



Golfer Mobile App

Association Color Customization



Overview

The purpose of this document is to detail Endava's recommended approach to association color customization on the mobile app.

High Level Brand Requirements

Based on previous discussions, the brand requirements for the app are:

1. **Associations** will have the ability to customize the look and feel:

- **Logo** on the home screen
- **Association name** (X number of characters) on the home screen
- **Color** customization (choice of three colors from a pre-defined palette)

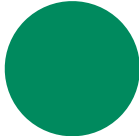
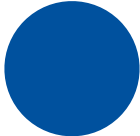
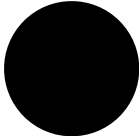
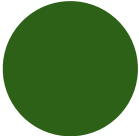
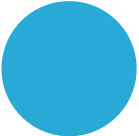
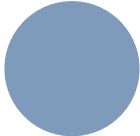
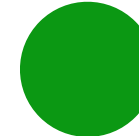
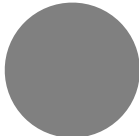
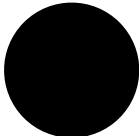
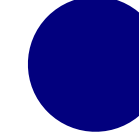
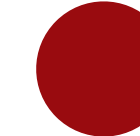
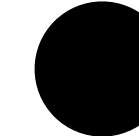
2. The **USGA brand** will be represented on the home screen (in association with USGA logo).

3. All versions of the app will be **co-branded**.

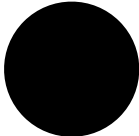
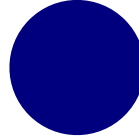
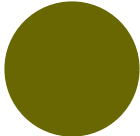
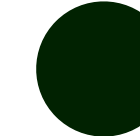
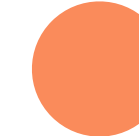
ASSOCIATION BRAND EXPLORATORY

A summary of each association's logo and the color palette used on their website.

Association Logos and Website Color Palette

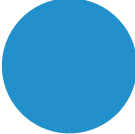
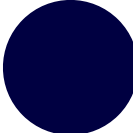
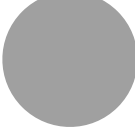
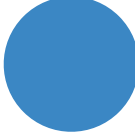
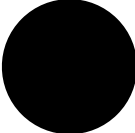
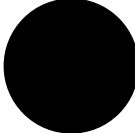
	  		  		  
	  		  		  
	  		  		  
	  		  		  
	  		  		  

Association Logos and Website Color Palette

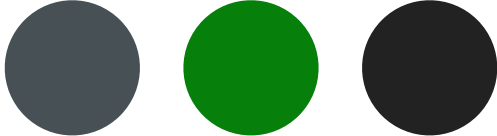
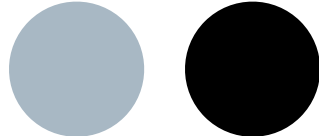
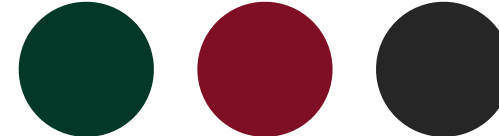
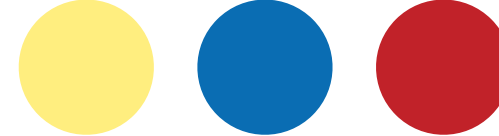
	  		  		  
	  		  		  
	  		  		  
	  		  		  
	 		  		  

*Note: different logo on site

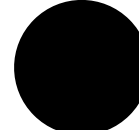
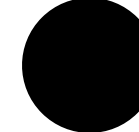
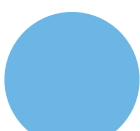
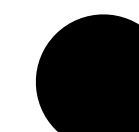
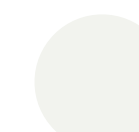
Association Logos and Website Color Palette

	  	*Note: different logo on site		  		  
		Website does not exist Part of Golf House Kentucky?		  		  
	  			  		  
	 					  
	  			  		  

Association Logos and Website Color Palette

					
					
					
	 *Note: different logo on site				
					

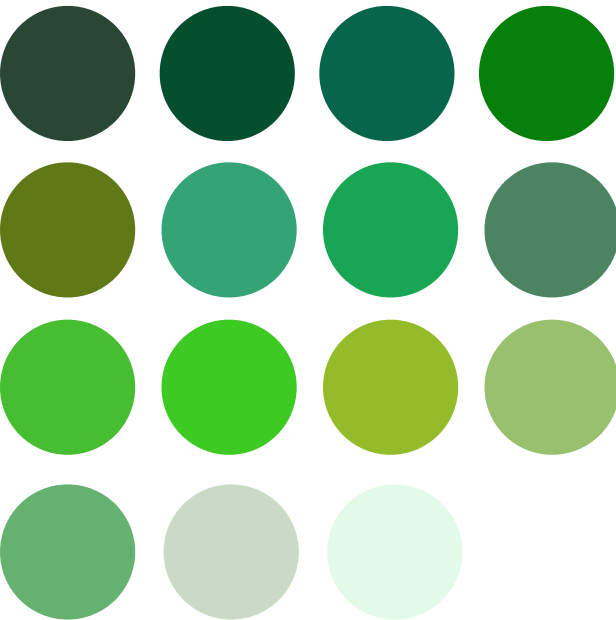
Association Logos and Website Color Palette

