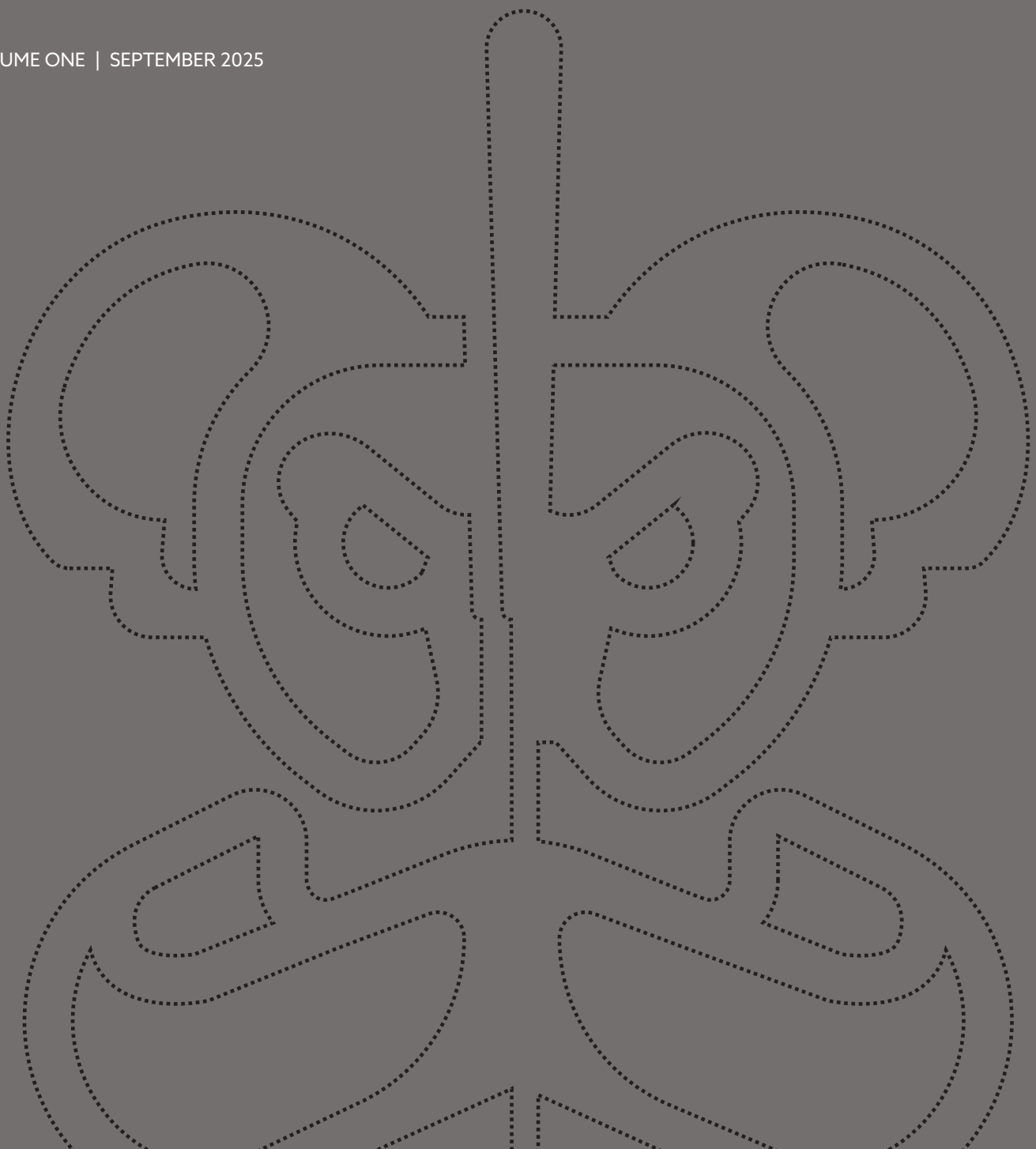


Drop Bear Golf Brand Users Manual

VOLUME ONE | SEPTEMBER 2025



Content

NOTE:

THE DROP BEAR GOLF CREATIVE ASSET
LIBRARY INCLUDING A COPY OF THIS
DOCUMENT CAN BE FOUND AT
[DROPBEARGOLF.MEDIA/TRADE.ZIP](https://dropbeargolf.media/trade.zip)

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Mission Statement

At its core, Drop Bear Golf's purpose is more important than its process or even its products. The team we build today will be the lasting legacy of a culmination of like-minded entrepreneurs from all walks of life joined together over the love of the game of golf and the game of life.



We are Drop Bear Golf,
where form meets focus.

We design high-performance products
and accessories rooted in precision,
sustainability, and calm confidence—
crafted for people who play with
purpose and live with intention.

Alter Ego

First look at the brand logo and one gets a sense something's up. There's a meditative calm to our bear, a zen-like quality. Clearly, he's read our e-book, *Zen and the Art of Putting*. But, what's behind those red, glaring eyes? I was stopped at a coffee shop in San Francisco by a barista that noticed the logo emblazoned on my t-shirt, right away he asked, "what's with the cool, demon koala..." And so, the story continues.

These two "narrations" hint to the origin story of our drop bear. We never take a literal meaning to it, it's part of the allure, the imagination of those engaged as to what the drop bear means to them.

You could ask, given the imagery and the aggression of the promo video that kicks us off, is he scary, angry? That's up to you. I will say, he's a winner. Do you see him differently now?



You won't hear him.

You'll feel him—

in the calm before the putt,
the breath before the swing,
the pause that reminds you:

You are not the score.

You are the club.

You are the stroke.

Sole. Press. Sweep.

Legends are born from revolution.
Winners are born from evolution.

In the darkest corners of the eucalyptus forest surrounding the very course you play, unaware, the shadows move like whispers. Legends spoke of the Drop Bear—a ferocious creature said to fall from trees and strike fear into all who passed below. He, the legend. The winner. The wiser. Anxious to share the secret to your successful next round. Without pause.

