



## Creative Portfolio

*Dormie Network Case Study*

## Why a Case Study Over a Traditional Portfolio?

Because great branding isn't built in pieces—it's built in layers.

After 30+ years as a visual designer, creative director, mentor and motivator—crafting countless logos, campaigns, and digital experiences—I've learned one truth: exceptional branding lives at the intersection of craft and strategy. This Dormie Network case study represents the pinnacle of that journey.

More than just logos and ads, this is the full story of how strategy, design, and storytelling collide to create a category-defining brand. From visual identity to member acquisition, digital experience to industry buzz, every decision distilled decades of expertise into measurable results.

A portfolio shows what I've designed. This proves how I think—and why it works at the highest level.

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## Brand Standards



As Creative Manager at Dormie Network, I established the essential brand framework that would drive our future growth. I refined our logo, implemented a strategic typography system, and developed a disciplined color palette to elevate our premium positioning. These standards extended to comprehensive media kits that ensured consistent representation across all partners and platforms.

This foundational work created immediate efficiencies while strengthening brand recognition. The system gave our team clarity and our partners confidence, setting the stage for Dormie's rapid market ascension. The disciplined consistency we implemented became the springboard for all subsequent creative work.



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<p>In 2020, we made small but significant changes to the Dormie Network logo to improve its legibility and balance.</p> <p>The "Sign" Pro typeface was originally designed for all caps, but the enlarged "D" and "N" in our logo made them heavier and affected legibility. By making all letters the same size, we enhanced clarity.</p> <p>We also increased the spacing between "DORMIE" and "NETWORK" to give the logo more breathing room, especially around the flagstick. Previously, the logo was cramped, affecting the natural flow of the words.</p>	<p>Additionally, we adjusted the flagstick's size and alignment to match the thickness of the vertical letter plan, ensuring a smoother transition between elements.</p> <p>These adjustments result in a cleaner, more legible logo that aligns easily with text or other design elements. Unlike before, when central alignment was often necessary for legibility, the updated logo can now be aligned left, right, top, or bottom without sacrificing its clarity or aesthetic appeal.</p>
 <p>Old logo</p>  <p>New logo</p>	<p>Six versions of the Dormie Network logo have been created for various applications.</p> <p><b>Signature Color Version</b> (black font, red flagstick) – preferred for use whenever possible (1).</p> <p><b>All Black Version</b> – to be used when color is unavailable (2).</p> <p><b>Reverse Versions</b> – used on dark or semi-dark backgrounds (3, 5, and 6).</p> <p>The Dormie Network logo includes a registered mark (®), which signifies ownership and exclusive rights to the brand. To protect this mark, always use it correctly in line with the brand's legal protections.</p> <p>For advertising and marketing materials, include the following footnote:</p> <p>© 2024, Dormie Network</p>

[illegible]

## LOGO

### Mechanoid

mark

On merchandise the Corinne Network logo or **Regalis** should remain a prominent design element, serving as a secondary focus only to cutlines in specific instances.

**Example 1:**

The Corinne Network logo on **Regalis** is placed on the left side of the shirt, with the right side left clear of any elements. **Club Regalis**, if applicable, may be positioned on the right sleeve, while a number or sponsor logo may appear on the left sleeve.

**Example 2:**

When the club logo is the primary focus, it is placed on the right side of the chest, while the Corinne Network logo or **Regalis** is featured on the left sleeve. A number or sponsor logo may also be positioned on the left sleeve.

These guidelines ensure a balanced and professional presentation across all merchandise.

## COLORS


### Primary Palette

Hex: #

Our primary color palette includes **Corinne Red**, **Corinne Dark Gray**, **White**, and **Black**. These colors are limited to all Corinne Network communications, including a clubhouse and merchandise, to maintain a cohesive and recognizable visual identity. **Black** is best reserved for large areas of solid color or backgrounds featuring photography.

Red should be used sparingly to avoid overpowering the designs.

Overall, our materials should convey a light and airy aesthetic, with generous white space enhancing readability and ensuring clarity and elegance.



