



Marty Sanchez Links de Santa Fe
Brand Guidelines

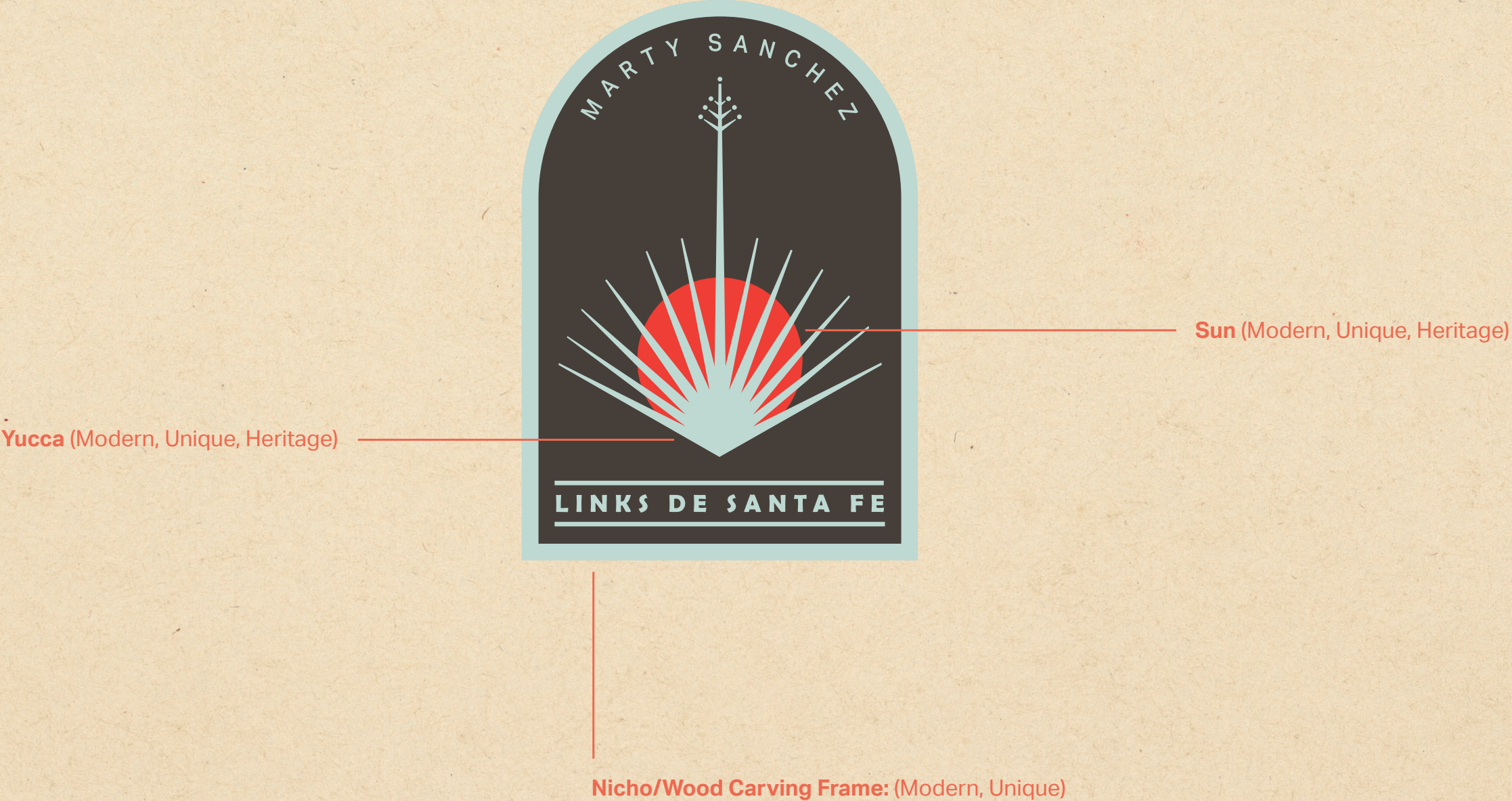


Thank you to the golf course users and stakeholders, the Marty Sanchez de Links de Santa Fe Advisory Board, and the Marty Sanchez family for providing input and valuable feedback in the development of the logo.

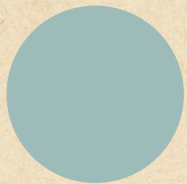


Three Points of Development Focus

The design of the logo was driven by three core goals: to **modernize** the style and visual language of the logo to meet industry standards; **to pay homage** to the course's heritage by preserving visual elements of the original logo; and to achieve **a unique look** and feel using identifiable elements of Santa Fe's natural features that make the experience of playing on the course like no other.