	  		 		  
	   <i>*Note: different logo on site</i>		 		  
	  		  		  
	  		   <i>*Note: different logo on site</i>		  
	  		  		  

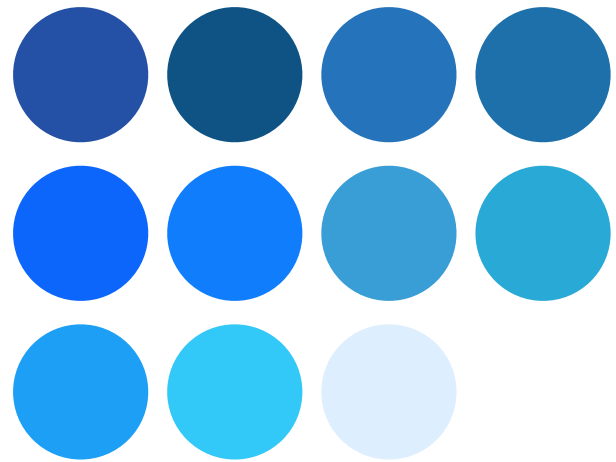


Unique Association Brand Colors

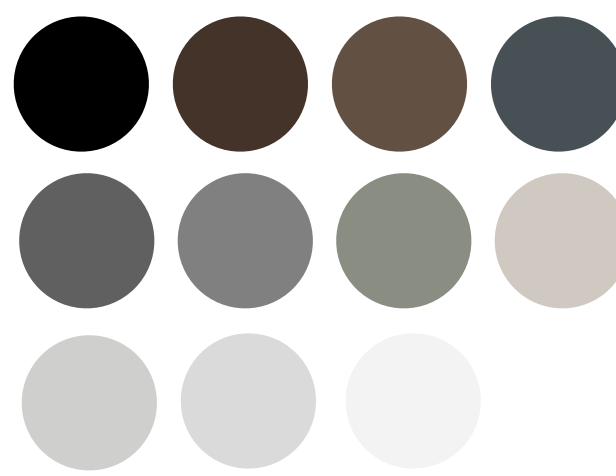
Greens



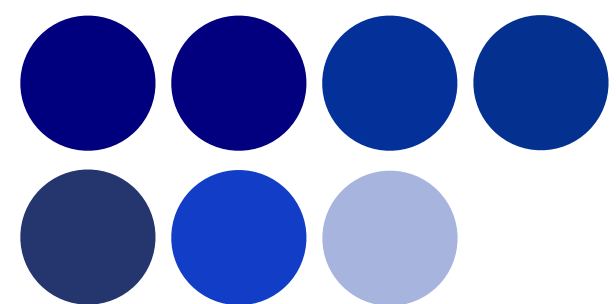
Blues



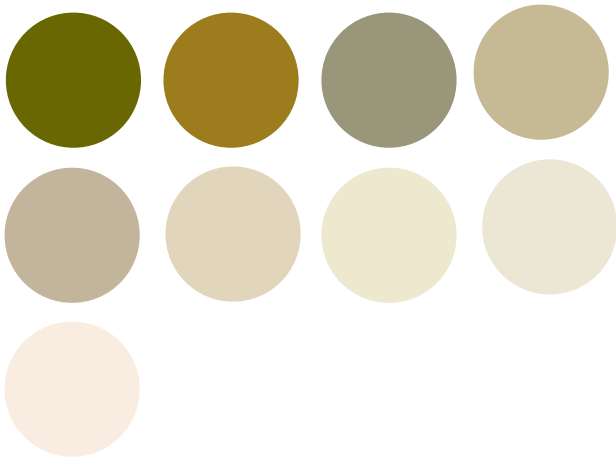
Warm Grays/Neutrals



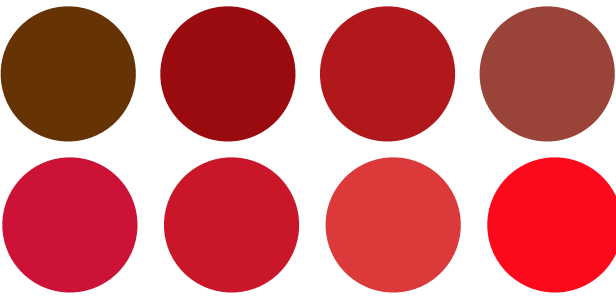
Violets



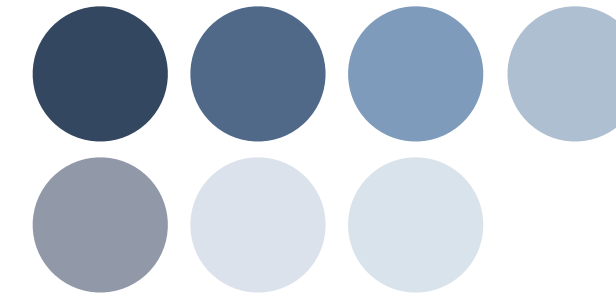
Beiges/Tans



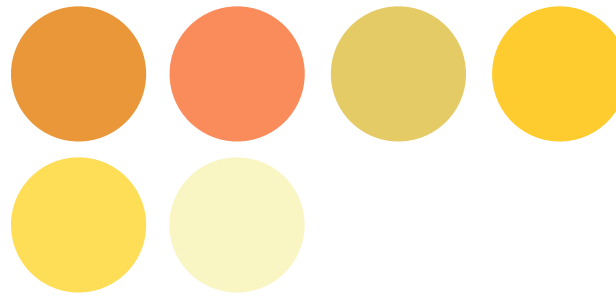
Reds



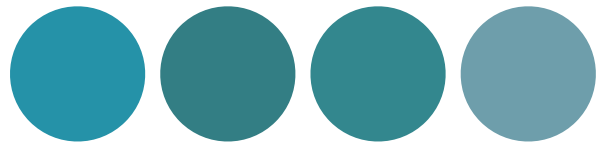
Cool Grays/Neutrals



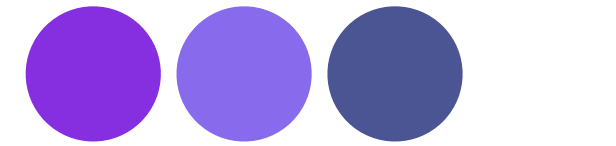
Orange/Yellow/Golds



Blue Greens



Purples



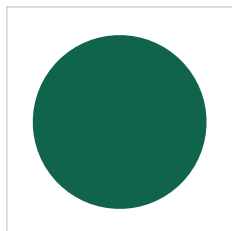
RECOMMENDED PALETTE

Our recommendation for a palette that ensures WCAG compliance as well as great aesthetics, along with a few execution examples.

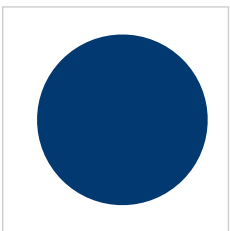
Recommended Palette

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Aa 625143	Aa 948354	Aa C3B58D	Aa E0B948	Aa E68B08	Aa 970E16	Aa C10019

