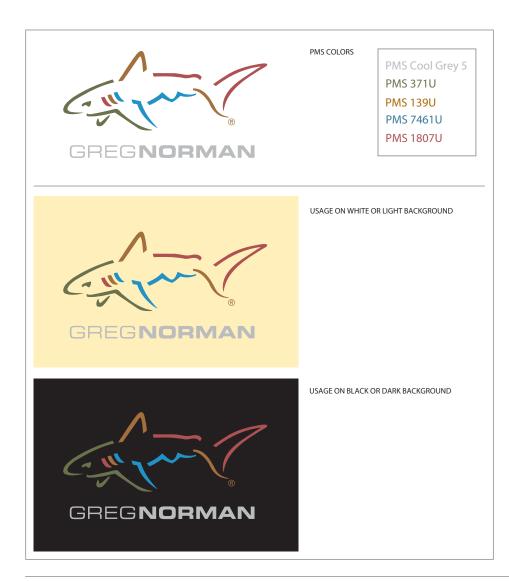
GREG NORMAN COLLECTION BRAND IDENTITY GUIDELINES



IDENTITY

The success of the Greg Norman Collection brand identity relies on the consistent presentation and application of the Greg Norman Collection name and the Greg Norman Collection logo.

The standard format for color requirements for these two trademarks are explained here. Please follow them precisel y. For questions related to applications not shown here, please contact the Greg Norman Collection at 646.840.5200.

COLORS

The Greg Norman Collection logo color palette is drawn from the Pantone Matching System (PMS).

REGISTERED TRADEMARK

Always use the Greg Norman Collection name and the Greg Norman Collection logo trademarks with the appropriate trademark symbol and the following copyright and trademark legend.

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GREG NORMAN AND THE FOUR-COLOR SHARK LOGO ARE
REGISTERED TRADEMARKS OF GREAT WHITE SHARK
ENTERPRISES INC.

TYPE FACE

Chisel Bold. The Greg Norman name should always be revealed as white when applied to dark color grounds.

MENS PL AY DRY® LOGO



PMS BLACK

The standard format for color requirements for the Play Dry trademark is explained here. Please follow it precisel y. For questions related to applications not shown here, please contact the Greg Norman Collection at 646.840.5200.

COLORS

The Play Dry logo color palette is drawn from the Pantone Matching System (PMS).

REGISTERED TRADEMARK

Always use the Play Dry name and the Play Dry logo trademark with the appropriate trademark symbol and the following copyright and trademark legend.

PLAY DRY IS A REGISTERED TRADEMARK OF REEBOK INTERNATIONAL LTD. AND IS USED UNDER LICENSE FROM REEBOK. WEATHERKNIT AND THE TONAL TEETH LOGO ARE REGISTERED TRADEMARKS AND 2-BELOW IS A TRADEMARK OF GREG NORMAN COLLECTION.