



THREE! TEES
EAT • DRINK • PLAY

BRAND GUIDE

An aerial photograph of a golf course green and sand trap. The green is a vibrant green, and the sand trap is a light tan color. Several people are visible on the green, and two golf carts are parked nearby. The background shows a dense line of trees.

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WHO IS THIS GUIDE FOR?

This brand style guide is meant to be shared not only internally, but with media, vendors, and agencies to brief them on how to portray your brand consistently and in the best possible light.

WHY IS THIS GUIDE IMPORTANT?

This guide does not exist to limit creativity, but to protect it by keeping your brand identity consistent and recognizable. This is how brand value is built. When everyone honors the same set of guidelines, we can ensure that your visual brand will not only remain cohesive and professional but will communicate one cohesive message.

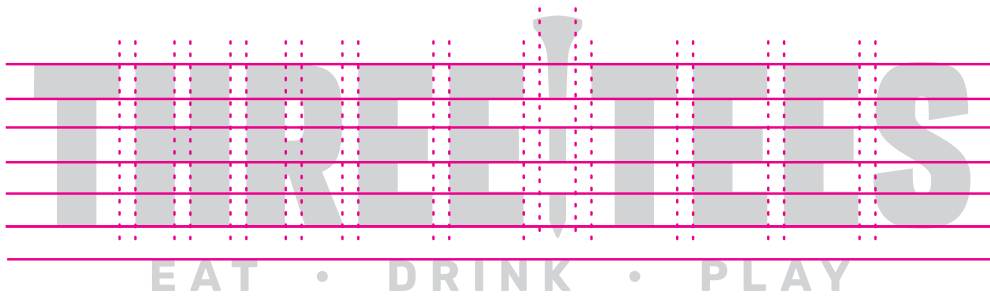




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MAIN LOGO

This logo lockup is the core 2 Color logo. The Master Logo is a combination of the logomark, the wordmark, and tagline arranged in this particular lockup.



BALANCE

As in life, balance in this logo is important. Every element has been carefully aligned with the underlying structure for precision and visual appeal. The logo should not be altered or rotated in any way.



SIMPLIFIED MAIN LOGO

This logo lockup is the core 2 Color logo. The Master Logo is a combination of the logomark, the wordmark, and tagline arranged in this particular lockup.



MAIN LOGOS ON DARK BACKGROUNDS - Color changes for best clarity on dark and neutral backgrounds.