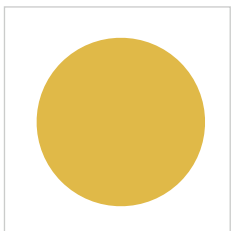
NJ Golf Association



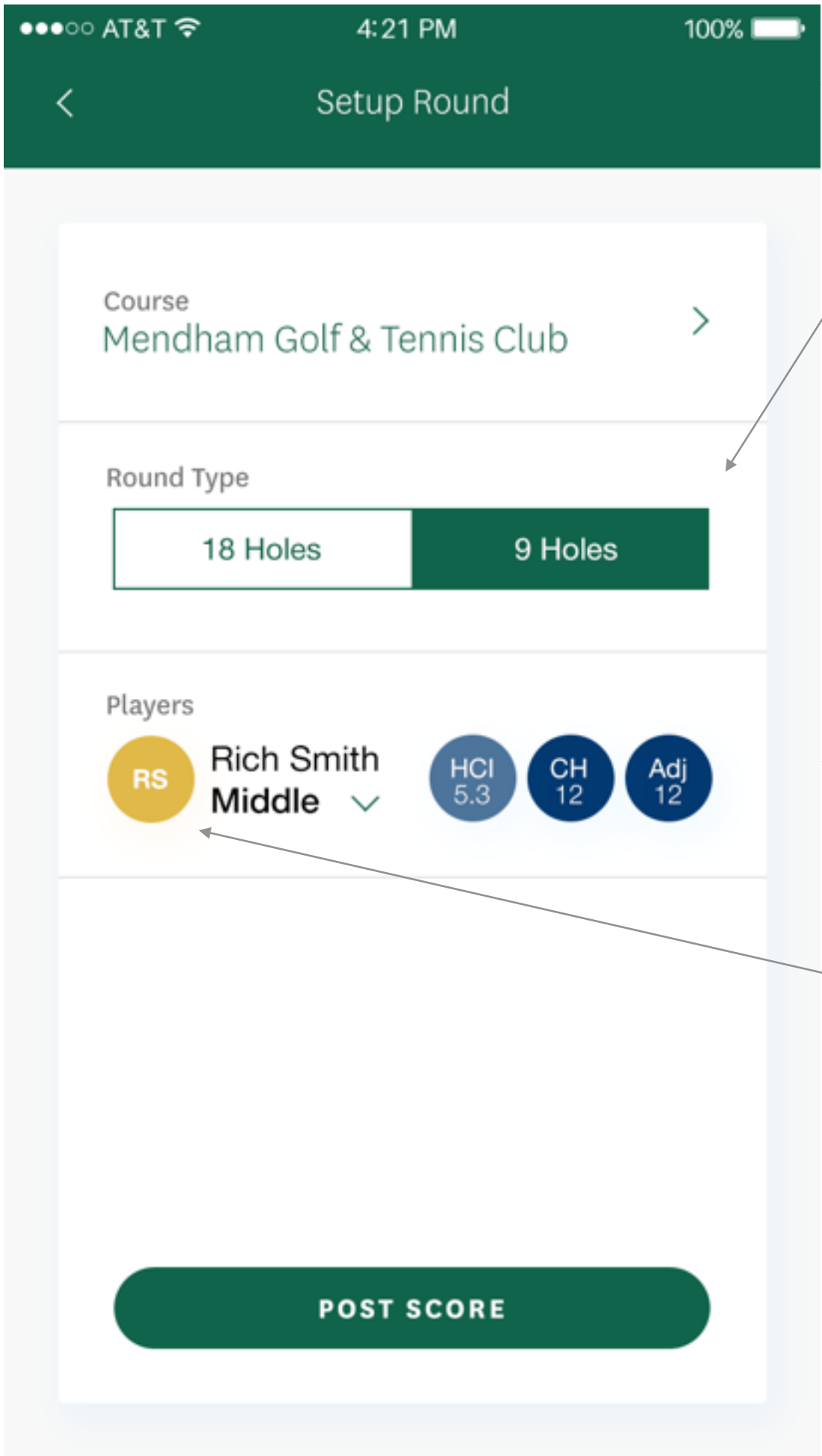
Primary Color



Secondary Color



Tertiary Color

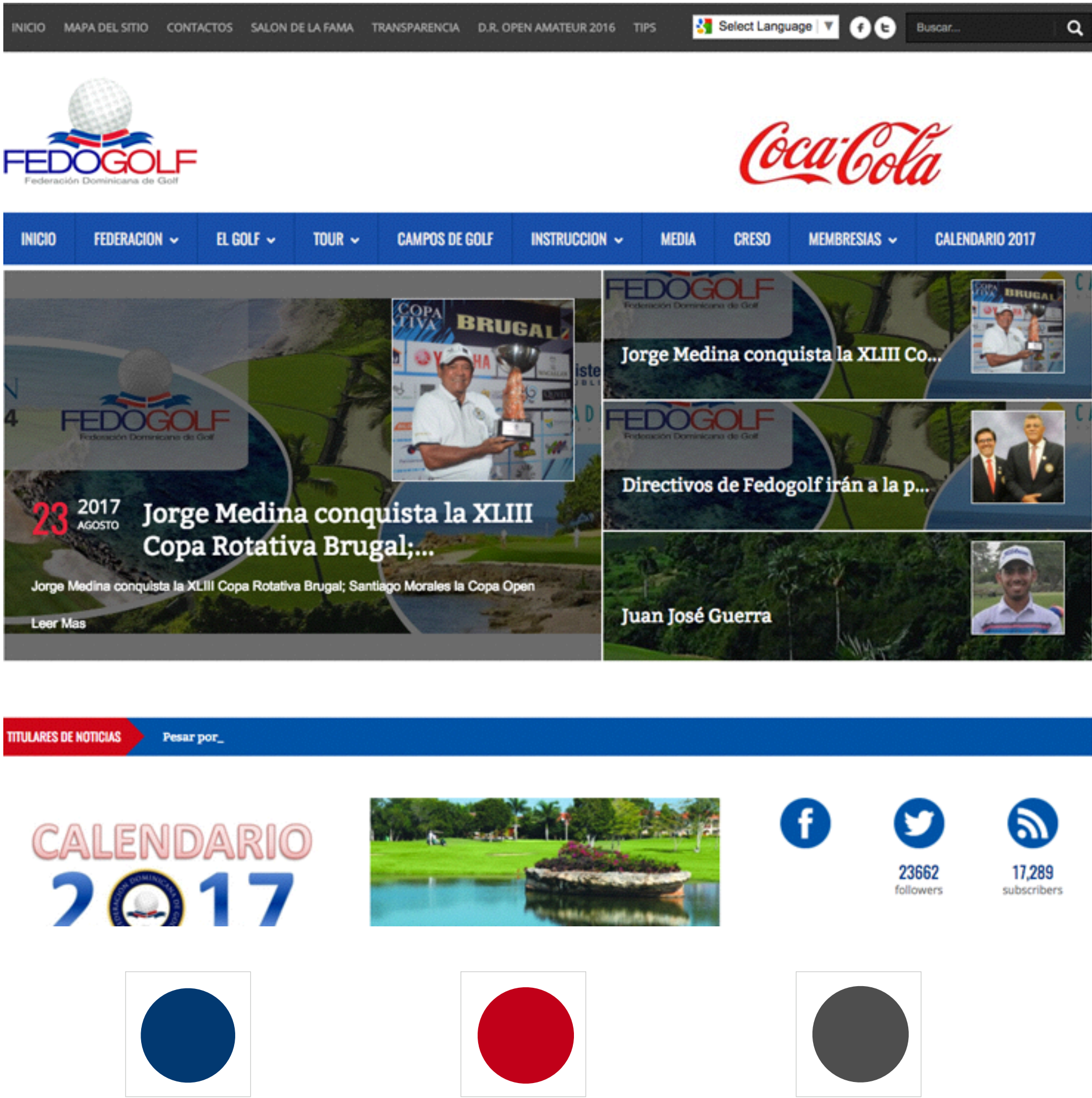


Primary color used for background and button.

