Building your brand

With increasingly competitive markets for golf at local, regional and international levels, effective branding has become a priority for golf club marketing.

It is essential that the most visible manifestations of a club’s branded collateral is designed to work harder, impress guests, visitors and members alike, creating a lasting impression for all.
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High quality brand solutions at a fraction of the industry cost. We provide your club with a colour palette, supporting typefaces, logo files and an easy to use guide, all of which are necessary to drive your club forward.

It is important to shape how you are being perceived by your members and visitors. At every stage in the customer journey, judgments are being made about your golf club. From viewing your website to driving through the gates, at every touch-point it is vitally important that you are creating a consistent impression that is aligned to what you stand for as a club.

As a leading provider of branded products, we believe it is our responsibility to provide you with a consistent strategy so you can create a professional and impressive customer journey. It is vital that there is a central strategy so that your golf club is consistent across all touch points.

- Digital Logo Creation
- Brand Guidelines
- Identity Rebrand
Digital Logo Creation

They say a picture speaks louder than words. If you agree, then you are someone who knows the importance of a digital logo for your club. Our digital vector service turns your old fuzzy logo into clean vectors that can be scaled to any size without losing resolution. Our graphics studio have years of experience, day-in-day-out, of vectorizing images.

Vector graphics are line-based images, which are created in special vector based programs. Because of their simplicity, vector graphics do not suffer a loss of quality when they are scaled up. No matter how many times they are used, the quality stays the same allowing them to be used on any product big or small.

Raster graphics are pixel-based images designed for use on screen. These are typically jpeg’s, png or gif files. A pixel is a single point in a graphic image. Digital images like these consist of many rows and columns of pixels arranged together, forming the image. The raster loses its sharpness when scaled up and we call this pixellation.

**Raster image**

The raster becomes pixellated when scaled

**Vector image**

The quality stays consistent when scaled
Brand Guidelines

With our brand guidelines package we work with existing elements of your current branding to create a new simplified strategy, whilst reflecting what you stand for as a club.

We collate the new designs into a ‘brand guidelines document’ which dictates exactly how your logo should be used, as well as colours and fonts across all your touch points. Supplied with this document is a set of digital files, which allows designers or manufacturers to use your logo and apply it correctly to the product. This makes for an impressive and seamless experience for your customers, breathing new life into your club.

Is it time that your club’s identity was upgraded?
Identity Rebrand

If you are looking for a complete new approach, the Eagle design studio have the experience and knowledge of latest design trends to offer your club a new branding solution. Our team of designers have the creativity and knowledge of building brands in golf that can take your club to the next level, and give you a stable foundation to build upon for the years to come. Burnham & Berrow Golf Club, illustrated on this page, is a fine example of a great club with a fantastic history, that been given a lift with a new image and is thriving from these changes.

Evolution of the Burnham & Berrow Logo
Websites

In this digital age the first place that a new customer will interact with golf clubs is through their website. On top of this, it is now highly likely that they will do so via a mobile device, rather than a desktop computer. As a result it is important that golf club websites are built properly, accessible, and designed with usability in mind. It must be mobile responsive, impressively designed and provide the important information and functionality that your golfers require. The site should be seen as the shop window of your club.

We have a talented team with a passion for golf course website design. As a result we can create custom websites that are bespoke to your needs, presenting your brand identity in the best possible light. Golf clubs all have unique marketing and operational strategies, and our team can adapt to them, utilising your ideas and adding our own to create the perfect plan for your website. Every web design service is bespoke, including logo redesign if necessary.
Eagle’s international reputation has been built on our ability to manufacture all products, most of which are unique to Eagle. Each division has its own manufacturing plant which can deliver quality at the right price to your club.

Every detail that is discussed regarding any of our products will be used to design, proof and manufacture quality collateral that project your brand.

