momentum of the dedicated golfer. These ideas come to life and exist within the pursuit angle. Use it as a way to bring dynamism and a kinetic posture to the brand and its touchpoints.

Titleist's angle of pursuit:

6.65°

Use the pursuit angle to mask imagery.



Or to angle copy blocks for more interesting typessetting.

Before any product is stamped with the Titleist script and put into play, it must prove itself to be the best. The final steps of product development incorporate extensive machine and player tests to ensure the new product meets exacting performance specifications and quality standards.

Use the pursuit angle to block color.

Use the pursuit angle as a simple rule to separate blocks of copy.

Titleist studies and categorizes the launch conditions (initial velocity, launch angle, spin rate and spin axis orientation) of different types of players from professionals to serious amateurs to recreational golfers in order to best design golf balls to meet their different specific needs.

At Titleist, we focus on making sure that every product in your bag is the ideal to fit your game. It's about learning which shots you need and finding the right products to produce results and shoot lower scores.

SIGNATURE

The Signature is a secondary element that adds a hand-touched, authentic essence to our brand expressions. From the engineer's signature of approval, to the player signing their score card, this treatment brings a subtle personal touch to certain applications.

These are not doodles. Use them sparingly. The Signature is intended to be used as a design accent to add authenticity, not as a illeligible watermark or primary design element.



TONE and VOICE

How Titleist Talks the Talk

We have a distinct voice in the category. The way we speak, the words we choose and the messaging we elevate in our brand communications must reflect a cohesive, consistent tone that resonates with our target consumer.

DEEPLY PASSIONATE

At Titleist, our dedication to golf comes through in the way we speak. Our love of the game knows no limits, and it drives our endless commitment to bringing new products and players to the game.

When writing for Titleist...

- Describe our products within the context of the game, focusing on what a player will see and feel.
- Show our passion through details and words that speak to the player.
- Always look for language and ideas that go beyond the surface and highlight the details that make Titleist and the game special.

BOLDLY TRUE

Our reputation is rooted in the game. We always remain true to who we are and how we communicate to the world. We honor the game with a proud reverence that stands the test of time.

When writing for Titleist...

- Choose language that demonstrates our deep understanding and insights into the game. Talk to golfers as golfers.
- Make strong but truthful claims about our product superiority.
- Use superlatives with care. We are confident but never loud or boastful.

RELENTLESSLY ACTIVE

We never stop innovating and pushing the boundaries of what our products can achieve. This is our commitment to golfers because we know they are also working relentlessly to get better, and that dynamic energy should come through in everything we write.

When writing for Titleist...

- Speak like the innovation leader we are and connect every innovation to how it benefits the player.
- Always project our forward momentum and commitment to constant improvement.
- Use positive language that inspires golfers and builds confidence that they can continue trusting their games to Titleist.
- Seek to trigger an immediate, strong desire to get out and play.

PHOTOGRAPHY

Photography plays a critical role in the way we create emotional resonance with our audience and bring our relentless pursuit of excellence to life.

At Titleist, our photography should be rooted in our core:
Product (exhibiting the highest degree of quality)
People (professional athletes, amateurs and our own associates), and
Process (R&D, ball plant shots, etc.).

We should capture our People, Product and Process with Premium Performance in mind when we think about (1) talent, (2) location and (3) lighting.



PLAYER



Dramatic Lighting and Rich Color

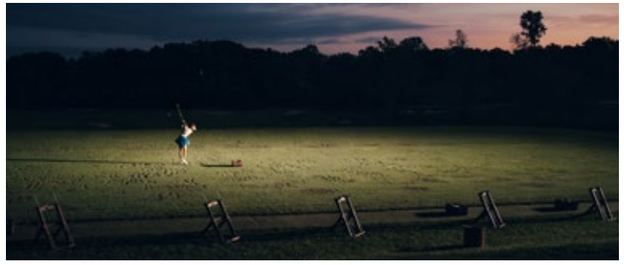
Golf is most often played outdoors. Lighting should reflect this with natural highlights that capture the contours and humanity of the golfer and the sport they love.

The color in our photographs is rich and vivid.



Capture the Energy

Golf isn't static or staged, and neither is our brand. Use shots that showcase the dynamism of the game: the physics, the torque, the athleticism in full swing.

