



THE SITUATION

As the LPGA continues to grow and compete on the world stage for fans, partners, sponsors and the media, a refreshed visual identity was required to better express brand meaning. The LPGA partnered with SME to develop a new logo program, aimed at conveying the power, energy and contemporary lifestyle of LPGA golfers.

THE EXPRESSION



PRIOR LOGO

SME evolved the LPGA "swinging lady" logo into a strong, dynamic and athletic figure that communicates the passion, performance and personality of the greatest female golfers in the world. A mixture of bright and bold colors was chosen to represent the brand's global reach as well as to embody the natural essence and characteristics of the sport of golf - Grass Green, Sun Yellow and Sky Blue. The rectangular retaining shape was removed to suggest a future with limitless potential. Finally a clean, contemporary type font was selected for high legibility and timelessness. These elements combine to form a dramatic illustration of the special and unique attributes of the brand and truly symbolize the LPGA's brand promise of delivering *The Very Best In Women's Golf*.

THE SERVICES

- Brand Audit and Analysis
- Brand Identity
- Brand Graphic Guidelines



*"We designed a logo that represents the power, strength and athleticism of our LPGA athletes, and with the use of the bold colors, highlights our international membership and global business. This new logo underscores the changes in women's sports and the LPGA in recent years, and communicates the LPGA's bright future."*

Carolyn F. Bivens, Commissioner - LPGA

PASSION  
PERSONALITY  
PERFORMANCE

