

# Rebrand Research and Proposals



# Introduction

The following research and findings have been conducted internally.

Paddle Australia and British Canoeing have kindly shared the insights they've already conducted for rebranding their national federations. Online tools, such as Google trends and social listening, have been used to reinforce their finding and our proposals.

These are initial concepts with further research and development required.



# Why change the name International Canoe Federation?

1. **Only reflects the sport of canoeing** and doesn't include kayaking or stand-up paddling.
2. **Sounds quite formal and bureaucratic**, which can make it feel exclusive or uninviting to those who are not familiar with the organisation.
3. **It's too long**, which doesn't work well for marketing or social media. A short and clear name is easy to remember and reference.



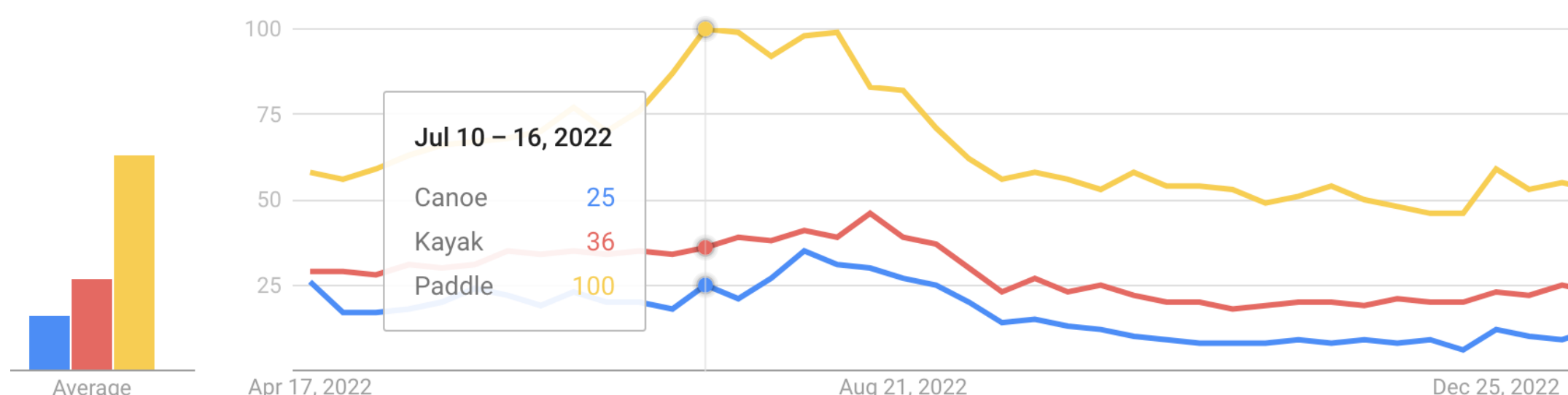
# Why do we need a new logo?

1. **Text is too small**, often making it illegible especially when used alongside other logos.
2. **Wave is too intricate**, meaning it can't be produced too small in either digital or print and can't be applied to certain applications such as embroidery.
3. **Logo doesn't stand alone** as it often would be applied, because the wave cuts off on the left which looks odd.



# Research

- The trend is for federations to rename to 'World', while FINA has changed to World Aquatics to represent all their disciplines.
- Google trends show 'paddle' is the highest search term, four times more than 'canoe', and has the highest interest in all our key market countries on the IOC's analysis.
- #Kayak is most used hashtag followed by #Paddle, however #SUP is the the highest and fastest growing which demonstrates the size of the paddle market.



	End of 2020		2021		2022	
#sup	5'733'475	23%	6'764'601	18%	8'535'338	26%
#kayak	4'005'949	24%	4'592'260	15%	5'643'884	23%
#paddle	1'570'819	24%	1'836'506	17%	2'251'259	23%
#canoe	1'340'910	22%	1'531'751	14%	1'831'722	20%

# World Athletics case study

- Name is short, inclusive, and clearly represents the sport.
- Logo is adaptable as it can be used in horizontal or square and works in black or white formats.
- The design works well as an icon and can be implemented as a graphical asset to be applied to artwork for recognition.
- Logo can be used as template for organisers to create event logos, providing brand consistency across events.