Corinne Red	Corinne Dark Gray	White	Black
CMYK: 0, 100, 100, 0	CMYK: 0, 0, 100, 100	CMYK: 0, 0, 0, 0	CMYK: 100, 100, 100, 100
Pantone: 284 C	Pantone: 39 B	Pantone: 39 B	Pantone: 39 B
RGB: 255, 0, 0	RGB: 36, 36, 36	RGB: 255, 255, 255	RGB: 0, 0, 0
HEX: #FF0000	HEX: #333333	HEX: #FFFFFF	HEX: #000000

[illegible]

<b>TYPOGRAPHY</b> <i>Standard font</i> <small>Font 10</small>		
<p>Our secondary font, Segoe UI, was designed by Steve Matteson along its lineage at Apple Inc. and is licensed to Microsoft, making it viable accessible to most users when used as body and subhead text although larger headers, Segoe UI</p>	<p>complements the visual identity of our publications. This pairing reflects the central goal and feel, harmonizing seamlessly with our typography and graphic elements to create a cohesive and brand presentation.</p>	
<p><b>Image 101</b>    </p>	<p><b>Image 101 Segoe Bold</b>    </p>	<p><b>Image 101</b> is a clear one in representing our brand, showcasing the diverse aspects of the Cornish landscape while conveying key messages to our audience. Thoughtfully selected and placed imagery, such as a powerful visual tool, affecting the innovative and creative thinking inherent in Cornish network's people and solutions.</p>
<p><b>Image 102</b>    </p>	<p><b>Image 102 Segoe Bold</b>    </p>	<p>Image 102 provides a clear, comprehensive view of the network, the primary element that highlights the visual identity of our Cornish and the timeless elegance of the Cornish landscape. The Cornish landscape, such as facilities and services, serves as a key element, driving the network forward without compromising the core elements.</p>
<p><b>Image 103</b>    </p>	<p><b>Image 103 Segoe Bold</b>    </p>	<p><b>Image 103</b> is a clear one in representing our brand, showcasing the diverse aspects of the Cornish landscape while conveying key messages to our audience. Thoughtfully selected and placed imagery, such as a powerful visual tool, affecting the innovative and creative thinking inherent in Cornish network's people and solutions.</p>
<p><b>Image 104</b>    </p>	<p><b>Image 104 Segoe Bold</b>    </p>	<p><b>Image 104</b> is a clear one in representing our brand, showcasing the diverse aspects of the Cornish landscape while conveying key messages to our audience. Thoughtfully selected and placed imagery, such as a powerful visual tool, affecting the innovative and creative thinking inherent in Cornish network's people and solutions.</p>
<p><b>Image 105</b>    </p>	<p><b>Image 105 Segoe Bold</b>    </p>	<p><b>Image 105</b> is a clear one in representing our brand, showcasing the diverse aspects of the Cornish landscape while conveying key messages to our audience. Thoughtfully selected and placed imagery, such as a powerful visual tool, affecting the innovative and creative thinking inherent in Cornish network's people and solutions.</p>