Secondary color used to highlight important information

Tertiary color used for golfer identification and other elements

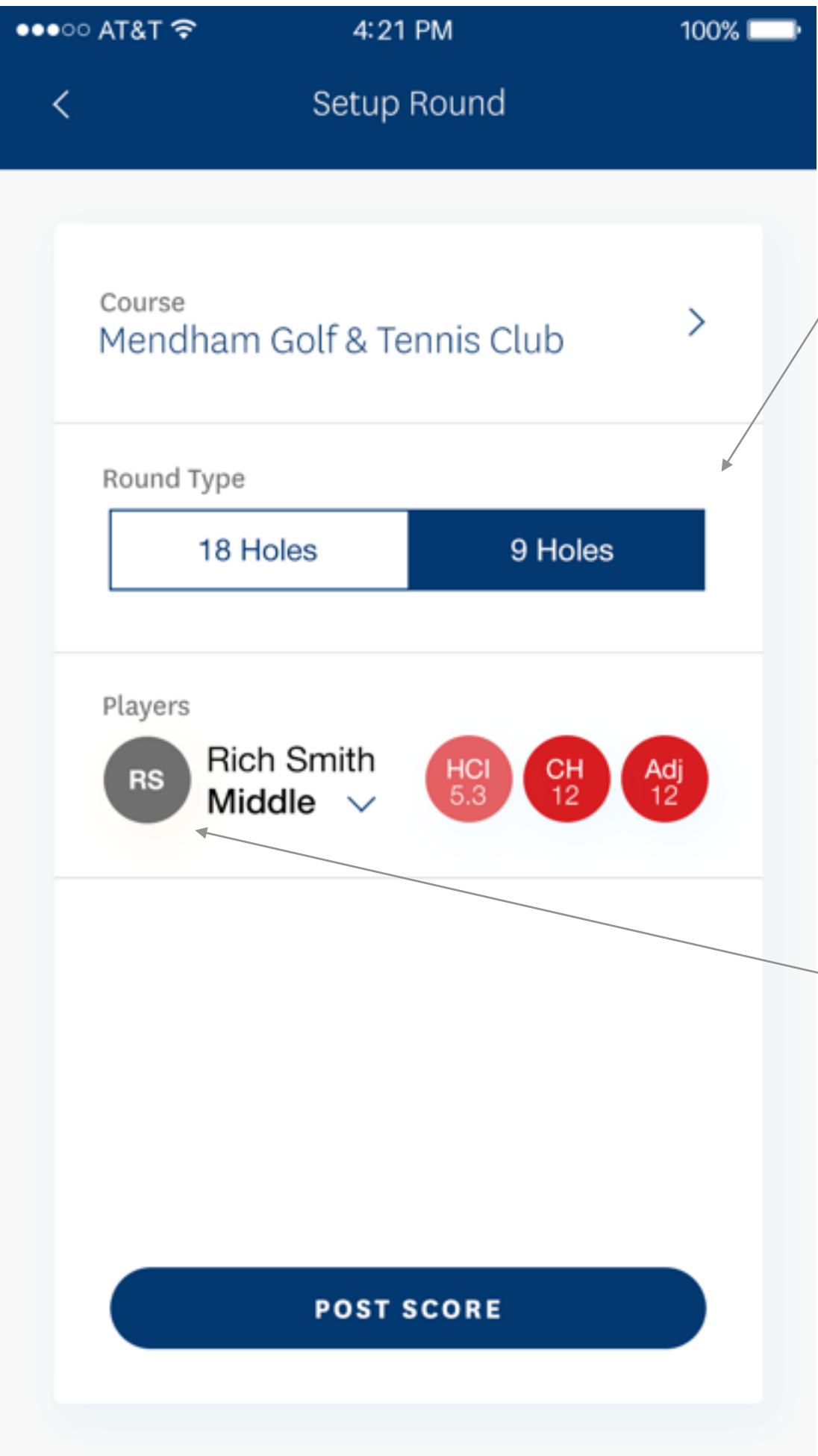
Federacion Dominicana de Golf



Primary Color

Secondary Color

Tertiary Color

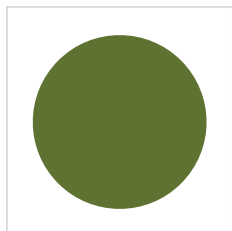
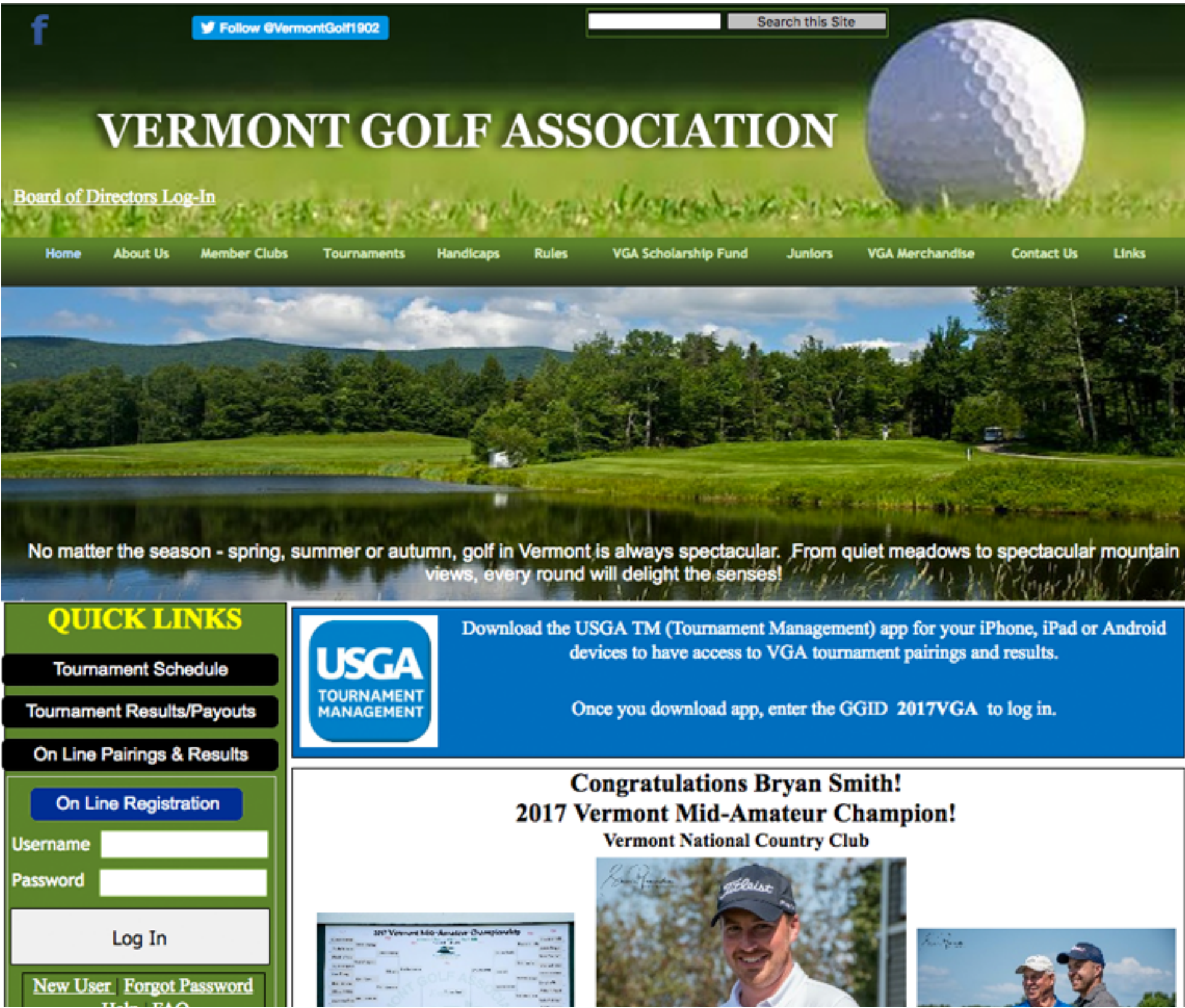


Primary color used for background and button.

