



Peak \ Golf

& COUNTRY CLUB

Research

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Brief

Peak Golf's a local golf course that wants to create a microsite for their wedding and banquet services. The cliente wants to promote the facility and collect contact details via a contact form.

Brand

Peak Golf's a high-end golf course that ensures every aspect of their clients events. They are proud of their services and exclusive feeling they give for each client.

They name the company after putting together their 3 main services: golf (tee), catering (soft peak) and wedding (cake).

Logo



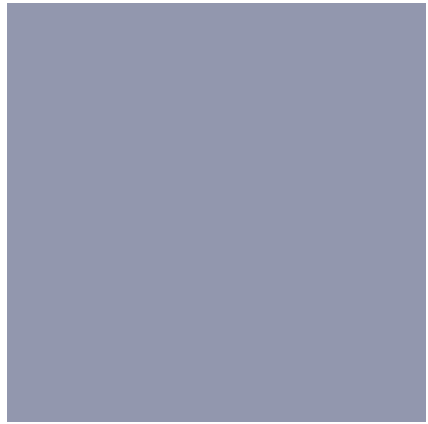
Their logo is very simple, so it speaks by itself. A little golf club between the company's name. And colors are neutral so the photographs can shine.

Logo

Peak \ Golf
& COUNTRY CLUB

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Color Palette



#9297ae

RGB 146 149 171

Pantone 5285 C



#6a6d7b

RGB 106 108 121

Pantone 431 C



#303030

RGB 48 48 48

Pantone Black C



#692433

RGB 92 40 54

Pantone 7421 C



#7f4350

RGB 112 69 80

Pantone 4985 C

Typography

Libre Baskerville
(Heading)

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed

Barlow
(Body Text)

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam

Bahnschrift
(Call to Action)

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam

Competitors



Weddings

Hollyburn Country Club offers spectacular views of downtown Vancouver making it a picture perfect venue for weddings. A couple can choose from a handful of Hollyburn Country Club's banquet rooms, dining room or patio space for their ceremony, reception or rehearsal dinner.

[LEARN MORE](#)

Events & Celebrations

Hollyburn's Catering Team will make your milestone birthday, anniversary, bridal shower, family reunion or any other special occasion memorable. Enjoy your celebration knowing that all of the details are being taken care of by attentive staff, allowing you to spend more time with your guests.

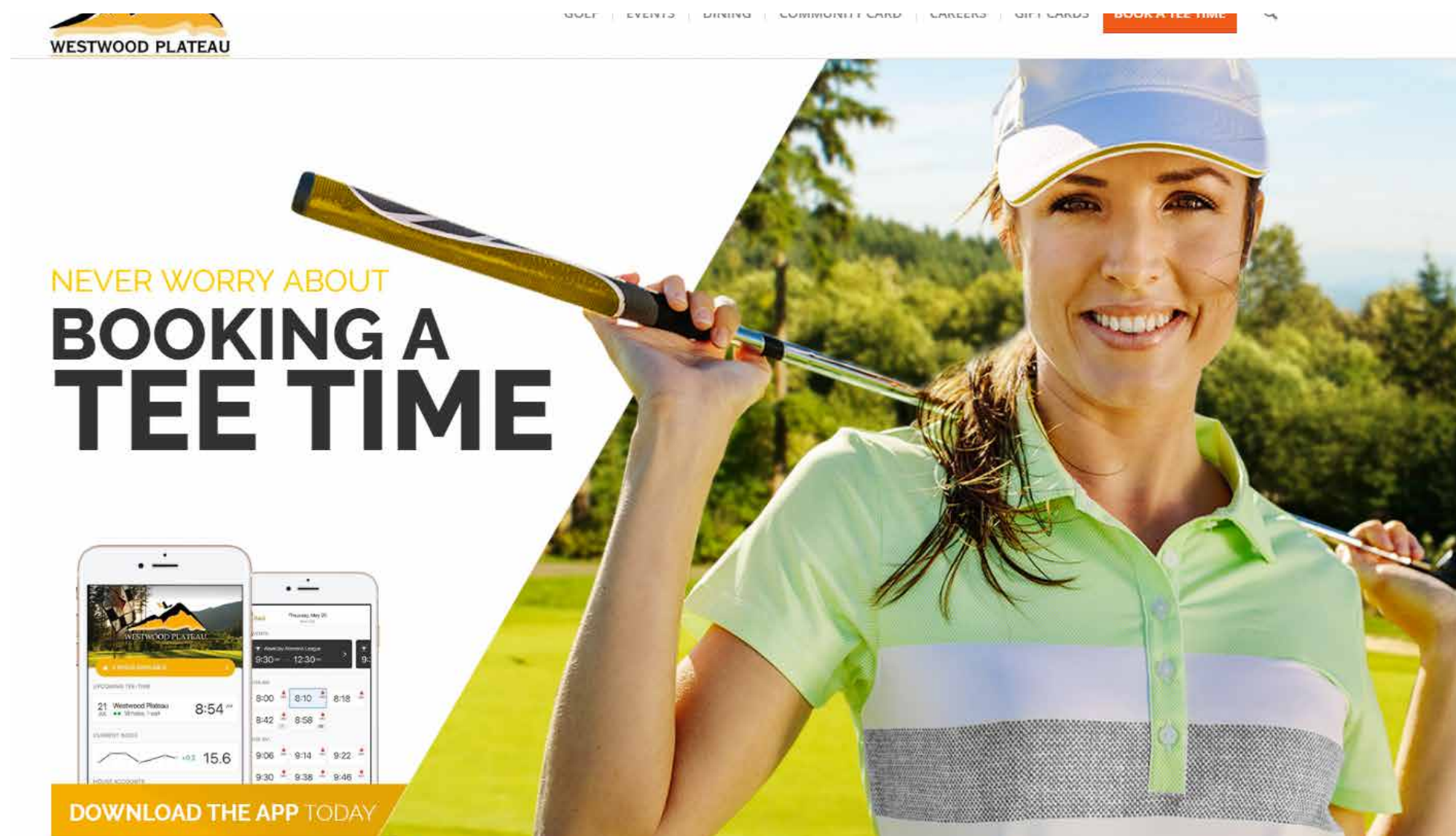
[LEARN MORE](#)

