

# GraphicKat

## Case Study: Branding Identity

### CREATING A **VISUAL BRAND IDENTITY** FOR MEDWAY MARITIME SWIM CLUB TO ADD **VALUE** TO THEIR DEVELOPING BRAND

One of the challenges facing the **newly** created swim club was the fact they had no visual identity at all.

#### OVERVIEW

Being a brand new club, they were looking for more than just a new logo. The club wanted a logo to appeal to young swimmers but equally be a club competitive swimmers would be proud to swim for. Visual appeal and pride would be the main decision criteria.

#### CHALLENGES

- Looking at current competition swim clubs, MMSC's logo had to be brighter, more vibrant and striking, everything current swim club logos are not!
- The Tri-dent was an element the club wanted to keep as a symbol of strength.

#### RESULTS

- The newly designed logo that was chosen is strong, vibrant and striking. Everything the club was looking for.
- The brand board supplied with the logo, guides the usage of the logo onto all the proposed merchandising easily and correctly. Keeping the new brand strong and recognisable.
- The new swim club logo was so well-received, the club attracted some top-level competitive swimmers and coaches.
- The enthusiasm of the club is now epitomised in the logo and merchandise.



3m x 5m Banner



A5 Leaflet



#### FACEBOOK REVEAL & COMMENTS RECEIVED

“Kathy made the process so simple.

Understood the brief and we were blown away with the results.”

Jay Parsons  
Director: MMSC

