

# THE CREEKS

## BRAND IDENTITY

A golf course showing loads of potential was purchased by a group of very driven businessmen in the fall of 2015. With tons of ambition, they approached us with an idea that was just crazy enough to work, and dreams of a company identity that was clean, modern, and able to speak to their customers.



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AT IVY ACRES





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Anybody in construction will tell you that you'll be in trouble if you don't have a solid foundation; the same goes for building a brand. After we conducted local market research, we knew that we wanted to position the course in a clean and classy manner. The creation of an identity guidelines document would ensure that the brand stays on course for many successful years to come.

We pride ourselves in our ability to see everything as part of a greater system. For The Creeks, we have produced everything from scorecards to course overview videos, and made sure that everything was on point and consistent.



	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOTAL	NET
BLACK	48	41	36	45	42	54	42	54	43	206	48	50	42	52	44	49	57	48	49	207	492	187
BLUE	39	45	38	35	47	57	44	51	41	212	39	42	43	45	42	44	48	49	50	203	406	173
WHITE	29	32	32	37	39	44	41	40	38	211	29	32	33	35	36	40	43	45	45	202	392	162
RED	28	25	28	29	33	45	35	42	33	201	28	30	31	32	34	37	40	41	42	197	382	151
BURDICK	11	7	11	9	17	3	15	1	5	87	11	12	13	14	15	16	17	18	19	20	202	85
PAR	4	4	4	4	3	5	3	4	4	36	4	4	4	4	4	4	4	4	4	36	72	

