

R4R - GOLF PLAYER DEVELOPMENT

PACKAGED FILE INFO

The golf player development files are provided in jpg, pdf, and as InDesign source file folders for each media format. Choose to use the layout provided or customize the design of your installation's R4R golf program.

BACKGROUND IMAGE

You may choose to use the stock image provided or choose an image of your installation's golf course.

CALL TO ACTION

You may choose to use the one provided or create your own. Keep in mind that this should tell your customer what you want them to do; "Meet the Pros and Improve Your Game!"

DESCRIPTION HEADING

This greatly depends on the golf program your installation is offering. The sample depicts "FREE GOLF CLINICS featuring LPGA Tour Players." It is advised to NOT draw emphasis "LPGA" with a larger font since this is not a LPGA event per se.

DESCRIPTION BODY

Use this area to list clinic or tournament times and any other information regarding the program. Remember, keep it short and sweet. After all, customers can either call or visit your website for more info.

R4R OVERLAY COMPONENTS

The R4R overlay components are arranged at the top left and bottom right of the layout. These components are not to be modified except for the areas to add your ACTIVITY NAME, PHONE NUMBER, WEBSITE and LOGO (should fit within white area).

Activity Name Format

Font: Futura Std, Book, all caps
Size: 22 pt.

Phone Number, Installation Website Format

Font: Futura Std, Book, all caps
Size: 16 pt.



R4R OVERLAY COMPONENTS

PHOTO AREA

Insert a photo of the featured LPGA Tour Player; a head shot should suffice. The area below each photo is available to include names.

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Guidelines if using existing layout



R4R FOOTGOLF 11x17

Use: Posters, flyers

Date/Time Format

Font: Futura Std, Book

Size: 17 pt. or adjust to fit area

Activity Name Format

Font: Futura Std, Book, all caps

Size: 22 pt.

Phone Number, Installation Website Format

Font: Futura Std, Book, all caps

Size: 18 pt.



R4R SOCIAL MEDIA

Use: Facebook, Instagram

Date/Time Format

Font: Futura Std, Book

Size: 9 pt. or adjust to fit area

Activity Name Format

Font: Futura Std, Book, all caps

Size: 14 pt.

Phone Number, Installation Website Format

Font: Futura Std, Book, all caps

Size: 10 pt.

R4R DIGITAL IMAGE

Use: Adaptable for HD display monitors, Janus, Quibica, web

Date/Time Format

Font: Futura Std, Book

Size: 24 pt. or adjust to fit area

Activity Name Format

Font: Futura Std, Book, all caps

Size: 30 pt.

Phone Number, Installation Website Format

Font: Futura Std, Book, all caps

Size: 24 pt.