<https://www.hollyburncatering.com/>

Loved the clean and simple layout. But because this is a microsite from a huge corporation, I feel it's missing infos. It's responsive.

They used tones of blue for color palette.

Competitors



<https://www.westwoodplateaugolf.com/>

The design is not fancy but they are very informative and well structured. I also liked the photography but the body text could be better or bigger. It's responsive.

Competitors

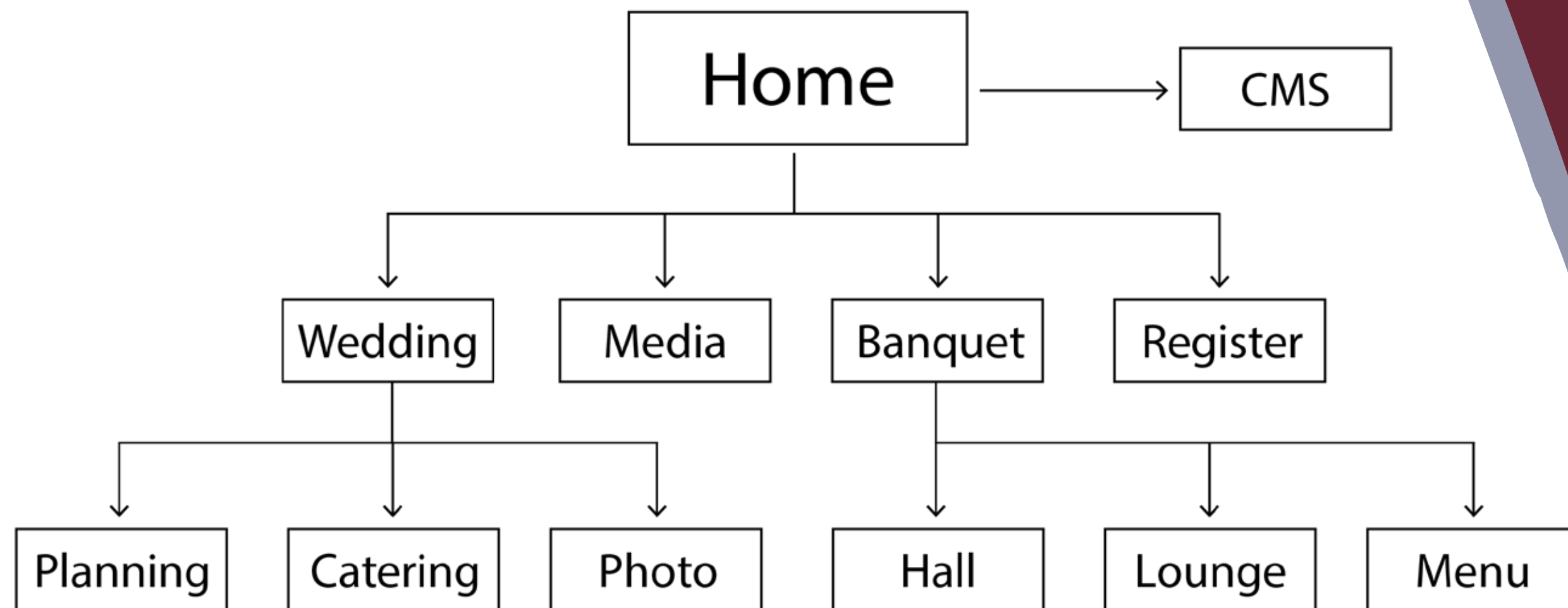


<https://www.royaloaks.net/>

There's a lot of issues in this example, like color, typography. But what I really liked is the hero image that continue through the home page and the good content they have. It's responsive, but not well done, like the other competitors.

Sitemap

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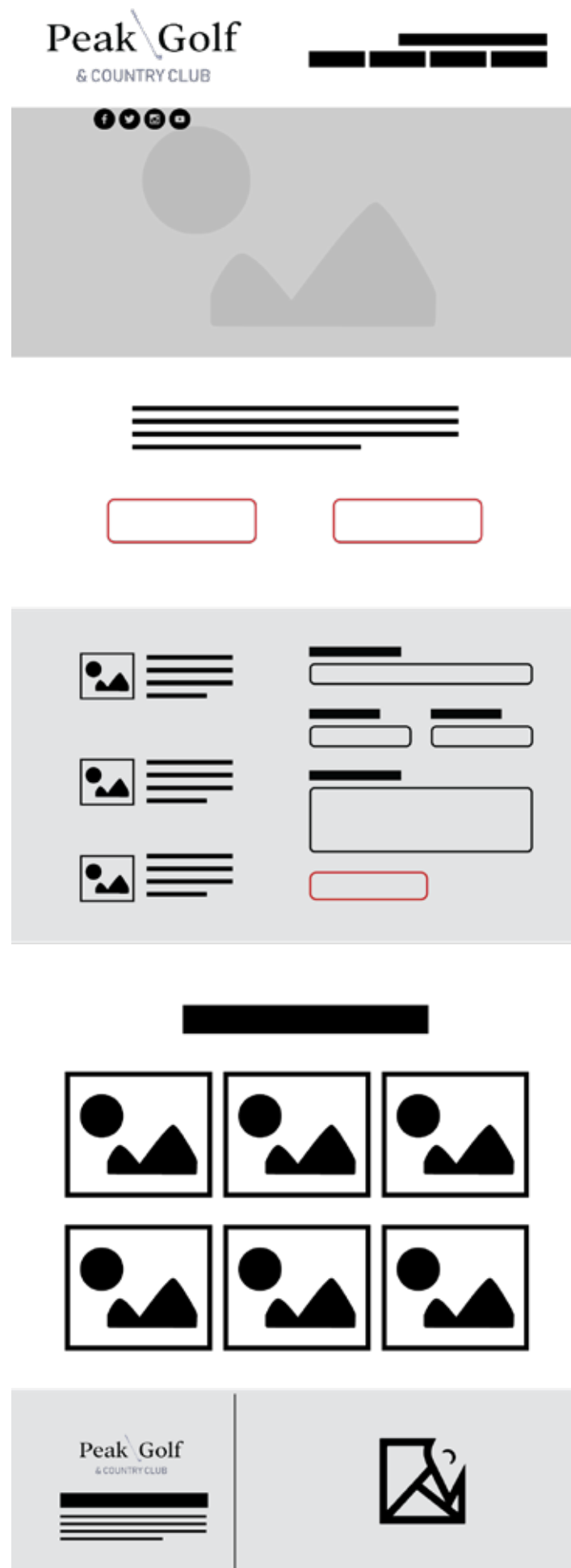


The contact form can be accessed from every page.

