VISUAL BRAND IDENTITY GUIDE

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Bandon Dunes Golf Resort Visual Identity

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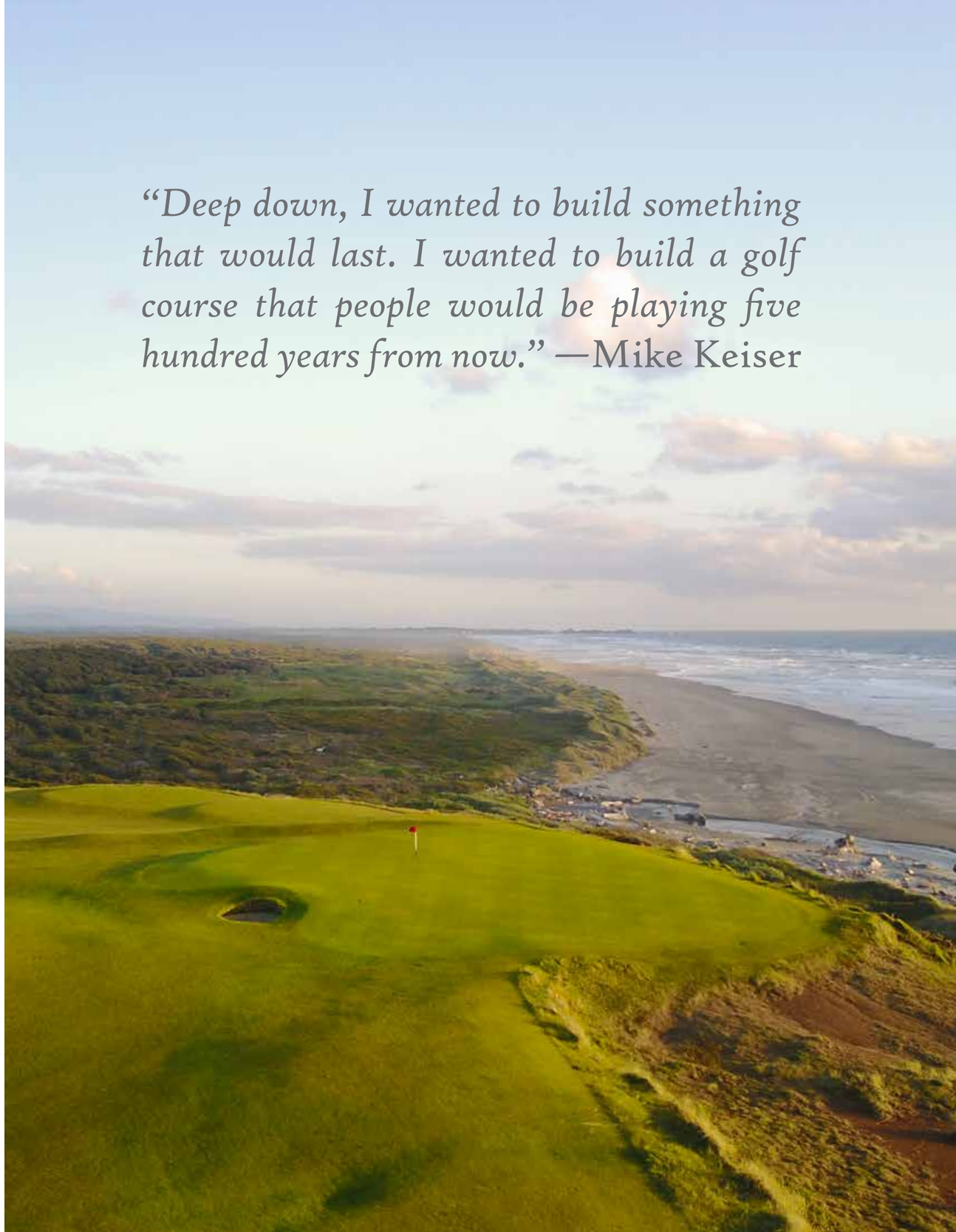


"Welcome to Bandon Dunes."

Dear Reader,

The game of golf was born on rugged, windswept land like this. Where every hole, every hazard, and every shot is defined by nature's infinite presence. True links courses are rare, with only about 160 on the entire planet.

