

SWTL

Dirtyburg  
CLASSIC

## SOPHISTICATED STORYTELLING FOR GOLF IDENTITY DESIGN

### SERVICES

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Branding  
Identity Design  
Merchandise

Art Direction  
Photography

### THE MISSION:

Joshua Page and his friends loved the thrill of competition and a long day of crushing golf balls and beers. Wanting to immortalize the spirit of their college days and alma mater in an epic golf tournament, they looked to the Masters tournament for inspiration. Drawing from Fitchburg State University where most of the players had met, the Dirtyburg Classic would tell the story of these would-be weekend golf legends in the making.

### THE OUTCOME:

We worked together to bring the story of the infamous Dirtyburg to golf courses all across the nation. In their college days, the fun times didn't stop after a long night out on the town; they spilled well into the next day and onto the greens. Day in and day out, these men worked hard, played hard and golfed hard too. It seemed only fitting that their newly created identity design shared that same mantra.

### THE IMPACT:

From branding to apparel, the Dirtyburg Classic crew had a powerhouse style that turned heads on and off the golf course. With multiple assets created for every aspect of a day out on the course or just hanging on the couch, these men were outfitted like true champions. The sense of professionalism and poise that Page had hoped to capture was a real hole in one.



#### **ABOUT THE CLIENT:**

Joshua Page has been enticed by one of the greatest games to ever be played by man since he was a child, the game of golf. Skilled with a set of clubs himself, Page set out to gather all of his likeminded friends to compete in a yearly golf tournament of their own. It would be a Masters level tournament on a micro scale. Scouting from his alma mater, Fitchburg State University, it seemed only logical to bring the story of the Dirtyburg to the links.

#### **THE GOAL:**

Golf has always been a gentleman's game. Words that come to mind when someone describes golf are relaxing, class, power, mastery, sophistication and skill amongst other things. While these local golf enthusiasts may never get the chance to grace the greens with the likes of John Daly or Tiger Woods, they wanted to bring the same characteristics that make the Masters Tournament great to a smaller local level. With high-quality branding that tells a story and apparel that brings class and sophistication to the table, this small-scale tournament will bring out the master's level player in each of these men.

#### **THE GAP:**

With the idea of the tournament in mind and the inaugural roster ready to go, Page knew he wanted to bring this idea to life in the most memorable way possible. He knew he needed the help of a professional who could execute design at a high level, capturing the sense of fun the tournament would be about without breaking the bank. On top of this, he would need someone who had previous experience in merchandise and collateral to speed up the process and avoid any would be costly mistakes. By doing these two things, he would be able to elevate the tournament solidifying it as something that would stand the test of time.





#### THE DECIDING FACTOR/GAMBLE:

After seeing some of the work that we had just finished for a fantasy hockey league of one of the men on Page's roster, Josh had found his designer. Josh recruited Zac at SWTL Design to tackle the challenge of bringing the spirit of the Dirtyburg Classic to life.

He saw that we were able to take serious hockey players and a serious design concept and turn it into a fun visual story.

Like a golfer searching for the perfect club for a shot, finding the right design partner can also be a tricky endeavor that comes with some trial and error. It can be hard for some clients to communicate clearly what they need or provide reference to a style they like. In some instances, however, you strike gold on your first go around. This was the case for Page and SWTL Design Co.

#### THE DISCOVERY PROCESS:

From the beginning, it was stressed that two things would be important in the final identity system. The first was a look that was professional and carried itself with a sense of class and style that would stand above the crowd on any golf course. The second was a balancing act of fun storytelling that could be weaved throughout the branding without being overpowering or over the top to the point where it had a negative effect on the look.

With a loose concept of telling the story of Fitchburg State at the core, Page was open to anything and everything. While total creative freedom can sometimes be a great thing that allows a designer to really go wild in any direction, it can also be too broad of direction that can lead to missing the mark, wasted time and wasted concepts. Without a proper discovery phase or a strong foundation in goals, you might end up with a client that only wants something that "they'll know when they see it". Thankfully, Page had given just enough information and style they wanted to see infused that stopped that problem before it got any traction.

After presenting a single round of concepts, several of the loose ideas were already to a state of being ready to finalize.







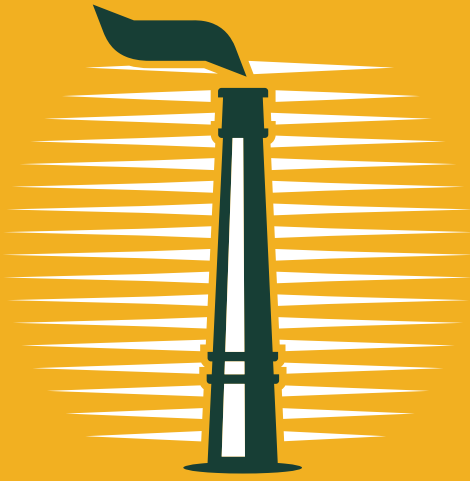


To get some solid feedback from the men who would be rocking some of the gear themselves, Page sent the initially presented work around for review. To his delight, everyone was blown away and had multiple favorites they wanted to be seen as the final identity. Iconic marks from the Fitchburg campus had made their way into the concepts from the well-known smokestack to the falcon, the storytelling that they desired was there in spades.

With very minor edits and some fine tuning, we were able to finalize everything and set up all the artwork to spec for all the apparel and merchandise that the tournament would be utilizing. In addition to any application usage needs that arose, all additional file formats were presented in all color usages, clearly labeled and packaged for handoff to any decorator. Zac took amazing care of us and made sure we were set up for real success.







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#### THE GAIN:

After both a speedy discovery and concept phase, we were able to get the finalized designs to the hole under par. Like a powerhouse line drive right to the green, the finished and presented concepts not only brought sophisticated storytelling but managed to sneak in several nods to Page's alma mater Fitchburg State University.

With a polished graphics kit that spanned an arsenal of golf apparel and accessories, the Dirtyburg Classic was set up for sophisticated style and poise on any course. Every member of the tournament now had the option of top-of-the-line decorated apparel, golf balls, ball markers, towels and choice of additional accessories like visors and yeti cups. While the Dirtyburg Classic may not have their own green jackets, we managed to set them up with a level of sophistication and poise that the Master's Tournament employs.



**"YOU'RE A GODDAM ROCKSTAR! WE REALLY CAN'T THANK YOU ENOUGH FOR ALL OF THESE AWESOME LOGOS! WE CAN'T WAIT TO START PRINTING UP SOME MERCH WITH THIS STUFF ON IT."**

**JOSHUA PAGE**  
DIRTYBURG CLASSIC  
FOUNDER

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SWTL<sup>CO</sup>DESIGN