



RMC '23

SUPPORT ASSETS

Design Direction

DESIGN DIRECTION A



Bold design, straight message, visually supported by what makes the Classic such an amazing event.

Capturing the excitement of the event and the larger-than-life players, this direction features RMC Tournament photography set within the headline with a recognizable PGA Tour Pro out front.

DESIGN DIRECTION B



With just a simple visual cue, this direction evokes the best feelings of hitting the course in the summer.

As an added bonus, this direction frees us the challenge of managing player likenesses as in prior years. In all, Direction B offers a versatile design system without constraints.



Static Display

LAUNCH

300x600

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FedEx

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URGENCY

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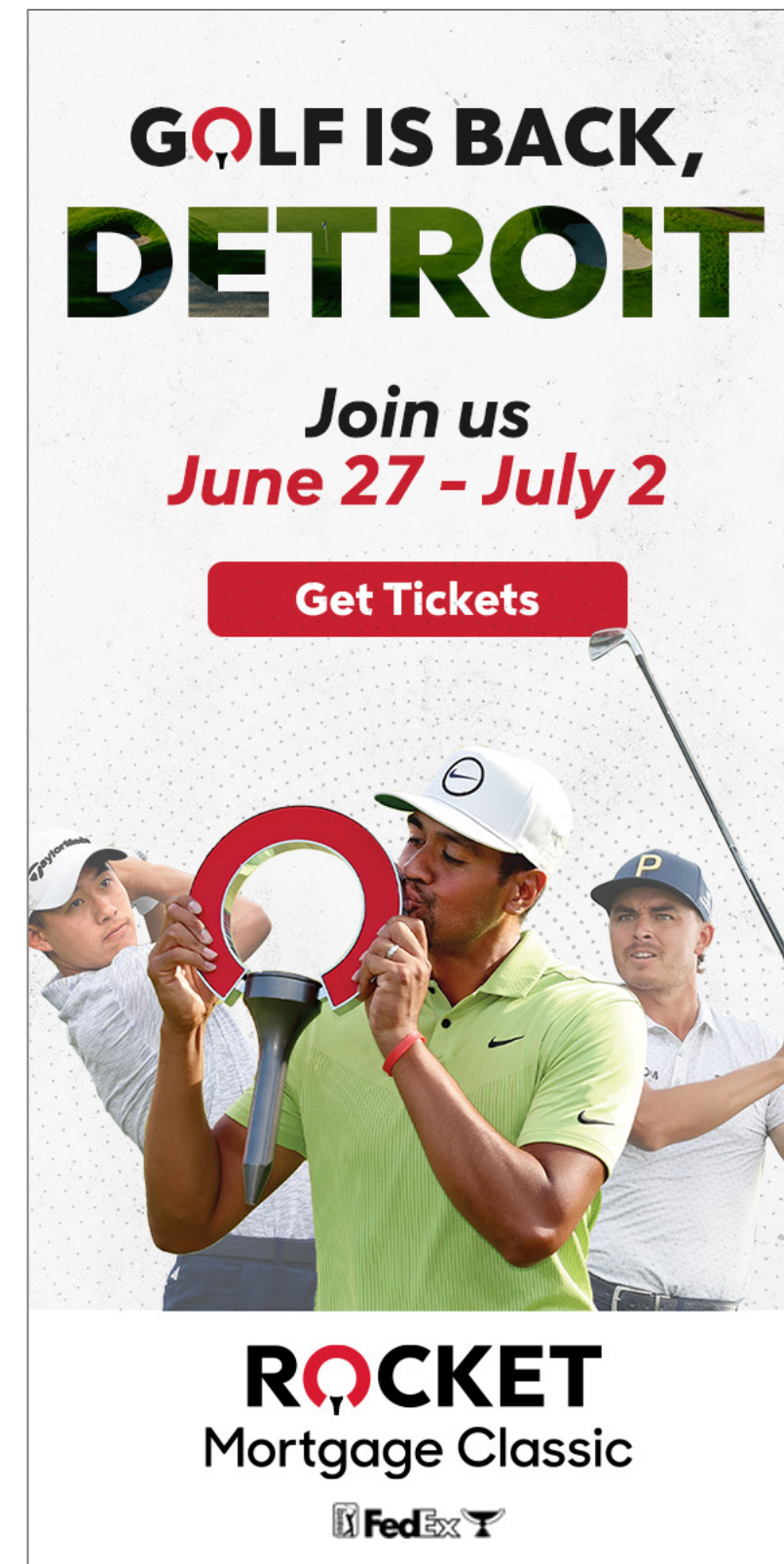
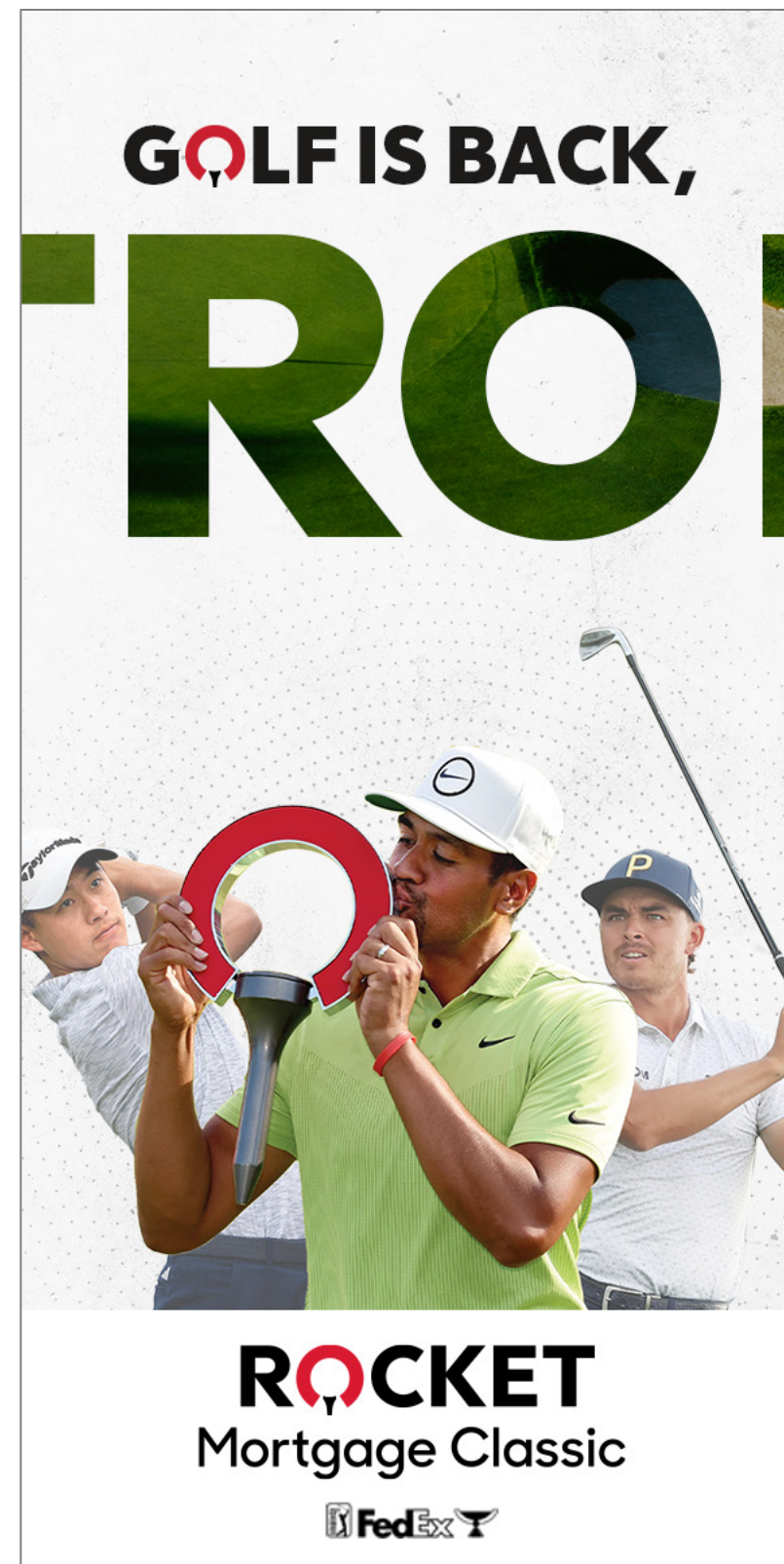
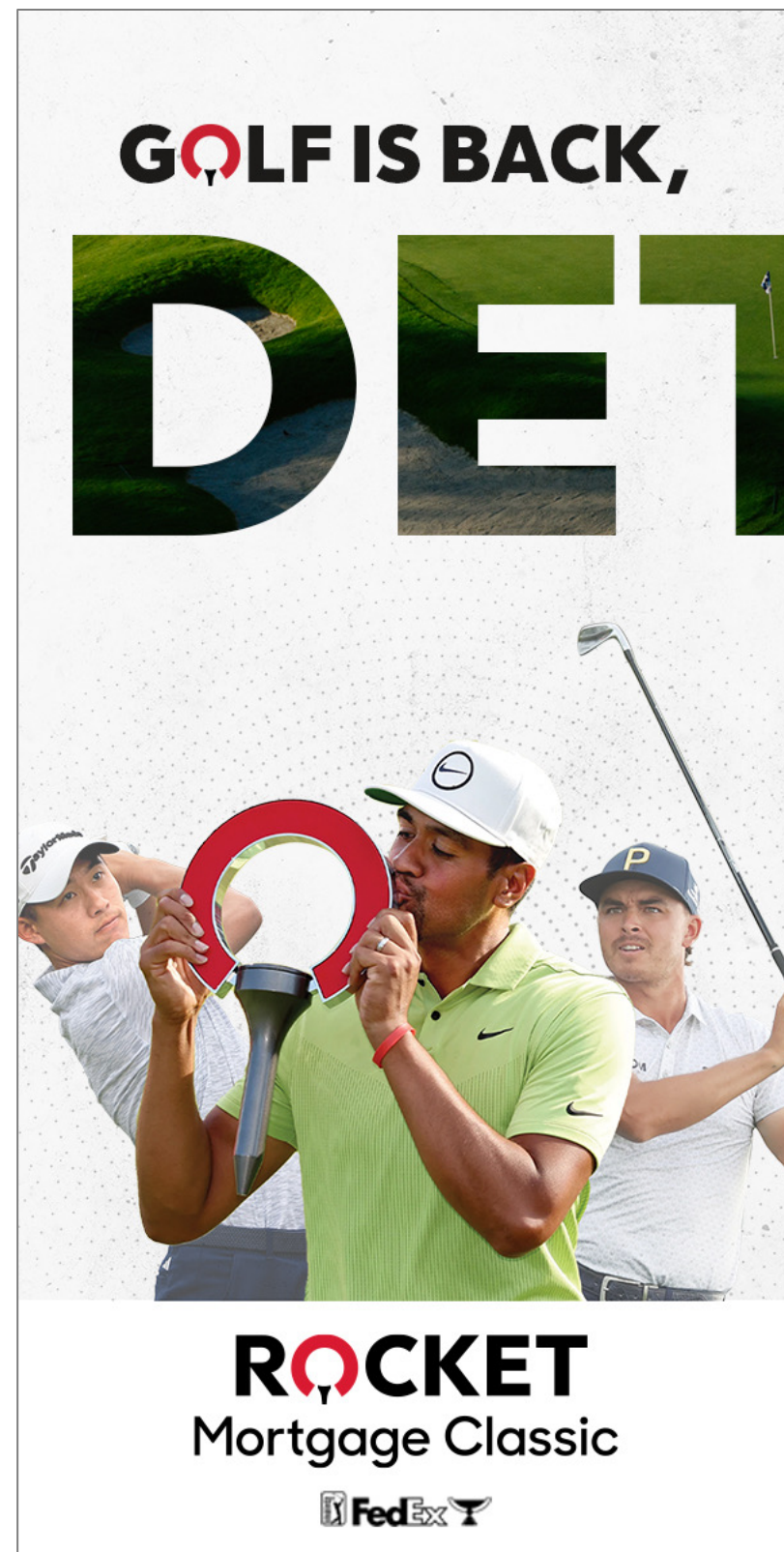
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Animated Display