Drop Bear Golf
How legends and winners are made.

Brand Language

REGISTERED DOMAINS

Primary

dropbear.golf
putter.one
zenandtheartofputting.com
dropbeargolf.media

Secondary (partial)

dropbeargolf.app
dropbeargolf.life
dropbeargolf.design
solepresssweep.golf
dropbeargolf.com
putterx.com
putterone.golf
centerstrike.technology
dropbeargin.com
truerollputter.com

How we speak is as important to the brand as what we say. The careful use of crafted slogans, marks and features give testimony to our credibility, values and intent. Therefore, it is necessary to follow the “rules” when it comes to displaying certain terms and phrasing. Here’s a start...

Drop Bear Golf is a registered trademark. In its first appearance on a page or screen it should be tagged with a registration mark;

Drop Bear Golf®

then, subsequent use in the same document, ad, chapter, etc:

Drop Bear Golf

The slogan: You get to the green. We’ll take it from there. is also a registered trademark, same rules apply. As it will only appear as a slogan, and never in a sentence or statement, it should appear, without quotation marks and with the registered mark, as:

You get to the green. We’ll take it from there.®

Several phrases are often used in our marketing materials. These phrases have been derived from testimonials, prior slogans and such. They should appear as shown (use ™ or ® if indicated):

Putter.One™

Sole. Press. Sweep.™

The new shape in golf.™

Featuring **CenterStrike® Technology**

Argyle Comfort™ Grip

As simple as it is revolutionary.

(attributed to Hank Gola, New York Daily News)

How legends and winners are made.™

For clarity, when speaking in terms of the brand: The company is **Drop Bear Golf®**, the product is **Putter.One™**. The putter features **CenterStrike® Technology**.

Use and Reproduction

The objective of these standards is to ensure the optimal and accurate use of the brand and its related assets in all media and consumer touchpoints. It includes statements that directly address the company mission, its voice and visual direction.



This manual has been developed with the purpose of facilitating the use of the **Drop Bear Golf**® brand, its logo and communication assets presented here. These standards apply to all internal and external visual communication. The objective of these standards is to ensure the optimal and accurate use of the brand and its related parts.

The Drop Bear Golf brand and its related components constitute an asset of enormous and intangible value. They must not be denigrated and their integrity must be protected in all circumstances.

This guide intentionally, does not show how not to use the brand marks. The rules are pretty simple—they are to be used without alteration. No change in ratio and no drop shadows!

The visual imaging system must be reproduced in the best cost / benefit conditions with respect to media quality.

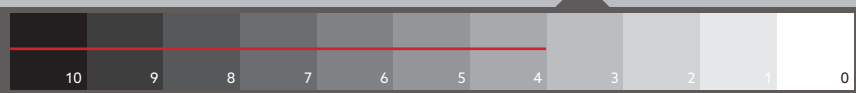
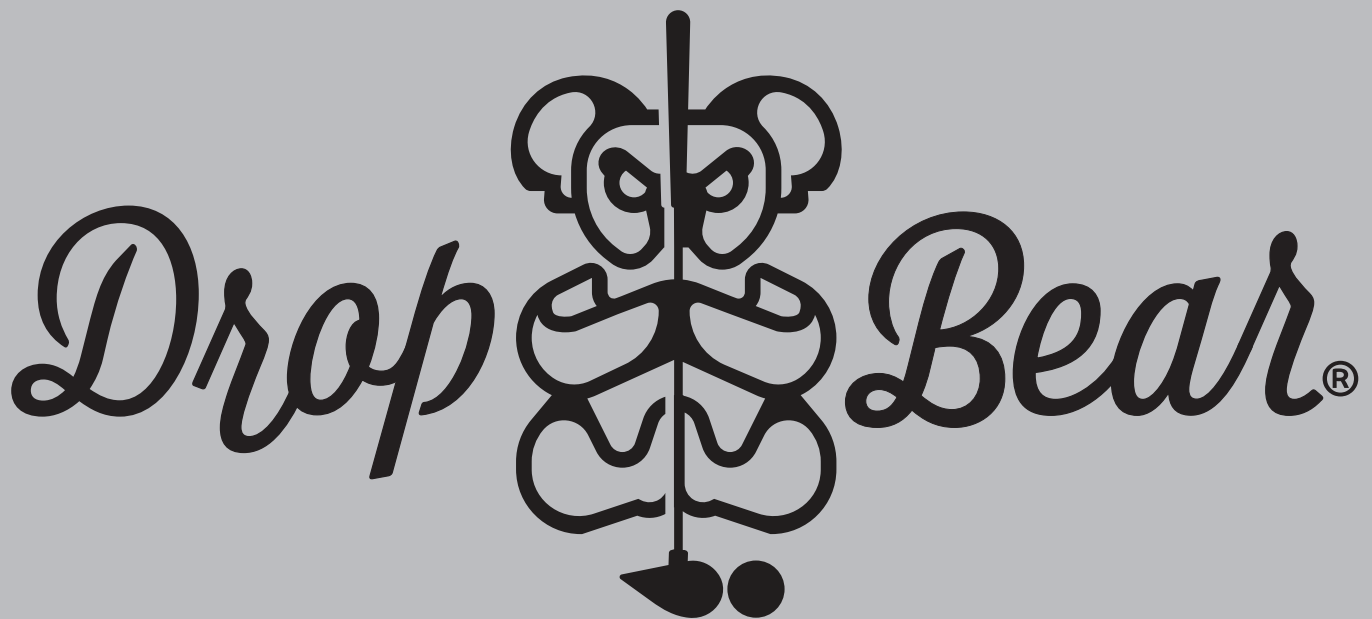
Digital files of the system parts are available in the base folder of this documentation.

On each logo page, a file name, color key and tint scale is displayed. The color key shows the value of each element in RGB, Hex and CMYK breakdowns. The tint scale indicates the relative acceptable background tint that can be used for that particular logo. A red line goes through the unacceptable range and an arrow points to the percentage range presented.