At Bandon Dunes Golf Resort, you'll find six distinctly different courses built on a beautiful stretch of sand dunes perched 100 feet above the Pacific Ocean. Bandon Dunes, Pacific Dunes and Sheep Ranch feature over 20 holes that run along the bluff overlooking 3.3 miles of sweeping, undisturbed shoreline. Bandon Trails begins on a massive dune, works its way through open meadows and upland forest, and then finishes in the dunes. Old Macdonald moves through dune to ocean revealing breathtaking views throughout. The courses here weren't built as much as discovered. Among the coastal forest, dunes and gorse, lie golf holes that yield fresh rewards each time they're played.

This is Golf as it was meant to be.

Brand Story

Decades ago, another guy fell in love with the game of golf. That wouldn't have made for much of a story, except this wasn't just any guy. Mike Keiser had achieved great success in business and had the resources to pursue his passion. He traveled to the birthplace of the game to absorb the traditions and heritage of the last 500 years of golf and to play in the elements where the game was invented. He was so inspired that he decided to build a golf course on Lake Michigan, a nine-hole course that would eventually become the highest ranked in the U.S. Over the years, he played many of the world's best courses, most of which were private clubs, and became committed to the principle that every golfer should have the opportunity to play great courses. It was then that he decided to build his own vision of what golf should be.

He discovered the ideal property in the sand dunes near Bandon, Oregon, and then made three important decisions. First, he hired friend and confidant Howard McKee to develop a land plan and work with City and County officials to move the vision forward. Second, he retained KemperSports to manage the construction phase and to assume overall management of the project when completed. Third, he hired an untested young Scotsman, David McLay Kidd, the son of the legendary head agronomist at Gleneagles in Scotland, to design the first course. David spent 18 hours a day studying the land in order to fulfill Mike's vision of a true links golf experience. Bandon Dunes opened in 1999 to unprecedented reviews and remains one of the finest links courses in the nation.

Bandon Dunes
1999

Shorty's
2000

Pacific Dunes
2001

Bandon Trails
2005

Old Macdonald
2010

Bandon Preserve
2012

The Punchbowl
2014

Sheep Ranch
2020

Resort Logo

The game of golf was born on rugged, wind-swept land like this. Where every hole, every hazard, and every shot is defined by nature's infinite presence. True links courses are rare, with only about 160 on the entire planet.

Resort Logo Examples

DARK MODE

BANDON DUNES golf resort

BANDON DUNES golf resort

LIGHT MODE

BANDON DUNES golf resort

BANDON DUNES golf resort

Color Scheme

Pantone: 357 C
HEX: #006330
(C:79 M:0 Y:87 K:56)
Thread Color: m1390

Pantone: 144 C
HEX: #ff8700
(C:0 M:57 Y:100 K:0)
Thread Color: m1278

Pantone: Process Black C
HEX: #000000
(C:100 M:100 Y:100 K:100)
Thread Color: m1000

Resort Logo Dos & Don'ts

When referring to the entire resort (courses, loding, resturaunts, amenities, shops, etc.) there is no need to include ansillary brand text. The resort is represented by the header glyph/graphic. Don't squish the logo. Give it room to breathe. Don't place surrounding graphics in the exclusion zone.

Don't display "golf resort" logo when discussing course or when displaying more than one logo or display glyphs/logos at different sizes. Each logo should maintain exlusion zone spacing (displayed on following page)

Use approved logos, not ones pulled from Google images use the unapproved naming schemes or unused graphic layouts.