300x600



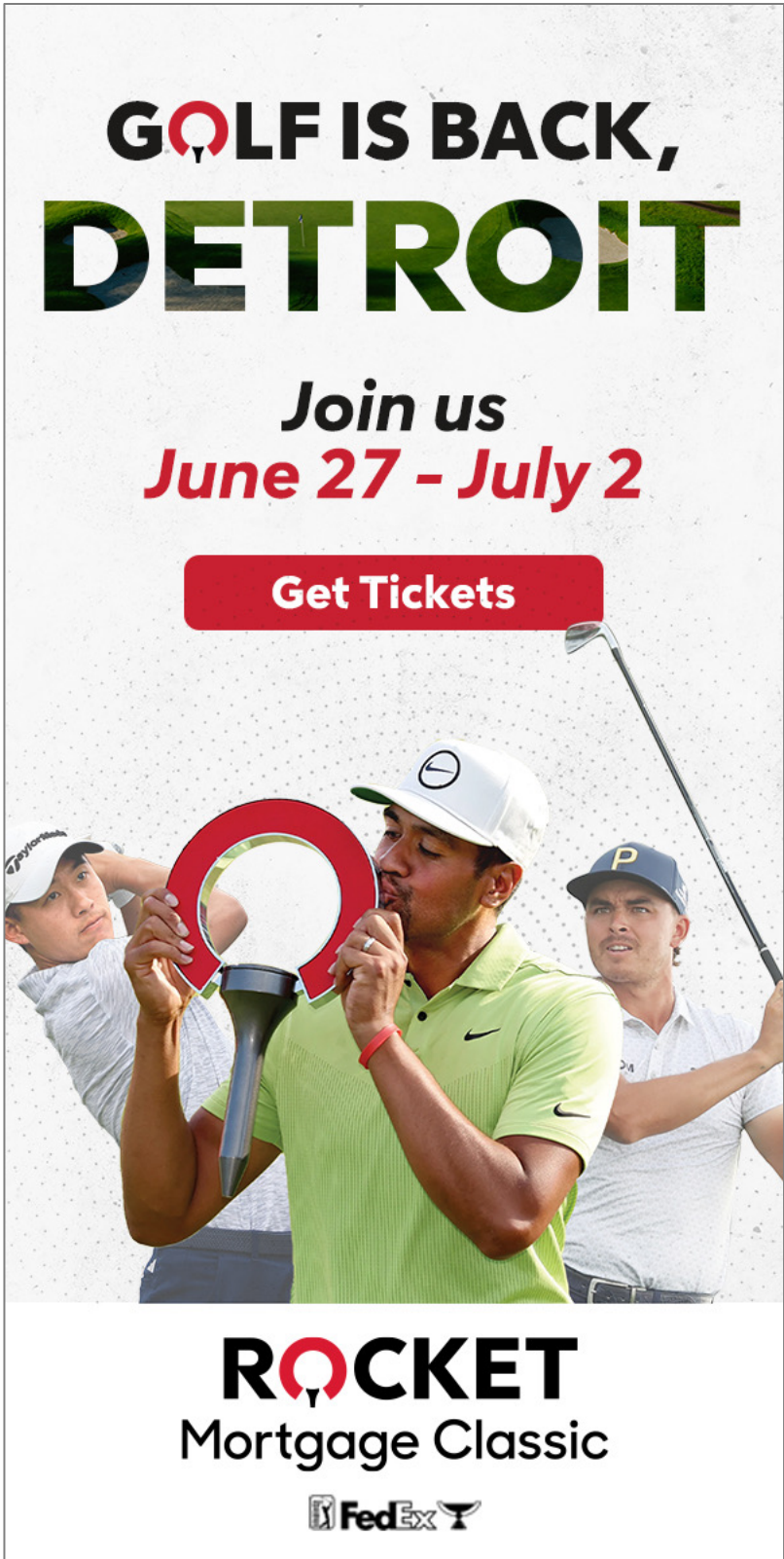
Detroit with fans inside scrolls large across the screen

Detroit copy animates to scale with the other copy landing on the end frame.



Animated Display

300x600



Golf balls are falling through the frame at the intro to grab attention and call out RMC.

Social Headers

Facebook



John Smith



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IT'S BACK

Join us
June 27 - July 2
DETROIT GOLF CLUB

Press Ctrl+Alt+Delete to unlock.