Please note: Depending on where or how you're reading this, colors shown may not match your screen exactly. Using the values to specify colors is the best way to insure accuracy. The use of digital files is another.

If there is any question as to the proposed use of the brand assets in any media, visual or otherwise, please contact me for assistance.

Primary Logo Black



FILE: DB_master.bw.eps

This is the **black only** version of the logo and is shown intact. If the logo is to appear without the Drop Bear logotype it must never be substituted. See examples on the following pages.

Primary Logo

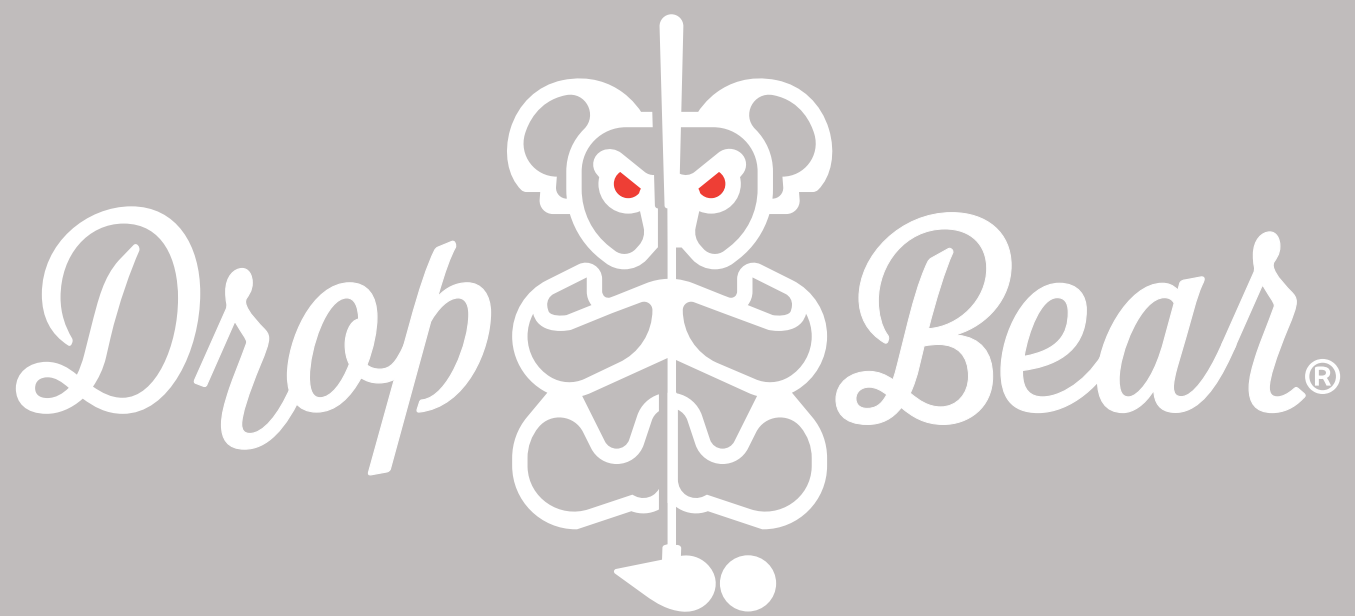
Reverse



FILE: DB_master.bw_rev.eps

Primary Logo

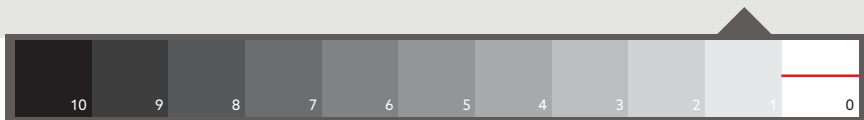
Reverse_Red



	R	G	B	HEX	C	M	Y	K
A	239	65	54	ef4136	0	90	85	0

FILE: DB_master.bw_rev_red.eps

Primary Logo Outline



FILE: DB_master.bw_out.eps

In certain situations, lifting the logo by use of an outline is needed.
This file allows for such circumstances from 10-100% color.

Primary Logo

Black Outline

Red

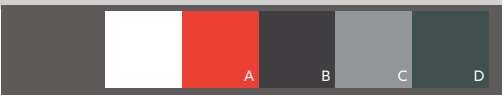
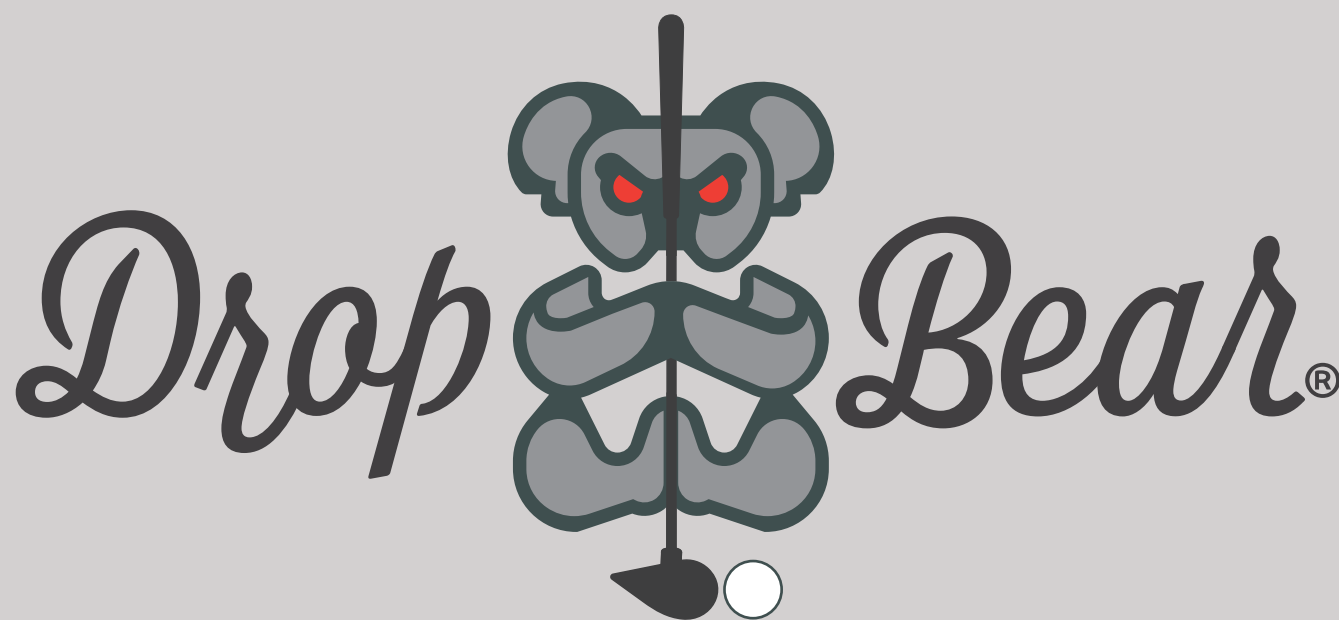