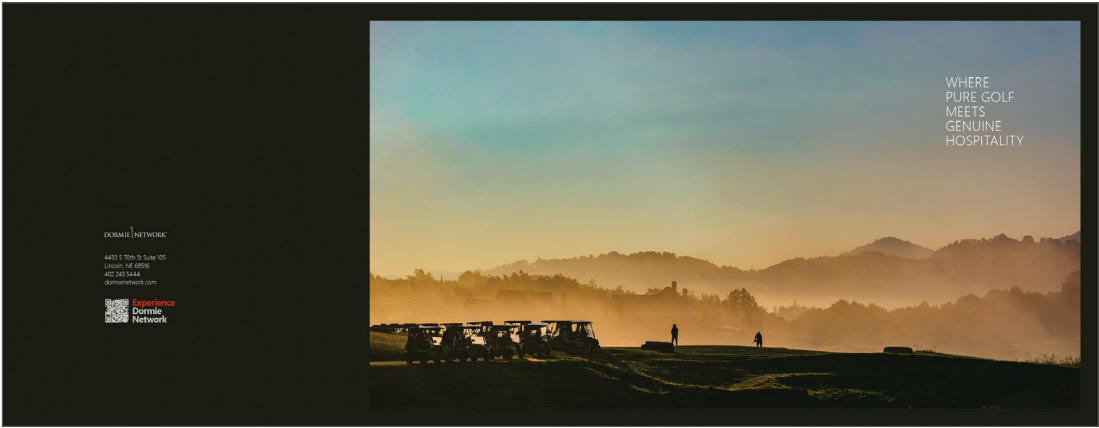


Corporate Brochure

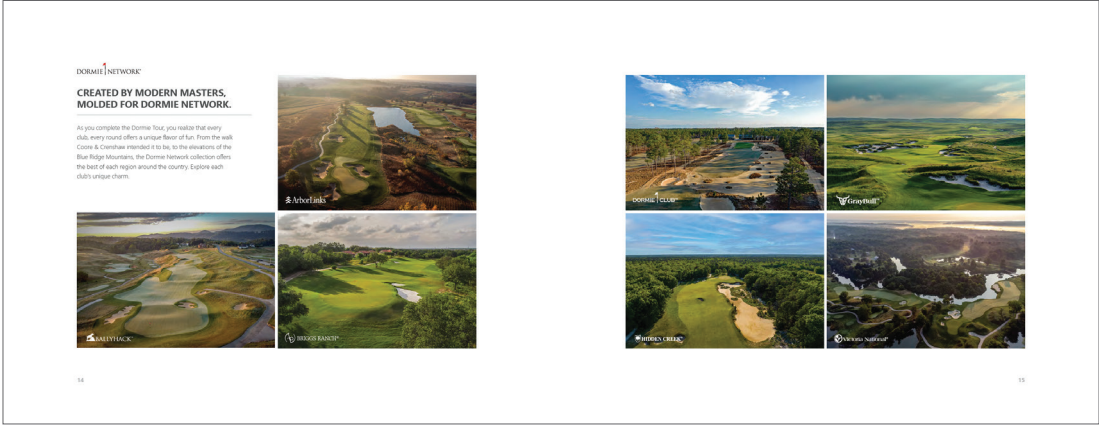
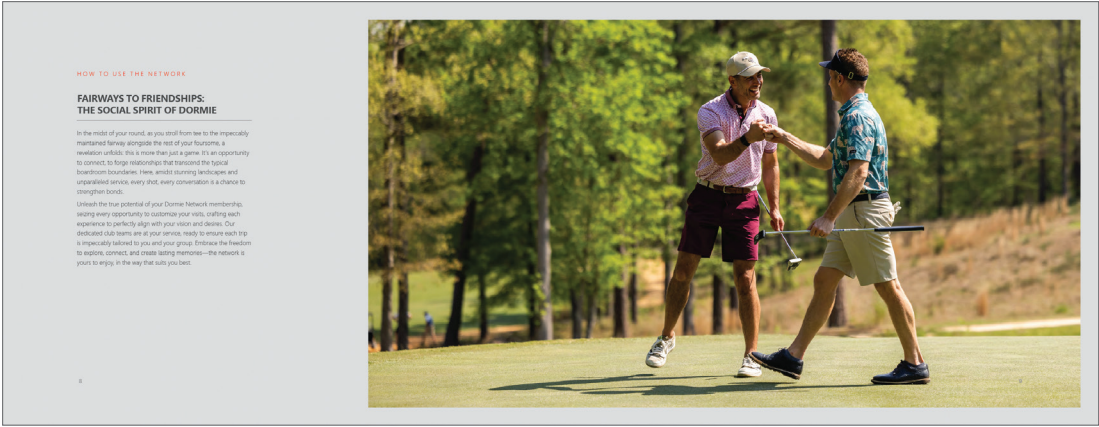
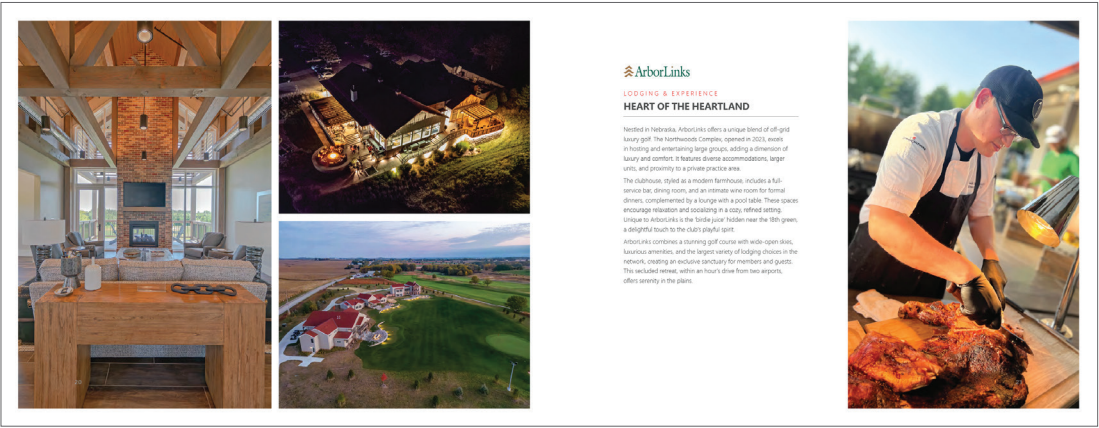
“Where Pure Golf Meets Genuine Hospitality”

The flagship corporate brochure for Dormie Network wasn’t just designed—it was engineered as a tangible embodiment of luxury. Through strategic art direction, striking visuals, and narrative precision, the piece became the brand’s signature artifact, turning club highlights into aspirational storytelling.

The result? A recruitment tool in disguise. Members and guests routinely requested extra copies to share, organically amplifying Dormie’s exclusivity. What began as an informational piece evolved into a coveted showcase of the network’s ethos—proving that even in a digital age, elevated print craftsmanship can drive desire.