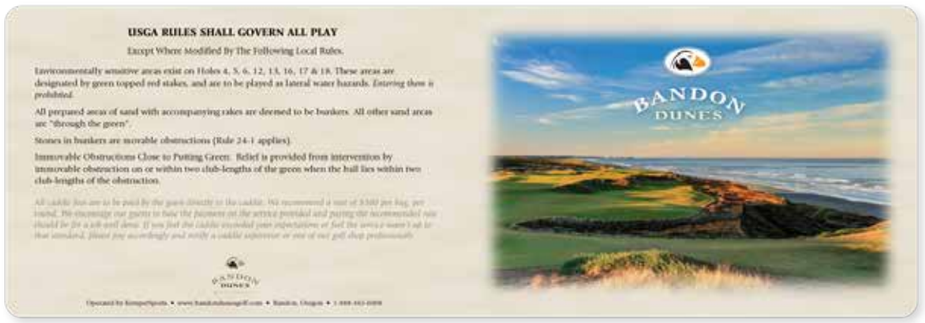
Golf Course Icon Layout

Glyphs/Icons when displayed together

Exclusion Zone

Branding System / Letterhead

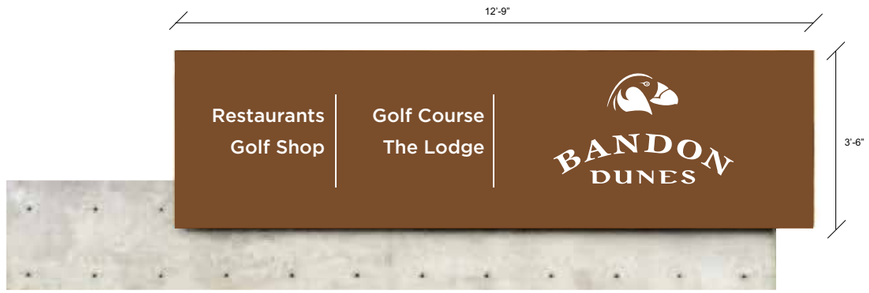
Score Card / Image Overlay



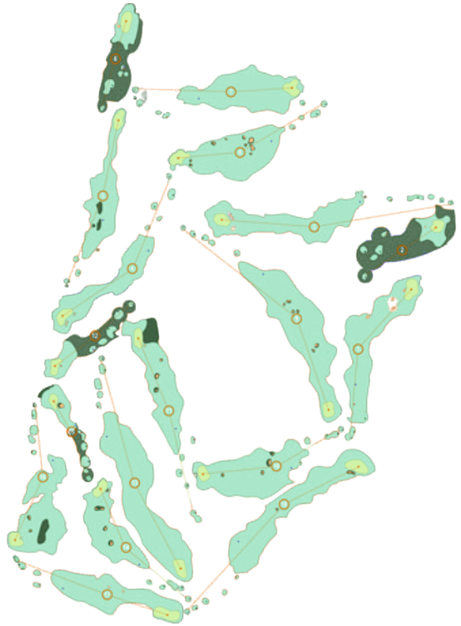
Sheep Ranch No. 7

SOUTHERN OREGON COAST 1999
DAVID MCLAY KIDD LINKS GOLF
WALKING ONLY ORIGNAL COURSE
PUFFIN SOUTHERN OREGON
COAST 1999 DAVID MCLAY
KIDD LINKS GOLF WALKING
ONLY ORIGNAL COURSE PUFFIN
SOUTHERN OREGON COAST 1999
DAVID MCLAY KIDD LINKS GOLF
WALKING ONLY ORIGNAL COURSE
PUFFIN SOUTHERN OREGON
COAST 1999 DAVID MCLAY KIDD

Bandon Dunes
Golf Course



NOTE: Consult with Director of Retail for best use case for each logo.
Samples will be requested in advance of placing full order.