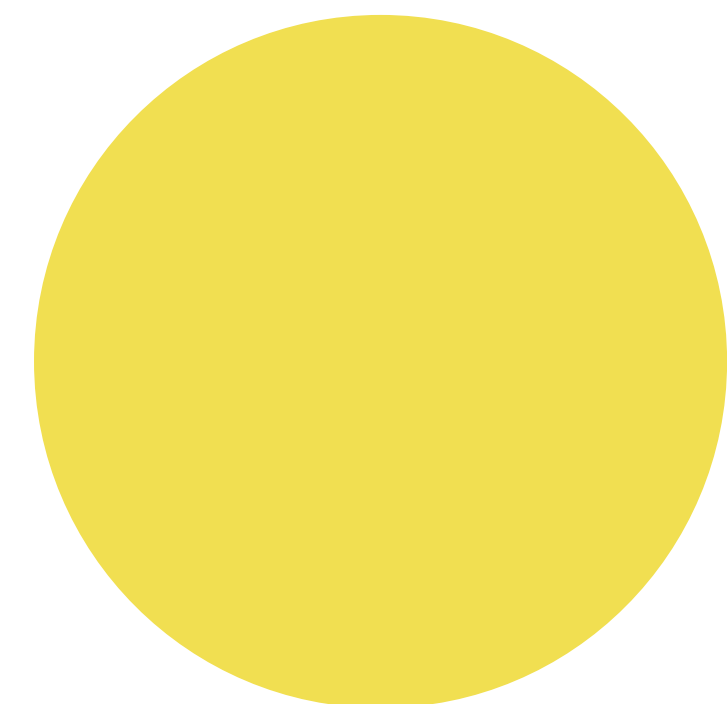
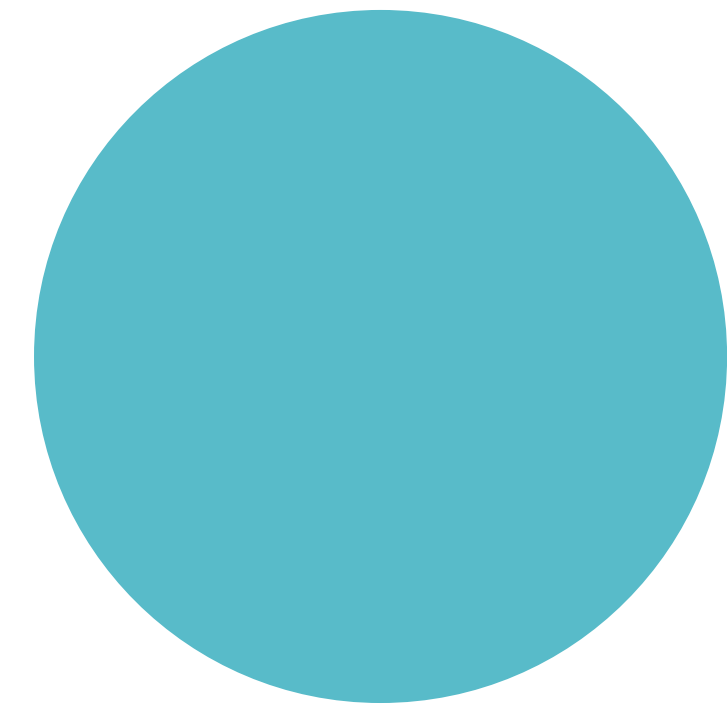
# Colour pathways

- **Blue** is often associated with trust, reliability, and responsibility. As a governing body we need to inspire trust and confidence from its members, stakeholders, and fans.

Blue can symbolise the water, which is the element that connects all paddle sports.

- **Yellow** is often associated with energy, happiness, and optimism. It is also a colour that is inclusive and welcoming, which is important for a sport that aims to appeal to all levels of participation and a diverse audience.

Yellow can also symbolise the sun, which is a natural source of energy and inspiration for outdoor activities.



# Fonts and messaging

- Google fonts are available for free worldwide and increase compatibility.
- Fonts available in several weights make them versatile for use across different applications.
- Sans-serif fonts are highly legible, making them a great choice for a brand that wants to communicate clarity and professionalism. The rounded edges can represent the world and give a sense of unity.
- **Anton** is a bold font that gives a strong and confident impression.
- **Poppins** has a playful feel and softer look that could be appealing to a younger audience.
- **Roboto** is relatively neutral and friendly which is good for communication.

Condensed Title:

**Anton Regular**

Headings:

***Poppins Black Italic***

**Poppins Bold**

**Poppins SemiBold**

Copy:

***Roboto Bold Italic***

**Roboto Bold**

**Roboto Regular**

# Graphical representation

A circular design would be a fitting graphical element to represent the sport because it would portray:

- **Global representation**, celebrating inclusivity, an important value for the organisation. It also represents the earth, aligning with the outdoor nature of the sport.
- **Unity**, creating a sense of community representing teamwork and collaboration.
- **Motion of paddling**, the circular motion of the paddle moving through the water creates a visual connection to the sport which can strengthen the brand identity and increase recognition.



# Design applications

- Gradients can add visual interest to branding that stands out. By using a range of colours in a gradient, it can create a sense of movement and energy that reflects the dynamic nature of paddle sports. It can also represent diversity and inclusivity.
- Transparency and layering elements of design, can create a sense of depth and dimension that makes the brand feel more three-dimensional and engaging. This can also reflect the water.
- Using one predominant colour for flat water and another for white water disciplines can make them easily distinguishable.



# Logo design considerations

- **Globe** can represent the global governance of the sport and the reach it has around the world. It also provides a sense of unity and link into the environment.
- **Paddles** represents the sport and all the disciplines the organisation covers, while being easily recognisable.
- **Water** connects all the disciplines and can represent the dynamic and exciting nature of the sport, as well as nature.



+



+



# Name proposal

- **World** emphasises the global governance and unites all our stake holders, while also sounding inclusive to appeal to a wide range of people, including the recreational market, people with a passion for adventure, tourism enthusiasts, and people who value the environment.
- **Paddle** reflects the three sporting activities that the organisation represents: canoeing, kayaking, and stand-up paddling.
- **Sport** identifies us as the entity responsible for all levels of participation from grassroots, to club, to elite, and Olympic, which is crucial in representing the organisation's reach and influence in promoting and developing paddle sports worldwide.

**WORLD PADDLE SPORT**