

03/05/26

BRAND IDENTITY GUIDELINES

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1.0

THE FOUNDATION



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To challenge the underserved youth to excel in life by promoting character development, life skills, & values through education & the game of golf.



Pro Kids wasn't born in a boardroom; it was born on the streets of San Diego.

In 1994, NFL legend Ernest H. Wright, Sr. recognized that the golf course—a place traditionally closed to many—was the perfect training ground for the grit and grace required to succeed in the real world. **While others saw "at-risk" youth, Ernie saw "untapped potential."**

In 1998, our success was so undeniable that we became a charter member of First Tee, helping set the blueprint for youth development worldwide. Today, we continue Ernie's legacy across two campuses, proving for **32 years that when you change a child's environment, you change their life.**

**"Golf is the hook,
education is the payoff."**

We use the game of golf to invite youth into a community of support, but our ultimate goal is to see them graduate, succeed in higher education, and become leaders in their communities.

2.0



THE THREE PILLARS

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THE PILLARS OF SUCCESS

Golf & Life Skills

On the course, our coaches use the game of golf to build the mental and emotional strength members need off of it. We focus on practical skills like goal setting, self-regulation, and resilience. By teaching the 9 Core Values in a high-standard environment, we provide a space where youth are consistently challenged to improve and respected for their effort.

The Learning Center

The Learning Center is the academic engine of Pro Kids. We provide the daily infrastructure—tutoring, STEM workshops, and career exposure—that many of our families cannot access elsewhere. Our goal is to ensure our members have the resources and academic confidence to not only stay on track with their peers but to outpace them.

Scholarships

Our support follows our members into adulthood. We recognize that a high school diploma is only the beginning, so the Pro Kids Scholarship Fund works to turn a university degree from a luxury into a reality. By removing the financial weight of tuition, we ensure our scholars have the freedom to focus entirely on their education and future careers.

These are the core beliefs that drive every decision we make.

WE BELIEVE...

- That a zip code should never determine a child's destination.
- That the discipline learned on the 9th green is the same discipline needed for a 4.0 GPA.
- "Underserved" does not mean "under-resourced."
- Our scholars aren't looking for a handout; they are looking for a fairway.
- That when you empower a girl through golf, you change the trajectory of her entire family.



**THE PILLARS
OF SUCCESS**

Our Core
Values

These ground our manifesto in
actionable principles.

Honesty
Sportsmanship
Confidence
Perseverance
Judgement
Integrity
Respect
Responsibility
Courtesy

3.0

THE IMPACT



The Results

12

A WORLD WITHOUT BORDERS:

Through summer trips to Monterey and our California College Road Trips, we ensure our members see a clear path from our learning centers to the university campus.

800+

ANNUAL MEMBERS

Every year, hundreds of San Diego youth find their second home at Pro Kids.

\$3.5 M

IN SCHOLARSHIPS

awarded to date. Creating a legacy of success. We don't just hope for our scholars' success; we fund it.