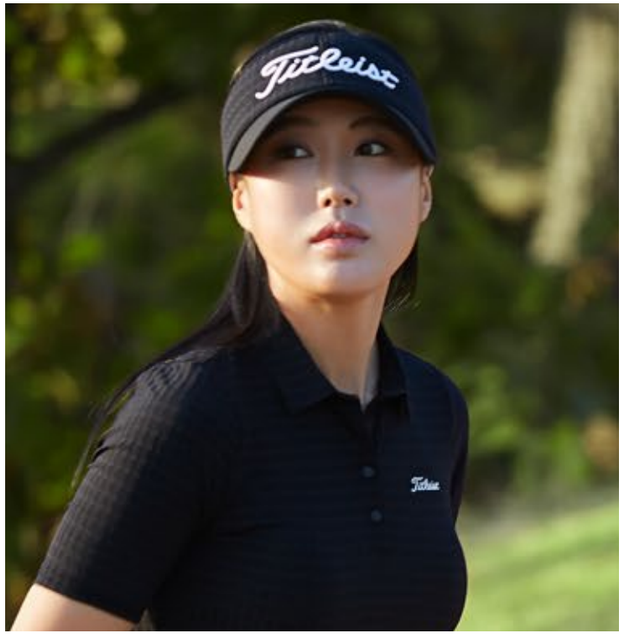


Show the Dedication

Golf is tough. Getting better at it takes hard work and dedication. Capture those unstaged moments of determination, repetition, and resilience in each golfer's relentless pursuit of excellence.

Champion Diversity

Relentlessness knows no borders. We want to showcase it around the world, championing inclusivity to welcome new players and places into the game all around the globe.



PLAYER

Show emotive reactions, ball raises and/or product performance whenever possible.

Select images that depict the player in a positive manner.

If a player has Titleist headwear, choose shots in which the whole Titleist logo can be seen or at a slight angle so the Titleist and Pro V1 on the side of the hat can be seen.

When selecting photos for players with competitive headwear, strive for images that do not show or do not clearly show the competitive logo. However, the image must remain authentic to the environment. Do not crop competitive logos unless it is appropriate to do so.

Avoid grimacing faces and squinting. Also avoid shadows or obstructions, including golf clubs blocking a player's face. Do not show a player without a hat, unless it is flattering.

Photos shouldn't show competitor brand clubs.

STRONG

Full Line Brand Ambassadors



Golf Ball Players



Golf Ball Players with competitive headwear



WEAK







INNOVATION

Hero the Process

Titleist innovation is built on an enduring commitment to process, and a promise to go above and beyond at every step. Our photography tells this story, a journey of many steps amounting to the #1 ball in golf. Zoom into the process and show compelling details in the pursuit.

Capture the Dedication

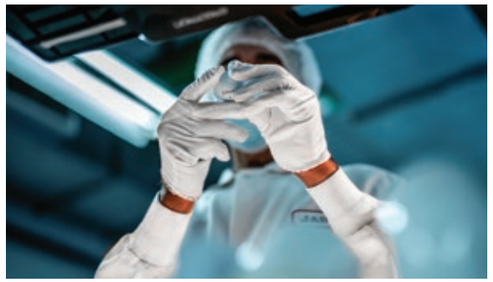
Our world-class operations team consists of more than 1,100 associates with an average tenure of more than 21 years. That's dedication, and these experts set us apart from other facilities out there. Be sure to show the engineers, scientists and designers who take pride in every step, making Titleist Titleist.

Lab Like No Other

Our R&D lab is the ultimate proving ground. Our technology, engineering and manufacturing capabilities are always evolving. The lab is never static or sterile. It is where the pursuit begins—and it never stops. When we show it in photography, breakthroughs are being born. Make it active and dynamic.

Designed to Perform

Titleist R&D houses many of the game's brightest minds and most experienced golf equipment designers. Show details that cue product performance. Textures, materials, finishes that capture the art and science applied to each pursuit.













GAME





No other brand matches the beauty, drama, power and finesse of golf. Titleist photography captures the moments of the game the dedicated golfer loves and makes them even more dramatic. The imagery highlights the dimensional topography of the world's great courses with definition and detail. We focus on pivotal moments where the will of the player makes contact with the game through high performance products. Titleist celebrates the moment when an athlete's hard work and determination pays off on the course.