View  
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Print Advertising

Dormie Network’s print advertising showcased the brand’s luxury positioning through full-page spreads in Golf Digest, two-page features in Golfweek, and strategic placements in leading golf publications. Each execution demonstrated meticulous attention to detail, with every design element reinforcing exclusivity. The campaigns’ sophisticated aesthetic consistently communicated Dormie’s premium status, resonating powerfully with golf’s most discerning audiences.



**DORMIE NETWORK**

**Atlanta**  
Atlanta, GA  
Design by David Palmer

**Bethesda**  
Bethesda, MD  
Design by David Palmer

**Bridges Ranch**  
Bridges Ranch, TX  
Design by Tom Fazio

**Dormie Club**  
Dormie Club, NC  
Design by Corey & Cavanaugh

**Hudson Creek**  
Hudson Creek, NJ  
Design by Corey & Cavanaugh

**Victoria National**  
Victoria National, TN  
Design by Tom Fazio

To inquire about Dormie Network membership, scan the code or visit [dormienetwork.com/golf-digest](https://dormienetwork.com/golf-digest)

Dormie Network is a national network of renowned golf clubs combining the experience of destination golf with the premier hospitality of private membership.

WHERE EVERY CLUB IS YOUR HOME CLUB



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WHERE EVERY CLUB IS YOUR HOME CLUB

2020 Golf Digest Full-Page Ad Series

“Elevating the Game” – A series of ads highlighting the luxury and exclusivity of Dormie Network clubs



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ONE MEMBERSHIP ONE NETWORK. UNLIMITED.



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ONE MEMBERSHIP ONE NETWORK. UNLIMITED.

2020 Golfweek Magazine Two-Page Ad Series

“Where Legends Are Made” – A campaign showcasing the championship-level courses and first-class facilities.



Hole 18 Victoria National Golf Club, #45 on Golf Digest's Greatest Courses in America 2019

**WITH GOLF THIS GOOD, YOU MIGHT FORGET TO TALK BUSINESS.**

Dormie Network creates unforgettable experiences at private destination clubs across the country with championship-caliber courses, chef-prepared seasonal cuisine, creative signature cocktails, and onsite lodging. A concierge will manage every little detail, so your work will feel more like play.

To inquire about Dormie Network membership, scan the code or visit [dormienetwork.com/fortune-magazine](https://dormienetwork.com/fortune-magazine)

**DORMIE NETWORK**  
Where every club is your home club

2021 Fortune Magazine Full-Page Ad

“The Pinnacle of Private Golf” – A bold statement of Dormie Network’s elite status.



**Experience Dormie Network**

**Experience the Sandhills of Nebraska in a way few ever will.**

“Unbelievably unique, almost otherworldly,” that’s how David McLay Kidd describes the Nebraska Sandhills, the canvas for his latest masterpiece—GrayBull Club. In this land with no boundaries, sand is the star of the show for golf and DMK; masterfully uses every grain to capture your soul. GrayBull’s inland links-style course forges an entirely new genre of golf.

“You could go in any direction you want, and you’re going to find a great golf hole,” DMK shares about designing GrayBull. “The challenge is figuring out the best sequence of golf holes and the best exploration of that landscape as a golfer.” Get on the list at [dormienetwork.com/kingdom-magazine](https://dormienetwork.com/kingdom-magazine).

**DORMIE NETWORK**  
Where every club is your home club

**ArdenLinks** | **BALLYHACK** | **BRIDGEBURY** | **DORMIE CLUB** | **GRAYBULL** | **HIDDEN CREEK** | **Victoria National**  
Nebraska City, Nebraska | Roanoke, Virginia | San Antonio, Texas | West End, North Carolina | Walnut, Nebraska | Egg Harbor Township, New Jersey | Indianapolis, Indiana

2025 Kingdom Magazine Ad

“Experience the Difference - Continues” – A recurring series that evolved with the brand, emphasizing emotional connections and member experiences.



**GrayBull is coming.**

All-new build in the Nebraska Sandhills | Designed by David McLay Kidd | Planned opening in 2024

The best way to get a sneak peak of what’s in store for the latest DMK design is a trip to your choice of six other stunning Dormie Network properties. One membership gets you full membership access to each state-ranked course designed by Fazio, Gore & Cavanaugh, Palmer, and George), regional farm-to-course cuisine, and merchandise gifting options unique to each club.

An ideal secondary membership with access from major cities, focused on entertainment and bespoke itineraries for groups large and small—it’s the most highly curated overnight experience in private destination golf.