› Timber Manufacture
› Metal Foundry
› Applied Digital Print
› Print Works
Timber Manufacture

At Eagle Timber we machine raw timber into components that make up Eagle’s hardwood range of frames and furniture. Recycled plastic lumber continues to improve and we stock profiles that are assembled and transformed into products that need no maintenance. Considerable investment in both machinery and staff has created an environment capable of finishing well made products that enhance any golf club customer journey.
Eagle are renowned for golf projects across Europe using Deep Etched Zinc and Sand Casted Bronze plaques. Creating that special impression when directing or informing golfers at the club, is a unique ability which Eagle can achieve when manufacturing using these substrates.

Specialist techniques have been honed and we can draw on over thirty years of experience, guaranteeing to overcome all barriers to design something different as well as everlasting.
Eagle has large format printers and specialist, expert staff who ensure all digital prints are of the highest quality, whether as a stand-alone product or applied to signage products. This option is great for complex images and detailed logos.

Our quality laminated signs have long durability and are perfect as outdoor signs. They are available in a reflective option, which is perfect for road signs and signage leading to your club entrance.

Text and image are printed digitally and the sign is given a final coating of UV-protective laminate, before being applied to an aluminium panel.
Print Works

With over thirty years experience in the litho print field, Eagle have demonstrated countless times why we are the premier print collateral company. Our print facilities can handle high-end production print runs with the latest pre-press equipment.

Ushering the age of digital printing, Eagle can facilitate rapid printing production of any print related collateral a golf club might need, whether it is an event scorecard or a run of branded letterheads, Eagle offer an unrivalled print service in the golf industry.
Signage

Quality sign solutions from the entrance, through the car park to out on course.

Eagle manufactures bespoke golf club signage solutions to ensure that your customer journey will create the right kind of impression. We provide quality signs for the entrance, car park, clubhouse and course, all of which are designed to suit your environment. Eagle are purveyors designing a golf club signage system that suits your club.

- Mounts
- Materials
- Entrance Signage
- Approach Tee Ground Signage
- Measured Mark Tee Signage
- Point of Play Markers
- Fairway Markers
- Course Information
- Car Park & Clubhouse
- Directional
- Course Furniture
**Mounts**

**Timber**
Iroko, a hardwood from West Africa, is a very dense and durable timber which is kiln dried to reduce the moisture content to below 10.8% ensuring stability when used in an outdoor environment. All hardwood provided by Eagle is of the highest quality, stained and protected with Teknos, a water based stain and timber protective product. The initial coating from the factory will ensure that the timber will last for many years with only minimum maintenance.

**EaglePlex PVC Timber**
EaglePlex is a recycled polymer timber that is guaranteed to provide a realistic, durable and affordable option to natural timber which is totally maintenance free. EaglePlex combines strength, stiffness and toughness and is ideal for challenging environments where durability is important. It’s a highly engineered material, rigorously tested and refined to give maximum performance. The surface finish is knot free, evenly coloured and has a very realistic textured timber-like finish.

**Natural Hewn Rock**
At Eagle we like to use natural resources whenever possible. The ideal solution is to create a sign system that has a natural appearance that a stranger is unable to distinguish from nature itself. Natural hewn rock when used as a mount for a cast bronze plaque can be a very effective solution for your course. At Eagle’s foundry we can cast collars into the reverse of each plaque enabling easy fixing to natural rock.

**Sandstone**
Some golf course environments suit a stone based system, such as The Old Course at St Andrews, the Home of Golf. Flexibility is the key, Eagle has developed a sandstone compound that can be shaped into natural looking boulders, pedestals and monoliths. At the manufacturing stage we create the recess to match whatever plaque size is ordered.
Materials

Zinc etching and bronze casting: the basis of Eagle’s signage quality

Eagle’s international reputation for golf club and course signage is based on our unique ability to deep etch into zinc plate. The result is not only highly durable and exceptionally weatherproof by comparison to other materials, but has a physical depth that projects a higher standard of quality compared to materials with flat surfaces.