Wireframes

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Home



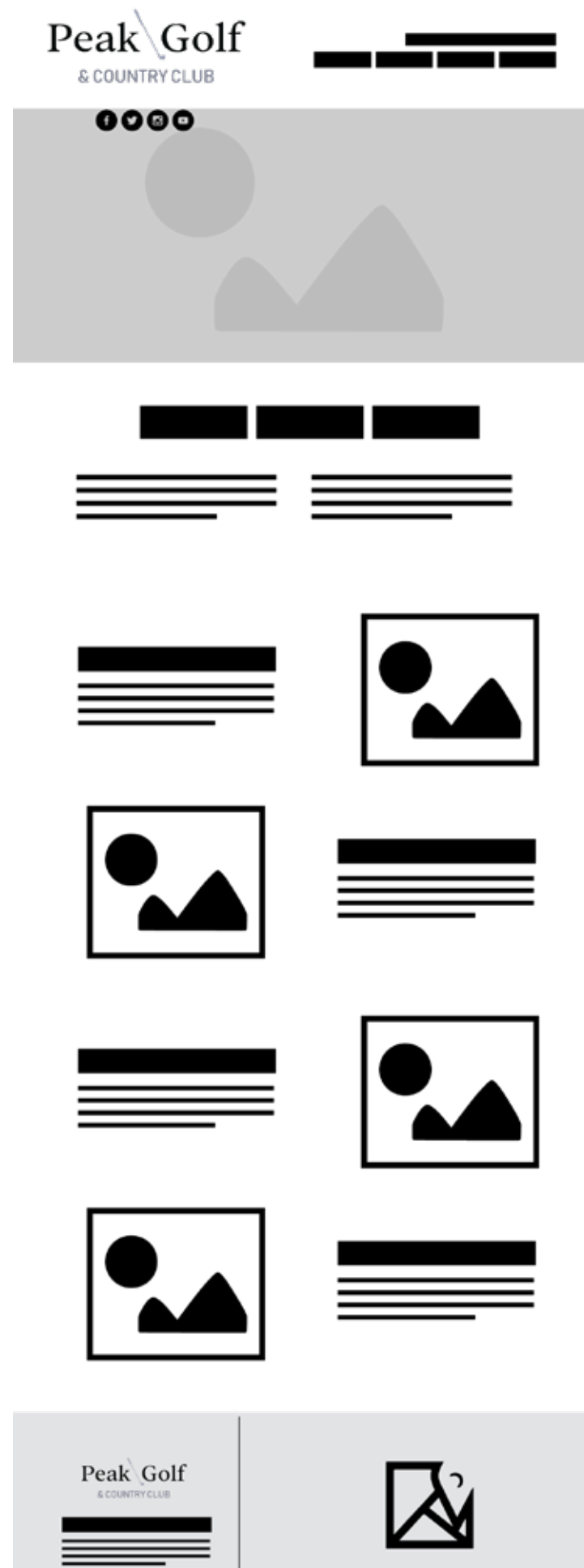
Sevices



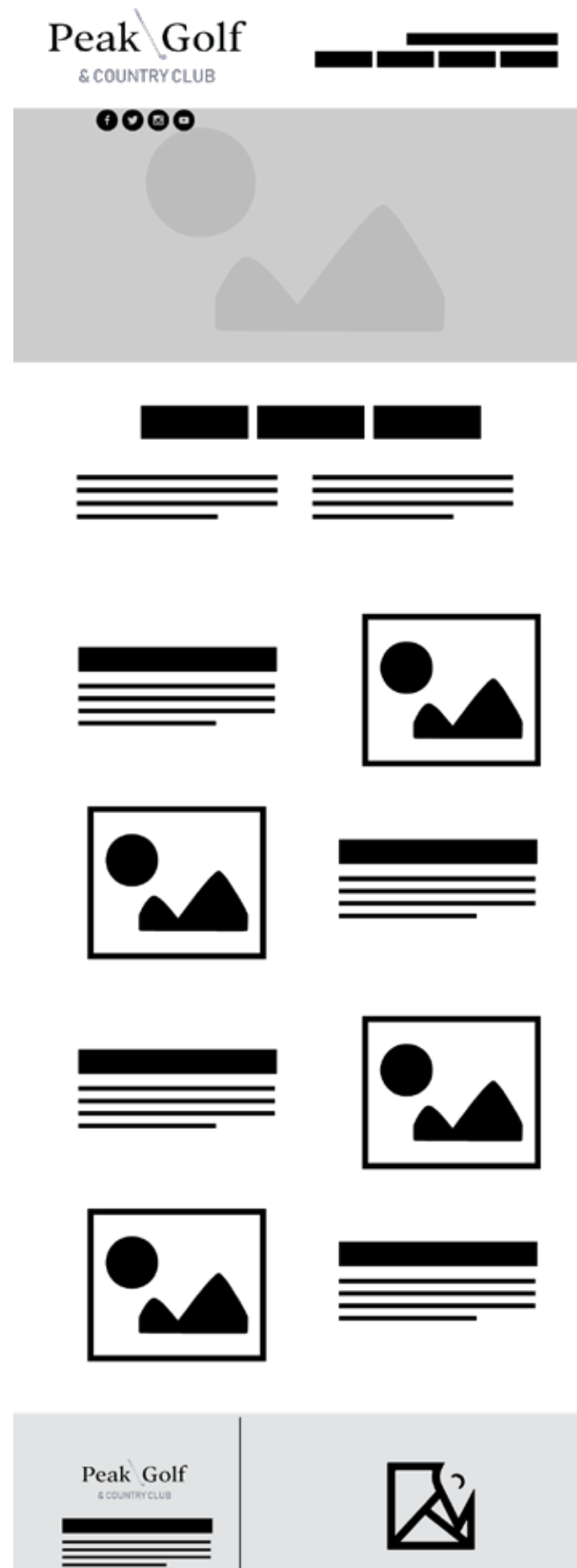
Wireframes

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Media



Menu

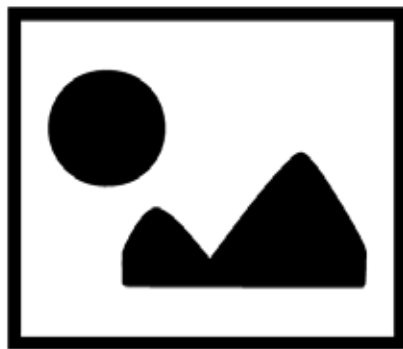


Wireframes

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Register