Embrodery - Use only borderless circle

DARK MODE

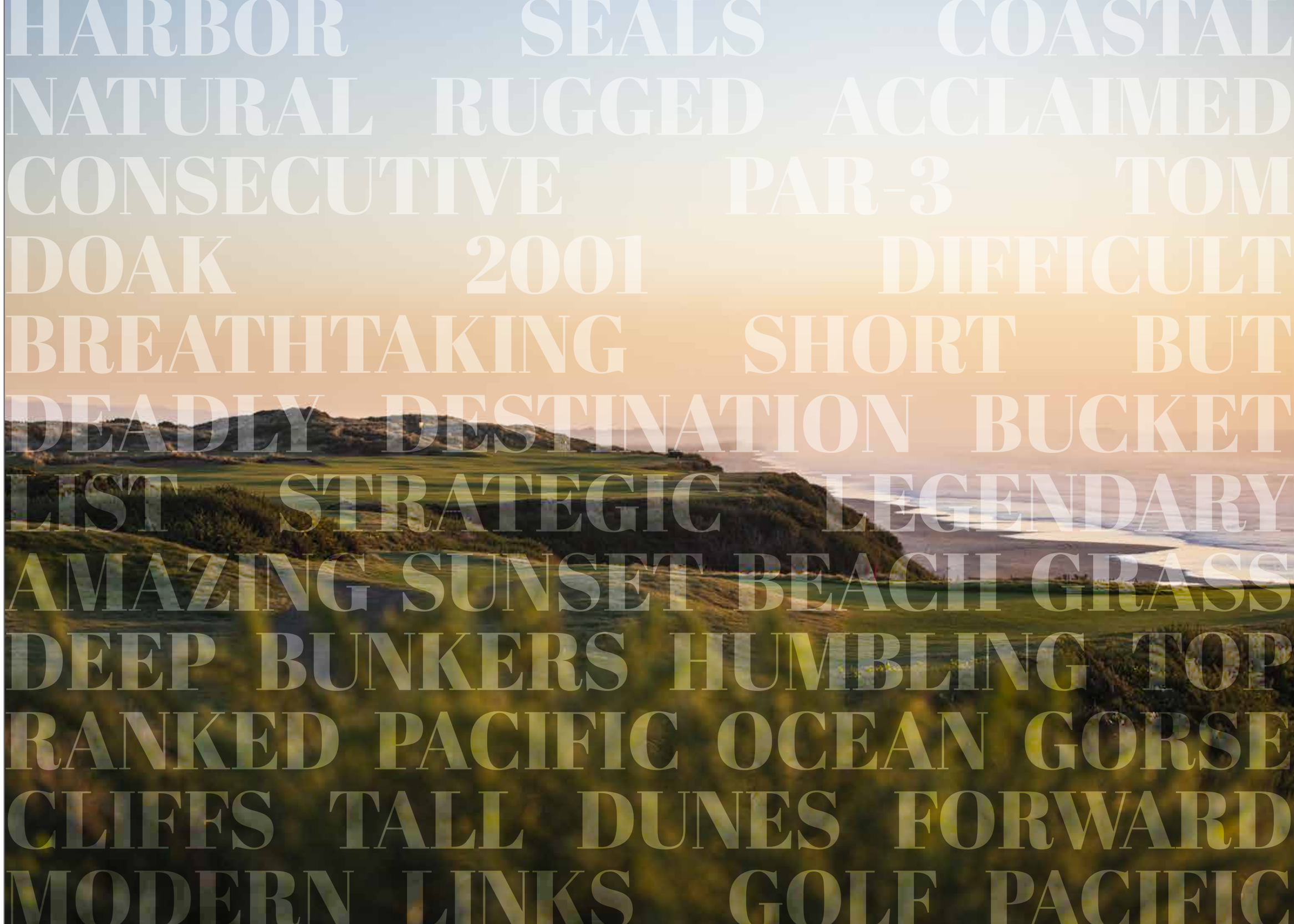
LIGHT MODE

Color Scheme

Pantone: 357 C
HEX: #006330
(C:79 M:0 Y:87 K:56)
Thread Color: m1390

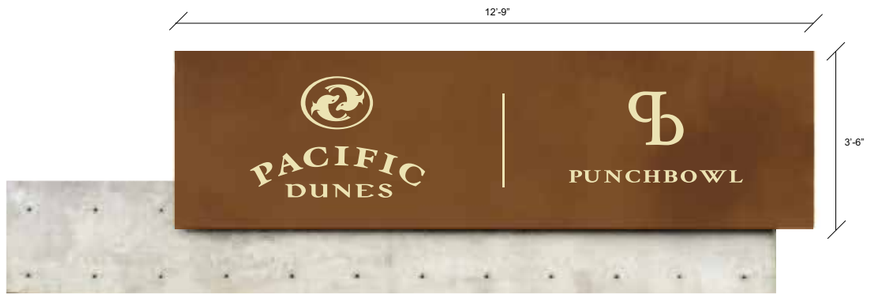
Pantone: 144 C
HEX: #ff8700
(C:0 M:57 Y:100 K:0)
Thread Color: m1278

Pantone: Process Black C
HEX: #000000
(C:100 M:100 Y:100 K:100)
Thread Color: m1000

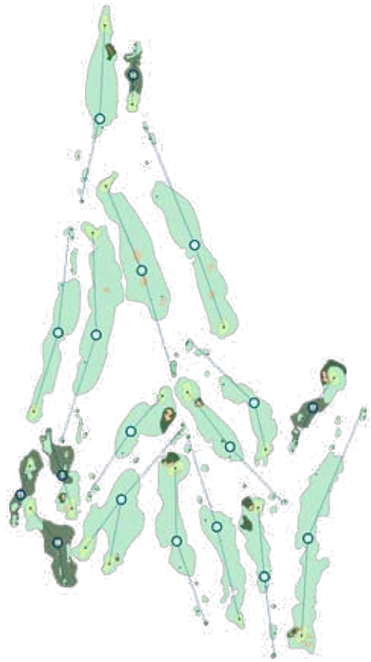


Bandon Dunes Golf Resort | Pacific Dunes Golf Course

Pacific Dunes
Golf Course



NOTE: Consult with Director of Retail for best use case for each logo.
Samples will be requested in advance of placing full order.