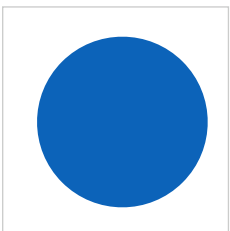
Secondary color used to highlight important information

Tertiary color used for golfer identification and other elements

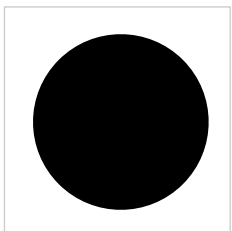
Vermont Golf Association



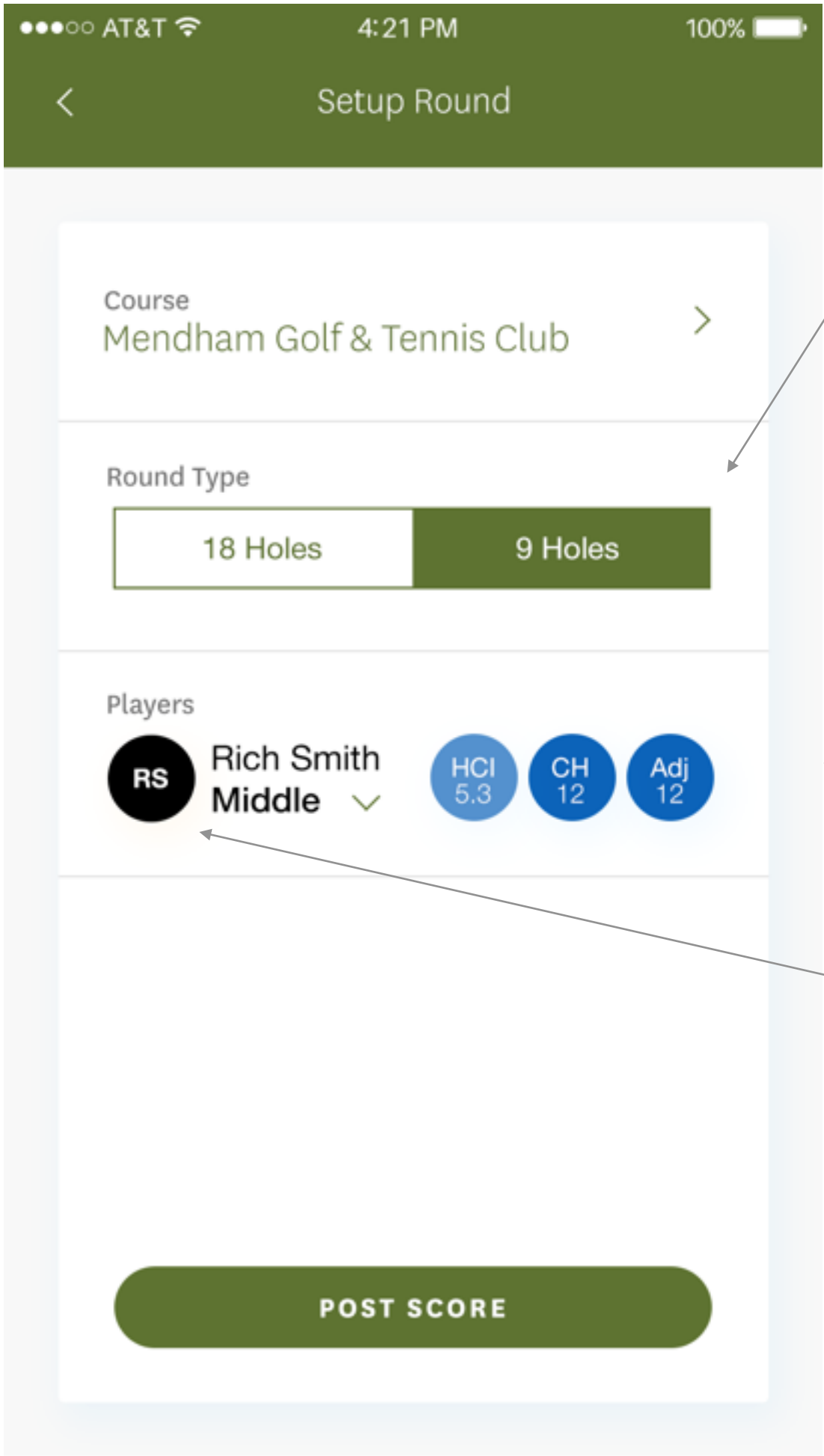
Primary Color



Secondary Color



Tertiary Color

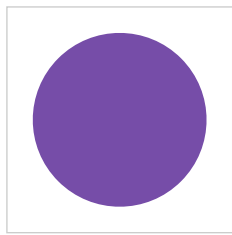


Primary color used for background and button.

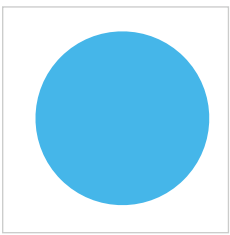
Secondary color used to highlight important information

