

Innisfail Golf Club

REBRAND ANNOUNCEMENT



by: Arktos Graphics

When is the right time to rebrand?

According to Forbes magazine, rebranding your business is a natural part of a company's life cycle. Even the most successful businesses and golf courses have rebranded at some point. There are 7 keys indicators that it is time to explore a possible rebrand.

1. Your brand is out of date.
2. Your target audience isn't specific enough.
3. Your company is experiencing an acquisition or merger.
4. Your business isn't unique.
5. Your business model or service mix has changed.
6. Your target audience doesn't recognize your value proposition.
7. Your brand image is wrong or negative.

So let's look at the IGC logo

1. Your brand is out of date – the logo has not changed much in its overall design since the 1990s
2. Your target audience isn't specific enough – our target market remains the same, but we have failed to modify our brand to reach that target market as time has moved along.
3. Your company is experiencing an acquisition or merger – not exactly, but the creation of the new 9 holes back in 2006 and the build of the new clubhouse in 2016 – what IGC offers has drastically changed.
4. Your business isn't unique – our business is not unique and we are in constant competition with golf courses all over Alberta.
5. Your business model or service mix has changed – as mentioned above, the opening of the 27 holes and the clubhouse has drastically altered what we offer our customers – but our brand doesn't show that.
6. Your target audience doesn't recognize your value proposition.
7. Your brand image is wrong or negative – the tree in our logo doesn't even grow in our country

Logo Design Overview

My connection to the club has been strong since I began golfing in 1997. Through working at IGC for 6 summers and playing here for 26, I feel that I have a sound understanding of who our club is and set out to develop a new brand that both honoured the tradition, but set it up for continued success in the future. I combined that personal connection and experience with some in-depth research into the town and the history of the club to develop themes and ideas to base a new design on.

- Innisfail - The town's name comes from an Irish-language epithet for Ireland, Inis Fáil, "Isle of Destiny"
- Prior to that referred to as "Poplar Grove"
- Old logo was a tree - but not a tree found anywhere on the course or in Alberta or Canada
- 27-hole golf course – what is the best way to represent that?
- 3 x 9-hole golf course that intertwine the new construction with the old 18 holes
- 3 areas of dedication to generate revenue: Memberships, Green Fees and Corporate Tournaments
- 3 major facets of a successful golf club: Turf Care, Restaurant and Pro Shop

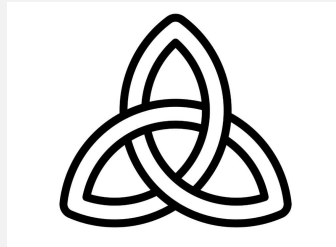
IGC Logo Rebrand

Imagery & Themes used in Development

Themes focused on: trees and/or leaves (representation of trees, the number 3, the idea of 3 different parts coming together to create success).



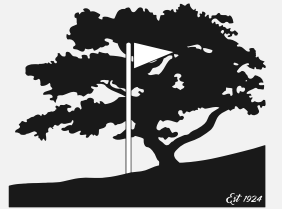
Popular Tree Leaves



Irish Representation of Destiny



Old Innisfail Golf Course Logos (1990 - 2022)