DARK BLUE



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THREE!TEES

LIGHT BLUE



THREE!TEES
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THREE!TEES

WHITE INK FOR DARK COLORED BACKGROUND



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THREE!TEES

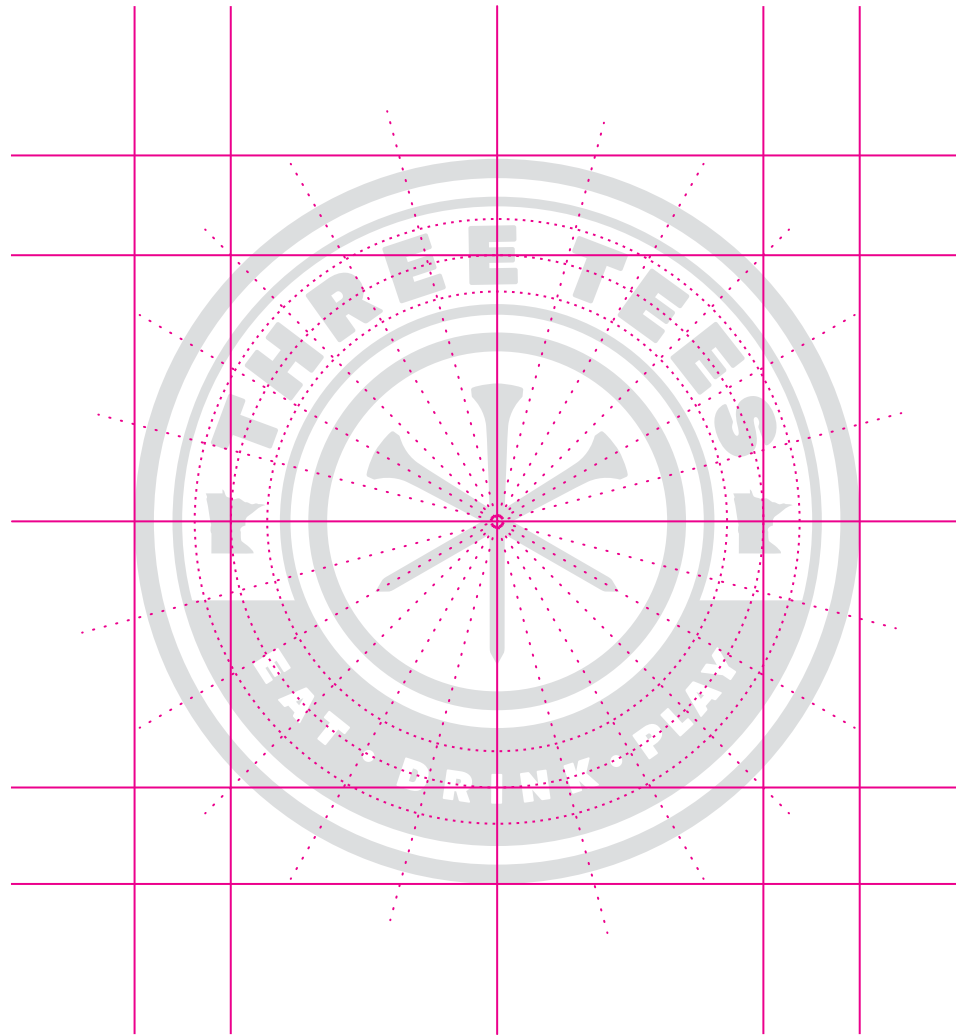
1-COLOR LOGO USE

For smaller areas like printing on garments or branded merchandise, the 1-Color logo is useful for simplicity and ease of printing.



MAIN BADGE LOGO

This is the main “badge” logo lockup; Adding in the 3 tees icon as well as the Minnesota State silhouette.



BALANCE

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DARK BLUE



LIGHT BLUE



WHITE INK ON DARKS

BADGE LOGO ON DARK BACKGROUNDS

Color changes for best clarity on dark and neutral backgrounds.



DARK BLUE



LIGHT BLUE



WHITE INK ON DARKS

1-COLOR BADGE LOGO ON DARK BACKGROUNDS

Color changes for best clarity on dark and neutral backgrounds.

PRIMARY COLORS



BLUE IRON

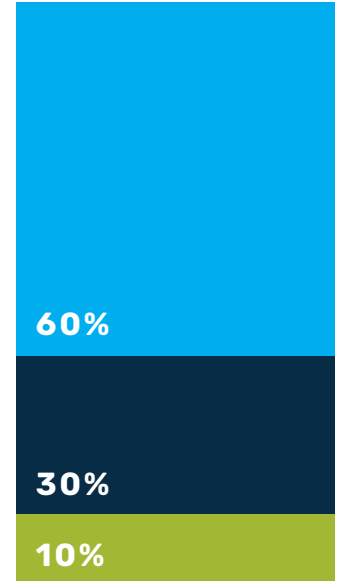
HEX #092C46
 RGB 9, 44, 70
 HSB 206, 87%, 27%
 CMYK 98, 79, 46, 46
 PMS 533 C



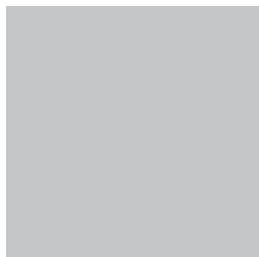
WATER HAZARD

HEX #00AEEF
 RGB 0, 174, 239
 HSB 196, 100%, 94%
 CMYK 100, 0, 0, 0
 PMS PANTONE PROCESS BLUE

COLOR USAGE



SECONDARY COLORS



DRIVER GRAY

HEX #C4C6C8
 RGB 196, 198, 200
 HSB 210, 2%, 78%
 CMYK 0, 0, 0, 26
 PMS COOL GRAY 3 C



FAIRWAY

HEX #A2B835
 RGB 162, 184, 53
 HSB 70, 71%, 72%
 CMYK 39, 9, 100, 4
 PMS 2305 C



SAND TRAP

HEX #D8CDB8
 RGB 216, 205, 184
 HSB 39, 15%, 85%
 CMYK 15, 16, 27, 0
 PMS 4246 C



PUTTER WHITE

HEX #FFFFFF
 RGB 255, 255, 255
 HSB 0, 0%, 100%
 CMYK 0, 0, 0, 0
 PMS WHITE

EMINOR BOLD

HEADLINE**AA**

**BB CC DD EE FF GG H BC CC DD EE FF
GG HH II JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ 0 1 2 3 4 5
6 7 8 9 ~ ! @ # \$ % ^ & * () < > ?**

