

CROOKED PIN

BRANDING INSPIRATION MATERIALS

BRAND OVERVIEW

- **CROOKED PIN is a lifestyle and apparel brand focused on the game of golf and the life of leisure that surrounds it**
- **The brand is seeking to be premium, yet accessible with a feel-good vibe that celebrates the game and the experiences that come from enjoying it with friends and others**
- **Inspiration is drawn from classic and timeless advertising, iconic sports figures, legendary courses, exciting vintage cars, irreverent comedy, rock 'n roll music and more to form a throwback feel that will be still be encapsulated in a contemporary fashion**
- **Overall, we are about having a good time and looking good, while not taking anything too seriously**

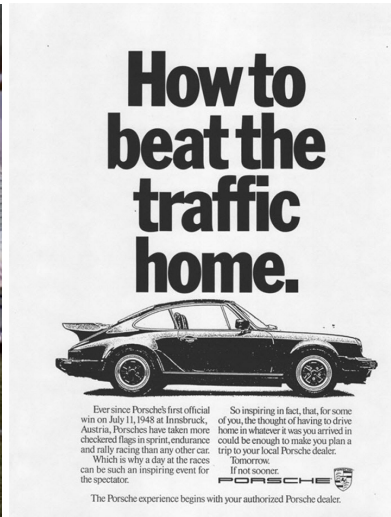
BRAND DESCRIPTION

- Golf lifestyle
- Irreverent
- Comfortable
- Throwback
- Classic
- Effortless
- Cool
- Good-looking
- Laid-back
- Iconic
- Timeless
- Feel-good
- Leisure
- Country club
- Chicago
- Colorful
- Artistic
- Creative

PROJECT SCOPE

- We are looking for a logo and stylized wordmark that can be used across mediums, primarily including website, marketing, and social media, with the potential to also be used on apparel
- Logo ideally encapsulates the feeling of the brand in a timeless, yet somewhat contemporary way that strikes a good balance between simplicity and intricacy
- Preferred colors are dark blue, dark or medium green, yellow, or red, or a combination of those
- Please look at the images that follow for inspiration in developing a design

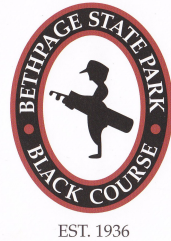
GENERAL INSPIRATION



GOLF COURSES



GOLF COURSE LOGOS



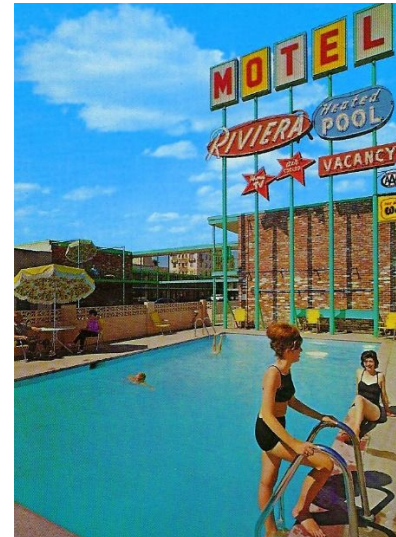
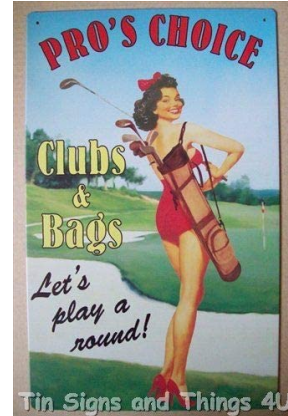
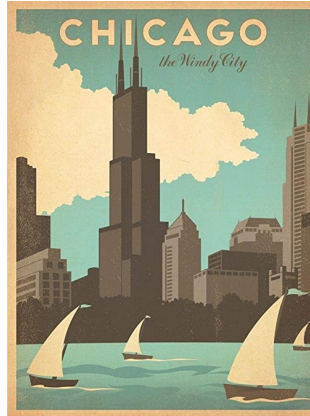
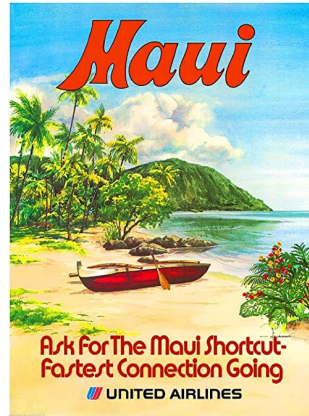
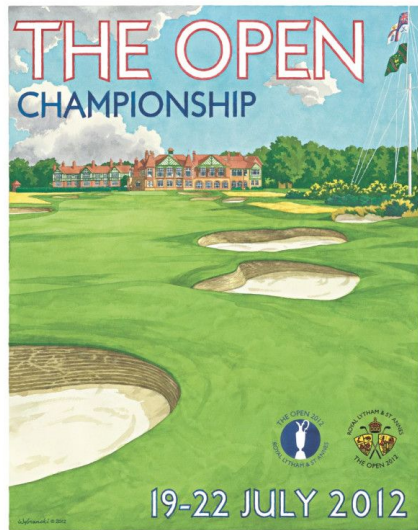
COUNTRY CLUBS