9:00

Wednesday, January 3



ROCKET Mortgage Classic

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Static Display

LAUNCH

300x600

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160x600

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URGENCY

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160x600

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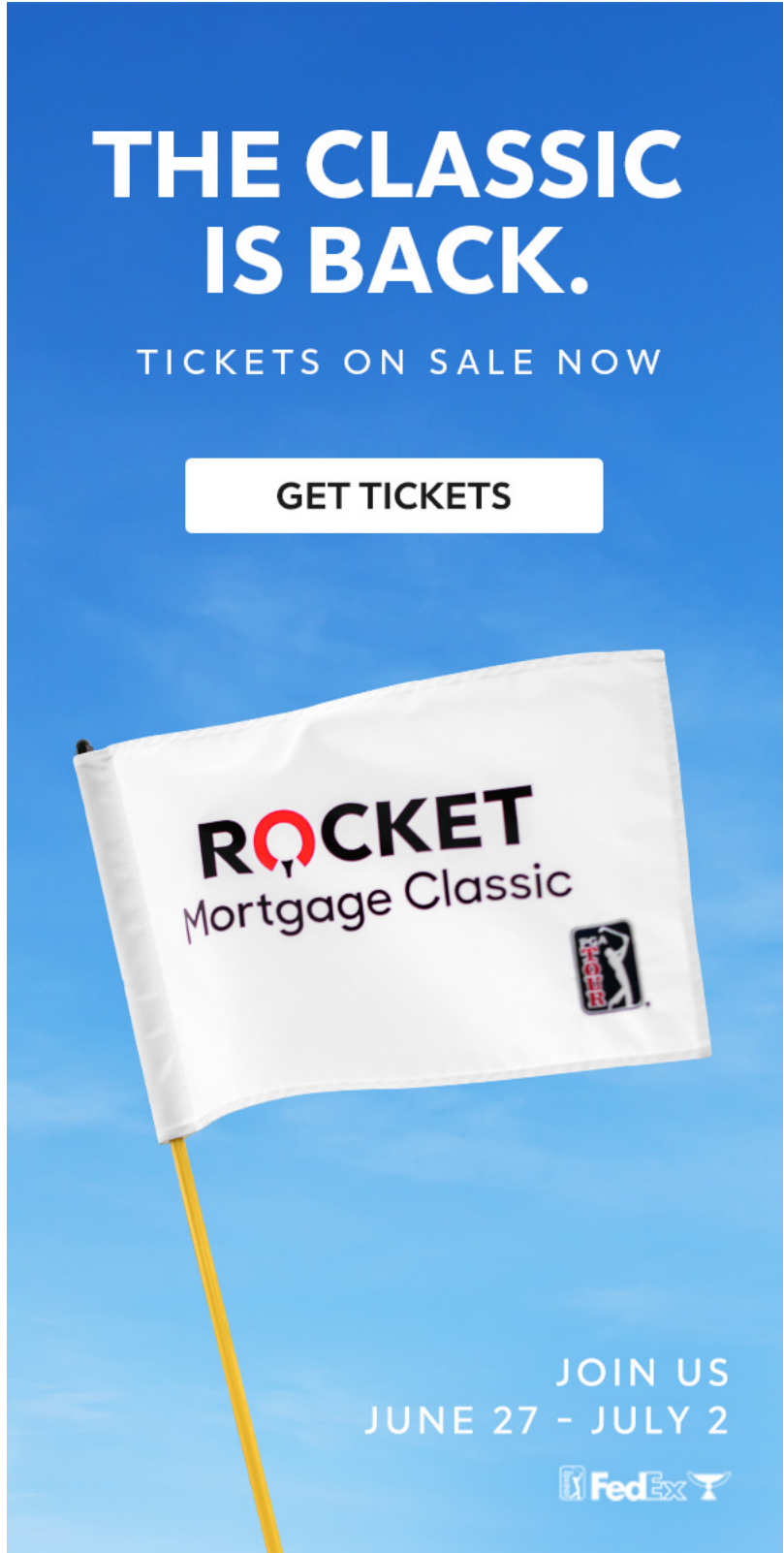
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Animated Display

300x600



Simple yet eye catching and effective. The flag would simply wave in the sky and the copy would animate on.