IGC Logo Rebrand

New IGC Logo

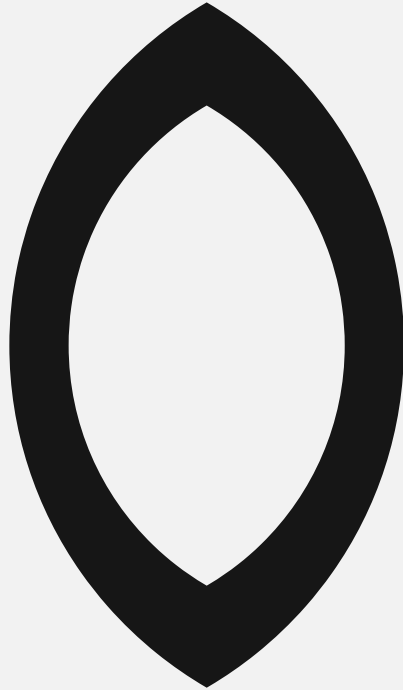


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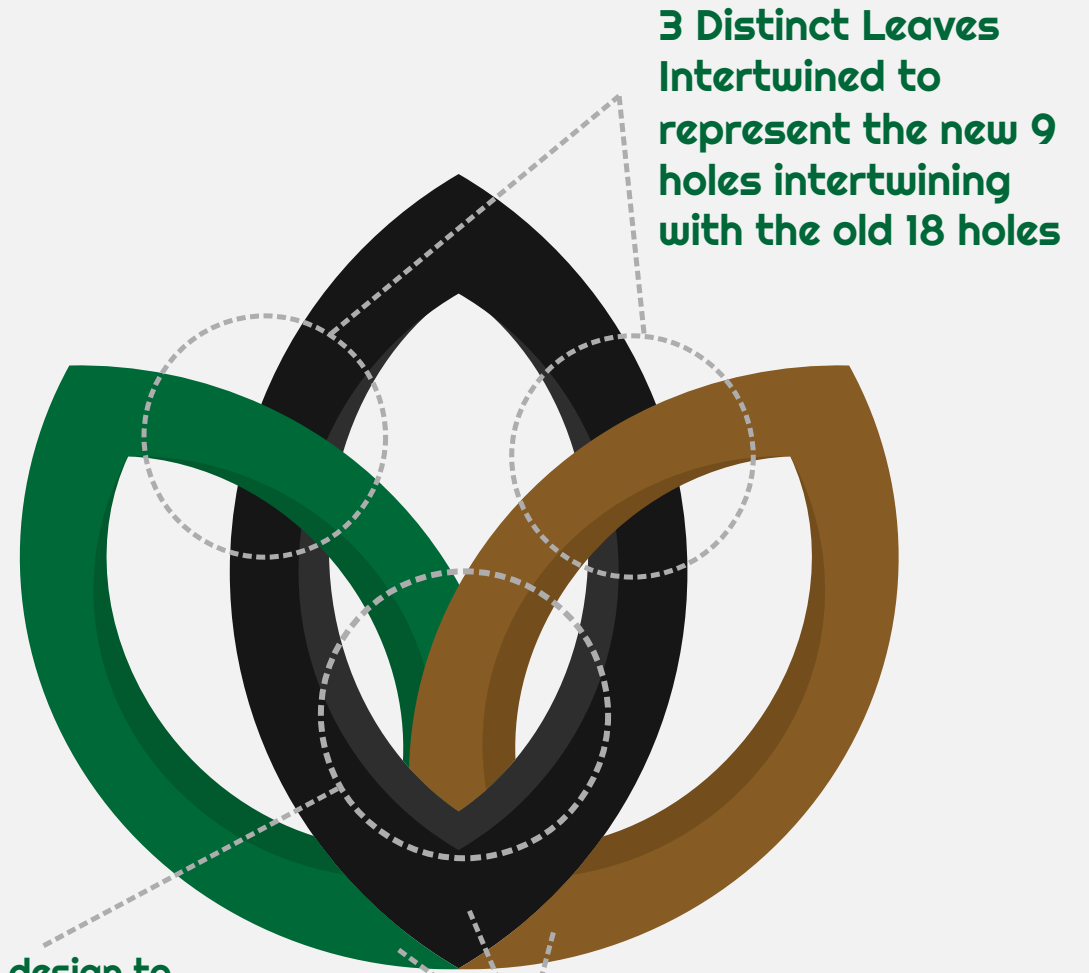
The new logo design captures the essence of both the club itself and the town of Innisfail, by presenting a stronger and more modern branding message. Rooted in the rich history of the club, it seamlessly blends tradition with innovation, reflecting the diverse offerings and contemporary spirit of IGC.

IGC Logo Rebrand

Logo Symbolism



Modern Popular Leaf



3 Distinct Leaves Intertwined to represent the new 9 holes intertwining with the old 18 holes

Overlapping design to reference the symbol of "Destiny"

3 Distinct Leaves

- 3 distinct 9s (Aspen, Hazelwood, Spruce)
- 3 parts to make a successful club
- 3 areas of dedication (Members, Green Fees and Tournaments)



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100-Year Anniversary



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