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| Identity

Approach:

Two retired Microsoft entrepreneurs were establishing a beautiful new golf course and needed GIRVIN's expertise to develop the brand personality for the property as well as create the visual expression for the brand. They also enlisted GIRVIN to prepare an integrated plan for the grand opening efforts.

**Result:**

GIRVIN designed the course's identity, signage, restaurant menus and merchandising based on the newly established positioning for The Golf Club At Newcastle. GIRVIN also created the launch collateral and materials for their PR efforts, opening events and party programs for varying sectors of the local business community. Gifts and related promotional strategies were also devised to aid in the development of member relations, including outreach to the golf community, to tie them to the property, as members.



| Packaging