Why change from **TrackMan** to **Trackman**?

1. **Because our wordmark gives no indication that the M should be capitalized**.

Other camel-case wordmarks — such as **YouTube**, **FedEx** and **PayPal** — make it clear how the brand name should be stylized in body copy. Meanwhile, brands with all-caps (Sony, Nike, Volvo) or all-lowercase (Amazon, Facebook, Venmo) wordmarks are always title case in body copy. “TrackMan” follows neither convention.

Camel-case wordmark, camel case in body copy:

A red and white sign

Description automatically generated with low confidence A picture containing text, clipart

Description automatically generated A picture containing text, clipart

Description automatically generated

All-caps wordmark, title case in body copy:

Logo, icon

Description automatically generated A black and white logo

Description automatically generated with low confidence Text, logo

Description automatically generated

All-lowercase wordmark, title case in body copy:

 Icon

Description automatically generated Icon

Description automatically generated

1. **Because there should be meaning behind the capital M, and there isn’t**.   
   We know that employees commonly refer to our company as TM, or our flagship product as TM4, or our new product as TMiO. But internal shorthand shouldn’t guide our external brand. (And nobody is saying we can’t continue to use TM internally.)
2. **Because it draws attention to “Man,” when the focus belongs on “Track.”**   
   We’re certainly not advocating getting rid of “man,” or switching to “person” or some other silly change. We’re simply saying a capital M draws the reader’s eye away from where we want it to be.
3. **Because, like it or not, Trackman is already the most common usage.**   
   Despite our best efforts, even top publications routinely ignore the capital M. A quick [Twitter search](https://twitter.com/search?q=trackman&src=typed_query) shows that virtually every mention (excluding our own posts) uses the lowercase m.

Golf Digest:

Text

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Text

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Google:

Graphical user interface, application

Description automatically generated

1. **Because we can make this change now, along with our other brand identity updates, without any risk to our name recognition.**

Case in point: **Mastercard**. It was stylized as **MasterCard** (in both logo and body copy) from 1979–2016, then **mastercard** (lowercase in logo, title case in body copy) from 2016–2019. It currently uses a standalone logo with Mastercard in body copy. This is simply an evolution — not a revolution — of our branding.

Logo

Description automatically generated Diagram

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