

BRAND BOOK

○ *EMYVALE GOLF*
SPRING 2024



PURPOSE STATEMENT

This brand book is designed to bring together all the elements of Emyvale Golf. This allows for the personality of Emyvale to be all in one place at one time. Hopefully, it will aid in future brand promo, expansion, and differentiation.

With this brand book, we hope to create a concrete resource that accounts for the past, present, and future of Emyvale Golf.

EMYVALE BRAND STANDARDS

BRAND MEANING

- **Brand Manifesto**
- **Purpose + Values**

EMYVALE ON THE
SURFACE

KEY MESSAGING+ BRAND AESTHETIC

- **Logo + Colors**
- **Hashtags**
- **Key Points**
- **Go-To Promo**

FEATURES TO
HIGHLIGHT

Initiatives + Future Ideas

- **Brand Proposals**
- **Future Initiatives**

WHERE DO WE GO
FROM HERE?

BRAND MANIFESTO

Who are we?

We are the company that we have always wanted to work for. A company that holds steadfast to their values, no matter what the cost. A company that strives to empower women, on and off the golf course. We design products that boost confidence in the golf game by giving women the opportunity to feel like a pro in elevated, functional, fashionable and high-performance athletic clothing.

We are friends of the environment so we create eco-friendly, durable clothing that stand out on the course. We take pride in the quality and sustainable nature of our products, so we take every opportunity to encourage our golfers to do the same.

We are a trustworthy, encouraging, and spirited brand. Our customers mean the world to us, and their happiness and comfort is at the center of our work. We will not rest until all women are playing a game they love while feeling beautiful and envied in an Emyvale pattern.

Purpose & Values

Our Purpose:

- Inspire the next generation to play golf
- Help women golfers to feel empowered
- Encourage time outside and time with family and friends help get more women into the game of golf
- Break down barriers for women either entering into golf or taking their game to the next level
- Help women to know that they are vital to the game's development

What We Value

- Sustainability
- Transparency
- Quality

Logo & Icon



This primary logo should be used on all brand-related products and external-facing assets and materials.



The simple, alternative logo should be used for social media icons, products, and swag when an adjusted logo size is needed.

Colors

Primary Colors: Pink, Green, Hints of White

- Primary Color Palette:



#FF70CF



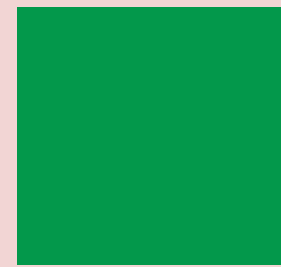
#FFAAD2



#9CE69A

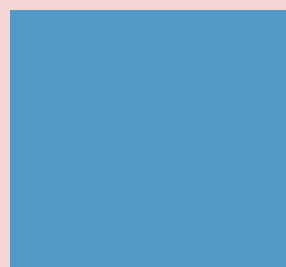


#7FCD94



#03984B

- Secondary Color Palette:



#529AC7



#12994D



#CD0031



#9B98C1

- The primary color palette will be used on all brand assets. The secondary color palette will be used to support differentiation in messaging for holidays, seasonal promotions and specific partnerships and/or limited product lines.

Key Points

Brand characteristics that define Emyvale Golf to highlight through messaging opportunities include the following:

THE COMPANY

- Woman Owned
- Cut & Sewn in NYC/USA
- Sustainably Made
- Small Business
- Designed for Women
- Functional for Golf Course + Beyond

THE PRODUCT

- Four Useful Pockets
- Built-In Shorts
- Tag-Free Size labels
- Colorful Patterns
- Breathable Material
- Stretchable Material for Maximum Comfort

Social Media Content

As an online retailer, social media platforms serve as the anchor point for content marketing.

When it comes to posting, major categories can include product posts of all marketable goods, brand aesthetic/awareness, interactive content, golf-related, and miscellaneous.

- Product Posts: New Pattern/Product Sneak Peaks, Informative, E-Comm Stills, Action Shots, Sales/Promos
- Brand Aesthetic Videos: Who We Are, Travel to Factory, Charleston-Based, Personal Stories
- Interactive Content: Giveaways, Q+A, Testimonials
- Golf-Related: Golf Days With Emyvale, Technique, Local Courses, Women In Golf
- Miscellaneous: Event Coverage, Behind the Scenes, Countdowns, Influencer Partnerships, Milestones, Holiday Posts

Hashtags

...To Help you Stand Out From the Rest! The use of hashtags will allow for the algorithm to better place Emyvale posts on the pages of people who are interested in the topic. People will also be able to click on the hashtags and see every post that has ever used it.