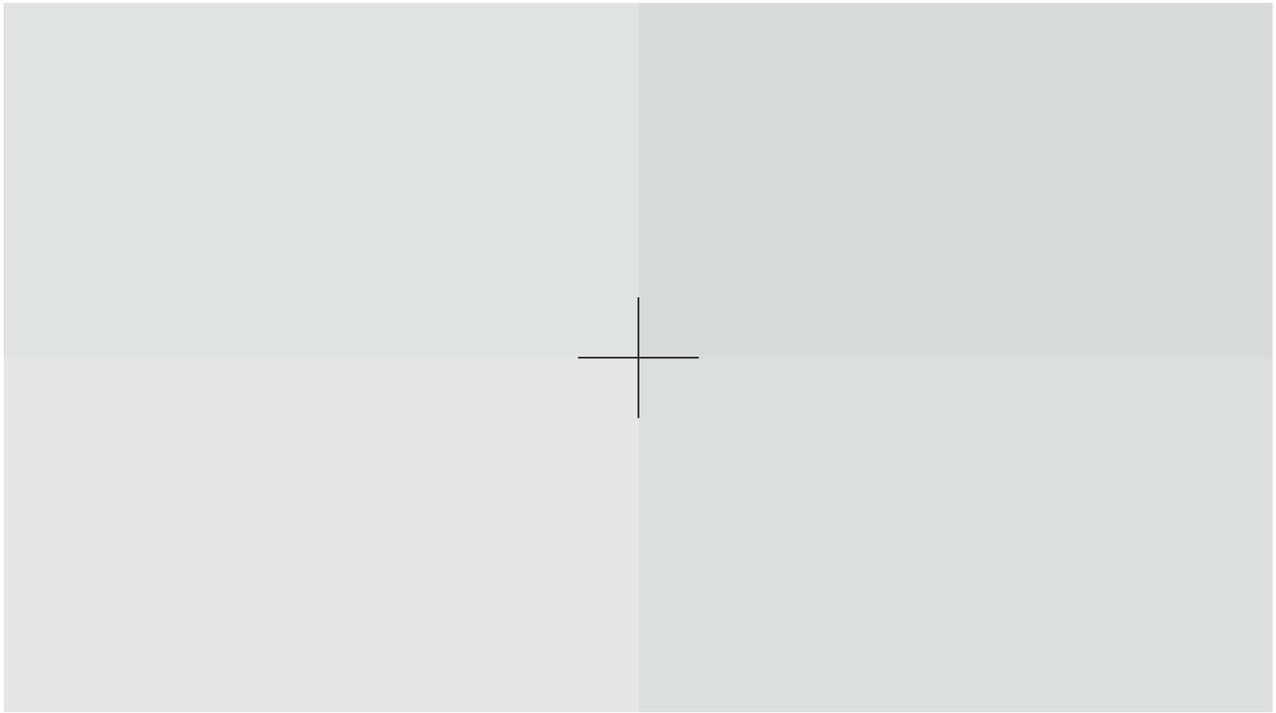
BRAND ACTIVATION

Activation matrix

We have the ability to create a great deal of focus for the Titleist brand by establishing boundaries based on the brand's strategy. All Titleist activations should play out along the contiuums of Player to Product and Emotional to Technical. These four points embody the brand and allow for differentiation why feeling distinctively Titleist.

The game of golf is full of the highest highs and the lowest lows – Moments where passion drives action and spontinaeity.

EXPRESSIVE



PLAYER (emotional)

Seeing your true self in this game offers the greatest opportunity for connection to the brand.

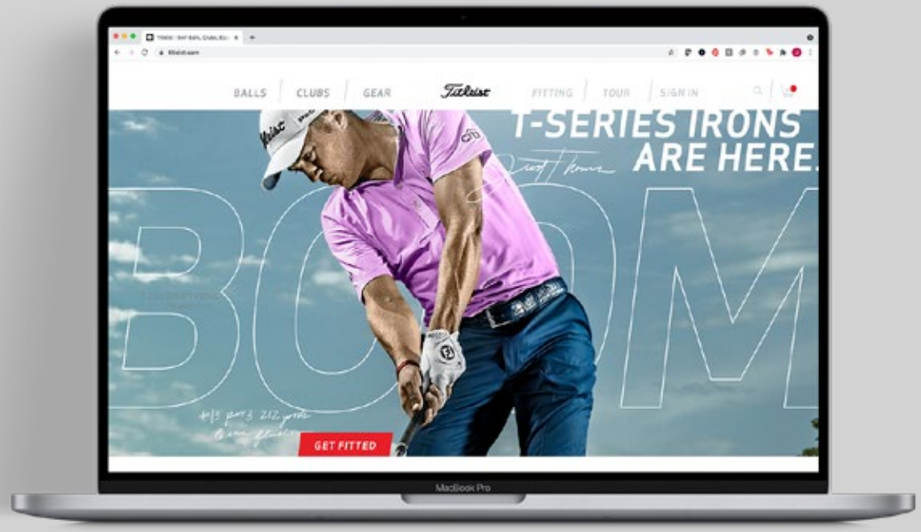
PRODUCT (technical)

