

# **STRONGER TOGETHER**

**BRANDING PROPOSAL**

# VISUAL CONSTRAINTS

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**THE STRONGER  
TOGETHER BRAND  
IDENTITY SHOULD  
STAND ALONE,  
WHILE HAVING A  
CONNECTION TO THE  
EXISTING TRADABLE  
BITS BRAND.**

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**THE BRAND  
IDENTITY SHOULD  
MAINTAIN BRAND  
PARITY WHILE TYING  
IN THEMES OF UNITY  
AND STRENGTH.**

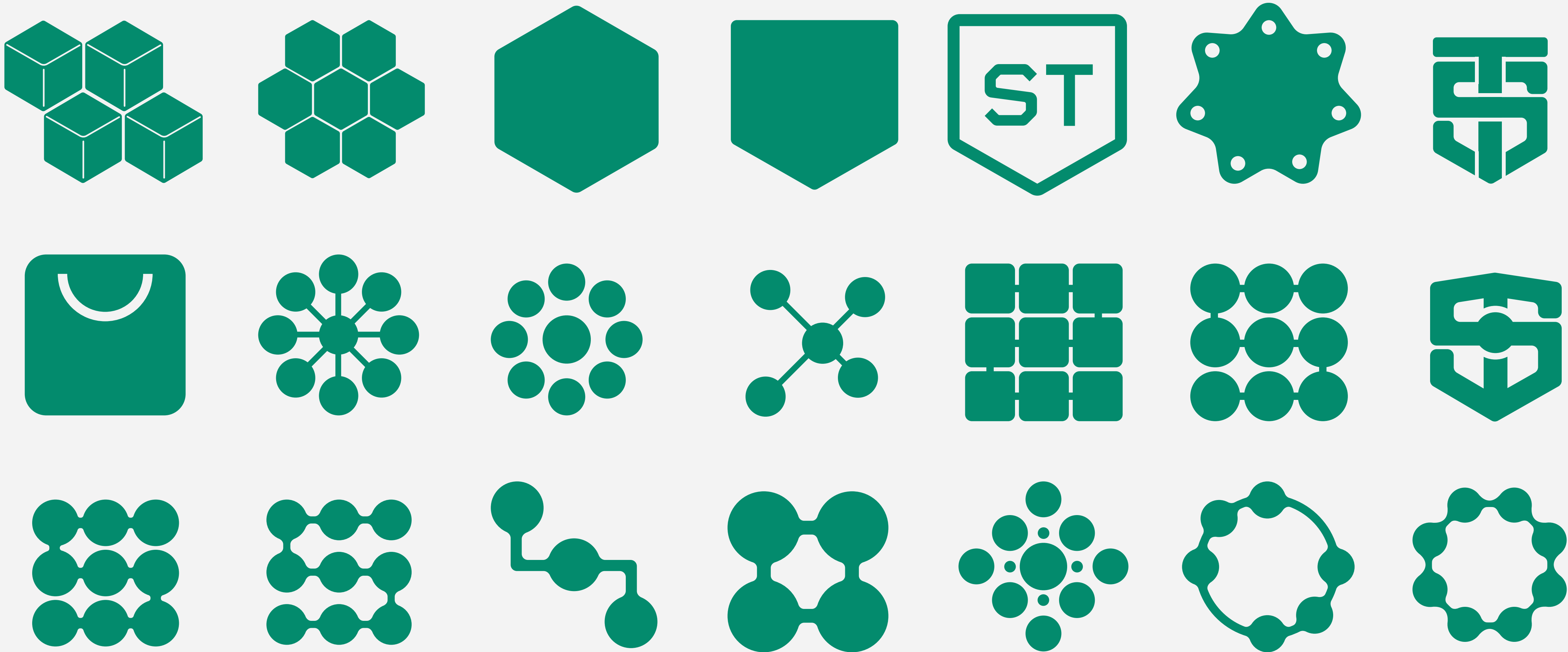
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**LASTLY, DUE TO OUR  
ROLE AS A FAN DATA  
INFRASTRUCTURE  
THE BRAND  
IDENTITY SHOULD  
PROMOTE TRUST.**