Tertiary color used for golfer identification and other elements

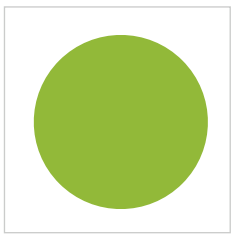
Southern Nevada Golf Association



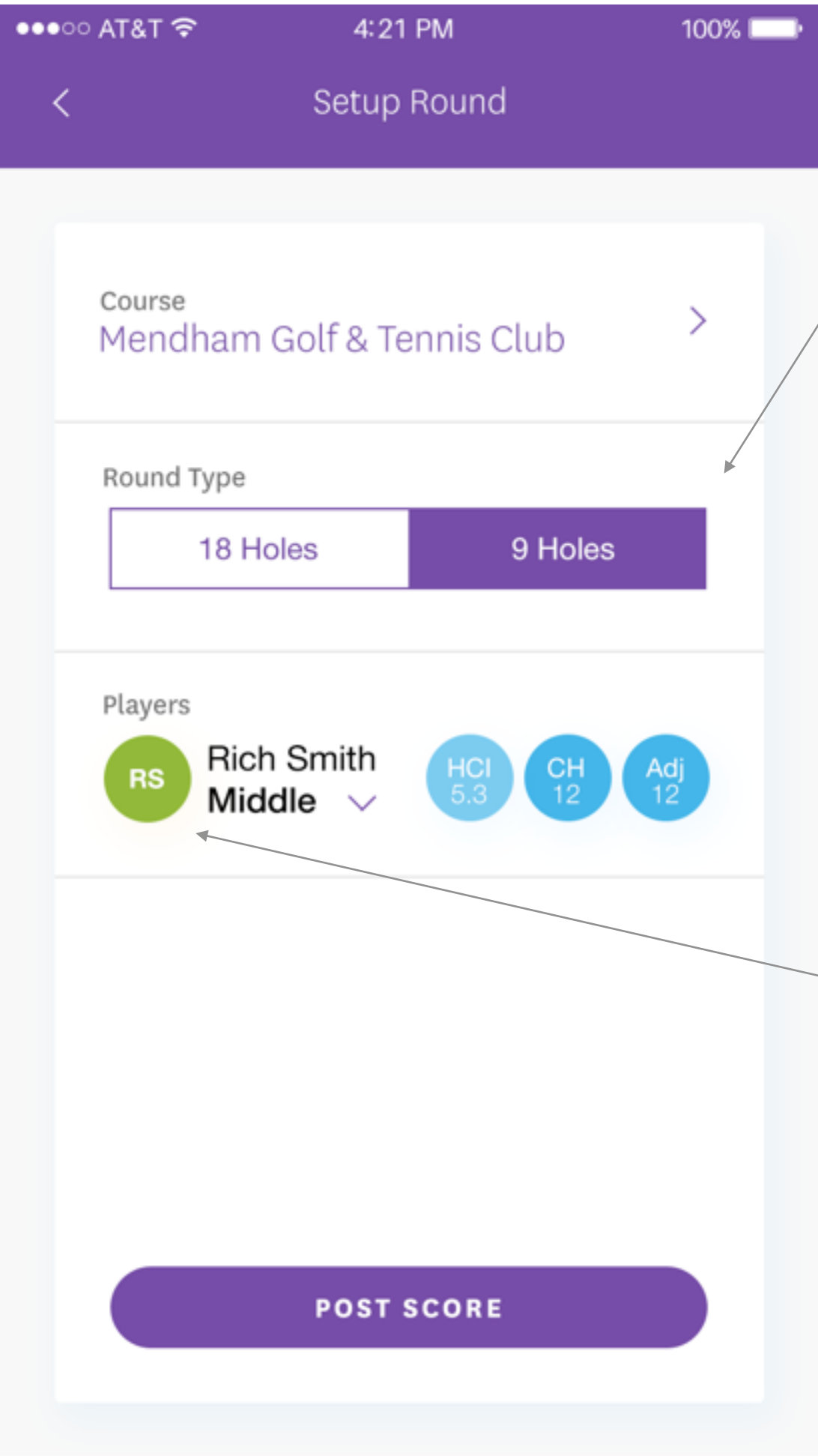
Primary Color



Secondary Color



Tertiary Color

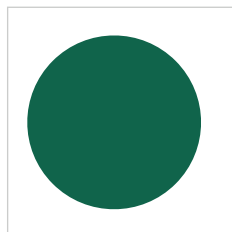
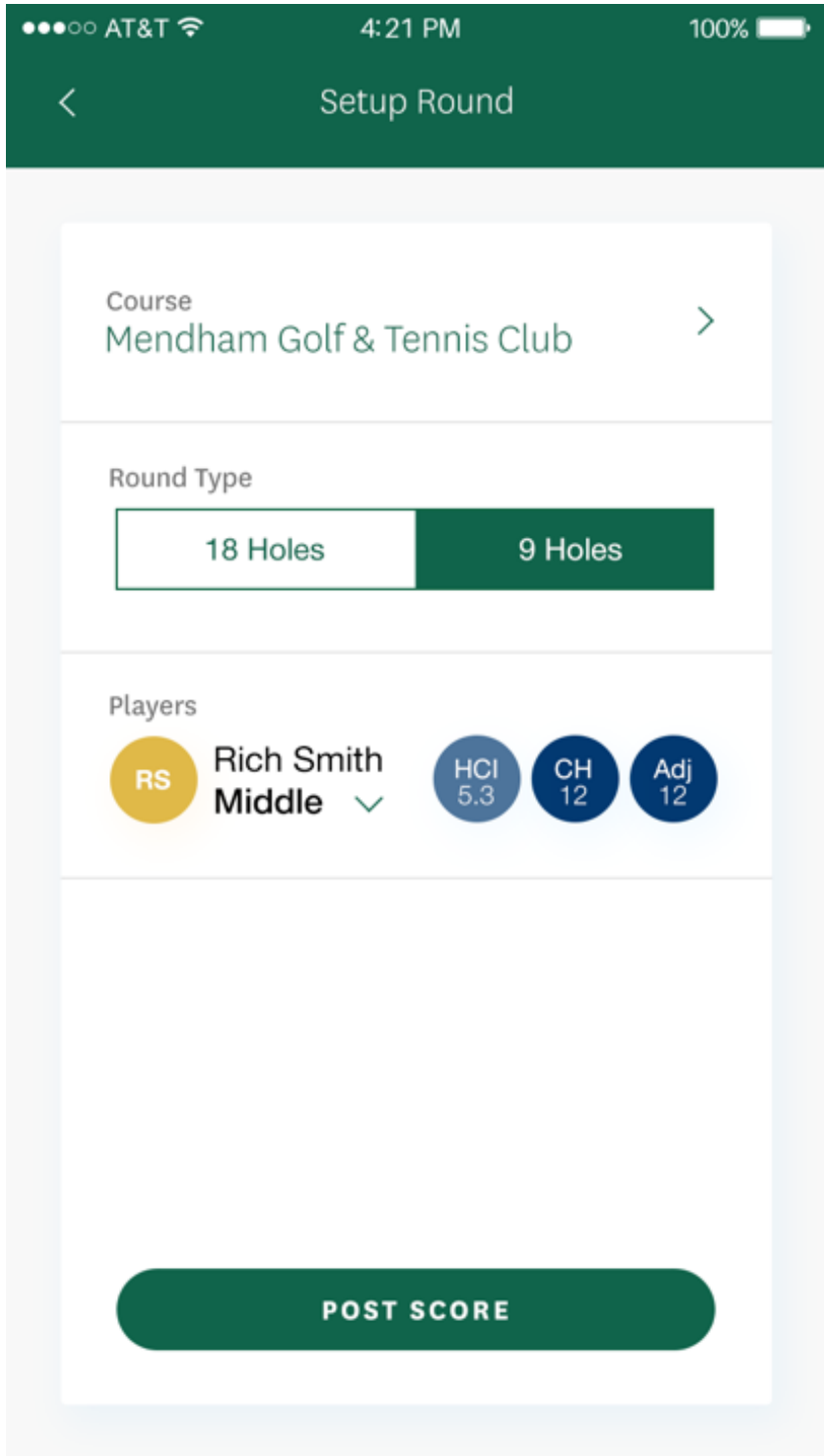


Primary color used for background and button.