From bespoke to standard
Golf signage consists mostly of one-off designs for external usage. Our plates and plaques can be cut to any shape or size and mounted onto almost anything.

Specialised process
Course signage manufacture is a specialised expertise, and Eagle’s materials have been carefully selected to ensure a finished product of the highest quality.

The image is applied to the metal surface by exposing a film onto UV-sensitive chemical, which is subsequently etched.

The plates are first primed then sprayed with a coarse finish, low temperature stoving paint. The raised areas are then machine ground, infilled to customer specification, and finished in epoxy resin and a two-part polyurethane coating for ultimate UV stability.

Flexible solutions for any club or course
This process allows our design team enormous flexibility to create an integral system tailored precisely to your club’s particular needs.
Quality Options

Zinc
Eagle’s international reputation for golf club and course signage is based on our unique ability to deep etch into zinc plate. The result is not only highly durable and exceptionally weatherproof by comparison to other materials, but has a physical depth that projects a higher standard of quality compared to materials with flat surfaces.

Aluminium
Aluminium and steel frames form the basis of most sign systems in an urban setting and occasionally these alternatives are a practical solution on and around a golf course. Whatever you need, Eagle can create a signage design structure that can answer all the signage eventualities within your golfing environment.

Bronze
Our pattern making system enables us to offer a much higher resolution for bronze castings than conventional methods, therefore capable of portraying the most complex of images within the plaque. Any shape and size of bronze can be produced making this product totally ‘design led’, which is essential when incorporating into a branded collateral design.

Granite
Eagle’s granite material is a ‘man-made’ granite composite. It is a homogeneous surface comprised of a natural mineral derived from bauxite ore and blended with acrylic resin, which can be worked on exactly as if it was natural granite. Primarily used for kitchen tops, it can be sandblasted and used as an exterior sign. A range of colours are available.
Entrance Signs

Golf club entrance signage will set the tone, giving people a warm welcome and projecting your brand. They can also work as a banner, helping you to advertise exactly what you have to offer to visitors. There are all sorts of design and material options to choose from so you can decide exactly what impression you want to make.

If your club entrance is on a busy road a well designed entrance sign creates many quality impressions every day. By using reflective graphics your sign will be working for the club 24/7.

A substantial hardwood frame with well designed graphics may be the perfect choice for your entrance. Zinc and bronze can be used for welcome signs, although for larger graphic panels we tend to use aluminium with digitally printed graphics applied.
Approach Tee Ground Signage

The approach teeing ground sign is multi-functional:
- Provides essential information of the hole about to be played.
- Creates a potential recurring income for the club.

This format of tee sign is available in many different forms, illustrated in this section.
Natural hewn rock when used as a mount for a cast bronze plaque, can be a very effective solution for your course.

At Eagle’s foundry we can cast collars into the reverse of each plaque enabling easy fixing to natural rock.
Measured Mark Tee Signage

The measured mark tee sign does what it implies, it identifies the measured mark on the tee. Golf Unions insist on a permanent marker to identify the measured points (WYRB). The next few pages show single posts, low lying rocks and mowovers which can handle the role admirably.
A wide range of hardwood and recycled materials form tee posts that show the individual colour coded (WYRB) hole data. Zinc, bronze, aluminium plates or engraving are used to design the system for your club.

Separate S.I. plates provide a cost saving solution to future S.I. changes.
Mowovers

The mowover system is a popular choice for many clubs, reducing maintenance times and giving a simple minimalist look on your tee.
Fairway Markers

Eagle offer a wide range of fairway markers to identify 100, 150 and 200 yards from the green. These are available in post or mow over formats and by using the Eagles range of proven substrates provides a wide range of options.
The tee marker is the first thing you look for when stepping onto the teeing ground.

The Eagle machine plant manufactures markers to compliment the sign systems. Ends are painted or can be mounted with zinc plates and etched logos.
Course Information

Eagle provides a bespoke design service to all golf clubs. Our aim is to provide all the information that a golfer needs, before play and in one place, thereby avoiding the clutter of numerous small signs (which are usually ignored).