To inquire about Dormie Network membership, scan the code or visit [dormienetwork.com/links](https://dormienetwork.com/links)

**DORMIE NETWORK**  
Where every club is your home club

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Nebraska City, Nebraska | Roanoke, Virginia | San Antonio, Texas | West End, North Carolina | Walnut, Nebraska | Egg Harbor Township, New Jersey | Indianapolis, Indiana



**An experience you won’t soon forget.**

In the midst of your round, as you stroll from tee to the impeccably maintained fairway alongside your colleagues, a revelation unfolds: this is more than just a game. It’s an opportunity to connect, to forge relationships that transcend the typical boardroom boundaries. Here, amidst stunning landscapes and unparalleled service, every shot, every conversation is a chance to strengthen bonds. Discover an experience where business, pleasure, and the spirit of the game converge to create unforgettable moments.

**DORMIE NETWORK**  
Where every club is your home club

**ArdenLinks** | **BALLYHACK** | **BRIDGEBURY** | **DORMIE CLUB** | **GRAYBULL** | **HIDDEN CREEK** | **Victoria National**  
Nebraska City, Nebraska | Roanoke, Virginia | San Antonio, Texas | West End, North Carolina | Walnut, Nebraska | Egg Harbor Township, New Jersey | Indianapolis, Indiana

2022-2024 LINKS Magazine Ads

“Experience the Difference” – A recurring series that evolved with the brand, emphasizing emotional connections and member experiences.




Email Maketing and Digital Advertising

I took the helm of Dormie Network’s digital advertising, steering campaigns toward engagement and impact. By blending stunning visuals with strategic messaging, I crafted ads that not only captured attention but also drove conversions. From social media to display ads, every piece reflected the sophistication and exclusivity of the Dormie Network brand.

DORMIE NETWORK





Rustic, secluded, and peaceful, Dormie Club's 310 acre melt into the rolling hills. The only original Coore & Crenshaw design in North Carolina was named #3 Best New Course by Golfweek in 2010 upon opening.



Enter a startup collection of clubs so invested in Dormie's success that we embraced the club's name as our own.

When Dormie Network acquired this Piedmont beauty in 2017, we committed to fulfilling its promise. The bucket list course and stunning brand-new facilities are now available to our member community:

- 60 beds across three lodging options, ranging in size from several standard cottages (with four master suites—nothing standard about them) to a massive two-level owner's cottage that overlooks the lake next to the #5 fairway.
- 16,600-square-foot clubhouse with a cozy lounge, two-sided fireplace, circular wine room, views of the 18th green, and seating for 150
- Standalone pro shop, underground cart parking, and a statement-making entrance gate the club always deserved



We offer members far more than just a superior 18 holes: each club creates customized experiences perfect for entertaining—and inspiring.

Seasonal, chef-prepared cuisine (the only burger dog you'll see here is a cheeky little at the turn), expertly curated wine lists, creative cocktails, and an onsite concierge to manage your itinerary and make you the group trip hero.

It's an experience you won't soon forget—and as a Dormie Network member, you have full access to all six clubs across the country.

Membership is open.

Get on the list.


ArboretLinks | Nebraska City, Nebraska  
Ballyhack | Roanoke, Virginia  
Briggs Ranch | San Antonio, Texas  
Dormie Club | Pinehurst, North Carolina  
Hidden Creek | Egg Harbor Township, New Jersey  
Victoria National | Newburgh, Indiana

DORMIE NETWORK

The newest greens. The most immersive experience. The perfect trip for winter.

If there was ever a way to improve on Tom Fazio's greens, we found it—completely renovating the 18 stations back their original glory and reimagining from Ballgras to T18s for a more sustainable high-quality putting surface year-round.


Following your round and after a visit to the tucked-away bourbon bar featuring nearly 50 hard-to-find liquors, we recommend treating your favorite to the Chef's Table Experience, a completely customizable tasting or multiple-course menu featuring creative seasonal farm-to-course cuisine.



New green on Hole #1.

Briggs Ranch just outside San Antonio is the ultimate Texas Hill Country experience, from the Truck Stop mobile bar primed to serve up little juice at the first tee, to the 15-foot master suite castle dripping in Texan style.

The pair worked together to select the land that would ultimately become Dormie Network's seventh club and first bespoke build, but it didn't come easy.



Briggs Ranch reopens this October following renovation, for the perfect introduction to the Dormie Network collection. It's the most highly coveted experience in private destination golf, and membership gets you full access to every club.

Get on the list

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DORMIE NETWORK

David McLay Kidd & Zach Peed let us behind the curtain at GrayBull Club

What happens when you get just the right site, 2,000 acres to get creative, and facilities designed to create FOMO?



David McLay Kidd and Dormie Network leadership surveys what will become GrayBull, shortly after purchase of the land.

"From our first round of golf together at Bandon Dunes in 2021, we clicked," shares Zach Peed, Dormie Network President, of his choice of course architect, David McLay Kidd.