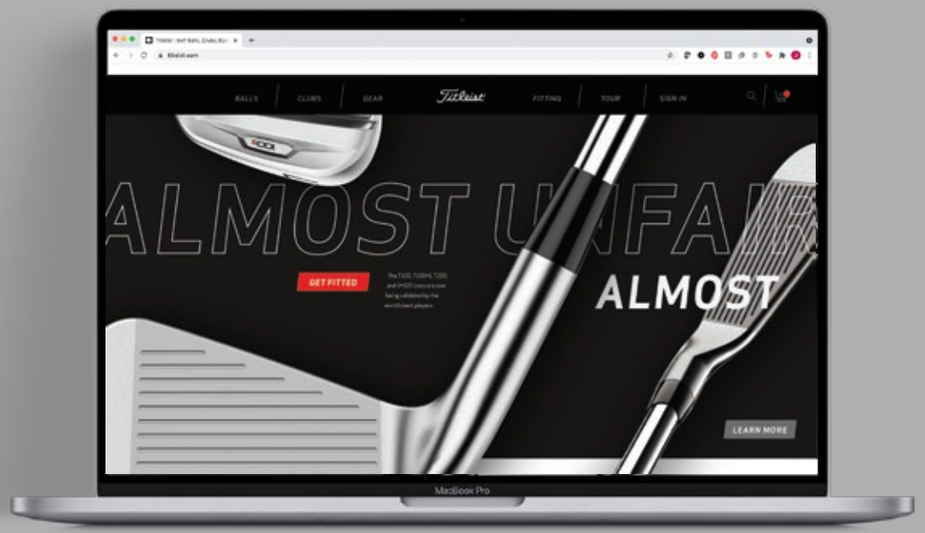
The Titleist portfolio of products is more art gallery than product line. Its beauty and technical expertise should be celebrated.

RESERVED

There are times when actions speak louder than words and when there is nothing to do but relish in the silence.

