

the Memorial  Tournament™

— PRESENTED BY —



# BRAND GUIDELINES

REVISED DECEMBER 2025

# Overview

This guide presents a few simple rules to follow for the usage of the logos and brand identity of the Memorial Tournament presented by Workday. Please follow the information in this guide to ensure the integrity of the Tournament's image in all print and web formats.

When the Memorial Tournament logo is not in use and the Tournament name is written in text only, the following should be expressed exactly as: **the Memorial Tournament presented by Workday**. Please note the specific use of lower and upper case letters.

# The Logo

There are two main versions of the logo formats. The horizontal version is preferred unless the vertical version provides more prominence. Each of the two logos are supplied in a variety of formats depending on the various usage needs which are described below:

## PRINT

**.eps:** The Illustrator .eps is a vector file, which is the highest quality format and should be used whenever possible.

**.tif:** The Photoshop .tif is a pixel file that can be used in many print programs and applications. The supplied file is CMYK color space on a white background at 300 d.p.i.

**.pdf:** The Acrobat .pdf is a vector file, which is a common bi-platform file that can be used in many print programs and applications. The supplied file on a white background in CMYK / 300 d.p.i. format.

## WEB

**.png:** The Photoshop .png is a pixel file that can be used in many web programs and applications. The supplied file is RGB color space on a transparent background at 72 d.p.i.

**.jpg:** The Photoshop .jpg is a small pixel file that can be used in many web programs and applications. The supplied file is RGB color space on a white background at 300 d.p.i.

## COLOR VARIATIONS

Every version of the logo is supplied in a variety of colors depending on the various usage needs which are described below:

**Color:** Standard CMYK Process printing file

**Black:** For black & white printing applications

**White:** For a white "knockout" version

# Horizontal logo

The horizontal version is the preferred version and should be used whenever possible. The official tournament logo is a lock-up, which includes “presented by Workday” in all applications.



———— PRESENTED BY ————



COLOR VERSION



WHITE VERSION



———— PRESENTED BY ————



BLACK VERSION

# Vertical logo

The vertical version should be used when horizontal space is limited, thus making this version more prominent. The official tournament logo is a lock-up, which includes “presented by Workday” in all applications.



PRESENTED BY



COLOR VERSION



PRESENTED BY



BLACK VERSION



PRESENTED BY



WHITE VERSION

# Logo clear space and minimum size

To achieve maximum presence and impact, the brand signature should always stand apart from text, symbols or other graphic elements that may compete for the reader's attention. Always surround it with a minimum clear space equal to the height of two stacked "M"s from the Memorial Tournament presented by Workday logo. Do not display the horizontal logo smaller than 1.5" wide or the vertical logo smaller than 0.75" tall.

## Clear space requirement



## Minimum size requirement



# Logo misuse



**Do not:**  
Add drop shadow



**Do not:**  
Change color



**Do not:**  
Skew, rotate or stretch



**Do not:**  
Use color version on any  
background other than white



**Do not:**  
Use white version on light  
background



**Do not:**  
Use any version on busy background

# Color Palette

Due to the amount of colors in the logo, a 4-color (CMYK) version of the logo should be used for all printing purposes. A PMS (Pantone) version is available if needed for certain specialty printing applications.



## Memorial Green

PANTONE 3435 C   CMYK 91/50/86/43   RGB 19/71/53   HEX #134735



## Memorial Silver

PANTONE 877 C   CMYK 0/0/0/45   RGB 161/163/163   HEX #a1a3a3



## Workday Blue

PANTONE 280 C   CMYK 100/95/3/35   RGB 23/38/100   HEX #162765



## Workday Orange

PANTONE 165 C   CMYK 0/71/97/0   RGB 238/102/26   HEX #ee671a

# Merchandise (white apparel)

Color version of logo is used. Sample proof required of all ordered items. Pending application & production method, the logo may be divided into two portions (a. the Memorial Tournament; b. Workday) with pre-approval only. Trademark may also be removed with pre-approval on select items.