Rubik Medium

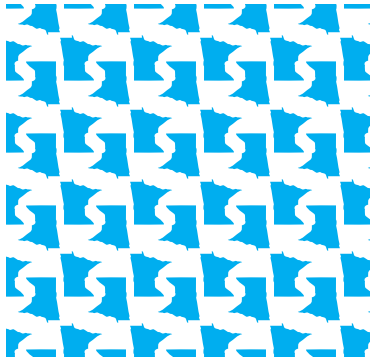
SECONDARY**Aa**

**Bb Cc Dd Ee Ff Gg H Bc Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5
6 7 8 9 ~ ! @ # \$ % ^ & * () < > ?**

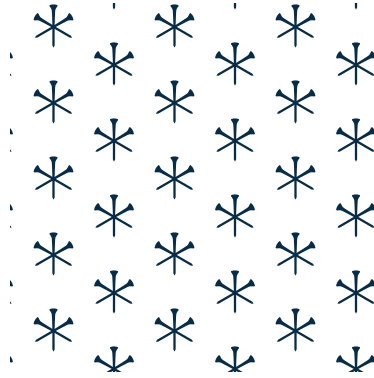
Montserrat Extra Bold

BODY TEXT**Aa**

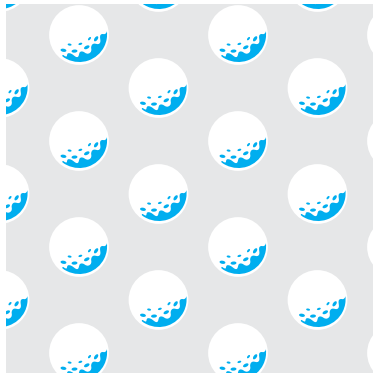
**Bb Cc Dd Ee Ff Gg H Bc Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5
6 7 8 9 ~ ! @ # \$ % ^ & * () < > ? { } : ' " [] / h**



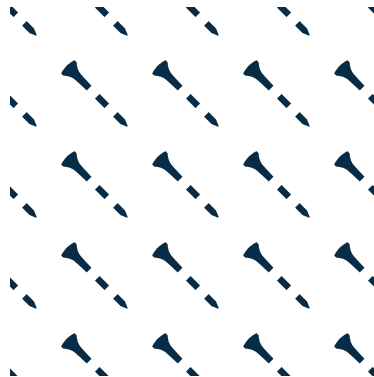
PATTERN MINNESOTA



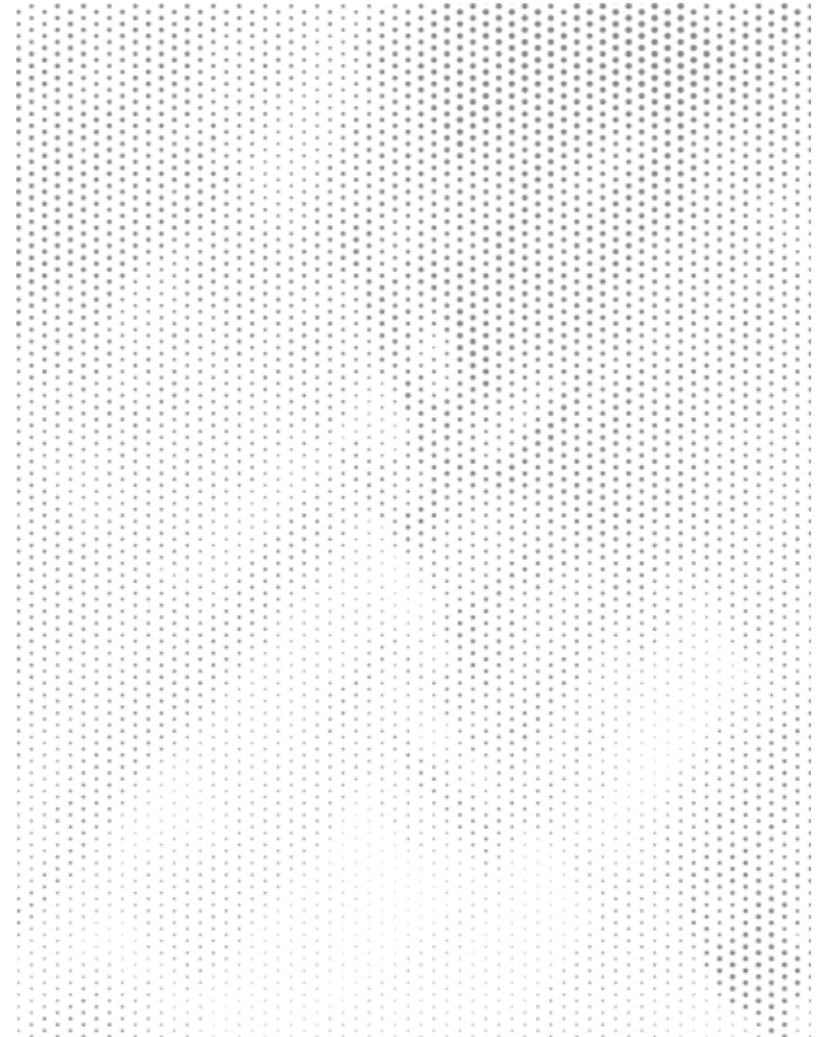
PATTERN THREE TEES



PATTERN GOLF BALLS



PATTERN TEE

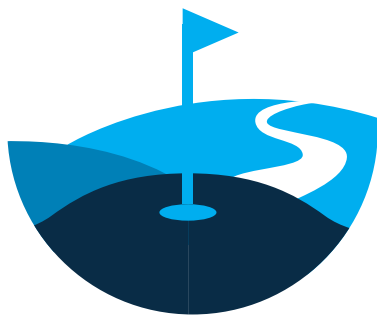


TEXTURE

Can be used as a 50% Multiply layer



AUXILLARY LOGO MAIN



AUXILLARY LOGO VARIATIONS

Without border and on dark background options