Portraying variable course information to all those using the course is a challenge that Eagle treats as a specialist area.

You decide what you want to portray.

- Title
- Branding
- Overall course map
- Compass
- Yardage data
- Pin position info
- Fairway yardage clarifications
- Reporting instructions
- Dress codes
- History
- Variable data - slot/slide message systems
- LED consoles - data changes via club network
- Poster holders - for office generated paper information
- On course maintenance
- Health and safety
- Feel good messages
- With canopy
- Sponsorship

Eagle designs an information sign from your brief.

These can be self standing or wall mounted.
The most important part of the golf club customer journey is the first impression. Every club has different requirements when it comes to the entrance and car park. The signage should be positioned so that the journey is seamless.

Our signage systems ensure a well-designed, co-ordinated approach to these areas.
Directional

Well placed directional signage achieves the smooth circulation of customers around your venue. Whether it be a fingerpost system or a twin post option we will design the directional system according to your club’s requirements.
Course Furniture

The design and appearance of all course furniture should work in harmony, so that any item of course furniture looks a part of the whole by virtue of its material, design, colour or finish.

Eagle offer an extensive range of course furniture in hardwood, EaglePlex and a unique combination design using both materials together.
Eagle’s work ethic is firmly rooted in the design and printing of golf club collateral, which has been the mainstay of our company for over 30 years. The variety of golf printed products we offer is extensive, and we will assist with every stage of the design process, delivering outstanding creativity and maximising quality. Our design led studio is able to incorporate club branding, either created by us or aligned to an existing brand, to all print collateral, utilizing a variety of printing formats and materials. The print collateral range, including extensive scorecard designs, course guides, bag tags, green fee tickets, stationery and marketing material are essential products for use at your club.

- Scorecard
- Course Guides
- Diaries
- Bag Tags
- Green Fee Tickets
Scorecards

Scorecards are the most important printed product for any golf course. They are handed to every client, members and visitors alike, and are viewed and used throughout the duration of a round. A bespoke design, unique to your brand, is vital to presenting your course in a professional manner and leaving a lasting impression on your golfers.

Every year we produce over 45 million cards for courses and resorts in the UK and Europe. Our service stands out because we understand the benefits of golf scorecard advertising. This means our products are both useful for players and part of your marketing efforts. Including sponsored brand material in scorecard designs can be a great way of lowering your costs, while simultaneously supporting local businesses. We are creative with our products and can help clients decide which golf scorecard template is perfect for them. Alternatively, we can create a unique design and print it specifically for you.

The Eagle scorecard package includes: advice on format, full design service and proofing to approval.

Layouts

Eagle have an extensive range of scorecard designs to suit a golf club’s needs, from our single fold classic to our signature grande classic layout.
Grids

Eagle can provide a grid format that compliments your scorecard design, from the traditional 4 player - 3 yard grid, or a more design-centric layout, we have a scoring grid layout that will work for your club’s card.

- Standard Grid
  (4 Player - 3 Yards)
- Grid with Hole Names
  (2 Player - 3 Yards)
- Slope Rating Marker
  (3 Player - 3 Yards)

- Bespoke Grid
  (2 Player - 4 Yards)
- European Grid
  (4 Player - 5 Yards)
- 9 Hole Grid
  (3 Player - 2 Yards)

Finishes

If you are looking for that perfect brand colour match, Eagle can add pantone spot colours for a more accurate colour match. Other finishing options include rounded cornering, sand texture, gloss or matt lamination to embellish your scorecard.
Course Guides

Eagle provides course guides that are the ideal marketing tool, showing off your main asset - the course. Providing more details than green books can offer we provide an overview with accurate yardage information, overall course map and professional tips to help golfers get the most out of their game. Our guides showcase your whole club providing members and visitors alike with a memento of their visit.