	R	G	B	HEX	C	M	Y	K
A	239	65	54	ef4136	0	90	85	0

FILE: DB_master.bw_out_red.eps

This is a **red eye** version of the outline logo. Red eyes are available for all versions of the logo. Not all examples are shown in this guide.

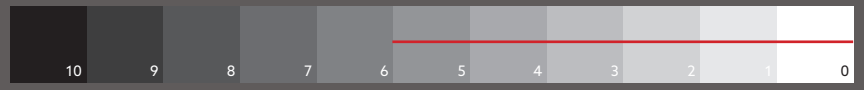
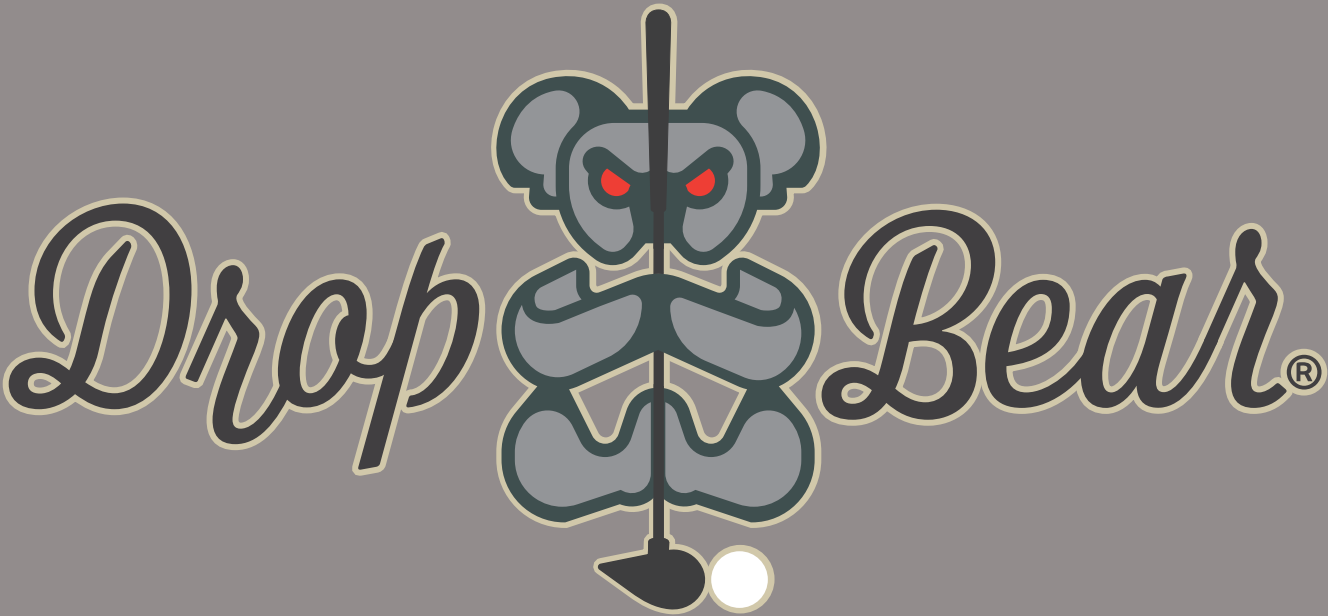
Primary Logo Color



	R	G	B	HEX	C	M	Y	K
A	239	65	54	ef4136	0	90	85	0
B	65	64	66	414042	68	62	58	46
C	147	149	152	939598	45	36	35	1
D	64	80	80	405050	73	55	56	36

FILE: DB_master.color.eps

Primary Logo Color Outline



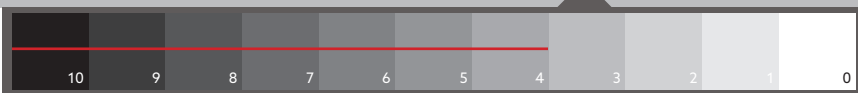
	R	G	B	HEX	C	M	Y	K
A	239	65	54	ef4136	0	90	85	0
B	65	64	66	414042	68	62	58	46
C	147	149	152	939598	45	36	35	1
D	64	80	80	405050	73	55	56	36
E	204	204	153	cccc99	22	12	47	0

FILE: DB_master.color_out.eps

The use of a unique outline color, (E) in this case, is set to present a vintage look to the logo.

Bear Logo Black

Icon. Signature. Classic derivative from the primary logo, the Bear can be used in many more instances. However, no liberties, as to shape, color, weight, etc., may apply to its use.



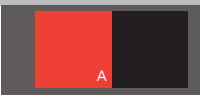
FILE: DBear_bw.eps

Logo is also available as an animation for video end titles, email footers, etc.

