

SouLful
gOlf **a**



soulful golf **b**



soulfulgolf **c**



soulfulgolf

Michelle Suazo
Designer

Michelle Suazo
Creative Director

The Brook Group
Design Studio

Soulful Golf
Client

Michelle Suazo is obsessed—with design, that is.

“Sometimes years later, I’ll notice that the integrity of a mark has strayed and I’ll call my client to offer suggestions,” Suazo says.

Luckily, the obsession to rid the world of poor design is shared by her boss, Kara Brook, owner of The Brook Group, who does a lot of work with organizations. Her reaction, when she met the founders of Soulful Golf, was, “Hey, you guys need help.”

Soulful Golf is a national organization dedicated to increasing the presence of golfers of color on the world’s top golf courses. They needed an identity to create a more professional image.

The first step involved a questionnaire. Suazo says, “We sit down with all our clients and ask them such things as, ‘What are your image attributes? How do you want customers to think of you?’ Often, going in to the process, clients don’t even know what they want. Eventually you get everyone to agree to your

accepted terms. So later, nobody will say, ‘I don’t like green.’

Green was cool, however. Though apparently not orange and blue, as in Suazo’s first soulful design [a], about which she says, “That was meant to be playful and to show a bit of diversity in the different colors. And it visually tied in the topic, so right away you saw ‘golf.’ But when it came down to it, they wanted something more simplified. The goal of the mark was to convey the excitement and action of golf and success in an easy to identify mark. The next design [b] went too far in a conservative direction—not enough playfulness.”

As for the final mark [c and boxed], Suazo says, “The clients are very happy, and their organization continues to expand. But I noticed they print it in a different green every time, so I’m like, oh my gosh! I feel that it’s my obligation—or maybe my obsession—to ensure that the mark is well-handled in perpetuity.”