These Emyvale-Specific
hashtags will be best for
posts that discuss
products/brand story.

#EmyvaleGolf
#TeeOffwithEmyvaleGolf
#Emyvale
#AllAboutEmyvale
#EmyvaleGirl
#EmyvaleTales
(customer feedback!)

These hashtags are more
universal and would be
great for golfing/women-
centered posts.

#GolfGirl
#WomeninGolf
#WomenOwnedGolf
#SmallBusiness
#NYCProduced
#Women'sGolf
#GirlWhoGolfs

Product Expansion

As the Emyvale Golf brand grows in size, reach and reputation, there are a variety of initiatives that can support that growth.

- **Product Line:** Mommy + Me Matching Outfits, Branded Accessories (socks, water bottles, sports bras, golf gloves), Team Lines (ie. Emyvale line for Stanford Women's Golf), and Cross-Branded Limited Products (ie. Emyvale + Stix).
- **Partnerships:** Special events, trunk shows or pop-up appearances at high-end locations like Sanctuary Shops @ Kiawah Island Golf Resort or the Wild Dunes Club Car Pro-Am. They hold various brands at those shops, and it would be amazing to reach that luxury clientele. Pop-Ups are also an amazing way to gain more eyes on the products, with less commitment and \$\$.
- **Sponsorships:** A tried-and-true way to gain brand visibility is to sponsor a golfer and/or golf team. Starting local makes financial and market sense, so College of Charleston Women's Golf, Oceanside Collegiate Academic Girls Golf Team, or local amateur Adrian Anderson are strong considerations.

Brand Initiatives

Similar to product expansion initiatives, the Emyvale brand possesses unlimited opportunities for social responsibility, philanthropy and cause-related work.

- **Partner with Golf Camps for Children with Disabilities:** This is an amazing opportunity to create shared value for both your company, and the people helped through the process. For this cause, you could do a percentage initiative for a particular item (ex: 10% of this skirt color goes towards bringing golf to disabled youth!) or even do feature stories on social media about a particular organization/person.
- **Female Empowerment Messaging:** When new products come out, they can also be highlighted through new initiatives. For example, Emyvale dresses could highlight women's involvement in the sport of golf and stories could be shared about amazing young girls getting into a male-dominated sport. Fun hashtags could also be used like #dresslikeagirl, #girlygolf, #dresstoimpress, etc.
- **Active Lifestyle Support:** Another good cause that could include an initiative is getting kids to play outside, appreciate nature, and take care of their bodies! Perhaps with the launch of something like kids clothing, the promotion surrounding that new item could be centered around the importance of living an active lifestyle. This could also include fun things like healthy pre-tee-off meal ideas or the health benefits of golfing.

Content Ideas

The following four slides are potential future advertisements for various social media platforms such as Tik Tok, Instagram, etc. These can be used as Emyvale inspiration as well as templates for future use. They feature Emyvale products, and aim to highlight them in eye-catching ways.



FASHION THAT DRIVES
SUCCESS.

OUR THROWBACK TO GOOD TIMES HAT TO KICK OFF YOUR ROUND RIGHT. MADE OF 100%
COTTON FOR A COMFORTABLE AND BREATHABLE FIT WITH AN ADJUSTABLE STRAP.



