



SONGBIRD HILLS

GOLF CLUB

BRENNA KEMPEN

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CREATIVE STRATEGY

WHO

Songbird Hills Golf Club, located in Hartland, Wisconsin, was opened in July of 1992 by Hal Hoffman after years of carefully planning each of the 18 holes. Still family-owned and -operated, today the modest club features a golf shop, a 19th Hole bar and grill, banquet room, outdoor pavilion, and refreshment gazebo on the course. Songbird Hills offers a variety of leagues for all ages, as well as numerous outings and championships throughout the season.

WHAT

The current brand language for Songbird Hills are the original designs created for the golf club. It incorporates curved letterforms and imagery of flora and fauna seen around the course. The dominant colors used include blues and other natural tones. The logo and branding provide representation of the course and its traditional appeal, however such detailed and elaborate forms do not necessarily compete with modern branding of similar businesses.

WHY

A new visual branding system for Songbird Hills Golf Club will establish them among larger competitors. By keeping the traditional feel of the company in the logo and brand language, yet giving it a fresh and modern update, the golf course will retain its current clientele and attract new customers.

CURRENT BRANDING



Songbird Hills G.C.C.
Where the 150 yard markers are bluebird houses

About Songbird Hills Golf Club
Dreams Come True

Opening mid-season, on July 29, 1992, Songbird Hills was the culmination of a lifetime dream of Hal Hoffman, a long-time resident in the Hartland area who now lives in New Berlin.

Hal began designing the course more than twenty years before construction began in 1990, long before he even owned the land.

But Hal continued to pursue the purchase of this particular farm because, as he puts it, he "knew where the golf holes were."

The Clubhouse, completed in 1996, is a spacious facility with a Golf Shop, a Golfer's Bar & Grill, year-round Banquet Room and all the normal amenities one expects at a professionally managed club.

An outdoor Pavilion accommodates large and small outing groups.

A refreshment Gazebo was constructed in 2002, located on top of the hill at the center of the course, between the 9th and 10th holes.

Over the years, many new projects have been undertaken, including redesigning the 17th green, creating an additional water hazard on hole 13, enlarging the parking lots, building a number of new teeing areas and adding extensive flower beds - just to name a few.

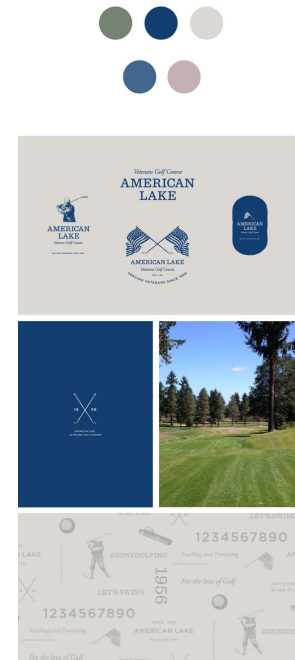
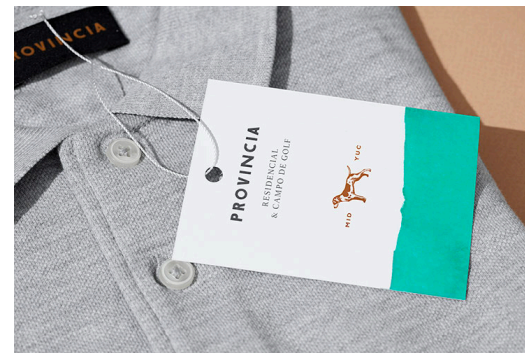
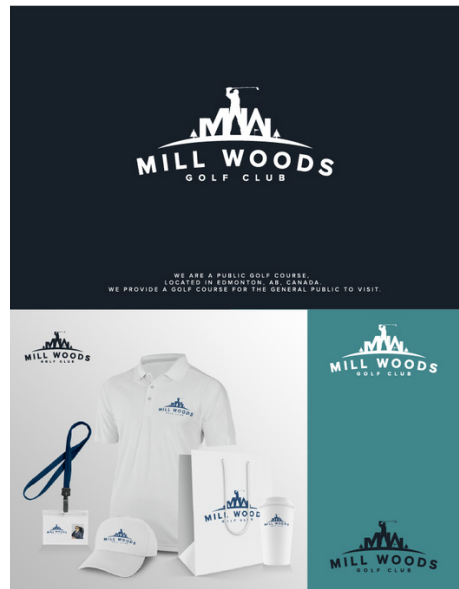
- Welcome!
- Green Fees & specials
- Golf Outings
- Golf Leagues
- Junior Golf
- Memberships
- Party & Meeting facilities
- Clinics & Lessons
- Events & Tournaments
- Club News
- @GolfSongbird
- The Golf Course
- Photo Gallery
- Map & Directions
- About 611GC
- Employment