Embrodery - White Outer Cirlce

DARK MODE

PACIFIC DUNES

PACIFIC DUNES

LIGHT MODE

PACIFIC DUNES

PACIFIC DUNES

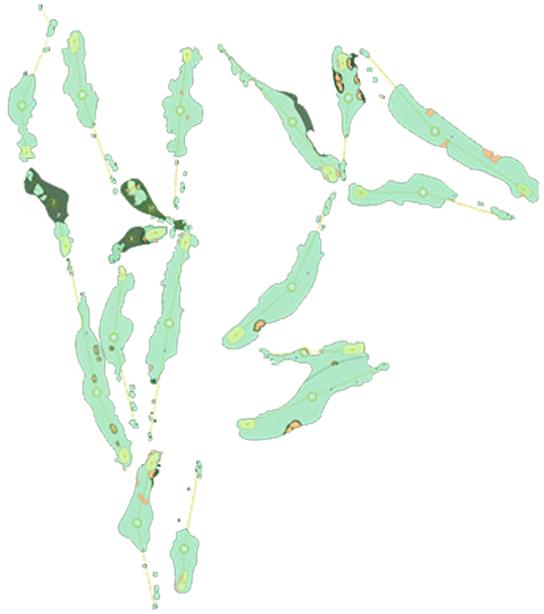
Pantone: 136 C
HEX: #febf50
(C:0 M:27 Y:79 K:0)
Thread color: ?

Pantone: 228 C
HEX: #000cb2
(C:98 M:93 Y:0 K:0)
Thread color: ?

Bandon Dunes Golf Resort | Bandon Trails Golf Course

Bandon Trails
Golf Course

NOTE: Consult with Director of Retail for best use case for each logo.
Samples will be requested in advance of placing full order.



Embrodery - Black Butterfly

Color Direction:

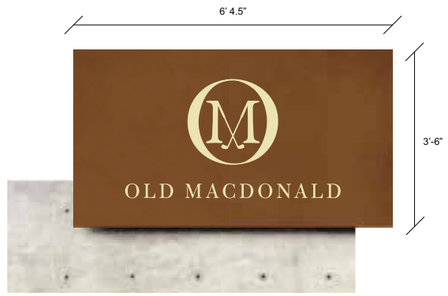
The black & white butterfly is much more popular than the yellow.

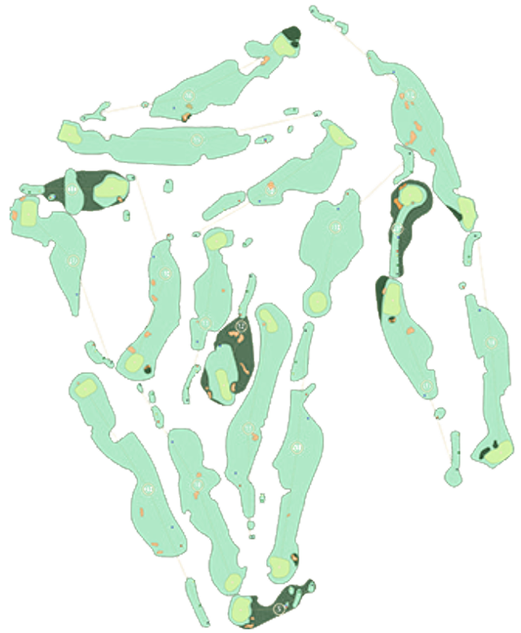
Pantone: 129 C
HEX: #ebce4d
(C:0 M:27 Y:79 K:0)

Pantone: Process Black C
HEX: #000000
(C:100 M:100 Y:100 K:100)
Thread Color: m1000

Bandon Dunes Golf Resort | Social Hole Identifiers

Old Macdonald
Golf Course





Embrodery - No text needed

NOTE: Consult with Director of Retail for best use case for each logo.
Samples will be requested in advance of placing full order.