Bear Logo

Black Red

Icon. Signature. Classic derivative from the primary logo, the Bear can be used in many more instances. However, no liberties, as to shape, color, weight, etc., may apply to its use.



	R	G	B	HEX	C	M	Y	K
A	239	65	54	ef4136	0	90	85	0

FILE: DBear_bw_red.eps

Bear Logo Reverse



FILE: DBear_bw_rev.eps

Bear Logo

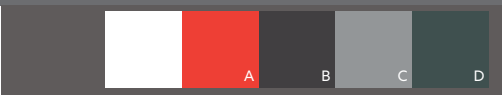
Reverse Red



	R	G	B	HEX	C	M	Y	K
A	239	65	54	ef4136	0	90	85	0

FILE: DBear_bw_rev_red.eps

Bear Logo Color

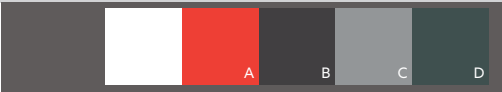


	R	G	B	HEX	C	M	Y	K
A	239	65	54	ef4136	0	90	85	0
B	65	64	66	414042	68	62	58	46
C	147	149	152	939598	45	36	35	1
D	64	80	80	405050	73	55	56	36

FILE: DBear_color.eps

Bear Logo

Color Outline 1

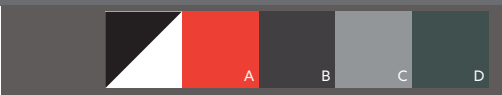
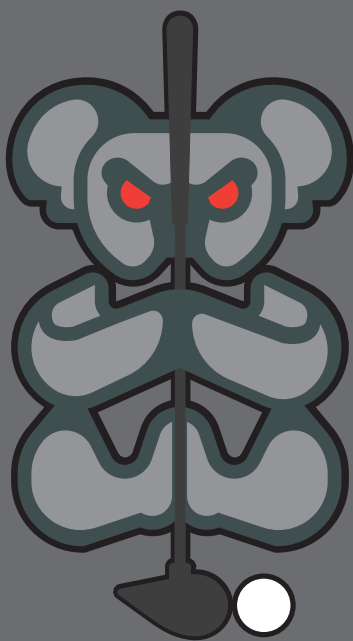


	R	G	B	HEX	C	M	Y	K
A	239	65	54	ef4136	0	90	85	0
B	65	64	66	414042	68	62	58	46
C	147	149	152	939598	45	36	35	1
D	64	80	80	405050	73	55	56	36

FILE: DBear_color_whout.eps

Bear Logo

Color Outline 2

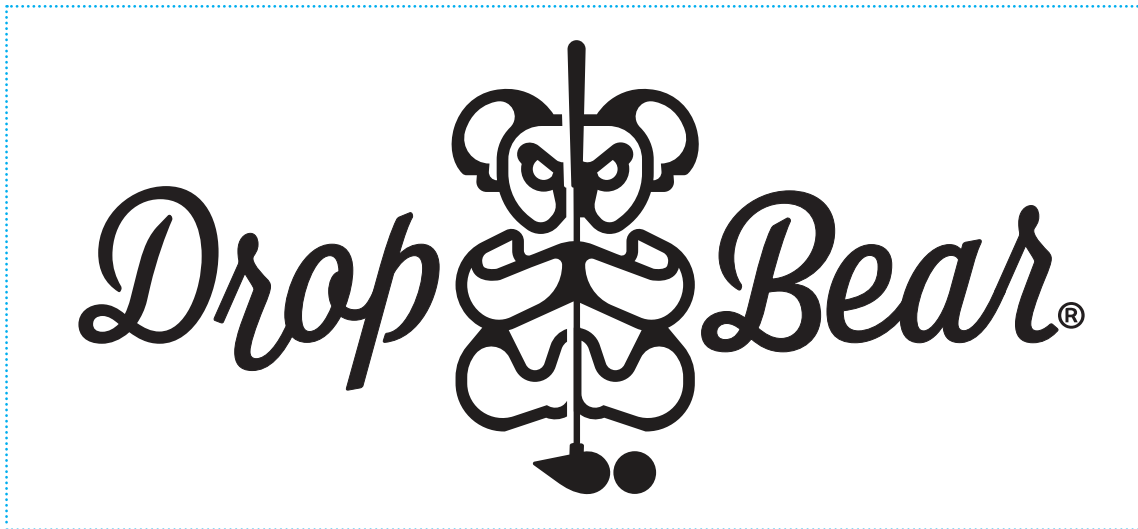
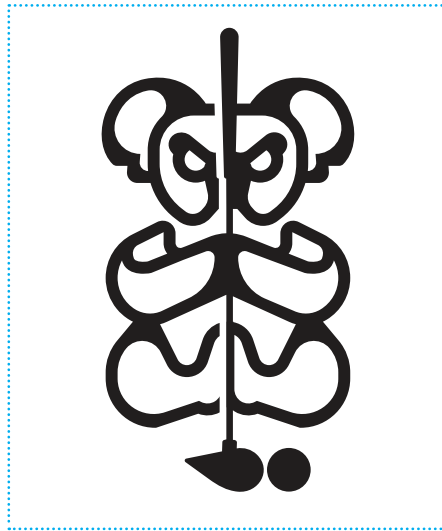


	R	G	B	HEX	C	M	Y	K
A	239	65	54	ef4136	0	90	85	0
B	65	64	66	414042	68	62	58	46
C	147	149	152	939598	45	36	35	1
D	64	80	80	405050	73	55	56	36

FILE: DBear_color_bkout.eps

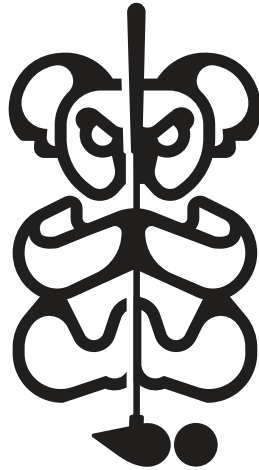
Logo Clearance

As a general rule, the area surrounding the marks should be clear of any objects as shown by the bounding boxes below. The standard use of logo, slogan, domain is shown separately.



