



# TOPUT

## Brand Guidelines

# Logo Guidelines

Logogram



Logotype

LOFT

# Typography

## GILDA DISPLAY CAPS

FOR HEADINGS

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x  
y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

---

## Gilda Display

For subheadings

A B C D E F G H I J K L M N O P Q R S T U V W X  
Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5  
6 7 8 9 0 ! @ # \$ % ^ & \* ( )

---

## Optima

For paragraphs

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a  
b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9  
0 ! @ # \$ % ^ & \* ( )

## FONT HIERARCHY

GOLF, ANYWHERE.

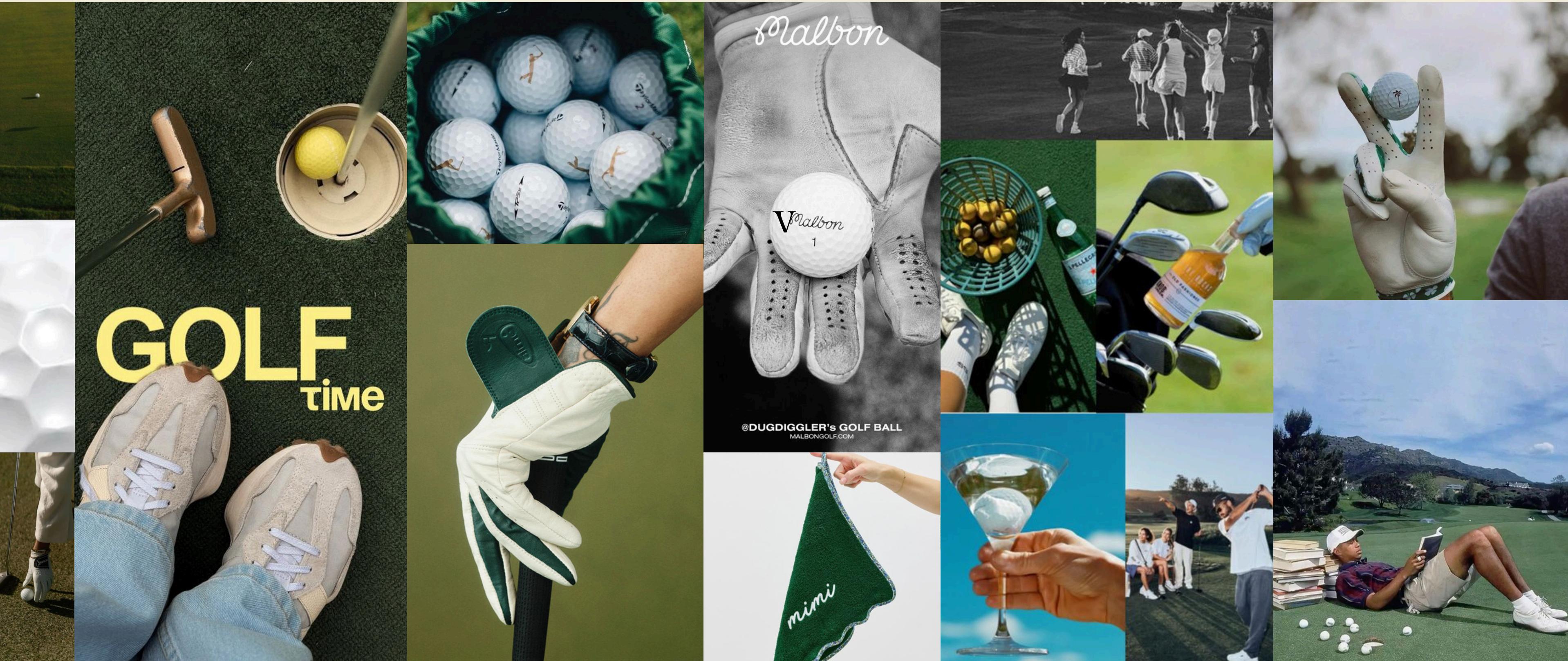
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# Colour Palette



# Moodboard





Aerial view of a golf course with green fairways, sand bunkers, and scattered trees under a clear sky.

LPGT

mobile golf studio