



FOREST HILLS

GOLF CLUB

Style Guide

Icon

The Forest and the Flag

At its simplest, the icon represents a flagstick among a grove of trees, literally supporting the name of the club: Forest Hills. The flag's forward lean gives it a dynamic feel, and helps bring stability to the angles in the icon.



Primary Logo

The figures associated with the icon evoke the founding of the course, yet still feel relevant and modern. This allows us to bring our past and future into the mark.

The primary logo is two colors - green and gold.



FOREST HILLS
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Initial Stacked

Same composition as the Primary Logo, but uses initials and founding date.



Initial Horizontal

A landscape version using initials and founding date.

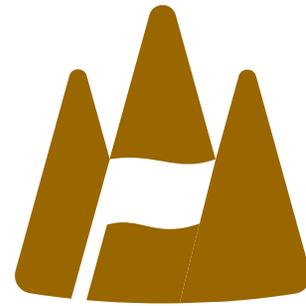


Heritage Icon

This version of the icon includes the founding date. There are two versions – a three-color version (for flags, golf balls, apparel, etc.) and a one-color version.



1926



1926



Reversed Logo

A one-color reversed logo used in gold or white on a solid or plaid surface.

Use the reversed mark on dark backgrounds where the primary version would be difficult to read.



Reversed Logo, cont.

A one-color reversed logo used in gold or white on solid or plaid surface.



1926



Clear Space

Ensure there is always enough clear space around the logo. Using the width of the icon is a good benchmark.



Incorrect Logo Usage

Do not distort, outline or change the logo from the primary colors in its palette.

Do not reorder logo elements or rebuild logo with alternate colors or fonts.

Do not use it over a background where it would be hard to read.



Typefaces

Forest Hills and its initials are a modified typeface and should not be used in any other way.

All support typography should be using the Utopia font family.

In the extreme case a Termina should only be used in sparse amounts as overuse will dilute the brand.

Any large numeral call outs should be set in Engravers MT.

*Utopia + Termina are available on Adobe Fonts via a Creative Cloud subscription, and can also be purchased separately.

Please contact Wier / Stewart for more information.



Utopia

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular *Italic* **Black**
Bold ***Bold Italic*** ***Black Italic***

Termina

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular **Demi** **Heavy**
Medium **Bold** **Black**

ENGRAVERS MT

1 2 3 4 5 6 7 8 9 10

Color

These colors align the look and tone of your brand. Refer to the assigned color codes for your specific print or digital application.

CMYK: 76 / 37 / 100 / 28
RGB: 63 / 104 / 49
PMS: 362 C / 364 U
Hex: #3F6831

CMYK: 96 / 6 / 100 / 28
RGB: 0 / 59 / 73
PMS: 309 C / 309 U
Hex: #003B49

CMYK: 33 / 56 / 100 / 18
RGB: 152 / 105 / 40
PMS: 131 C / 131 U
Hex: #986928



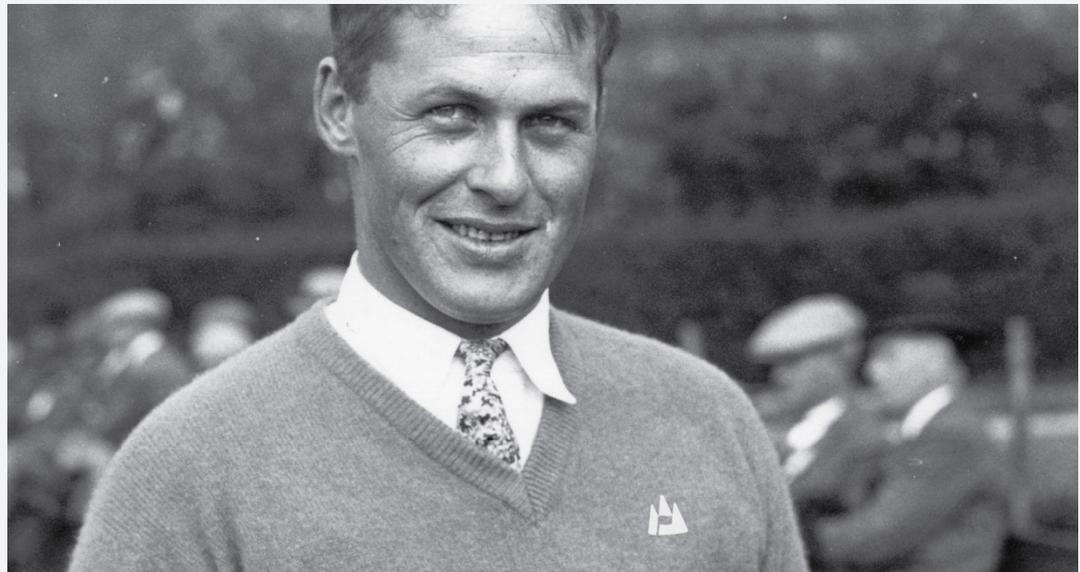
Pattern

No pattern says “GOLF” faster than plaid. This plaid has been made especially for Forest Hills.

Please note this plaid green is a darker green than the brand green. It should only be reproduced four color process and **not** with Pantone colors.

*If you have questions regarding pattern applications please contact Wier / Stewart for more information.









*For any questions regarding brand usage,
please contact Wier / Stewart at 706.447.2360*