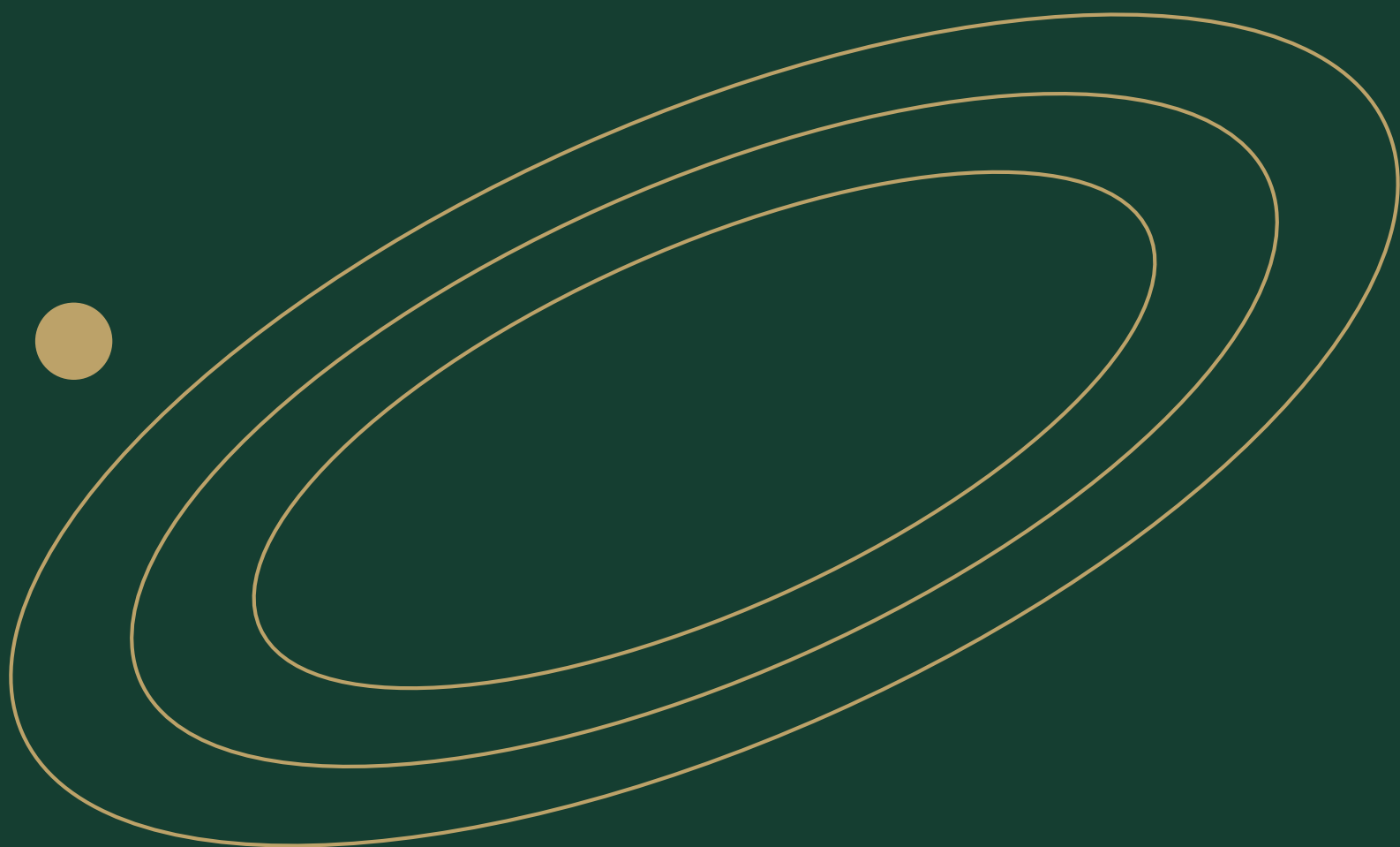




POWER  
OF GOLF

INDOOR GOLF CLUB

Find your  
rhythm.



# Movement, held in a mark.



Six original vector paths from the 2022 exploration  
preserve the circular head, sweeping body and club.  
New typography gives the full name a calmer hierarchy.

# Room to play.



Clear space / x = one quarter of the symbol height.

Keep nearby content beyond the full lockup plus x.

Suggested minimum width / 45 mm print, 180 px screen.

For smaller uses, choose the symbol with nearby brand context.

Preserve all six paths and their relative proportions.

Final sizing and embroidery require physical proofs.

# Understated energy.

WARM WHITE / #F2F0E6

BRASS / #BCA269

COURSE GREEN / #153E31

Georgia / Brand name and editorial headlines

Helvetica Neue / Supporting information

Hiragino Sans GB / Chinese expression

Flat colours define the master artwork. Metallic finishes are material concepts, subject to separate production proofs.

# One rhythm. Many touchpoints.



Club cards / One clear identity and generous margins

Practice notes / A quiet place to record observations

Bag tags / Keep the hole and writing area clear

Bay signs / Large numbers and readable direction

The three arcs are a new supporting graphic. They extend the idea of movement without changing the original symbol.

# An original gesture. A renewed identity.

Archive / POG, Untitled.afdesign, January 2022

Selected form / Six original paths from Artboard 8

Source name / Power of Golf, Indoor Golf Club

New design / Type, flat palette, arcs, copy and applications

This guide records a 2026 portfolio design concept.

The original file contains several identity explorations;  
historical adoption of the selected form is unconfirmed.

Reference logos, photographs and old mockups are excluded.

AI-assisted scenes show proposed applications, not verified  
installations or manufactured items. Client adoption and  
production of this new direction remain unconfirmed.