



Rugby Canada Rebrand FAQs

Why did Rugby Canada develop a new brand and website?

The new brand and website were developed with a goal of capitalizing on the growing interest of the sport, and evolving the brand to better define what the sport means to the current rugby community and new potential fans and athletes. The rebrand was part of the Canadian Olympic Committee's National Sport Federation Brand Enhancement Initiative, which has supported many National Sport Federations in Canada.

What was the process to develop the new brand?

Extensive research that was undertaken to better understand rugby's position in the Canadian market place. With a view to capitalizing on the growing interest of the sport, the goal was to evolve the brand and the core pillars of what the sport means to the current rugby community and new potential fans and athletes.

What design firms did you engage?

The newly introduced Rugby Canada brand was developed by Hulse and Durrell, an award winning Canadian design firm based out of Vancouver (www.hulsedurrell.com). The new website was designed and developed by Locomotive based in Montreal, an award-winning bilingual agency that has helped bring Rugby Canada's digital presence to the next level (www.locomotive.ca).

Was a re-brand necessary? What was wrong with the old logo.

We are extremely proud of all our accomplishments with the old logo but extensive research was undertaken to better understand Rugby Canada's brand position in the Canadian marketplace, and the results suggested that a better connection could be created with Canadians, that told a clear and concise story about what rugby stands for in Canada.

The new brand is a simple and unmistakable design that will help connect fans and future players to the sport of rugby in Canada, and serve as a powerful symbol of pride and excellence for Canada's men's and women's national teams.

No bells. No whistles. Bold, straight forward, and genuine. This is rugby. This is Canada

RUGBY CANADA

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rugby.ca
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When will the logo start being used?

As of today, the new brand platform will begin to roll out across all touch points from merchandise and national team uniforms, to social media and a dramatically improved website, RUGBY.CA.

The newly unveiled brand will come to life on the field this season when it makes its debut on the Canterbury kit worn by Canada's men's and women's high-performance teams, beginning with the upcoming USA Sevens in Las Vegas, March 2-4, 2018.

Are we expected to remove all items containing the old logo?

Rugby Canada understands that there will be a transition period but ask that moving forward all parties use the new brand elements which can be downloaded from our website rugby.ca on The Brand page.

What is the new pantone for the colour red in the new logo?

The new pantones for the colour red are:

Pantone 186C

CMYK 10/100/90/5

RBG 200/15/45

Will we still have access to the old website for older articles, stories and information?

Yes, the old website (rugbycanada.ca) will still be accessible and all content that currently resides on that site remains available. For any immediate questions related to older articles, stories or information please email info@rugby.ca.

How much was spent on the rebrand process?

The rebrand was fully funded through the Canadian Olympic Committee's National Sport Federation Brand Enhancement Initiative.

Can partners use the new logo in a lock up to promote our partnership?

Yes, we encourage our partners to use our new brand to highlight our partnership. Please contact Shawn Reeves at sreeves@rugby.ca for information & guidelines on use of the new brand.

Where can I find versions of the new logo and the brand guidelines?

All brand applications can be found on The Brand Page on Rugby Canada's newly improved website RUGBY.CA.

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What are the benefits of launching a new brand & website?

Canadians have signalled that Canada is now and forever-more a rugby loving nation, and their support has inspired us to reach for even greater heights – that’s what this new brand represents.

This design pays homage to our heritage, while pointing to a future where Canadians intuitively connect to our brand and its values – because they share them with us as Canadians – and it is a critical component to growing the sport’s profile, participation, and sustainability.

What happened to Under Armour?

Under Armour was a 4-year partnership, which ended in 2017. As such, Rugby Canada elected to issue a Request for Tender in order to explore the best commercial possibilities in the marketplace for 2018 and beyond.

What was the process?

Rugby Canada issued a Request for Tender in 2017. We reviewed multiple proposals and selecting a brand that was rugby driven, and represented on the world stage, which was paramount for Rugby Canada. We are proud and excited to have partnered with Canterbury as our Official Kit Supplier.

For any further information related to the new brand please contact info@rugby.ca.

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