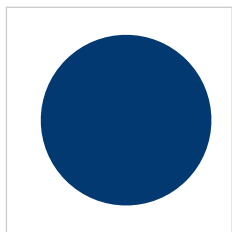
Secondary color used to highlight important information

Tertiary color used for golfer identification and other elements

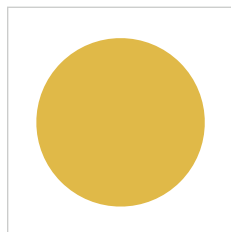
New Jersey
Golf Association



10644B

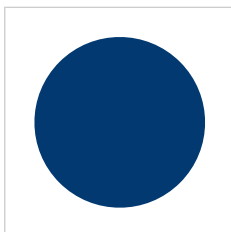
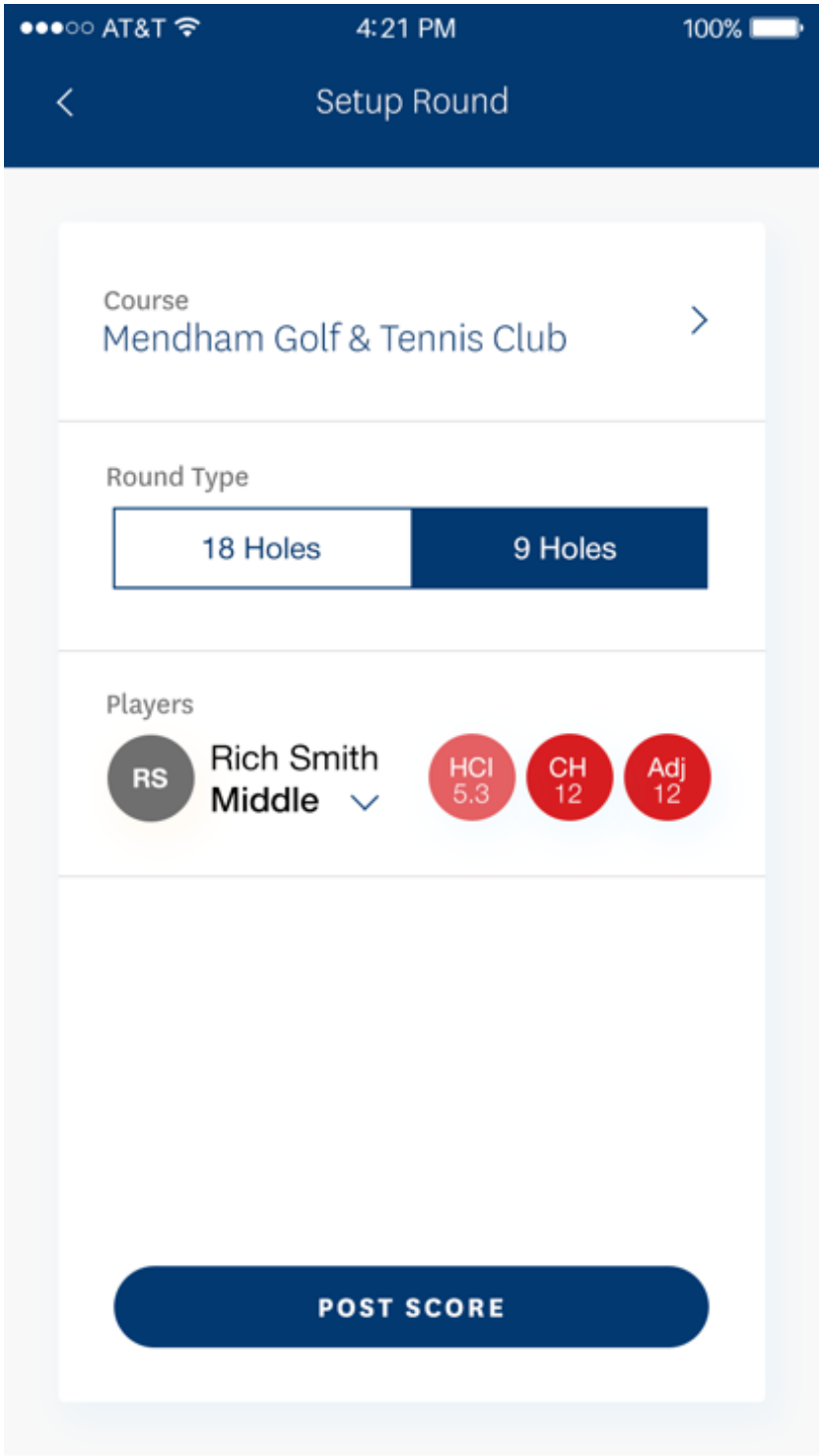


023971

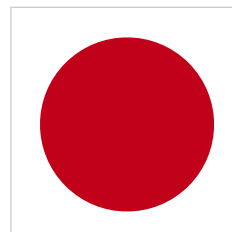


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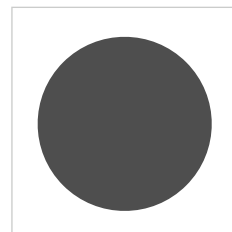
Federacion Dominicana
de Golf



023971

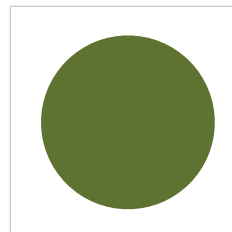
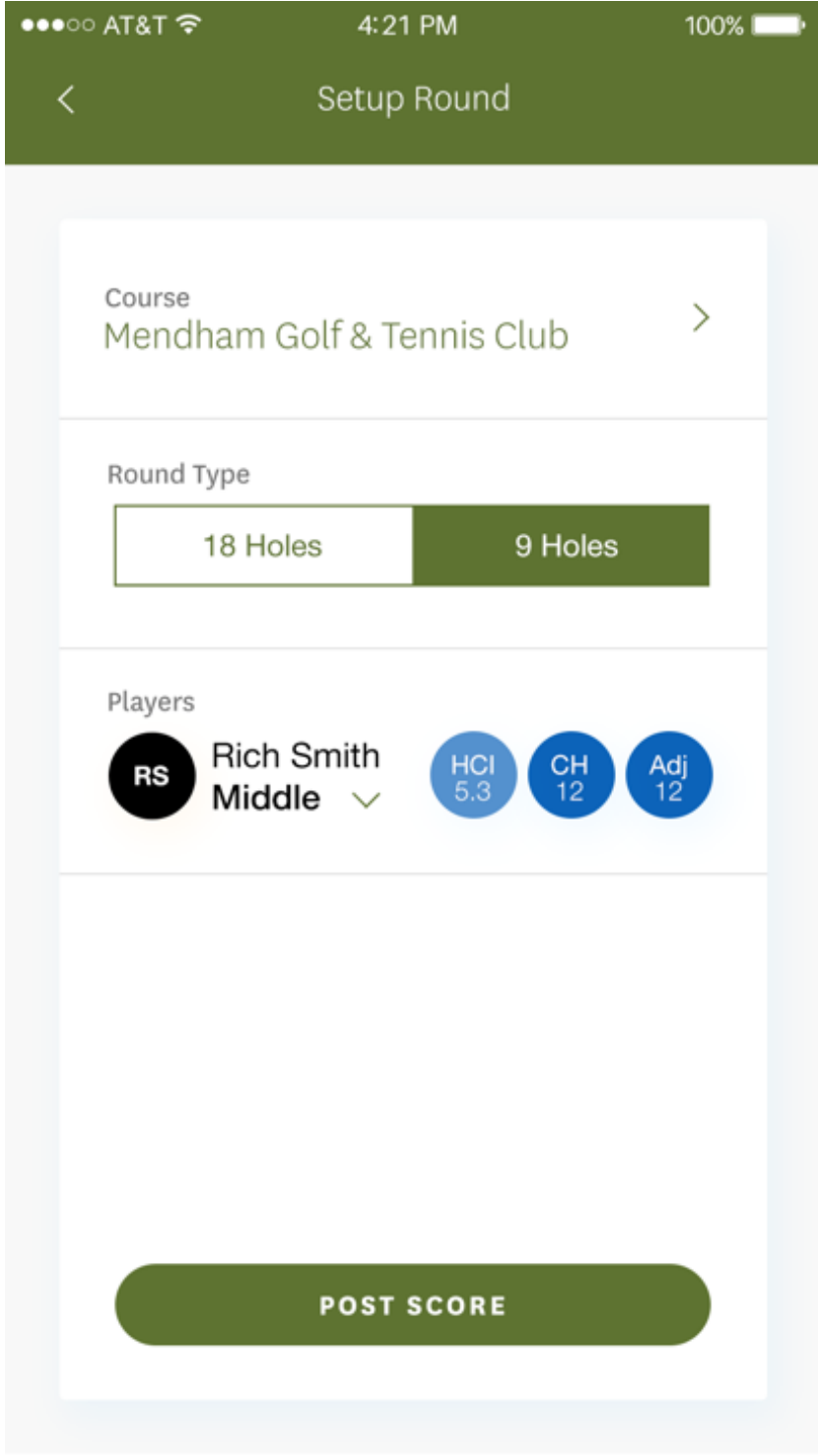


