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CLIENT

Oakland Hills Country Club

Birmingham, MI

GOALS

• Enhance the institutional identity of one of the top private clubs in the country
• Develop a modern logo that would be "current" yet classic for years.
• Solidify the identity standards of the institution's old crest, which research had shown had 92 permutations

OBJECTIVE

Reinforce the Club's stature among the most prestigious clubs in the world

SOLUTION

Design a new corporate identity and develop comprehensive identity standards

METHODS

Using a phased in identity revamp of every element using or destined to use the new corporate identity and produce a detailed prospectus "Vision Book" and Identity Standards Manual

The Oakland Hills Country Club

RESULTS

The Club continues to utilize this identity, first created in 1990. It has been the visual representation of the Club and its membership in the 1996 US Open Men's Golf Championship through the US Amateurs, the 2005 Ryder Cup and the upcoming 2008 PGA Championship.