DARK MODE

OLD MACDONALD

LIGHT MODE

OLD MACDONALD

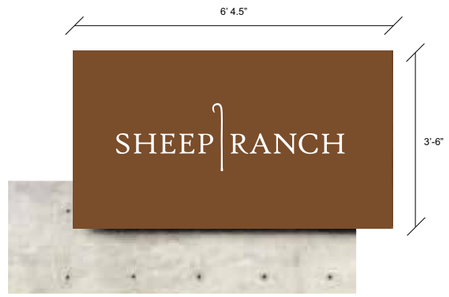
Color Direction:

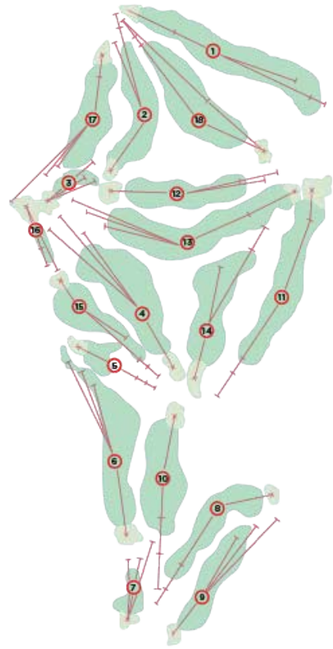
There is flexibility with the logo color based upon retail needs.

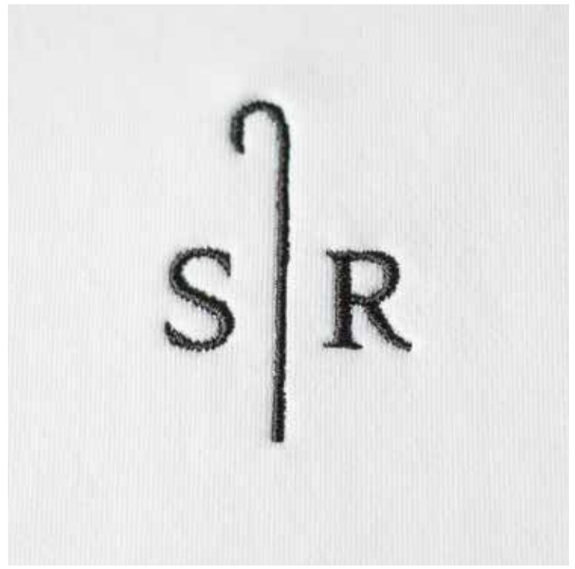
Pantone: Process Black C
HEX: #000000
(C:100 M:100 Y:100 K:100)
Thread Color: m1000

Bandon Dunes Golf Resort | Sheep Ranch Golf Course

Sheep Ranch
Golf Course







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Samples will be requested in advance of placing full order.

DARK MODE

SHEEP RANCH

Signage Only

Retail

LIGHT MODE

SHEEP RANCH

Color Direction:

There is flexibility with the logo color based upon retail needs.

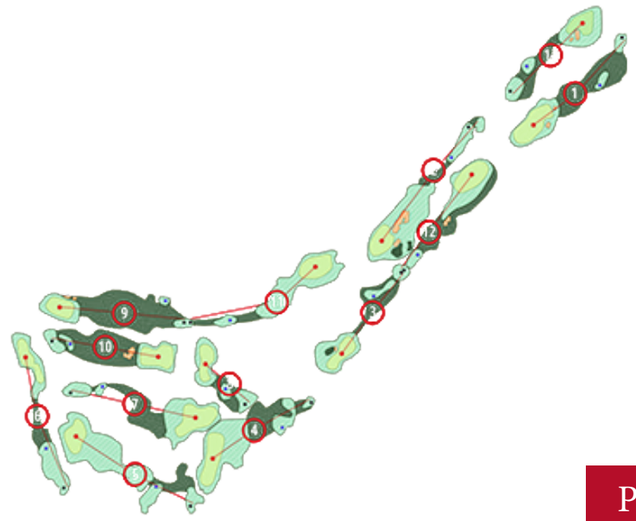
Layout Note:

For better look in your layout, center to the Shepard's crook rather than the true center of the logo.

Pantone: Process Black C
HEX: #000000
(C:100 M:100 Y:100 K:100)
Thread Color: m1000

Bandon Preserve

Par-3 Course



NOTE: Consult with Director of Retail for best use case for each logo.
Samples will be requested in advance of placing full order.

DARK MODE

Signage Only

Retail

Retail

LIGHT MODE

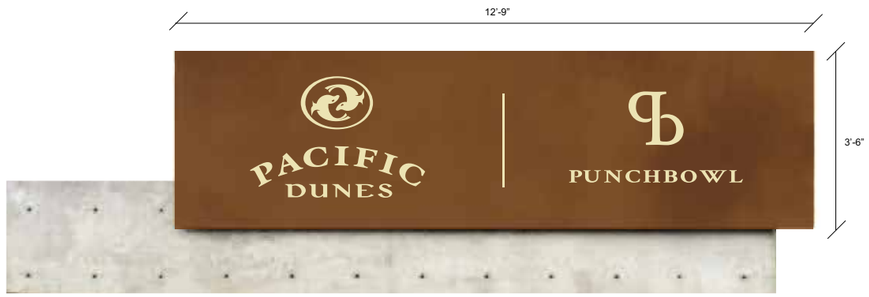
Pantone: 485 C
HEX: #de2726
(C:6 M:98 Y:100 K:1)
Thread Color: m1039