EXPRESSIVE



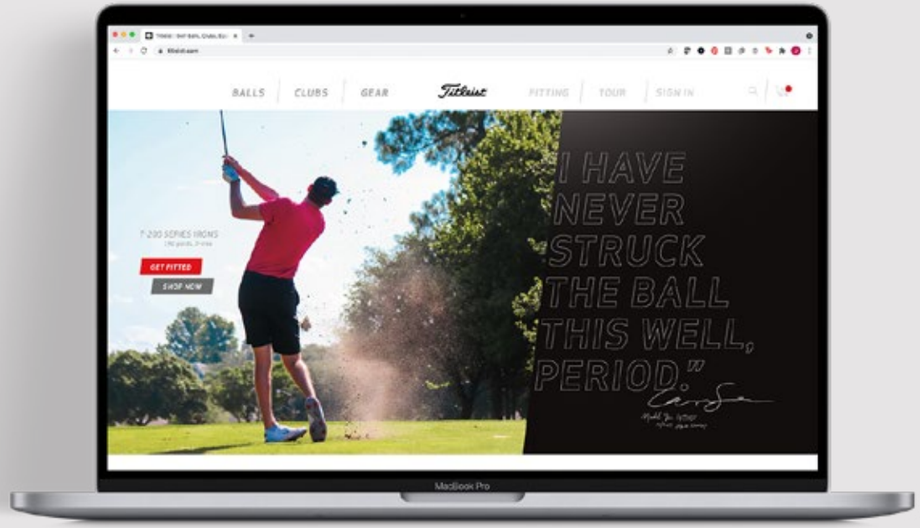


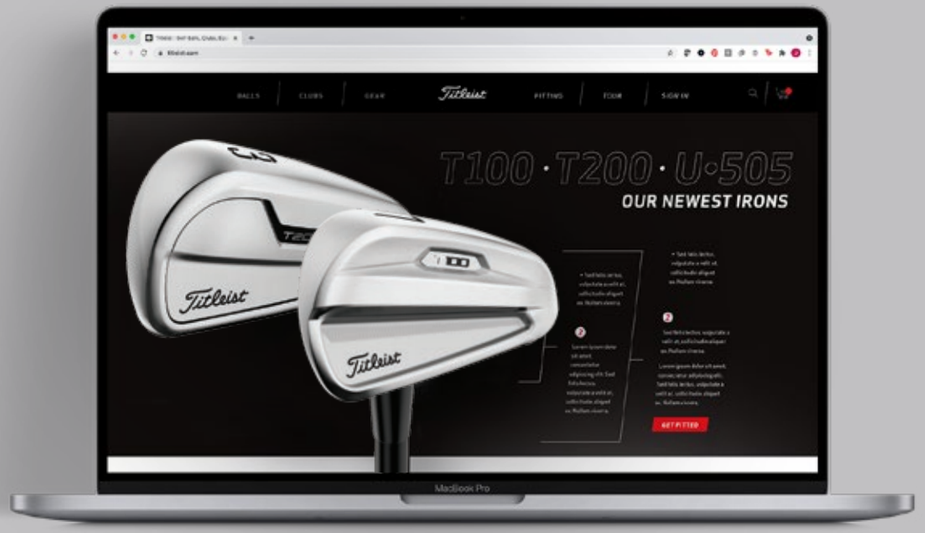
PLAYER (emotional)

(technical) PRODUCT

Landing Page for new irons on Titleist.com

Promoting product via a landing page would require work that covered a broad range of objectives – from informative to visceral.





RESERVED

EXPRESSIVE





PLAYER (emotional)

(technical) PRODUCT

Titleist branded full spread magazine print ad

Depending on the objective of the advertisement, the design can flex to feel reserved and calm or passionate and emotional.





RESERVED

EXPRESSIVE

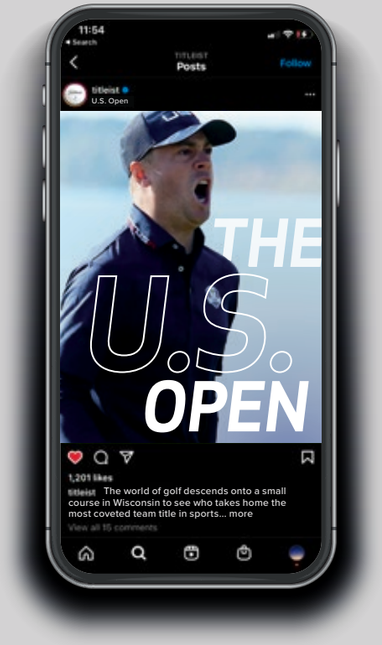
PLAYER (emotional)

(technical) PRODUCT

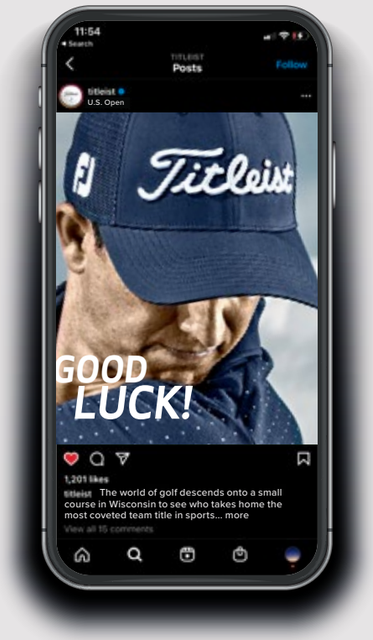
RESERVED

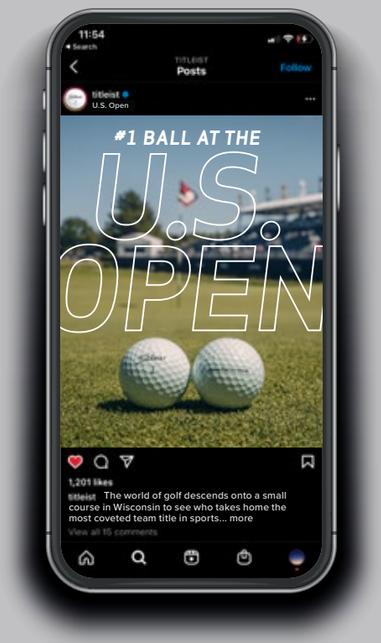
Social posts celebrating the arrival of the U.S. Open

Social engagement will always start closer to the emotional end of the spectrum but can still still feel reserved and technical.









THE PURSUIT NEVER ENDS.

THIS IS ONLY THE BEGINNING.

Like our promise, this brand book is meant to keep close and continuously reflect on. Our pursuit of excellence never ends with a period or final page. The next chapter is yours to author. Be relentless in every way you bring our brand to life.