Proportions

Displayed here is the relative balance of logo, url/domain (always set in lower case Azo Sans Bold) and slogan (always set in upper case AZO Sans Regular).



dropbear.golf

YOU GET TO THE GREEN. WE'LL TAKE IT FROM THERE.®



dropbear.golf

YOU GET TO THE GREEN. WE'LL TAKE IT FROM THERE.®

Brand Logo Outline 1

Drop Bear
Golf®



FILE: DBG_out_1.eps

Brand Logo

Outline 2

Drop Bear
Golf®



FILE: DBG_out_2.eps

Brand Logo

Alt 1

Drop Bear.Golf®



FILE: DBG_alt_1.eps

Brand Logo

Alt 2

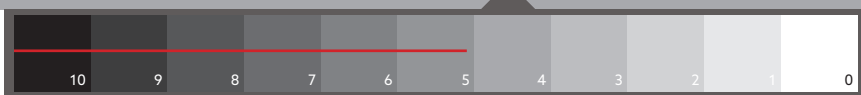
Drop Bear Golf®



FILE: DBG_alt_2.eps

Putter.One Black

PUTTER.ONE™



FILE: putter.one_bw.eps

This logo file is to be used as a graphic when advertising the golf putter. Do not replicate by using its core font. In sentence form, it's shown as Putter.One (no spaces).

Putter.One

Reverse

PUTTER.ONE™



	R	G	B	HEX	C	M	Y	K	
A	251	176	66	ffb042		0	35	84	0

FILE: putter.one_rev.eps

Typography Core

Our approach is simple, our message, dynamic. As such, we keep a minimalist view on typography. We use Azo Sans as the core font for all of our materials. It often stands alone in the presentation, sometimes embellished tastefully by a whimsical font used in a subhead, never mixed with another sans serif face on page and never more than two families in total.

Aa

AZO SANS FAMILY

ABCDEFGHIJKL
mnopqrstuvwxyz
0123!@#\$\$%

*ABCDEFGHIJKL
mnopqrstuvwxyz
0123!@#\$\$%*

**ABCDEFGHIJKL
mnopqrstuvwxyz
0123!@#\$\$%**

**ABCDEFGHIJKL
mnopqrstuvwxyz
0123!@#\$\$%**

FOUNDER'S JACKET

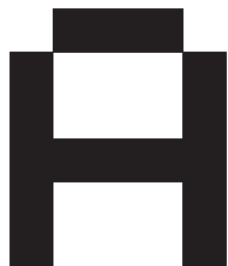
There's no l in team, or jacket
top bear for that matter
e from 70/30 ring spun
on and poly with knitted
r, cuffs and waistband
finished look. Snap but-
are super retro. Features
e logo silkscreen printed
NOTE:
, embroidered slogan on
chest, 6" sewn
on left chest and
omizable initial letter on
sleeve. Unisex in sizes M,
and 2XL. Grey and black.

TYPE IS NEVER SET SOLID 0/0. OPEN
LEADING AND POSITIVE TRACKING OR
KERNING SUCH AS 9/13, +50, SHOWN
HERE, IS PREFERRED.

h Vintage Varsity

Typography Whimsy

The font exceptions, used to embellish an ad or post each have a texture and tone to themselves. The duality can be compared to the bear itself (see *The Alter Ego*, page XX). Examples of the use of these fonts can be seen on the next page, shown as guidance.



