

# 2.1 Editorial Guidelines

## Overview

11

Brand Guidelines  
Version 1.0

DRIV Enterprises, Inc.  
Creative Services



When covering DRIV in any media publication or marketing materials, we have a few basic guidelines that we'd like you to please follow. While these may seem like minor things to cover, they have a big impact on our brand presence and identity in the marketplace.

If you have any questions on these guidelines or would like to chat in more detail on editorial specifics, please reach out to:

### **Media Department**

818.333.3444

[media@drivgolf.com](mailto:media@drivgolf.com)

## 2.3 Editorial Guidelines

### The Macron

13

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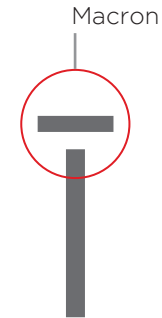
#### The Macron:

The macron is an integral part of our brand identity at DRĪV. It is our playful, yet sophisticated way of elevating the golf experience with a memorable play on a word commonly used within the sport - “drive.”

When writing about DRĪV in any format, please use all caps with the macron symbol over the letter I. Instructions for using the macron are provided at the upper right.

Where applicable, you can also include a call out that it’s “pronounced like drive.”

*Please don't write “DRĪV” like “Driv” - that doesn't sound (or look) good to anyone!*



#### Typing the macron symbol:

- **In Microsoft Word:** Highlight the letter needing a macron and click the “Insert” tab. Choose “Symbol” - the macron can be found with the listed Accent symbol selections.
- **On a Mac:** When typing, hold down the key for the capital letter “I”. Accent options should appear on screen over the letter. The macron is the 4th option listed.