HATS



LEISURE



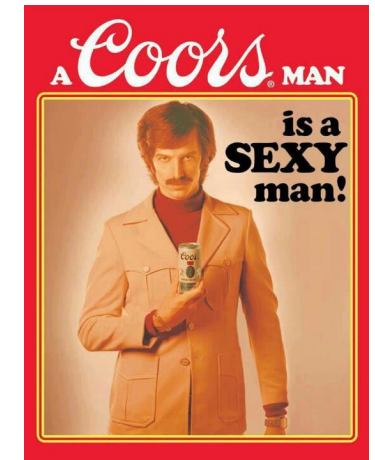
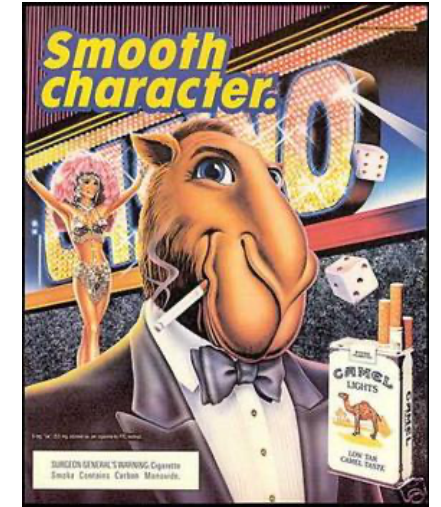
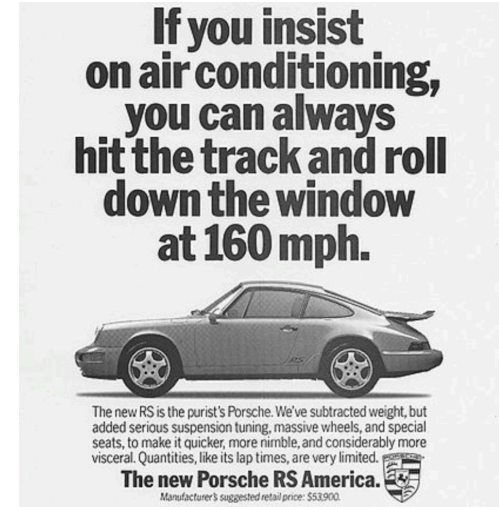
MOVIES & TV



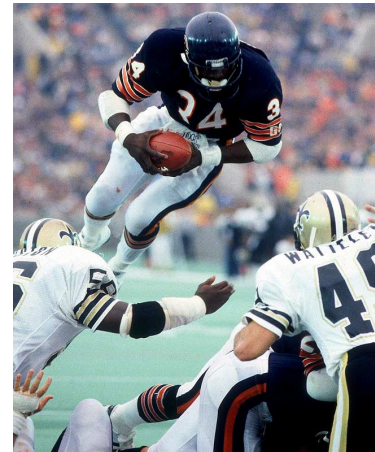
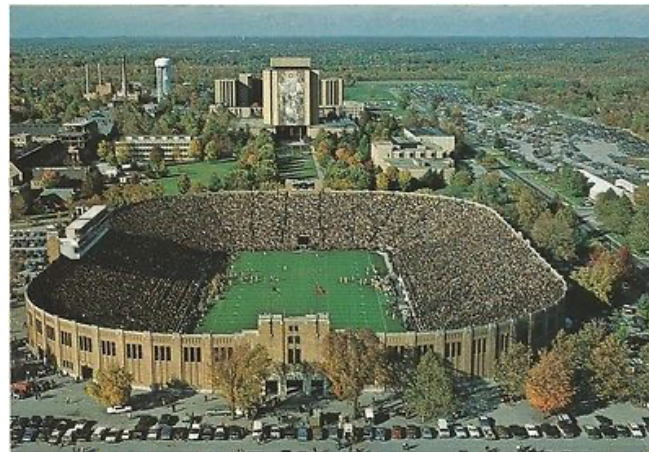
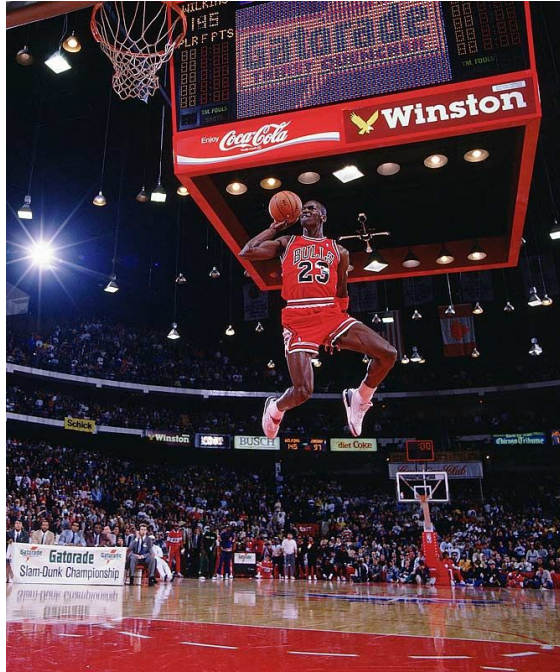
CARS



ADVERTISING



SPORTS



MUSIC