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MOOD BOARD

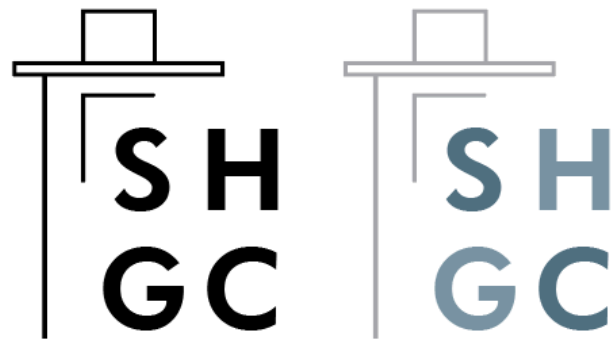


COMPARABLE BRANDING



LOGO IDEATION





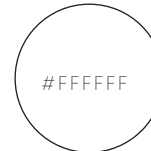
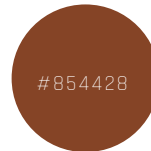
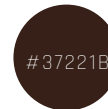
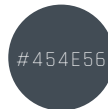
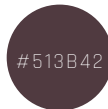


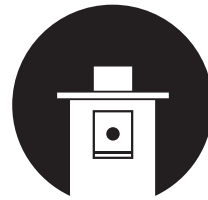
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GOLF CLUB

Rajdhani

Light Regular Medium **Semibold** **Bold**





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GOLF CLUB



MERCHANDISE





13











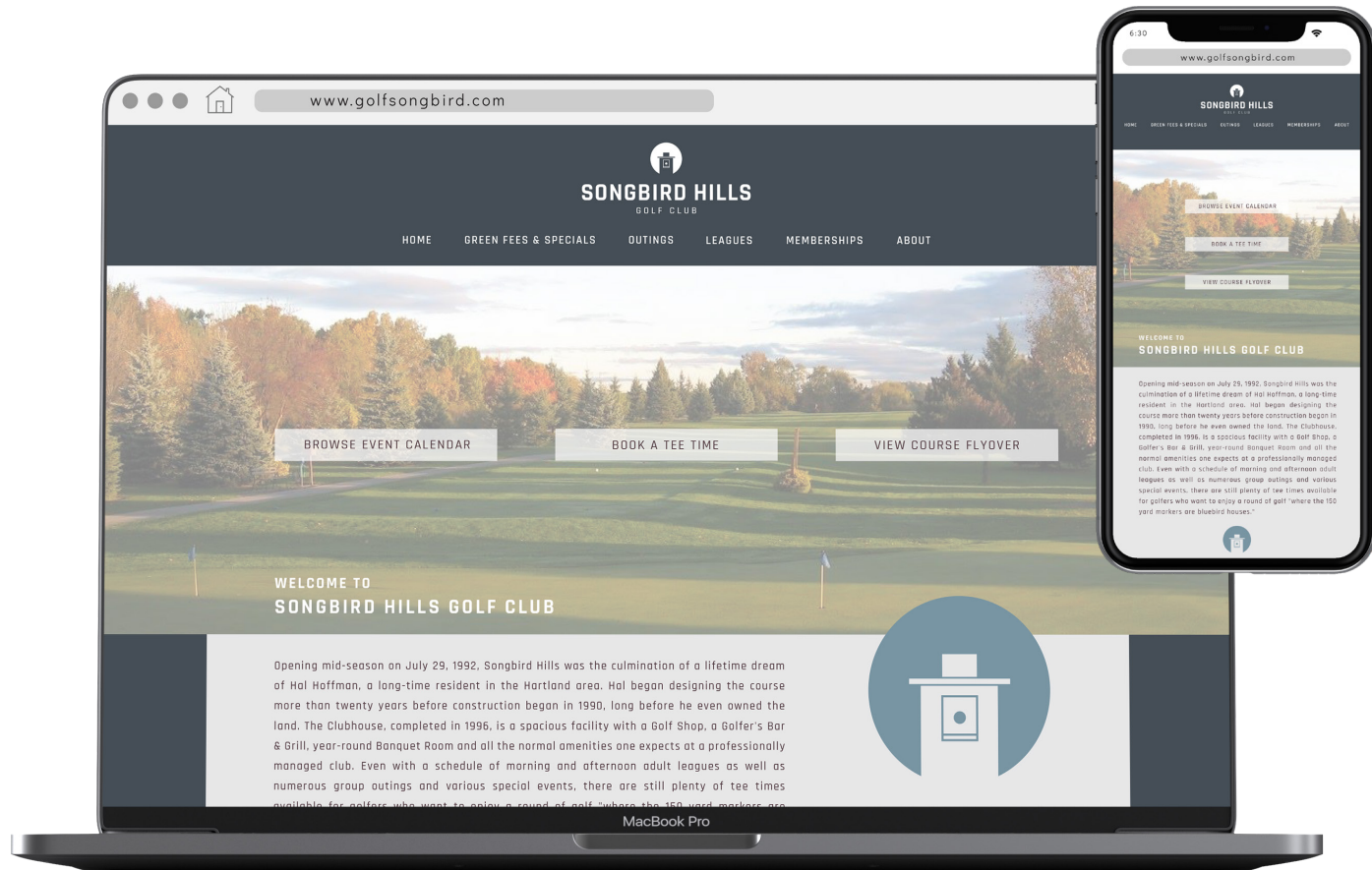


PUBLICATION & PRINT





DIGITAL LAYOUTS



ENVIRONMENTAL OUTPUTS





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THANK YOU