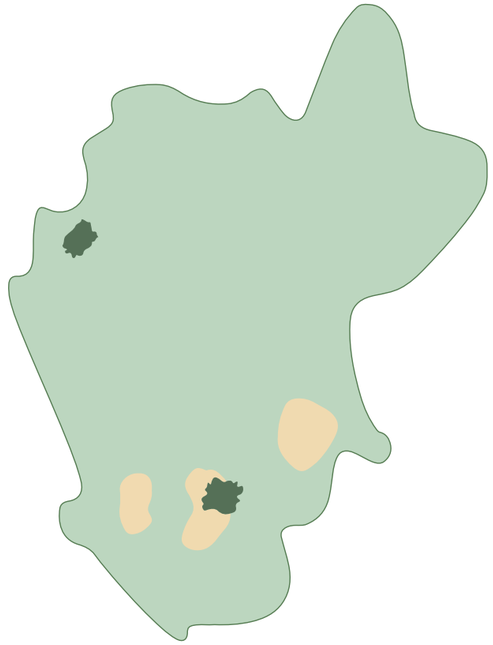
Pantone: 349 C
HEX: #036936
(C:90 M:33 Y:100 K:6)
Thread Color: m1103

Pantone: 4274 C (or Cool Grey 5)
HEX: #b6b7b9
(C:0 M:0 Y:0 K:34)
Thread Color: m1118

Pantone: White N/A
HEX: #ffffff
(C:0 M:0 Y:0 K:0)
Thread Color: m1001

Punchbowl
Putting Course





NOTE: Consult with Director of Retail for best use case for each logo.
Samples will be requested in advance of placing full order.

DARK MODE

PUNCHBOWL

Signage Only

Retail

LIGHT MODE

PUNCHBOWL

Color Direction:

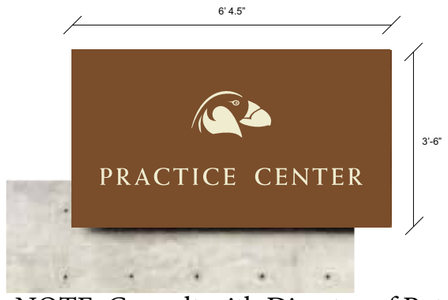
There is flexibility with the logo color based upon retail needs.

Pantone: Process Black C
HEX: #000000
(C:100 M:100 Y:100 K:100)
Thread Color: m1000

PRACTICE CENTER

Shorty's

Practice Center & Shorty's
Golf Course



NOTE: Consult with Director of Retail for best use case for each logo.
Samples will be requested in advance of placing full order.

DARK MODE

PRACTICE CENTER

Shorty's

LIGHT MODE

PRACTICE CENTER

Shorty's

Color Direction:

There is flexibility with the logo color based upon retail needs.

Pantone: Process Black C
HEX: #000000
(C:100 M:100 Y:100 K:100)
Thread Color: m1000

WRCA
Grantmaking Arm of BDGR

NOTE: Consult with Director of Retail for best use case for each logo.
Samples will be requested in advance of placing full order.

Offical | Retail Only | Monocromatic | Iconography

Pantone: 377 C
HEX: #789904
(C:100 M:100 Y:100 K:100)

Pantone: 2185 C
HEX: #006f9f
(C:78 M:24 Y:5 K:0)

Pantone: 350 C
HEX: #006600
(C:88 M:34 Y:100 K:28)

EPS & PNG Links

BANDON DUNES golf resort · BANDON DUNES golf resort ·	Click link for the Resort Logo https://qrstud.io/bdgr
BANDON DUNES · BANDON DUNES ·	Click link for the Bandon Dunes Course Logo https://qrstud.io/bdcourselogo
PACIFIC DUNES · PACIFIC DUNES ·	Click here for the Pacific Dunes Course Logo https://qrstud.io/pd
BANDON TRAILS · BANDON TRAILS ·	Click here for the Bandon Trails Course Logo https://qrstud.io/bt
OLD MACDONALD ·	Click here for the Old Macdonald Course Logo https://qrstud.io/om
S R	Click here for the Sheep Ranch Course Logo https://qrstud.io/sr
13 · 13 ·	Click here for the Bandon Preserve Course Logo https://qrstud.io/bp
	Click here for the The Punchbowl Course Logo https://qrstud.io/pb

