Tasks in connection with ITGOLF ApS

(called right now Bobitgolf ApS)

**BRIEFING:**

ITGOLF ApS is a legal entity which owns various products and services each of which has its own name, logo, and website. The first products are

**Flyitgolf.com** which provides animated flyovers of golf courses as well as course guides to golf clubs [http://www.vuemygolfflyovers.com/](https://ssl.translatoruser.net/bv.aspx?from=da&to=en&a=http%3A%2F%2Fwww.vuemygolfflyovers.com%2F)

**Grabitgolf.com** is a Web/app service on an equal footing with Just Eat – however, only targeted restaurants in golf clubs – so that players can be supplied with food and drink during their round of golf or ordering dishes to be ready at certain times in the restaurant. [https://grabitgolf.ordering.co/](https://ssl.translatoruser.net/bv.aspx?from=da&to=en&a=https%3A%2F%2Fgrabitgolf.ordering.co%2F)

**Concept for name and branding**

The overall idea is that **ITGOLF** will act as the unifying context and that all products and associated Web pages ending in-***itgolf.com***, where the product name in URL is written with letters and where a product logo visually describes the product name and which then becomes the logo of the product to use for Appstores, advertising, invoicing, letter head etc.

The idea is to "itgolf.com" in one way or another be made "unique" either in the form/font/color or??????? Such that no matter what new product we get under the umbrella itgolf.com can get a familiarity by putting name/picture in front of the "itgolf.com"

**Tasks right now:**

1. Creative works:

(a). Find the shape/size/font/colour etc for the general concept with names

(b). Find the expression form with image/drawing/animation/?????? For each product

(c). Fix "logos" for each product to use for app stores, etc.

**Information by the way:**

         Itgolf ApS must not have any separate home page – only the individual products must have the following home page

         It may be the case that when you see logos from Flyitgolf.com and Grabitgolf.com then there is some familiarity – so we know they are in the family together

         [https://grabitgolf.ordering.co/](https://ssl.translatoruser.net/bv.aspx?from=da&to=en&a=https%3A%2F%2Fgrabitgolf.ordering.co%2F" \t "_top) is a service we have bought us in on where we can create the restaurants themselves and we are responsible for all communications through this service as a caterer so also have access to so he automatically gets the orders and may approve or reject them. Today, we have not moved DNS to ordering.co, but it must be one of the days so that it all runs on address: [https://grabitgolf.com](https://ssl.translatoruser.net/bv.aspx?from=da&to=en&a=https%3A%2F%2Fgrabitgolf.com%2F)

* Today we have a product called Bobitgolf.com – where Bob is the name of digital device golfer’s use for registering scores and GPS positions on the golf course. We have had an agency to develop a proposal for the Logo – which is attached as a file. It is OK if you want to use inspiration from this logo – or even build on the concept to make logos for the two new products.

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