

NEWMACHAR GOLF CLUB 25th ANNIVERSARY BRANDING

At present Newmachar Golf Club has a **club badge** which was created in the 1980's before any course had been built. It certainly was fit for purpose at the time and was probably quite modern compared with the usual golf club crest (crossed clubs etc). What wasn't known at the time was how the course was going to look and how the club was going to develop.

Today Newmachar Golf Club, is not only a members' club, but also a desirable destination for visitors, corporate events and tournaments.

The 25th Anniversary sub committee felt that a modern identity should be created to help celebrate the forthcoming events with an image that reflected where the club is perceived today.

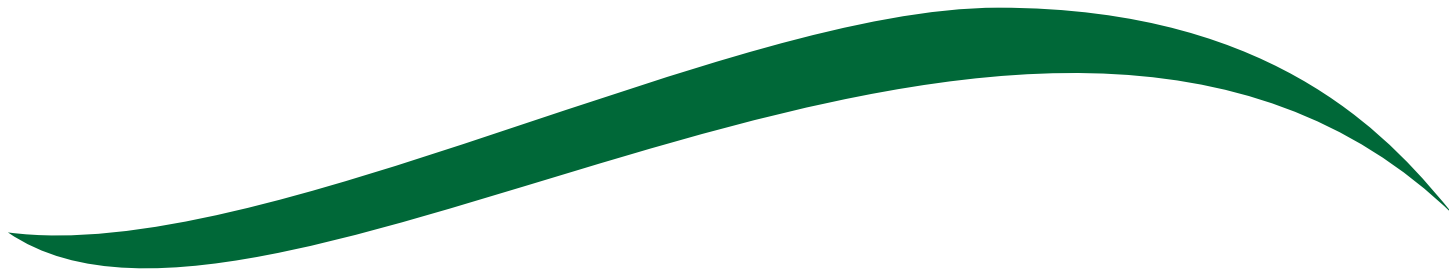
HOW IS NEWMACHAR GOLF CLUB PERCEIVED?

If you ask an outsider their perception of **Newmachar Golf Club**, inevitably they will refer to **Hawkshill**, as this was the first course to be built and indeed the reason for the 25th anniversary celebrations. Their answer, usually favourable, will also include the words 'trees' and 'water', but not necessarily in that order.

NEWMACHAR GOLF CLUB - TWENTY FIVE

This identity involved incorporating the elements that people perceive Newmachar Golf Club to be. The trees, fairways and greens are represented using a timeless green and the water is represented using a rich blue. The font for the type is classic and will not date. An icon has been created using elements that make up the course(s). We have broken it down, to illustrate how and why it was created. The identity is finished off with a flowing vibrant red 'twenty five' and represents red flagsticks in the wind.

The rolling hills of the Swailend and Hawkshill courses



The large dynamic greens of the courses



And of course the 'Hawk'!





**NEWMACHAR
GOLF CLUB**

twenty five