# Merchandise (white apparel)



# Merchandise (black, dark blue, aqua blue, red and select fabrics)

Specialty merchandise logo with gray font (crest remains Memorial green & silver) on all apparel. Pending application & production method, the logo may be divided into two portions (a. the Memorial Tournament; b. Workday) with pre-approval only. Trademark may also be removed with pre-approval on select items.



# Merchandise (black, dark blue, aqua blue, red and select fabrics)



# Merchandise (yellow, mint green & select fabrics)

Specialty merchandise logo with black font (crest remains Memorial green and silver) on all apparel. Pending application & production method, the logo may be divided into two portions (a. the Memorial Tournament; b. Workday) with pre-approval only. Trademark may also be removed with pre-approval on select items.



# Merchandise (yellow, mint green & select fabrics)



# Merchandise (gray & select fabrics)

Specialty merchandise logo with black font (crest remains Memorial green and silver) on all apparel. Pending application & production method, the logo may be divided into two portions (a. the Memorial Tournament; b. Workday) with pre-approval only. Trademark may also be removed with pre-approval on select items.

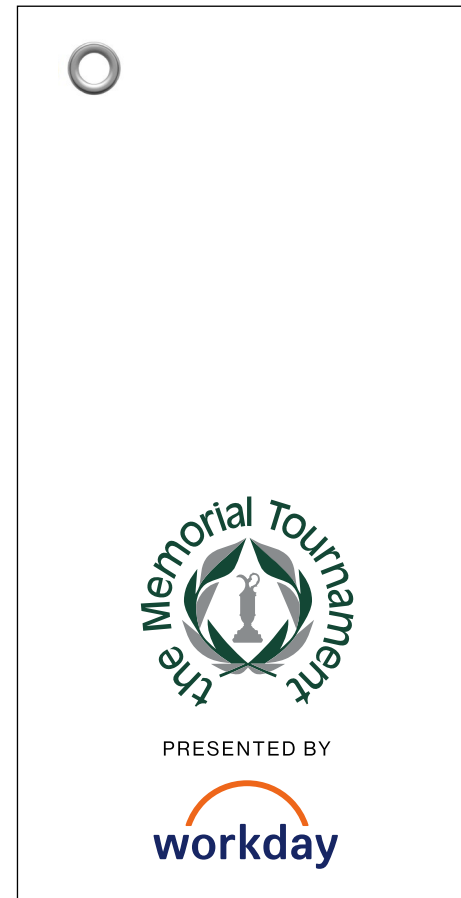
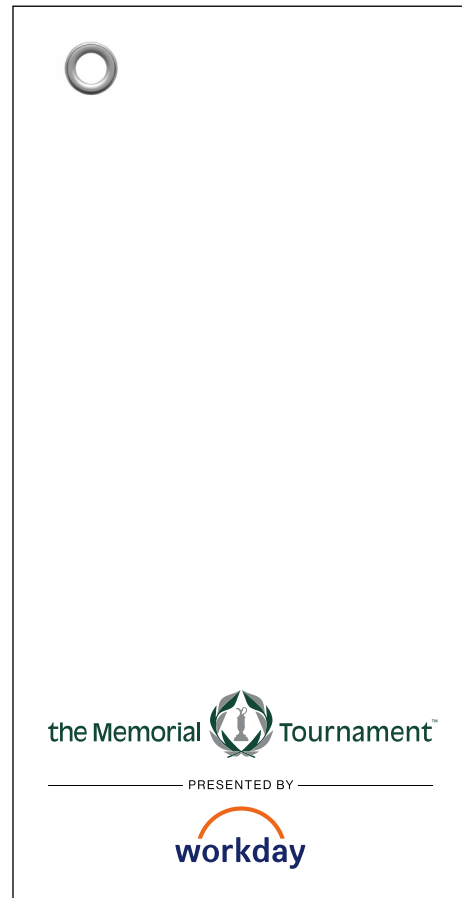


# Merchandise (gray & select fabrics)



# Merchandise (golf ball & towel)

Sample proof required of all ordered items.



# Merchandise (shoe bag & umbrella)

Sample proof required of all ordered items.



# Merchandise (pin flag & lanyard)

Sample proof required of all ordered items.



# Questions?

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