C10019

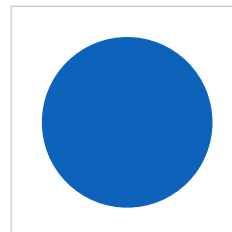


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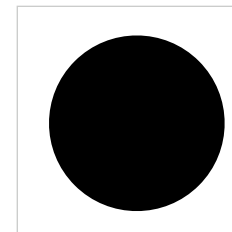
Vermont Golf
Association



5E7331

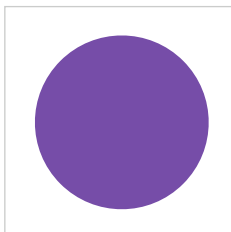
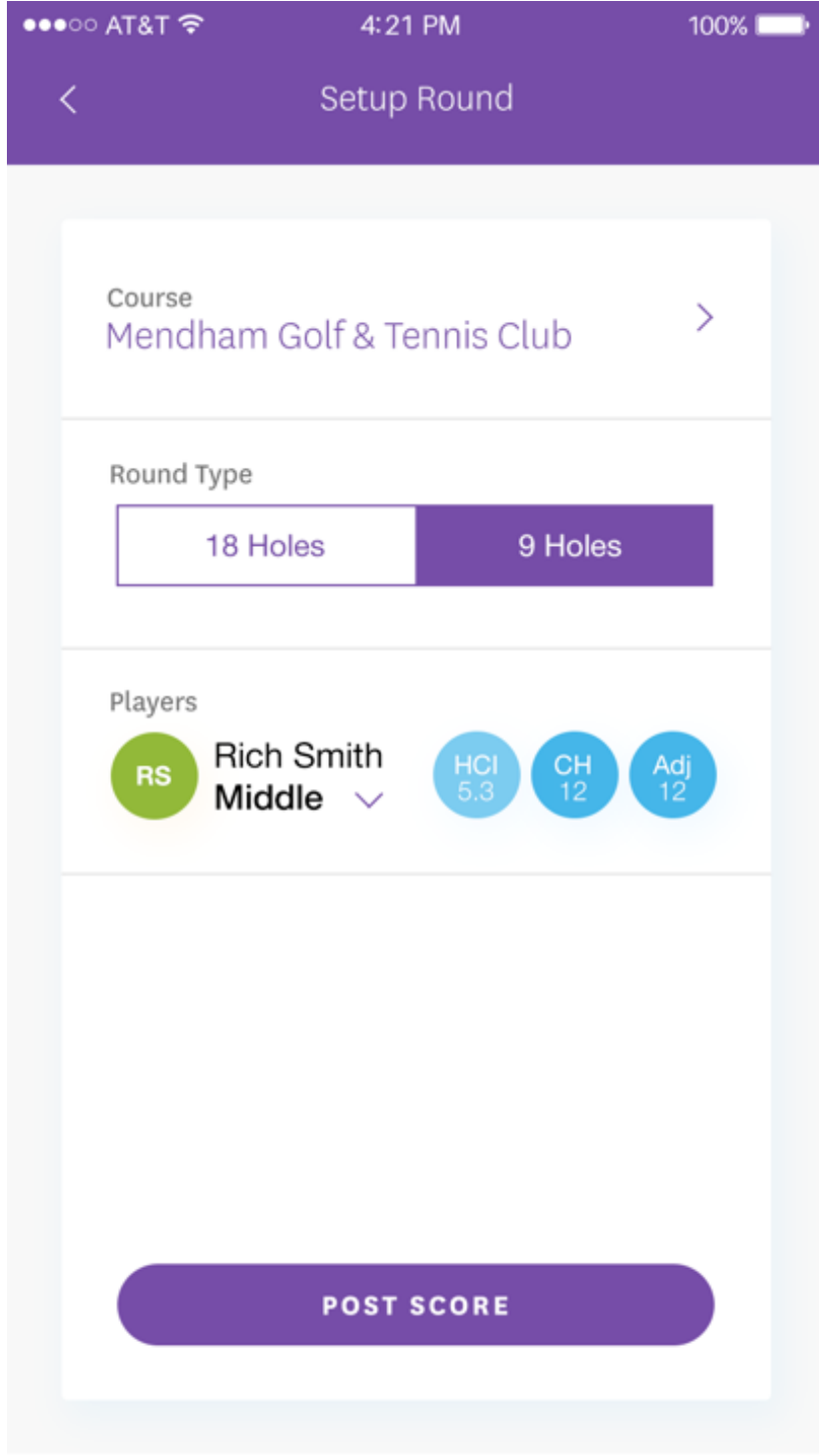


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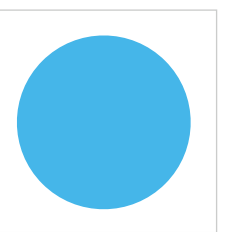


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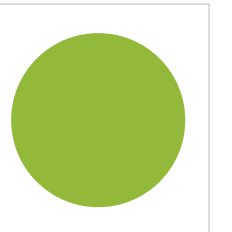
Virginia State Golf
Association



764da8



45B6E9



92B939

ASSOCIATION WEBSITES

The home screen of each association's website.