

Marketing Brief

NAME OF PROJECT: Morack Public Golf – Brand Redesign

Client name:	Morack Public Golf
Job:	<p>Morack golf course is undergoing a large development. The old driving range has been demolished and a new modern replacement is under construction. This will include a fully covered driving range that will feature world-leading range technology Toptracer Range.</p> <p>The new building will also house a café, pro shop and event space that can be used by the wider community.</p> <p>The long-term lease / management of the facility has been awarded to Swing Factory. As part of the redevelopment, the name of the course is being slightly altered, and there is an opportunity to redevelop the existing logo for the golf facility.</p> <p>The new logo will be displayed on site and on marketing materials alongside the Swing Factory logo. There's an opportunity with the new design to ensure that these two brands work holistically together, from design, layout and colour perspectives.</p> <p>The logo may sit next to each other, or in a hierarchy where you would have the (as an example) Morack Public Golf logo, and the secondary to that you might have "Powered by Swing Factory" with the Swing Factory element the SF logo.</p> <p>Job outcome: Redesign of the existing Morack Public Golf Course brand.</p> <ul style="list-style-type: none">• Change of name to Morack Public Golf• Redesign logo to fit alongside the Swing Factory logo
Due date:	Concepts by 31 March 2023, final branding style guide by Mid to end April 2023.
Budget:	Quotes required
Target audience:	<ul style="list-style-type: none">• Golfers who use the Morack golf course<ul style="list-style-type: none">○ All genders○ Diverse ages – kids to seniors○ All skill ability (beginner golfers to experienced players)• Potential newcomers to the game who may be inspired to try it out after the redevelopment.• Parents of junior golfers – they don't use the facility themselves, but their children do.• Non golfers who use the other new facilities – café, event spaces etc.
Desired response?	<ul style="list-style-type: none">• Feel included and welcomed.• Connect with the venue as a community asset
What must be included in this job? What's important for this job?	<ul style="list-style-type: none">• Alignment to the Swing Factory brand.• The new logo will fit next to the SF master brand and it must feel that they are interrelated, without being exactly the same.

	<ul style="list-style-type: none"> • The new logo however must also stand on its own as an independent brand. • The new logo will also be seen in context with the Whitehorse City Council logo and this should be taken into consideration • Visual compliance for accessibility. Compliance with WCAG 2.1 at AA level at a minimum.
What are the no go areas:	<ul style="list-style-type: none"> • Not golf specific – the venue will be more than just golf. Course, range, events, café etc. • Not elitist golf – it's a public course, we want to welcome newcomers, not make them feel they don't belong.
Volumes:	<ul style="list-style-type: none"> • 1 x full colour • 1 x all black on white background • 1 x all white on black background
Resources:	<p>See reference logos below:</p> <ul style="list-style-type: none"> • Existing Morack logo • Existing Swing Factory logo • Existing Whitehorse City Council logo
Notes:	

Current Morack brand

Refer to style guide and image below:



Swing factory brand

Refer to Style guide

Whitehorse City Council brand





**WHITEHORSE
CITY COUNCIL**