The pair worked together to select the land that would ultimately become Dormie Network's seventh club and first bespoke build, but it didn't come easy.



GrayBull's clubhouse will have plenty of space for your group to spread out.

After months of seeing proposed sites that didn't tick all the boxes—great golf terrain, sandy soil, unspoiled views—David McLay Kidd was pitched a parcel that was part of a ranch. He loved it from the moment the topo charts loaded on his computer, and Dormie Network set about acquiring almost 2,000 acres from the rancher—Goldcrest.

"Being a direct influence on land selection is rare in the industry, which makes it even more exciting to build," says McLay Kidd. "Golfers want to go to a place and actually experience the place, and golf is the excuse for doing so. This land is special—there's nothing but you and mother nature in its rawest, simplest, most beautiful form."



Each owner's Cottage at GrayBull will have a variety of formal and fun spaces, all with unparalleled views of the property.

Facilities will be well-appointed and designed with group entertainment in mind. From the rustic-wood-clad clubhouse offering breathtaking views, Party Barn for late-night and casual gatherings, two massive two-level Owners' Cottages, and 13 more cottages with four master suites.

With a commitment to excellence and a focus on group entertainment, GrayBull is poised to become a must-visit destination for golf enthusiasts and those seeking a memorable experience—one you won't soon forget.


Get on the list

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DORMIE NETWORK


The Golf Membership in a League of Its Own

Experience private golf like never before with Dormie Network—a unique blend of tradition, top-quality courses, and genuine hospitality. Members lounge in seven exclusive, national clubs under one dues structure, making travel seamless and allowing members to focus on connecting with their group. Here's how members make the most of the network.




Business Trips: Foster Growth & Strengthen Relationships

The golf course—where conversation naturally flows and spirits are high. With two times spaced 10 minutes apart, the pace of play remains relaxed. When it's time to get down to business, our boardrooms, private dining areas, or cottages will be prepared.




Company Retreats: Where Work Meets Play

Whether for hitting goals or team building, our Network Concierge team helps members craft retreats to recharge groups of any size. From rounds of golf and curated dining experiences to cozy nights around the fire pit and rejuvenating steam showers, every moment will be tailored about for years to come.



Campus Takeovers (CTO): Your Club, Your Way

Campus Takeovers are dream golf gateways where members transform the entire campus into their personal club. Nestled near major cities get off the beaten path: each club is an easily tailored playground for the group. With 60 onsite beds at each club, there's ample space for even the largest gatherings to relax in.



Events: Private or Charity Tournaments

Imagine all the excitement of a MasterClass but made just for a special occasion. Hosting private tournaments has never been easier with PGA golf professionals in your pocket to set up any format. The combination of golf and unparalleled experiences at these courses turn charity events into remarkable successes. That's why members leverage the Dormie Network Foundation to elevate fundraising efforts for charity golf events.

Inquire About the Unmatched Membership

DORMIE NETWORK  
ArboretLinks | Nebraska City, Nebraska  
Ballyhack | Roanoke, Virginia  
Briggs Ranch | San Antonio, Texas  
Dormie Club | Pinehurst, North Carolina  
GrayBull | Maxwell, Nebraska  
Hidden Creek | Egg Harbor Township, New Jersey  
Victoria National | Newburgh, Indiana

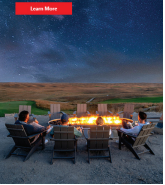
Copyright © 2024 Dormie Network. All rights reserved.  
You're receiving this email because you inquired about Dormie Network.

DORMIE NETWORK

Where Pure Golf Meets Genuine Hospitality

Upon arrival, your personal cart is waiting. We'll top your clubs, prepare your favorite drink, and deliver your luggage to your private cottage. All that's left is to tee off and take it all in. Dormie Network isn't just where you play—it's where you're known.

Learn More




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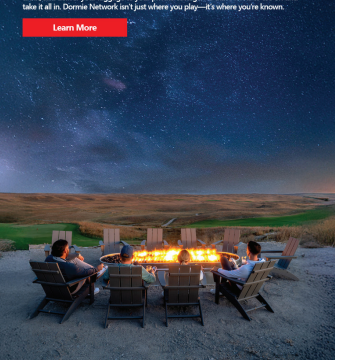


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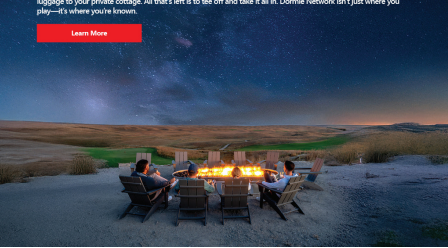


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Learn More




DORMIE NETWORK

Transform Rounds into Relationships

Golf can bring you here—but it's the moments between swings that reveal how effortless it feels. With relaxed play and personalized experiences across seven unique clubs, Dormie Network membership brings your group's goals to life—and authentic connection is the true reward.