Social Headers

Facebook



John Smith



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About

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Login Screen

v05

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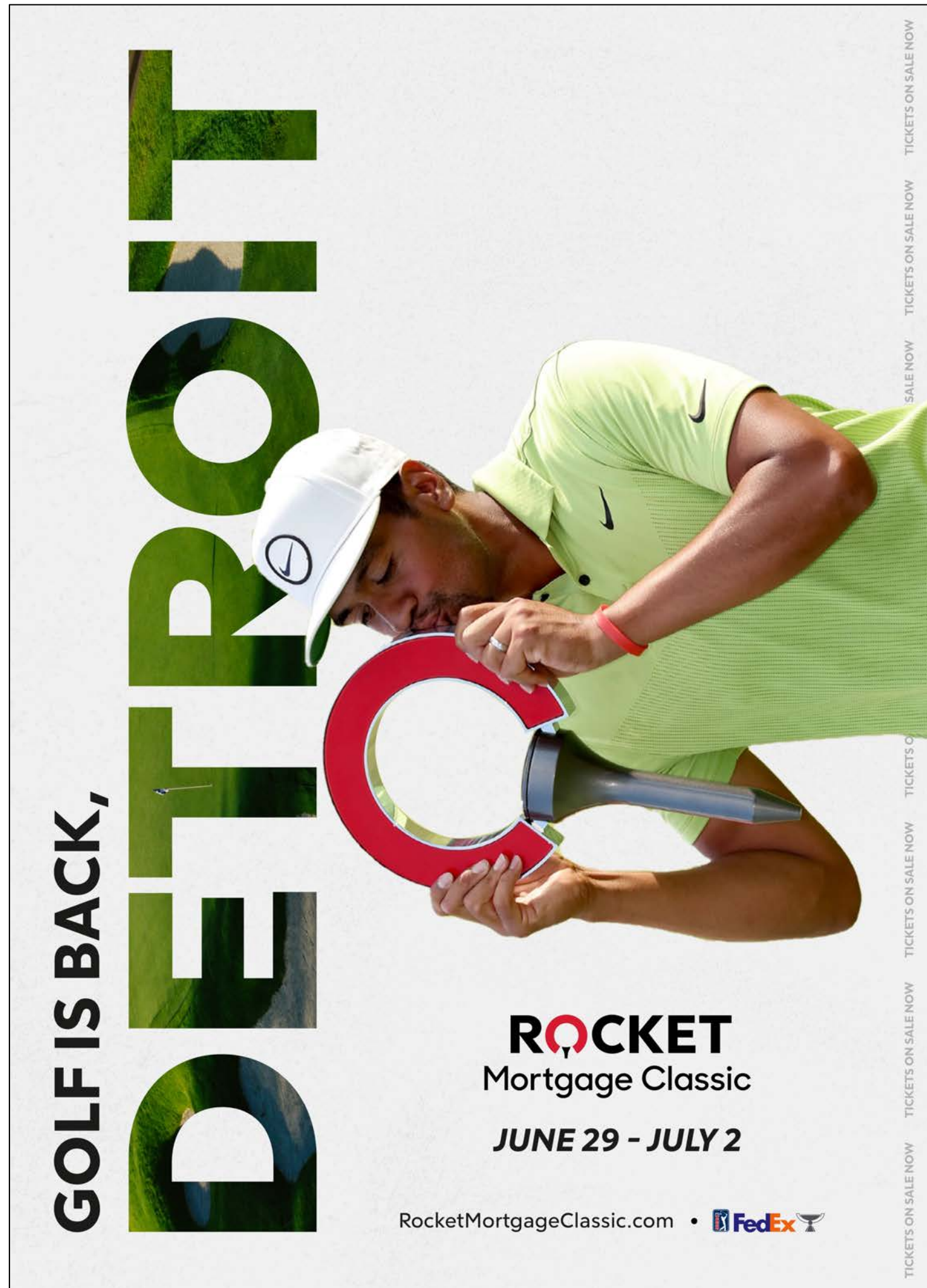
9:00