LORES 9 OT WIDE

ABCDEFGH
IJKL
mnopqrst
vwxyz
0123!@#\$%&



ABRIL TEXT FAMILY

ABCDEFGHIJKL
mnopqrstuvwxyz
0123!@#\$%

ABCDEFGHIJKL
mnopqrstuvwxyz
0123!@#\$%

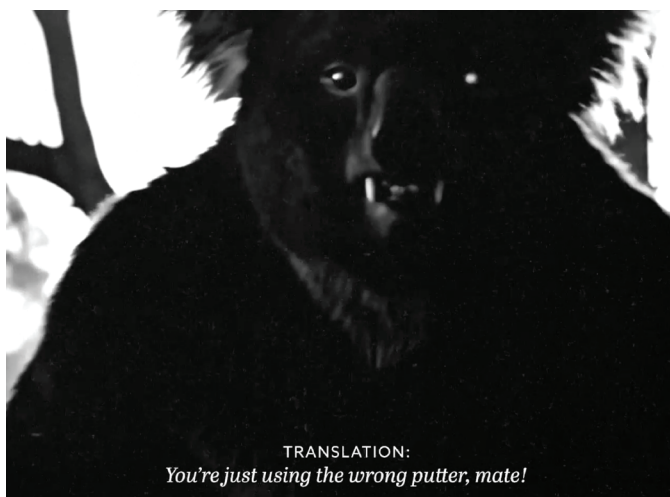
Typography Whimsy Use



USE IN CATALOG

LORES 9 OT WIDE

A B C D E F G H
I J K L
m n o p q r s t
u v w x
0 1 2 3 ! @ # \$ %



USE IN PROMOTIONAL VIDEO

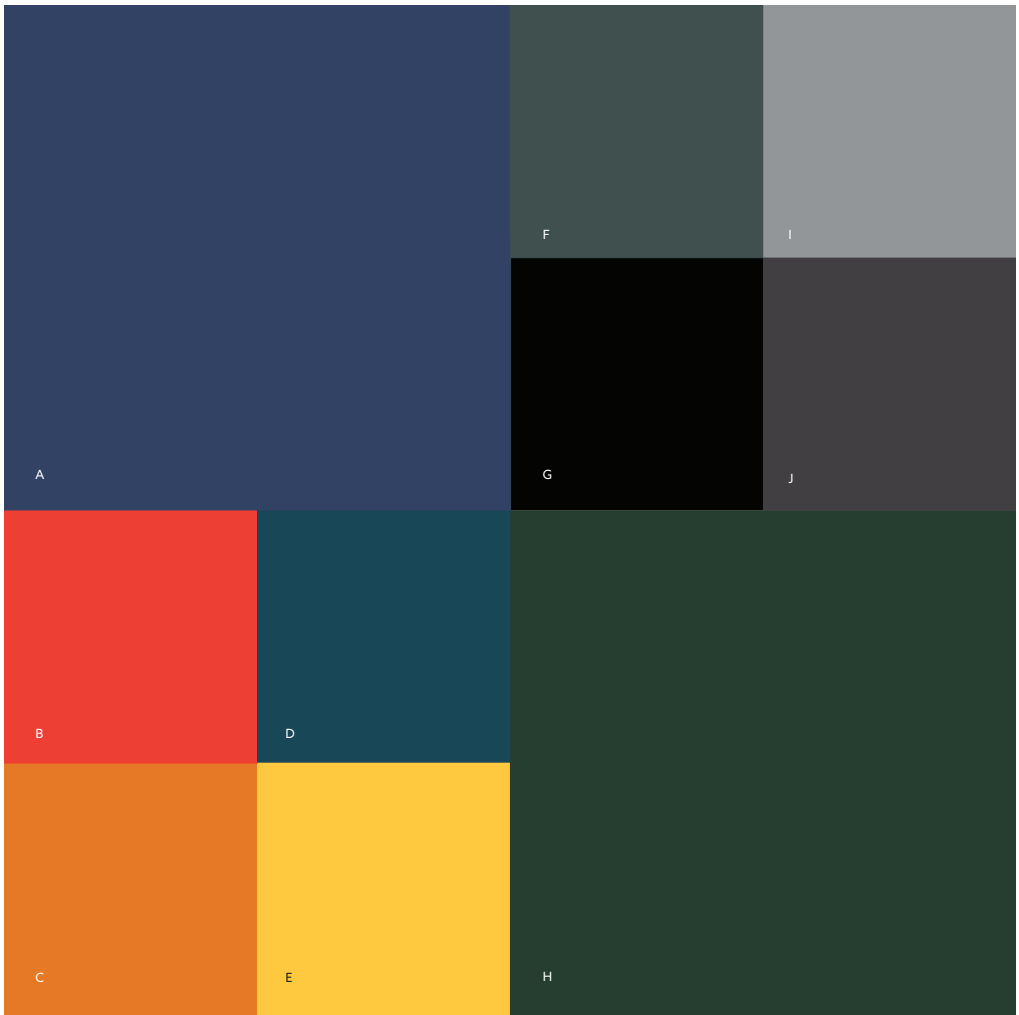
ABRIL TEXT FAMILY

A B C D E F G H I J K L
m n o p q r s t u v w x
0 1 2 3 ! @ # \$ %

A B C D E F G H I J K L
m n o p q r s t u v w x
0 1 2 3 ! @ # \$ %

Colors

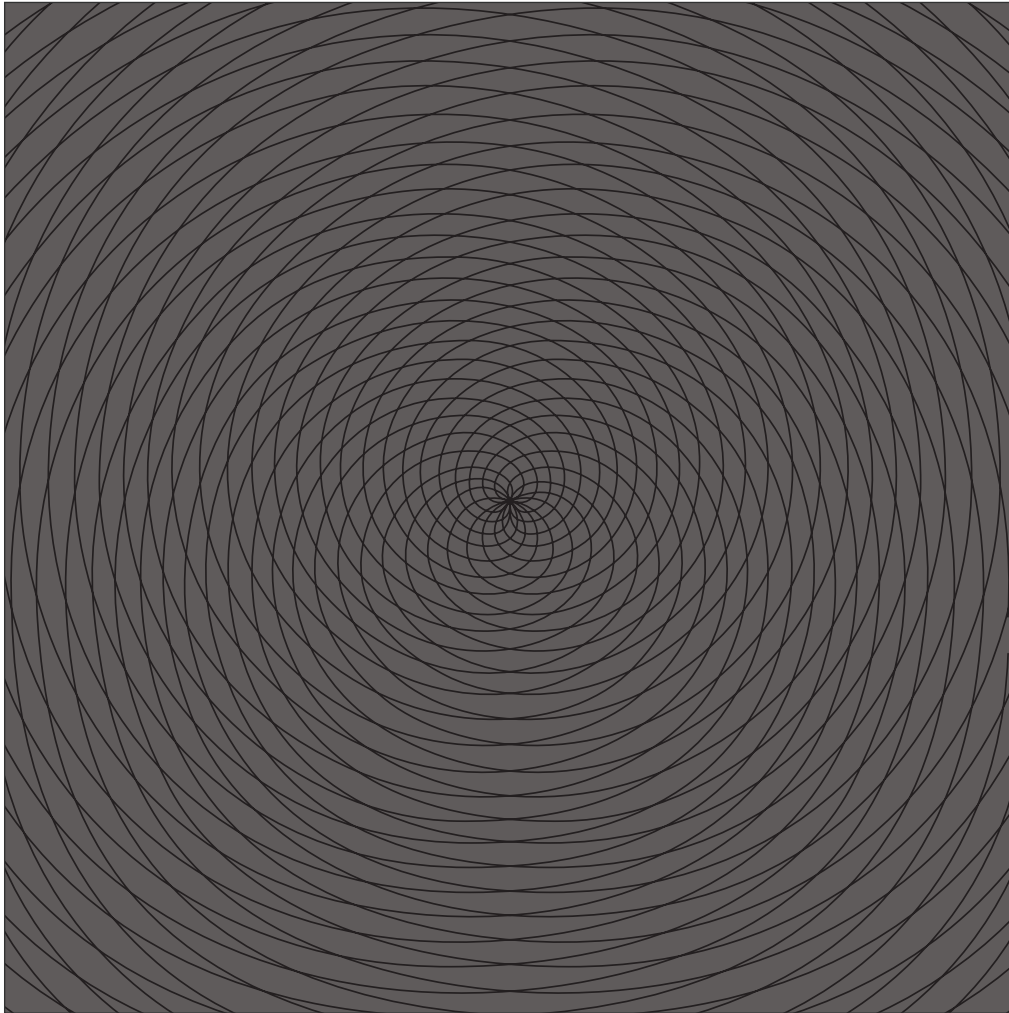
The entirety of the Drop Bear Golf brand palette is in the color blocks below, shown with current use cases.



