

BUILDING YOUR NSF BRAND

THE WEBINAR WILL BEGIN SHORTLY



**QUESTIONS? COMMENTS?
JOIN THE LIVE CHAT**





Dr. Gene Edworthy

Chair

COC Revenue Generation &
Marketing Committee

BUILDING YOUR NSF BRAND



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Hulse&Durrell

VANCOUVER 2010

**LOOK OF THE GAMES
IDENTITY SYSTEM
OFFICIAL POSTERS
TORCH & TORCH RELAY
WORKFORCE UNIFORMS
COMMEMORATIVE BOOKS
PHOTOGRAPHY**





vancouver
2010



CANADIAN OLYMPIC TEAM

**360 REBRAND
DIGITAL DESIGN
BRAND VIDEO
MERCHANDISE**











**International Olympic
Committee**
Lausanne, Switzerland



**Canadian Olympic
Committee**
Toronto, Canada



NBC Sports
Los Angeles, USA



Anta
Jinjiang, China



Square Inc.
San Francisco, USA



**BUILDING
BRANDS
THAT
LAST.**

**BUILDING
BRANDS
THAT
INSPIRE.**

BRANDS THAT LAST

- Remain relevant
- Build equity
- Generate revenue
- Increase efficiency, cut costs
- Unite the organization
- Leave a legacy

TRANSFORM THE
INDIFFERENT
INTO BELIEVERS.

BRAND FOUNDATION

A SYSTEMATIC APPROACH TO NSO BRAND FOUNDATIONS

- Brand Manifesto & Design Strategy
- Primary Logo
- Secondary Logo System
- Identity System
- Partner Lockups & Activation
- Brand Guidelines

A GREAT BRAND FOUNDATION IS

- Authentic
- Inspiring
- Systematic
- Consistent
- Lasting

JUST DO IT.

THE LOGO.

**CENTRAL TO THE
BRAND (BUT NOT
THE BRAND).**

A GREAT LOGO IS

- Refined
- Instantly readable
- Memorable
- Authentic
- Unique



SWIMMING CANADA

CASE STUDY

OBJECTIVES

- Depict swimming as a premiere sport and activity in Canada and position Swimming Canada as a world-leading swimming nation
- Create a catalyst for growth in partnerships and revenue
- Connect with all Canadians, especially youth demographic, to help make Swimming Canada a household name

SWIMMING CANADA • LOGO ANALYSIS



SWIMMING CANADA · LOGO ANALYSIS



Primary logos



Key program logos



Key event logos



Provincial partners



Additional programs & properties



SWIMMING CANADA · CURRENT IDENTITY & COMMUNICATIONS



SWIMMING · NATATION
CANADA

SWIM
MANITOBA

Meet your Olympic & Paralympic Swimming Heroes at the Pan Am Pool

Paralympic Gold, Silver & Bronze Medalist **Benoit Huot**

Olympic Bronze Medalist **Brent Hayden**

Olympic Bronze Medalist **Richard Weinberger**

Come and listen to an inspirational talk on how each of these incredible athletes achieved success in the pool, followed by a short meet and greet autograph session

When: Friday, October 19th
Time: 4:00pm - 5:00pm
Where: Pool Deck, Pan Am Pool
See you there!

For more information, contact Erin Sulpher, Marketing Manager at Swimming Canada at esulpher@swimming.ca or 613-260-1348 x2001





OLYMPIC SWIMMING PICTOGRAM CHRONOLOGY



Tokyo 1964



Mexico 1968



Munich 1972



Moscow 1980



Los Angeles 1984



Seoul 1988



Barcelona 1992



Atlanta 1996



Sydney 2000



Athens 2004



Beijing 2008



London 2012



Rio 2016

SWIMMING CANADA · LOGO HISTORY



1960'S - 1980'S



1980'S - 2000'S



2005 - PRESENT

EXECUTION

- Embody a sense of an established yet forward-thinking, elite organization
- Accommodate Swimming Canada's wide-range of events, properties and partners
- Translate with consistency and elegance across English, French and bilingual application
- Built to last

SWIMMING



BRAND



LAUNCH



MARCH



2015

A BRIEF CHAT WITH **SWIMMING CANADA**

**A BRIEF CHAT WITH
CANADIAN FREESTYLE SKI
ASSOCIATION**

TAKE AWAYS

**THINK
BIG.**

**THINK
SYSTEMATIC.**

BALANCE
FORM VS
FUNCTION.

BE
UNREASONABLY
SIMPLE.

**A BRAND BUILT
TO LAST PAYS
DIVIDENDS OVER
DECADES.**

THANK YOU



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Chair

COC Revenue Generation &
Marketing Committee

2015 Webinar Series



Date	Time	Topic	Presenter(s)
February 12	2:00pm	A Software Plan for your NSF	Tech Soup Canada
February 19	1:55pm	Philanthropy in Sport	Leanne Nicolle
March 26	1:55pm	Developing a Digital Content Strategy	TBA
May 21	1:55pm	Developing Major Domestic Events	Mark Eckert
June 11	1:55pm	Bidding and Hosting: Transfer of Knowledge	TBA

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