CHECK WITH DIR. OF RETAIL AND/OR COMMUNICAITON FOR USE APPROVAL

EST. 2021
THE FORGE
STEAKHOUSE

Tufted Puffin
- LOUNGE -

PACIFIC
GRILL

TRAILS
End

McKEE'S
PUB

THE
Bunker
BAR

Turnstand & snack bar menu headers based on course location

Click here for the
Bandon Dunes Menu Header PNGs
https://qrstud.io/bdfb

McKEE'S
PUB

Bandon Dunes Golf Resort | Embroidery Graphics

Click here for the
Bandon Dunes DST File
https://qrstud.io/bd-dst

Click here for the
Puffin head DST File
https://qrstud.io/dst

Click here for the
Pacific Dunes DST File
https://qrstud.io/pd-dst

Click here for the
Puffin head DST File
https://qrstud.io/pd-icon-dst

Click here for the
Bandon Trails DST File
https://qrstud.io/bt-dst

Click here for the
Bandon Trails DST File
https://qrstud.io/bt-butterfly

Click here for the
Old Macdonald DST File
https://qrstud.io/bt-dst

Click here for the
Ghost Tree DST File
https://qrstud.io/ghost-tree-dst

Click here for the
Sheep Ranch DST File
https://qrstud.io/ghost-tree-dst

Click here for the
Sheep Ranch DST File
https://qrstud.io/bp-dst

Click here for the
Sheep Ranch DST File
https://qrstud.io/bp-dst

Click here for the
Puffin with Cirlce DST File
https://qrstud.io/bd-dst

Click here for the
Bandon Dunes DST File
https://qrstud.io/puffin-circle-text

Click here for the
Bandon Dunes (ringless circle)
DST File
https://qrstud.io/puffin-text-no-ring

Click here for the
Pacific Dunes DST File
https://qrstud.io/pd-dst-white-text

Click here for the
Pacific Dunes DST File
https://qrstud.io/pd-icon-white

CHECK WITH DIR. OF RETAIL AND/OR COMMUNICAITON FOR USE APPROVAL

BDGR FONT - Capital Letters Only

A B C D E F G H I J K
L N P O Q R S T U V
W X Y Z

BDGR FONT LINK
https://qrstud.io/bdgr-font

Display - Abril Fatface

A B C D E F G H I J
K L N P O Q R S T U
V W X Y Z

a b c d e f g h i j k l
n o p q r s t u v w x y z

BDGR FONT LINK
https://qrstud.io/abril

BDGR Back-up Font - Bulmer

A B C D E F G H I J
K L N P O Q R S T U V
W X Y Z

a b c d e f g h i j k l
n o p q r s t u v w x y z

BDGR FONT LINK
https://qrstud.io/bulmer

Web Safe - Georgia

A B C D E F G H I J
K L N P O Q R S T U V
W X Y Z

a b c d e f g h i j k l
n o p q r s t u v w x y z

BDGR FONT LINK
https://qrstud.io/georgia

Primary Body & Title Font - High Tower

A B C D E F G H I J
K L N P O Q R S T U V
W X Y Z

a b c d e f g h i j k l
n o p q r s t u v w x y z

BDGR FONT LINK
https://qrstud.io/hightower

ADOBE LINK
https://fonts.adobe.com/fonts/hightower

Sub-header, etc. - High Tower Italic

A B C D E F G H I J
K L N P O Q R S T U V
W X Y Z

a b c d e f g h i j k l
n o p q r s t u v w x y z

BDGR FONT LINK
https://qrstud.io/hightower

ADOBE LINK
https://fonts.adobe.com/fonts/hightower

Preffered San Serif - Gotham HTF Medium

A B C D E F G H I J
K L N P O Q R S T U V
W X Y Z

a b c d e f g h i j k l
n o p q r s t u v w x y z

BDGR FONT LINK
https://qrstud.io/gotham

Web Safe San Serif - Verdana

A B C D E F G H I J
K L N P O Q R S T U V
W X Y Z

a b c d e f g h i j k l
n o p q r s t u v w x y z

Social Media Hole Identifyer

White, no cirlce course logo

Centered in the 15-20% right or left quadrant of the photo

BANDON DUNES

Nos. 5 & 6