

To open 2018, Links Players is releasing an updated visual identity, highlighted by a brand new logo. As Links Players approached forty years in ministry, our national Board of Directors encouraged us more than a year ago to look at our identity systems and consider a fresh look to push us forward. A special gift allowed us to hire a design firm, and we are pleased at the result.



The primary logo (left) features gold overlapping tees; the secondary logo (right) utilizes outlined tees for apparel, allowing the fabric to show through.

Every logo features some “hidden elements.” In our case, these features point to our fixed foundations. First, the arrangement of the tees evokes the arched columns of a cathedral, subtly suggesting the worship of God that inspires and informs our work. Second, the number of tees, five, is directly associated with our continuing five tenets, given to us so many years ago by one of our founders, Jim Hiskey. You know them:

- L** Love God and others (The Great Commandment)
- I** Integrate Christ’s reign and integrity into all of life
- N** Network friends together in Christ
- K** Kindle compassion for the poor and needy
- S** Share Christ through golf (The Great Commission)

Additionally, we love the way the tees give our mark the feel of a country club insignia, and the move away from the male golfer—though not a stated priority when we began the design process—recognizes the inclusion of the many mixed and ladies Links Fellowships that have been started in recent years. Every change takes some getting used to, but we hope you’ll like this one more and more each time you see it. We do.