

Marketing and Communications
Board Report for Spring AGM
Thursday, May 6

Brand Refresh

Over the winter a subcommittee including Cindy Beaudet, Andrea Kosa, Nancy Brooks and myself began the task of executing a brand refresh. So, what is exactly is a brand refresh and why did we do it?

A brand refresh is like hitting the reset button for your brand. The process includes changing up the look of your brand to make it more attractive, rephrasing the values behind it, and other similar processes that will attract people to engage with it.

Ladies, it's like a makeover! It's the reaction you want when you go from brunette to blonde.... and it turns heads...

For the CLGA we started with a visual makeover in our new logo design. It reflects not only what we represent in golf with the red flag, but where we do it, seems like there is always a mountain in view or close by on any of the member courses we represent and with a tip of the hat to our history established 1929 - a gentle reminder to never forget where we came from and the long road that this organization has travelled to get this far.

The logo design came with new branding guidelines that now allow us to create our own brand story with our corporate colors - red, green, blue.

The brand guidelines were brought to life in our second external project for the year in new website design. Our goal was to stay current with modern website design trends and user-friendly functionality. The logo, corporate colors and fonts are helping to deliver a clear and consistent look.

The structure was brought to life by Riley's one of our long-standing partners and sponsors; while the web text and front-end visuals are being maintained and supplemented by myself and back end organization continues to be built and organized by Monika Jansen. I'd like to remark that Monika and I are partners in crime in this web building process- we understand each other's strengths and capabilities and we are playing collaboratively to each of them. There is a bit of a lag in getting all of the work done on this project and in eliminating the kinks in some of the applications we are using - but we're getting there!

Consistency in look and presentation will be carried over to other areas this year in social media banners and favicons, corporate stand banners - right down to logoed towels and caddie bibs. We hope that in the near future you will be able to look at our logo and say “oh, that’s the Calgary Ladies Golf Association” and get a warm and fuzzy feeling about what the organization does for ladies and junior golf here in Calgary and area. And once you get the good feels, as our foot soldiers, it’s time to act on them!

The CLGA exists “to foster participation and excellence in ladies golf while spreading passion for the game”.

So, let’s spread some passion!

Follow Us on Social media - just google CLGA and hit the follow button

Tell your friends about our website

Encourage them to sign up for our newsletter

Ask them to participate in an event.

Throughout the rest of the 2021 season, I’ll will be focused on public relations for CLGA events. If you need to speak to me or any board member for any reason, you can do this through the board button on the contact page of our website.

Have a great golf season,

Wendy Ellacott
Marketing and Communications Director
CLGA