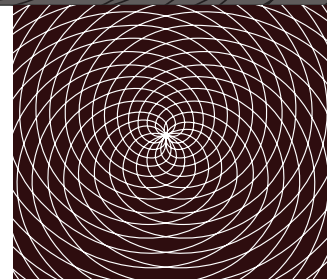
	R	G	B	HEX	C	M	Y	K	USE
A	51	66	101	334265	88	76	36	24	Factory finish
B	239	65	54	ef4136	0	90	85	0	Bear eyes
C	251	176	66	ffb042	0	35	84	0	Club orange
D	20	71	88	144758	92	62	48	33	Limited Packaging
E	254	200	65	fec841	0	22	85	0	Limited packaging
F	64	80	80	405050	73	55	56	36	Bear outline
G	0	0	0	000000	75	68	67	90	Four color black, factory finish
H	39	62	48	273e30	77	51	74	55	Factory finish
I	147	149	152	939598	45	36	35	1	Bear main body
J	65	64	66	414042	68	62	58	46	Bear club

Patterns

On the occasion that a background texture is desired, we presently have two original designs that are distinguished in their own right but serve as reference to the product itself, both now and in the future.



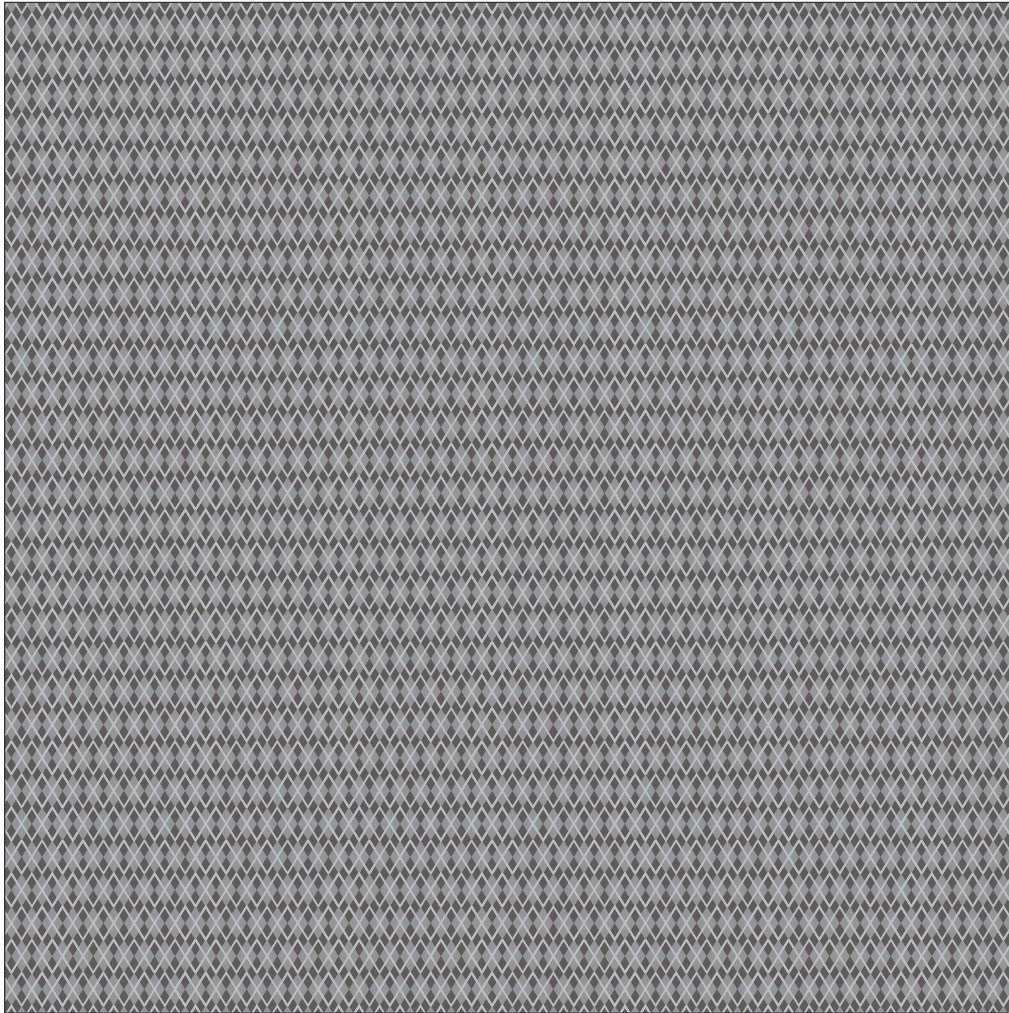
VORTEX BACKGROUND
Future face groove pattern



FILE: vortex_bw.eps
optional: vortex_rev.eps

Patterns

The Drop Bear Golf name is a registered trademark. The mark, or logo we use is being considered for a trademark and should contain a ™ after it. However, in this case the ® is shown. See examples of actual use further in this document.



ARGYLE BACKGROUND
Argyle Comfort™ Grip imprint pattern



FILE: argyle.eps

Trade/Outdoor

The Drop Bear Golf Tour Tent and Media wall will serve as a standard landing for demos and events. Numerous accessories may accompany the use of the tent (including Puttin Green Posts) but these are the basics.



Contact

Brian Wittman
media@dropbear.golf
+61477450253