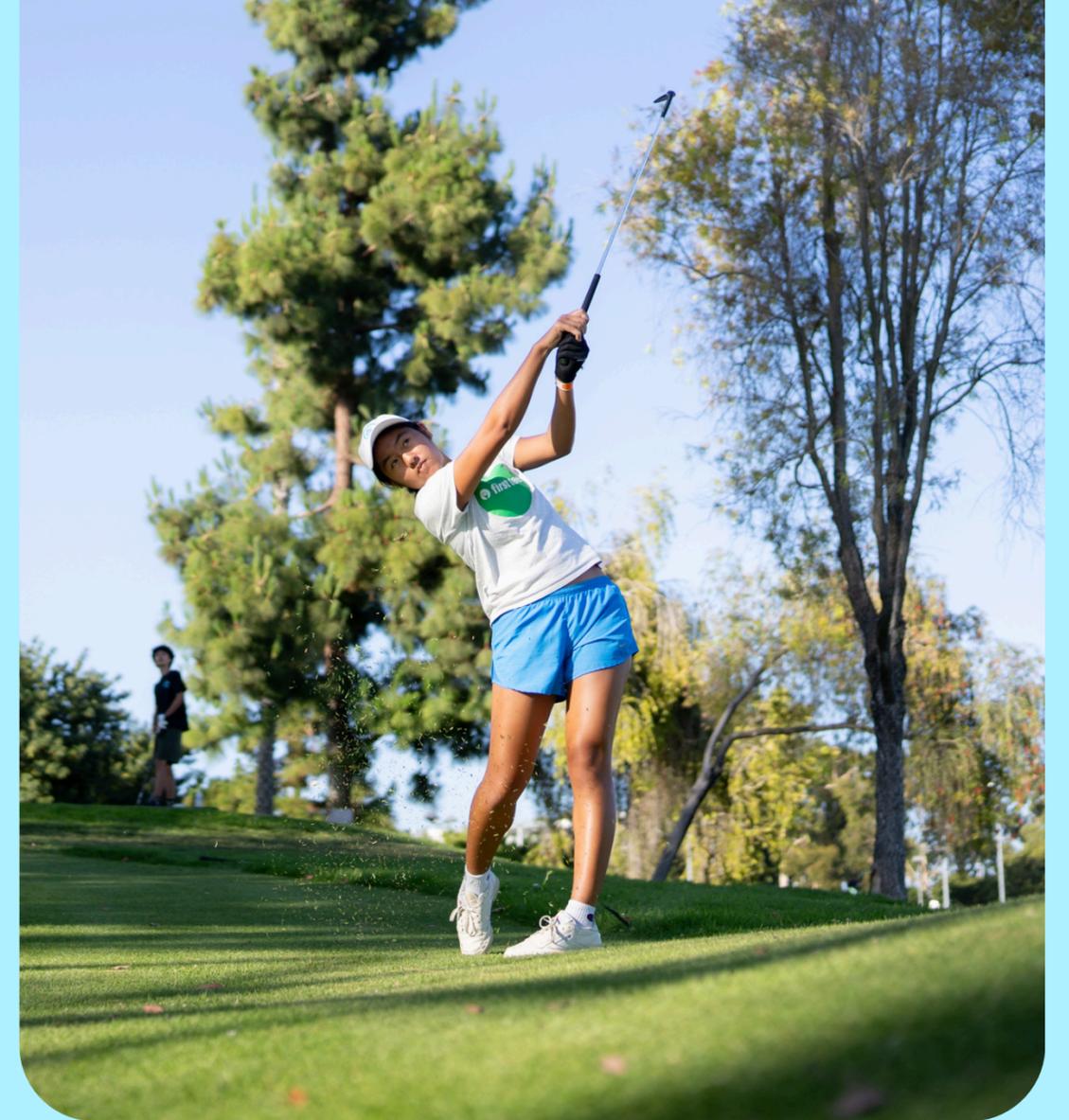
75%

REMOVING BARRIERS

of our families receive full financial aid. At Pro Kids, "underserved" does not mean "under-resourced."
—We provide the tools for every child to compete on a level playing field.

4.0

OUR IDENTITY



Naming Convention

14

Home Courses

15

Naming Convention

Full Signature

Pro Kids, First Tee – San Diego

Use Case

For all legal, formal, and first-mention instances

Location Naming

First Tee – San Diego

Use Case

When highlighting our national curriculum and golf standards

Community Name

Pro Kids

Use Case

For storytelling, social media, and internal communications

City Heights

Colina Park Golf Course

4085 52nd Street, San Diego, CA 92105

Oceanside

The Ely Callaway Golf & Learning Center TaylorMade Honors Course

821 Douglas Drive, Oceanside, CA 92058

5.0

VISUAL IDENTITY



Logo

17-18

Color palette

19

Typography

20



Logo stacked →



Stick Man Icon →



VISUAL IDENTITY

Color Palette

Green is our primary color. Used at full opacity and at a 50% color opacity.

Pair primary colors with the opacity colors for best contrast

PRIMARY

GREEN

#28A94F
RGB: 40/169/79
PMS: 2257
CMYK 87/0/91/0

BLUE

#32A9C4
RGB: 50/169/196
PMS: 7710 C
CMYK: 74/14/23/0

GOLD

#F5D235
RGB: 245/210/53
PMS: 7404
CMYK: 0/8/86/0

BLACK

#000000
RGB: 0/0/0
PMS: Black C
CMYK: 0/0/0/ 100

OPACITY

LT GREEN

#DCFAE6
RGB: 220/250/230
PMS: 351
CMYK: 27/0/23/0

LT BLUE

#AEEF0F
RGB: 174/224/239
PMS: 290 C
CMYK: 27/0/6/0

BEIGE

#FDF6D7
RGB: 253/246/215
PMS: 9064
CMYK: 0/2/12/0

WHITE

#FFFFFF
RGB: 255/255/255
CMYK:0/0/0/0

Poppins

Aa

Heading

Large Type
Poppins Bold

Sub head

Small Headlines
Montserrat classic

Body Text

MONTSERRAT BODY COPY Lorem ipsum dolor sit amet. Hic dicta ducimus ex omnis mollitia ut suscipit ipsa et illo doloremque ad deserunt quaerat sed magnam impedit.

Montserrat

Bb

LOGO



SECONDARY LOGO AND ICONS



TYPOGRAPHY

Poppins

Aa

Montserrat

Bb

PALETTE



APPLICATIONS



03/05/26

**THANK
YOU**