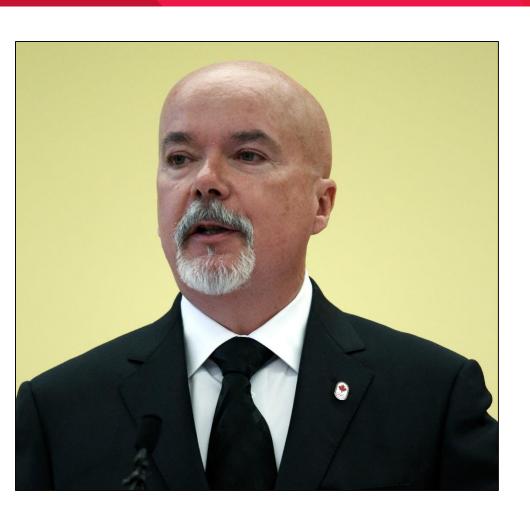
BUILDING YOUR NSF BRAND THE WEBINAR WILL BEGIN SHORTLY









Or. Gene Edworthy Chair COC Revenue Generation & Marketing Committee

BUILDING YOUR NSF BRAND





Hulse&Durrell

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

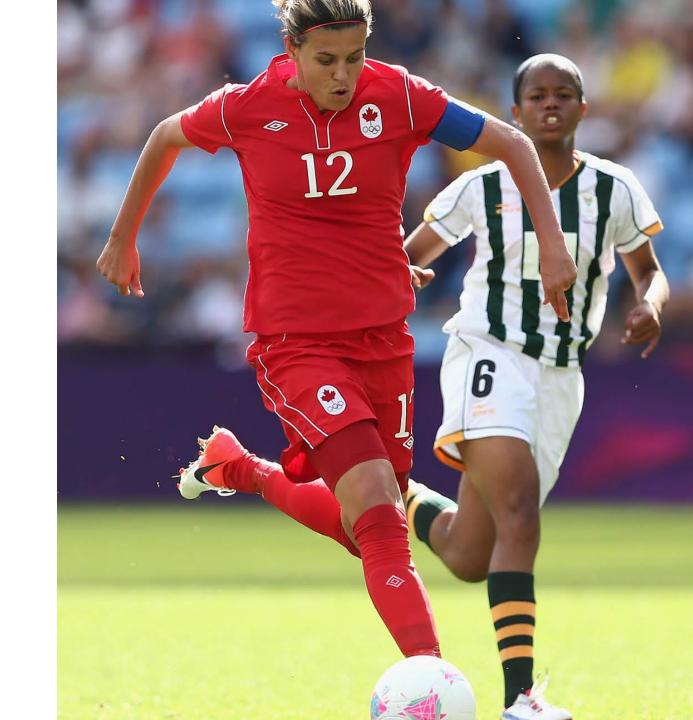






CANADIAN OLYMPIC TEAM

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









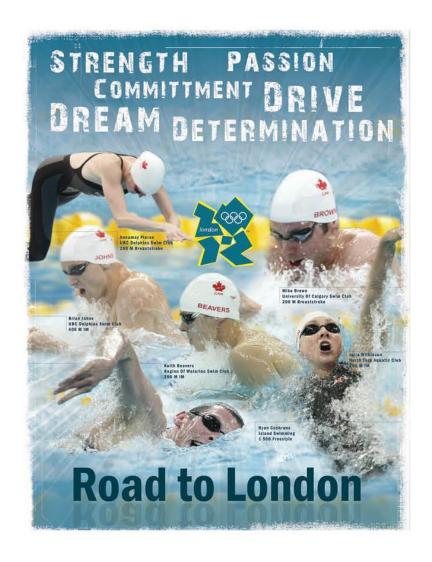






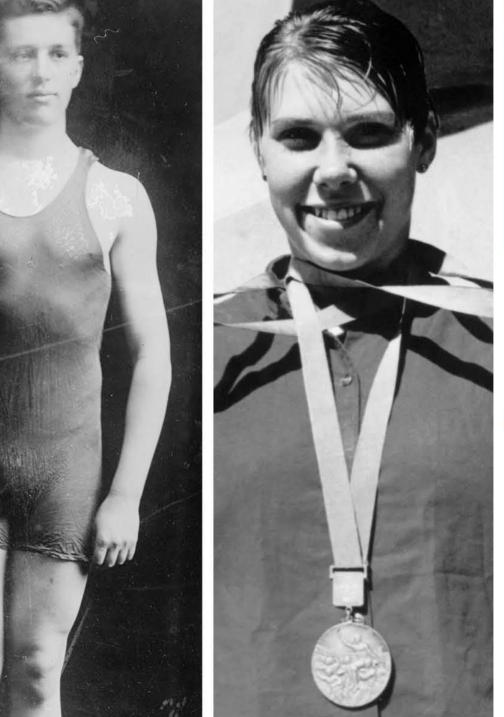


SWIMMING CANADA · CURRENT IDENTITY & COMMUNICATIONS















OLYMPIC SWIMMING PICTOGRAM CHRONOLOGY







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 forwardthinking, 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. SYSTEMATIC

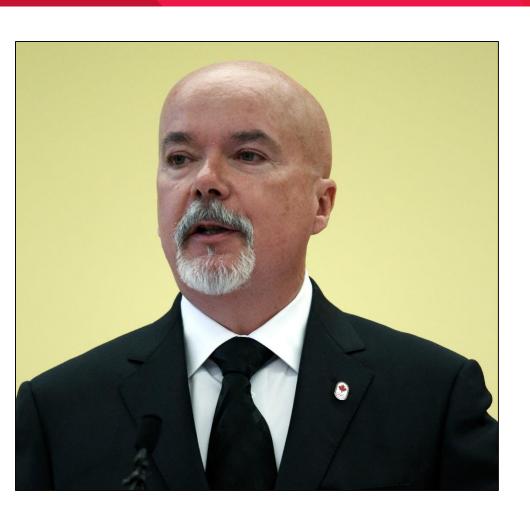
BALANCE

UNREASONABLY SIMPLE

A BRAND BUILT IO LASI PAYS DIVIDENDS OVER DECADES.

THANK YOU





Or. Gene Edworthy 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

Share Your Thoughts



Click Here for the post-event Survey

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