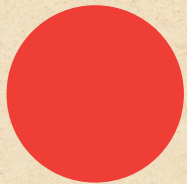
Color Palette



Sage: Color tonality similar to that in yucca, chamisa, sage, native grasses.
c:39 m:14 y:26 k:0 | R:158 G:189 B:186 | #9dbdba



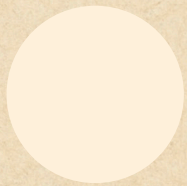
Grey Background Logo Variation
c:25 m:5 y:17 k:0 | R:190 G:216 B:210 | #bed7d1



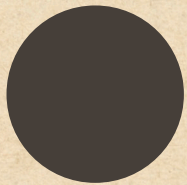
Red Orange: Santa Fe sunrises/sunsets, synonymous with open space and vistas.
c:0 m:90 y:85 k:0 | R:239 G:65 B:54 | #ef4036



Sage/Sand Background Logo Variation
c:2 m:73 y:70 k:0.55 | R:236 G:106 B:82 | #ec6a52



Sand: Color of the earth and being immersed in the natural beauty of the course.
c:0 m:5 y:14 k:0 | R:255 G:240 B:217 | #ffefd8



Dark Grey: A bedrock, foundational color resembling the volcanic mesas to the west of the course.
c:62 m:60 y:65 k:49 | R:70 G:64 B:58 | #463f39

Typefaces

M A R T Y S A N C H E Z

Aktiv Grotesk: Official, timeless, and steadfast. Used to honor the namesake. (Heritage)

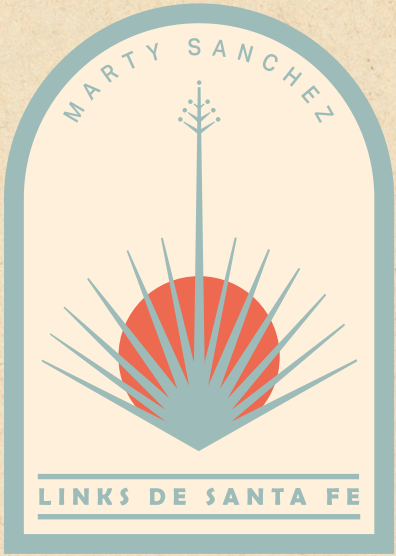
L I N K S D E S A N T A F E

Berlin Sana FB Demi Bold: Rounded and humanistic, mimics the rolling hills and arroyos of the course. (Unique)

Primary Logo



Dark Grey



Sand

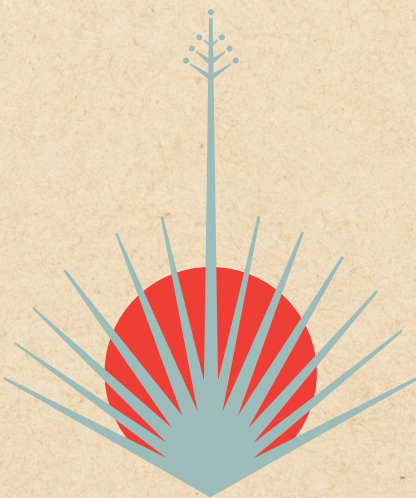


Sage

Alternate Logo



Alternate Logo - Icon



Alternate Logo - Type

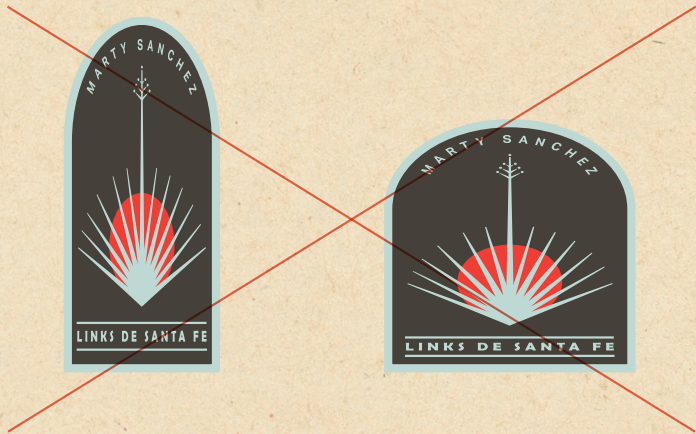
MARTY SANCHEZ
LINKS DE SANTA FE



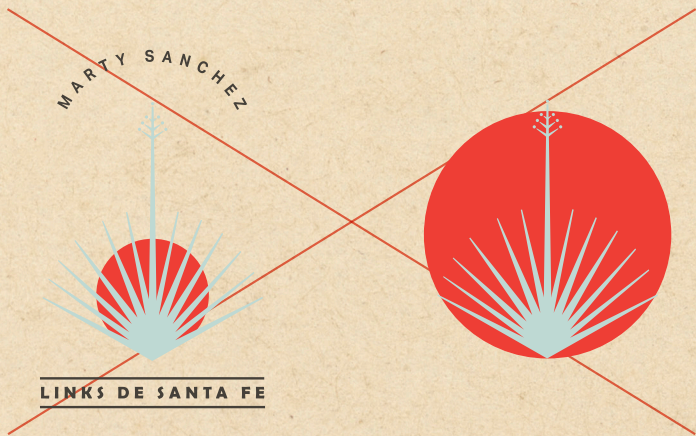
Proper file formats and resolution should be dictated by the application or medium (print or web) to prevent pixelation. Logo should be placed on contrasting background colors or images to ensure legibility.



Logo type should remain legible when scaled down. For small to tiny applications, logo icon should be used.



Logo should be scaled proportionately and should not be stretched or distorted.



Do not alter the logo in any way. Please see previous page for approved logo variations.