Request an Invitation to Join




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GrayBull™

America's New Frontier for Pure Golf

Experience the Sandhills of Nebraska in a way few ever will. GrayBull Club captivates your soul with David McLay Kidd's most unique inland links-style design yet. Open for the season this May.

Inquire About Membership



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Dormie Network Email Template System

Designed a scalable email template system that empowered our creative and development teams to produce elevated, on-brand campaigns. Blending refined aesthetics with strategic flexibility, each template ensures visual consistency while adapting seamlessly to campaign needs—turning every send into a premium brand experience.

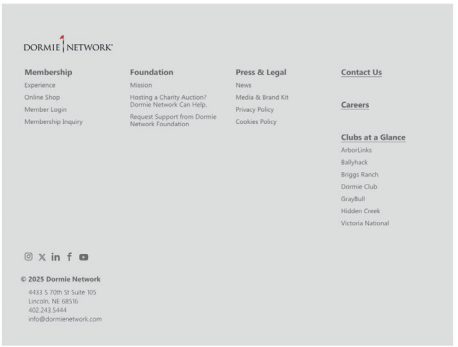
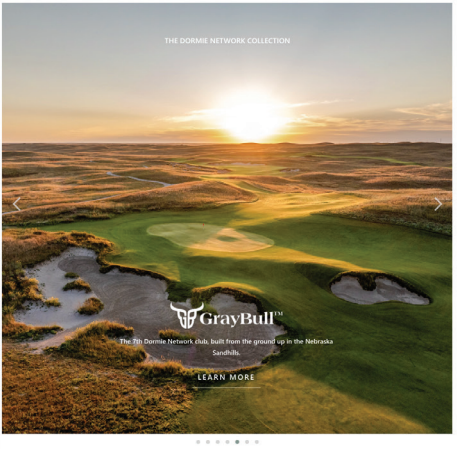
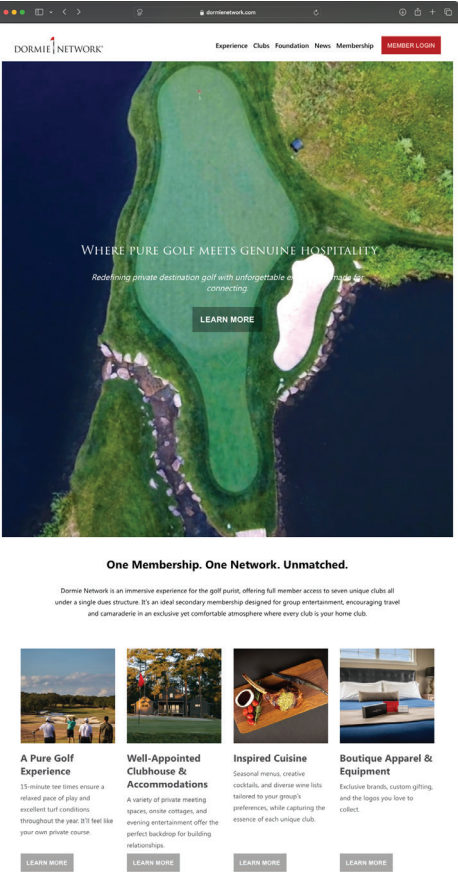
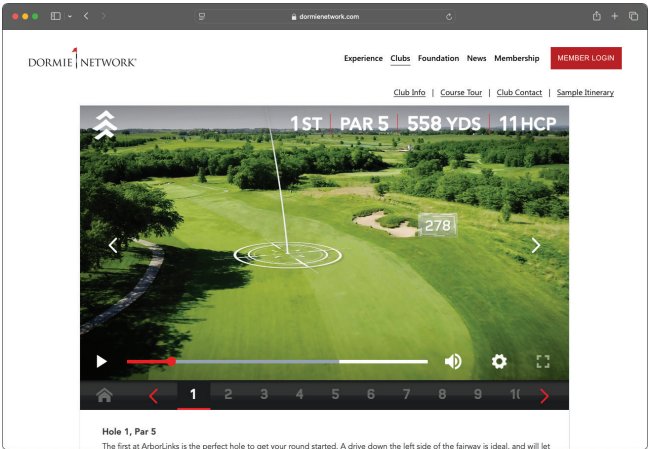
Dormie Network Full Screen Ads

The full-screen ads I designed aim to maximize user engagement, enhance brand visibility, and drive conversions by delivering an immersive, high-impact visual experience. Optimized for all screen sizes (mobile, tablet, desktop) to ensure seamless display across devices.



