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:

  

All-caps wordmark, title case in body copy:

  

All-lowercase wordmark, title case in body copy:

  

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:





Google:



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.

  