Eagle is proud to be one of the leading suppliers of high quality course guides, delivering products for clubs across the UK and Europe. In addition to acting as an aid for your members and visitors, golf course guides also offer an additional avenue for generating revenue at your club. A course guide also offers opportunities for advertising. Extra pages can be added to provide further information, such as other club services like weddings, history pages, professional shop and visually stimulating photos to show off your club.

You can work closely with us whenever you want us to print golf course guides, deciding exactly what you want included. There are many options and we will help you to explore all of them.
Size & Format

We provide high quality course graphics for your course in various different styles. Once you have a style which suits your course, Eagle can offer different sizes and formats with multiple finishes, to reflect the correct image of your club.

<table>
<thead>
<tr>
<th>Formats</th>
<th>Cover Finishes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wiro</td>
<td>Textured, Gloss, Matt</td>
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<tr>
<td>Flip</td>
<td>Textured, Gloss, Matt</td>
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<tr>
<td>Book</td>
<td>Textured, Gloss, Matt</td>
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<tr>
<td>Professional</td>
<td>✔</td>
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<tr>
<td>Souvenir</td>
<td>✔</td>
</tr>
<tr>
<td>Short Run</td>
<td>✔</td>
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</tbody>
</table>

Overall Course Mapping

At Eagle we can create course graphics that compliment your course, from Parkland to Links courses, we can use either architect drawings or up-to-date satellite data to compose accurate imagery. Using the latest computer techniques we can build overhead or 3D holes for use in your guide, signage or website.
Overall Course Maps

Using the latest computer graphic programs and satellite data we can create an accurate overall course map in a variety of different styles. This overall course map can be used across multiple products including course guides, scorecards and signage.
Diaries

Golf club diaries provide a calendar of events occurring over the course of the year. They can be designed in an array of styles, including booklet and binder. Personalised golf diaries can offer additional space for your members to keep track of their own lives, or more basic fixture books can be produced where needed. Golf diaries branded to match your collateral offer a great marketing opportunity. They can feature space that you can use for promoting your own or your sponsor’s products. The golf course diaries we offer can become a major part of your print collateral.

Simple straight forward Diaries
Generate your data from our specially designed excel spreadsheet.

Wiro Bound

• Collateral styling to co-ordinate with scorecard, course guide and other collateral
• The front and back cover uses heavy board
• Diary size 89mm by 160 mm
• Coloured wiro bound
• Spot colour to highlight member categories
• 1 or 2 week to view for clarity

1 week to view with colour coding
2 week to view with colour coding
Diary Handbooks

- Clean and simple cover with collateral logo and your choice of colour (sponsorship optional)
- Diary size 89mm by 160 mm
- Spot colour to highlight member categories
- 2 week to view for clarity

Fixture Booklet

- Maximum of 52 pages
- Full colour hard or soft cover
- Branded to existing club collateral
- Sponsorship options
- Can include sections on contact details, club officers, committee, club rules, code of conduct, dress code, golf rules and etiquette amongst others
Bag Tags

There are more benefits than you can imagine if you provide useful, eye-catching golf bag tag identification products. We create golf club bag tags that can be personalised and displayed on the bag of every member and they can be branded with the club’s information, helping to promote your club.

Eagle provide a variety of tag options, from metal bag tags, military style membership bag tags, and single print economy tags and security bag tags. These are produced in a variety of different materials such as metal, plastic and leather. The bag tag defines a members place at their club and is something they can be proud of using.

Metal Enamel Tags

The metal tag is our premium high quality solution for golf club bag tags. Using specialist engraving and enamel paints, a detailed representation of your club logo can be portrayed on a stylish gold, silver or bronze antique finish tag. Personalisation options are also available.