Wednesday, January 3



Cadillac Wall

v01





Cadillac Wall

v01 alt



Cadillac Wall

v02





Cadillac Wall

v03



Cadillac Wall

v04





Cadillac Wall

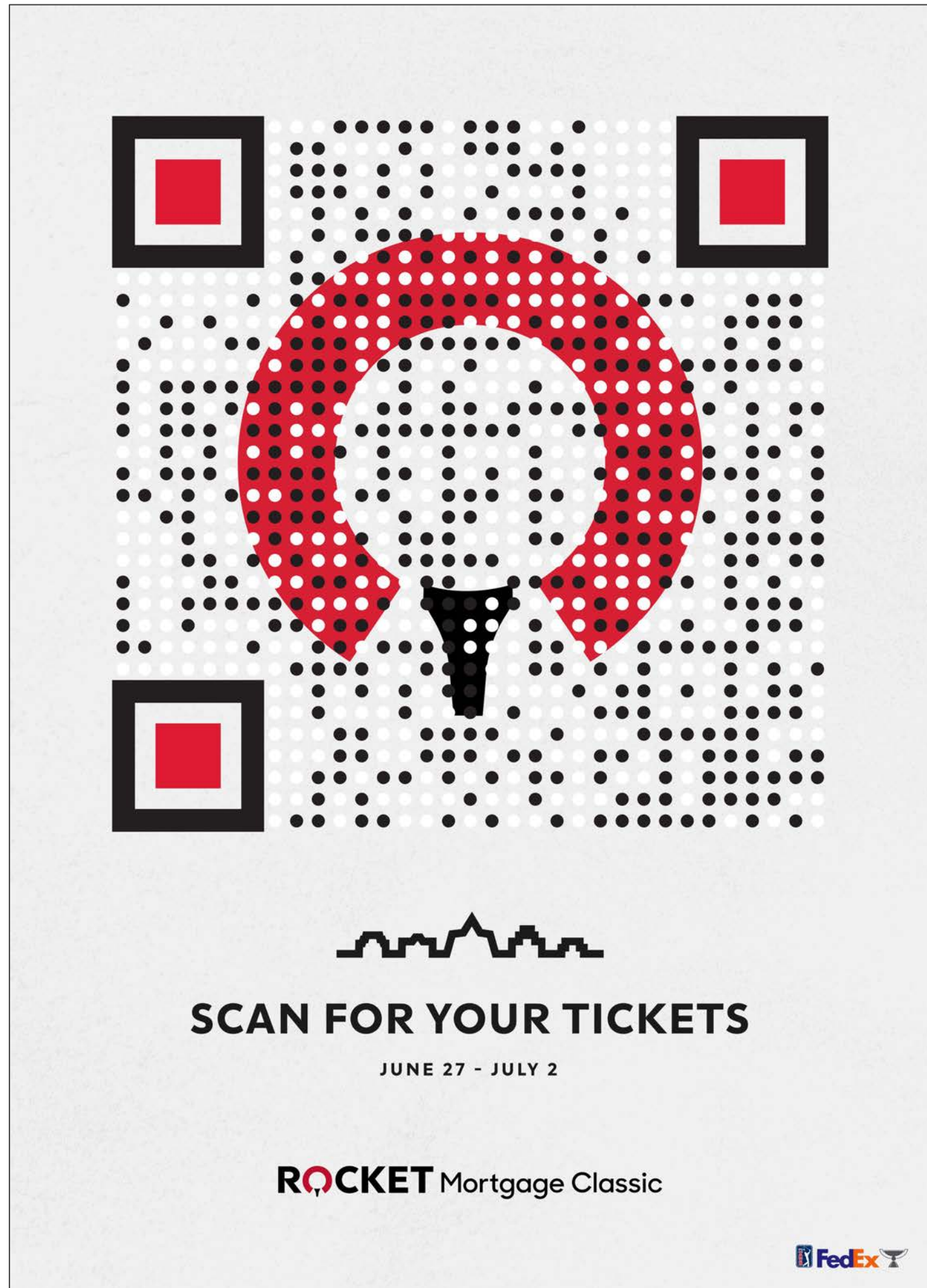
v05





Cadillac Wall

v06





5 Year Logos





5 Year Logos

Rough Mockups