Corporate Website

As Creative Manager, I led the redesign of Dormie Network’s corporate website, crafting bespoke templates that captured the brand’s exclusivity and unparalleled experiences. With a focus on responsive design, I ensured a seamless experience across all devices, from desktop to mobile. Collaborating closely with our digital agency, I navigated technical challenges to deliver a site that reflected the sophistication and prestige of the Dormie Network brand.



TV Commercials

I conceptualized and directed a series of TV commercials that brought the Dormie Network experience to life, blending cinematic visuals with emotive storytelling. Each spot was designed to not only showcase the beauty of our courses but also to evoke the camaraderie, luxury, and exclusivity that define the Dormie Network brand.

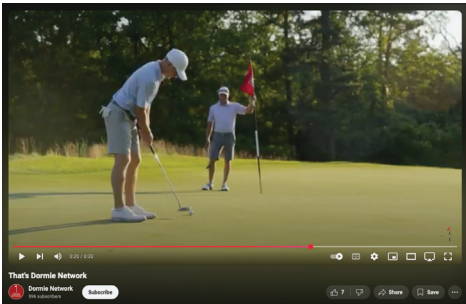
"Explore these video spots and more on the Dormie Network YouTube Channel, where we continue to share the stories and experiences that define our brand."



2024

This is GrayBull

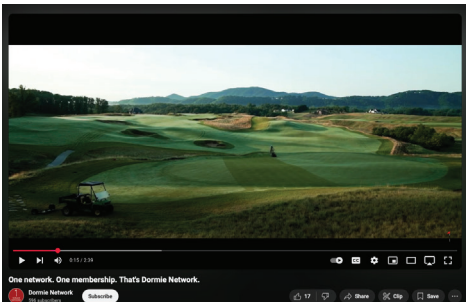
"This stirring tribute captures Dormie Network’s GrayBull course in the Nebraska Sandhills, where rugged natural beauty meets pioneering golf spirit. Sweeping dunescapes and candid player moments reveal a course that honors the land’s raw character while delivering a truly distinctive member experience."



2023

That’s Dormie Network

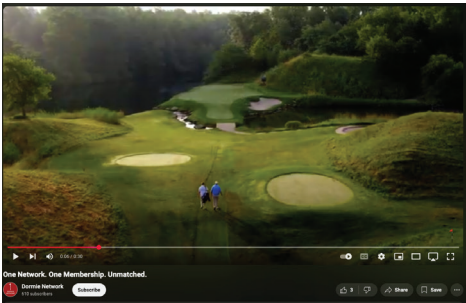
"Dormie Network’s curated golf experiences come to life in this cinematic showcase. Sweeping course aerials and intimate member moments blend seamlessly, embodying our standard of exclusive excellence in every frame."



2022

One Network. One Membership. Unmatched. That’s Dormie Network.

"Beyond world-class golf, Dormie Network crafts unforgettable private experiences—whether hosting friends or entertaining colleagues. Enjoy curated overnight stays with personalized concierge service, blending premier golf with exceptional hospitality."



2021

One Network. One Membership. Unmatched.

"Dormie Network is a national network of private destination golf clubs that includes ArborLinks in Nebraska City, Nebraska; Ballyhack Golf Club in Roanoke, Virginia; Briggs Ranch Golf Club in San Antonio, Texas; Dormie Club in Pinehurst, North Carolina; Hidden Creek Golf Club in Egg Harbor Township, New Jersey; and Victoria National Golf Club in Newburgh, Indiana."



View Online: Click or Scan



# Photography & Visual Storytelling

Through my lens, I've captured the beauty and emotion of the Dormie Network experience. From sweeping landscapes of our courses to candid moments of camaraderie, my photography tells the story of a brand that's as much about people as it is about golf.





Photography & Visual Storytelling (Continuing)

Beyond just capturing beautiful courses and candid moments, I launched a creative “Photo Op Campaign” for our team, centered around a simple but powerful question:

*“How does your client see you?”*

The resulting portraits were more than just professional headshots—they became a way to showcase personality and authenticity. We integrated these images into email signatures and across all communication channels, adding a human touch to our interactions with members, prospects, and partners.





Photography & Visual Storytelling (Continuing)

Collaborating with the Chief Culinary Officer and Executive Chefs at Dormie Network, I produced a series of high-resolution photographs showcasing curated dishes from each club's localized menu. These images were featured across branding materials, digital collateral, and social media campaigns. My goal was to capture a sophisticated, high-end restaurant ambiance with a clean, minimalist aesthetic. By incorporating ample negative space, I ensured that graphic designers and content creators had the flexibility to overlay copy, logos, and other visual elements seamlessly within their campaigns.