Gold, Silver and Bronze finishes available

Domed Centres
Membership Tag

These tags are a slightly larger version of the standard credit card size. Also called a ‘military size’ card, the dimensions are 100mm by 70mm, moulded from a 840 microns flexi-plastic, with rounded cornering and often with a slot for a strap. You can have various membership categories in a range of designs with variable data options i.e. members names. These tags have been very popular with golf clubs over the years.

Single Colour

A simple single-colour bag tag is a durable plastic solution, which is both strong and hard wearing. With its vivid colour design, this tag is perfect for long range identification of the golfer and also a very cost effective way of monitoring your members in and around the golf course.

Leather Straps  Plastic Straps  Vinyl Labels  Round Tag  Sunrise Tag  Flexi Tag
Green Fee Tickets

Providing utility as well as a marketing opportunity, green fee tickets are a vital asset to any golf club looking to welcome visitors and guests to its course. They are handed to every non-member playing a round and, as such, are an important part of leaving a positive lasting impression on golfers that may not be regulars at your course. They can offer a myriad of benefits, including making your brand stand out and increasing the potential of repeat plays. The green fee tickets can be printed in full colour on high-quality board, or on pre-coloured paper stock, bound in booklets to suit your needs.

Green fee tickets are also branded, so to align themselves with other golf club collateral, that way you are ensuring your brand stands out and becomes a part of your marketing strategy.

Full Colour Green Fee Tickets

Eagle’s popular full colour green fee ticket, branded, numbered and presented in a booklet form. Ideal for golf clubs who want their green fee tickets to have that certain quality.
Economy Green Fee Tickets

Eagle’s standard economy green fee ticket format is available in seven pastel colours with sequential numbering. Upgrade to one of our twelve intense colours for something more visable out on the course.

Colour Luggage Ticket

The all in one green fee ticket, based on a luggage ticket design, is an ideal solution to combining a branded, full colour ticket with its own looping system. This means you do not need the addition of string or elastic bands to hold the ticket in place. These are printed on standard or non-tear material.
If you are looking for a rapid turnaround our quality digital print service is a great option. We offer many bespoke products for use at your club, including branded stationery (letterheads, business cards, compliment slips) bespoke golf event cards, health & safety cards, charity day cards, catering menus, presentation folders, folded flyers, leaflets, notepads and invitation cards.
Course Measurement Services

Eagle are certified by CONGU to conduct tee-to-green course measurements for course rating purposes, ensuring that all data collected is compliant with their guidelines.

To ensure the greatest accuracy available, the latest laser technology is used, which is utilised by specialist surveyors based around the country providing a nationwide service.

The course measurement service includes a full suite of certificates formally confirming the results, as well as full support after completion for any queries you may have.

- Course Measurement
- Eagle Certification
Course Measurement

Understanding exactly what your Golf Union requires in terms of measurement is now so important due to the looming World Handicapping System, which will mean that from 1st January 2020 your course will have a Slope and Course Rating. Accurate course measurement has become a vital element of this whole project and if the assessors have not visited your course yet, they will be asking for a certificate which is not more than ten years old.

We have survey teams covering the country which enables us to reach all clubs within a reasonable time to carry out the necessary measurements and provide the certification required.

We always make sure that a representative from the club is involved, as it is imperative that the club understands exactly where we measure from on all tees.

Our measurement service extends to checking on fairway markers (100, 150, 200) and we are often asked to measure from each sprinkler head and supply the appropriate markers that fit precisely.
Eagle Certification

Certification is completed with the issue of a measurement certificate for each of your sets of tees. These certificates are recognised by CONGU and Golf Federations throughout Europe.

Measurement data storage
We retain all of your data on our system. In the event of a minor amendment to one of your tees that can be accurately measured back to an existing measure mark, provided we have already measured your course, we will be able to amend the data and issue a new certificate.

Data capture
Our surveyor collates all measuring data during the site visit. They will measure the depth of each green in addition to measurements from tee to green via any dog-leg points as necessary. This information is then stored on our database.
Find out more on www.eagle.uk.com
or call +44 (0)1883 344244