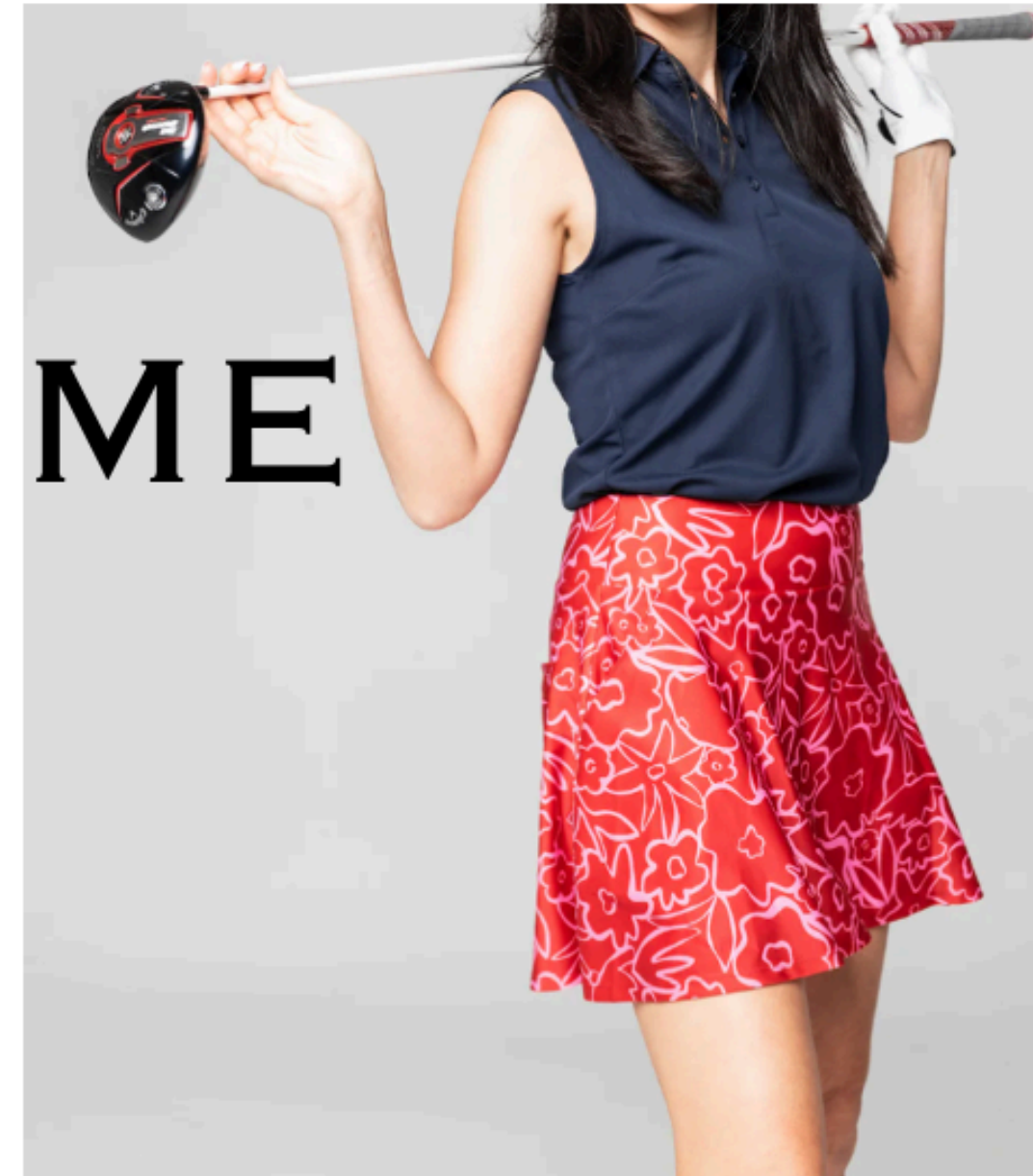
PLAY BOLD, PLAY BEAUTIFUL.

THIS PLAYFUL YET HIGH-
QUALITY MANIFESTING BIRDIES
HAT IS SOLID WHITE HAT WITH
NAVY EMBROIDERY. MADE FROM
100% COTTON WITH AN
ADJUSTABLE STRAP FOR A
CUSTOMIZABLE FIT. LET'S
MANIFEST SOME BIRDIES.



TEE TIME

GO FULL SWING IN THIS COMFORTABLE SKIRT MADE OF ECO-SUSTAINABLE ITALIAN PERFORMANCE FABRIC AND DESIGNED FOR GOLF. WITH FOUR POCKETS, A HIGH-WAIST FIT, PLENTY OF STRETCH, AND A FLATTERING SILHOUETTE, IT'S THE DEFINITION OF LUXURY MEETS COMFORT



FASHION ON THE GREEN

GO FULL SWING IN THIS ULTRA-COMFORTABLE SKIRT MADE OF ECO-SUSTAINABLE ITALIAN PERFORMANCE FABRIC AND DESIGNED FOR GOLF AND BEYOND. WITH FOUR POCKETS, A HIGH WAISTBAND THAT STAYS NICE AND SNUG, PLENTY OF STRETCH, AND A FLATTERING SILHOUETTE, THE GALWAY SKIRT IS THE DEFINITION OF LUXURY MEETS COMFORT.

