

## AGM Platinum Awards – Top 100 Golf Shops Logo Usage Guidelines

As a recipient of the prestigious **AGM Platinum Award – Top 100 Golf Shops**, your club is recognized for excellence in golf retail and merchandising. To preserve the integrity of this honor and ensure clarity across the industry, we ask all award winners to follow these guidelines when using the AGM Platinum Award logo in any marketing, communications, or promotional materials.

### 1. Year of Recognition Requirement

- All uses of the AGM Platinum Awards – Top 100 Golf Shops logo **must include the year** in which the award was received.
- This applies to both **digital** and **print** materials, including but not limited to:
  - Website banners or footers
  - Email signatures
  - Social media posts
  - Advertisements
  - Club brochures, newsletters, and signage

*Example:*

✓ Correct: *AGM Platinum Award Winner – 2024*

✗ Incorrect: *AGM Platinum Award Winner* (without year)

### 2. Use by Past Recipients

- Clubs are welcome and encouraged to reference their **past achievements**.
- However, if your club is **not a current-year recipient**, the award year must be clearly displayed to avoid misrepresentation.
- The logo **may not** be altered to remove the year or suggest ongoing status beyond the awarded year.

### 3. Logo Integrity

- The AGM Platinum Awards – Top 100 Golf Shops logo must be used in its original form:
  - No distortion, color changes, or cropping.
  - The logo should remain clear, legible, and professional.

- AGM will provide a version of the logo that includes the award year for each recipient.

#### 4. Digital Media & Website Usage

- If displayed on a website, the logo should:
  - Include the award year.
  - Ideally link back to [AGM's official Platinum Awards page](#) for verification and additional context (optional but encouraged).

#### 5. Monitoring & Best Practices

- While AGM will not actively monitor all usage, we rely on our award recipients to uphold these standards as a matter of professionalism and integrity.
- These guidelines represent a **best-practice approach** that reflects positively on both your club and the AGM community.

#### 6. Misuse of Logo

- Any misuse of the AGM Platinum Awards – Top 100 Golf Shops logo—such as removing the year, implying current status without receiving the award that year, or altering the logo design—may result in a request to correct or remove the material.
- Repeated misuse could impact eligibility for future recognition.

If you have questions or need updated logo assets, contact [info@agmgolf.org](mailto:info@agmgolf.org).

#### FAQ

***Q. What if my club has won multiple years?***

***A. You are welcome to list multiple years (e.g., AGM Platinum Award Winner – 2021, 2024, 2025).***

***Q. Can we use the logo without the year internally?***

***A. Internal use is more flexible, but any public-facing materials must follow these guidelines.***

Thank you for your commitment to honoring the spirit of the AGM Platinum Awards and for representing excellence in golf retail.