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Registration form fields:

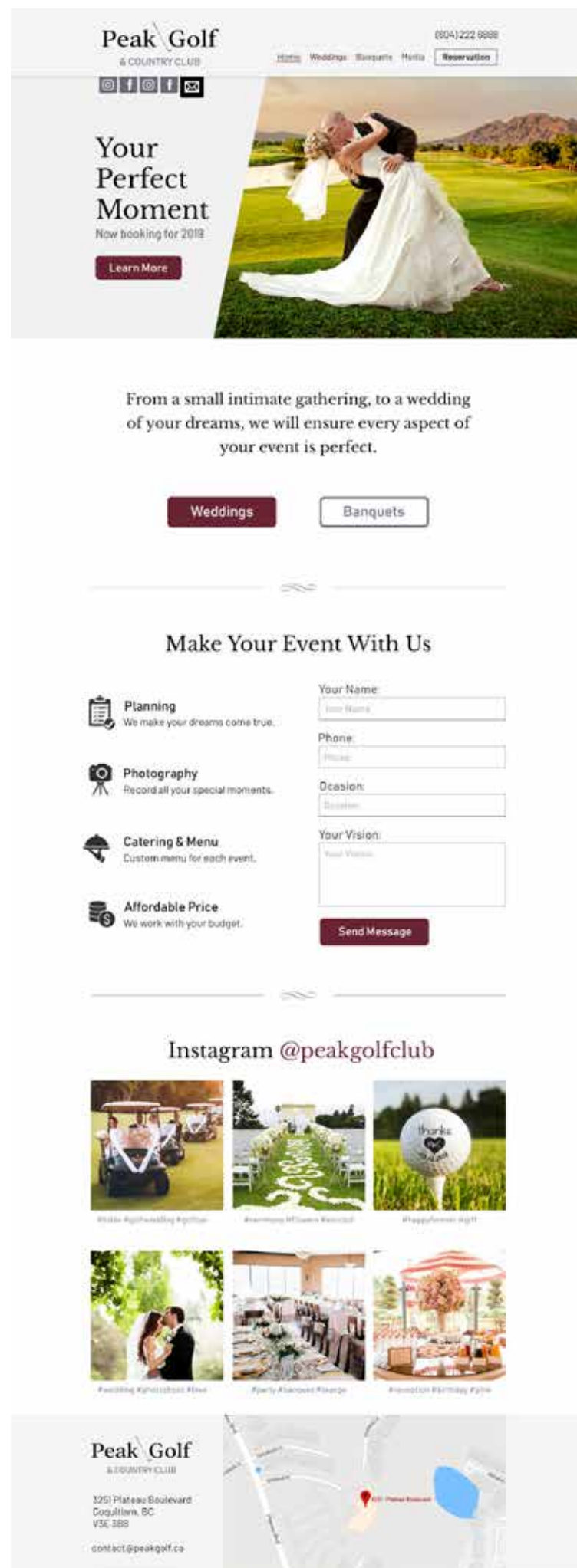
- First Name
- Last Name
- Email
- Phone
- Address
- City
- State
- Zip
- Submit Button

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Mockup

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Very simple and clean layout that translate the brand