## KEYWORDS

UNITY  
STRENGTH  
COLLECTIVE  
SHIELD  
FUTURE  
SPORT

# EXPLORATIONS



NARROWING IT DOWN

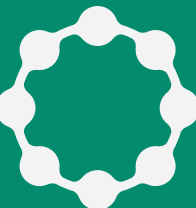
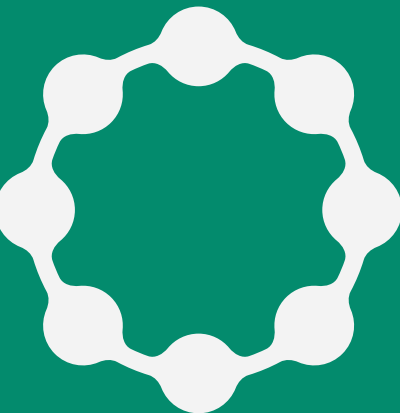
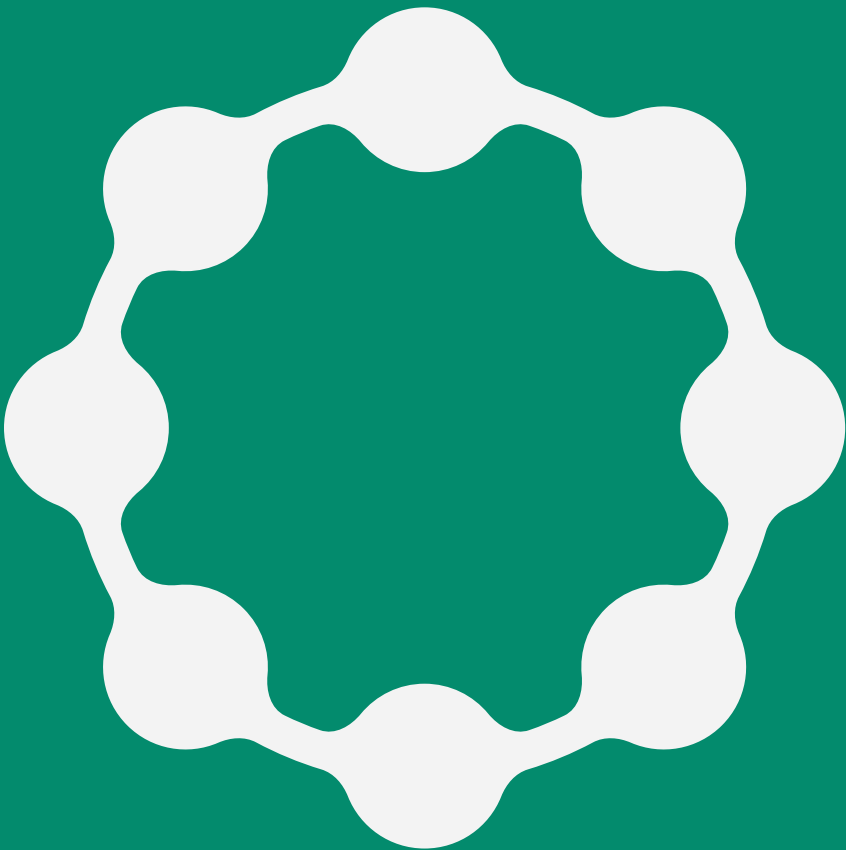


powered by  tradable bits

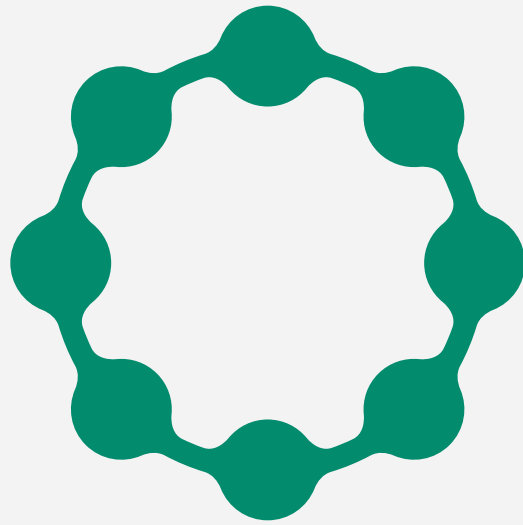
FINAL DIRECTION



AT SCALE



# WHY THIS DIRECTION?



## UNITY & COLLECTIVE

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THE DOTS ARE SYMBOLIC OF THE VARIOUS ASPECTS TEAMS AND BRANDS JUGGLE DAILY, AS WELL AS ‘BITS’ OF FAN DATA THEY STRUGGLE TO CONNECT. WITH THE UNIFYING CIRCLE TYING THEM TOGETHER.

## STRENGTH & TRUST

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THE OUTLINE OF THE DOTTED CIRCLE COMES TO FORM THE SHAPE OF A GEAR. THIS RESEMBLES NOT ONLY OUR ROLE AS ONE GEAR IN THE MARKETPLACE SUPPORTING WOMEN’S SPORTS TEAM, BUT ALSO IS A SYMBOL OF STRENGTH AND RESPONSIBILITY.

## BRAND PARITY

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THE FOCUS WAS TO BUILD OFF OF OUR EXISTING BRAND SYSTEM. THE DOTS (AKA BITS) WITHIN OUR EXISTING LOGO WERE THE DRIVING FORCE BEHIND THIS CONCEPT. THE LAST STEP WAS SIMPLY CONNECTING THEM TOGETHER. THIS MAKES FOR A LOGO THAT FEELS FRESH ON IT’S OWN, WHILE NODDING TO OUR EXISTING IDENTITY.

## **BRAND COLOURS**

**WHITE**  
**#F3F3F3**

**TBITS DARK GREEN**  
**#038B6D**

# FONT

**COCOGOOSE PRO  
BOLD UPPER CASE**

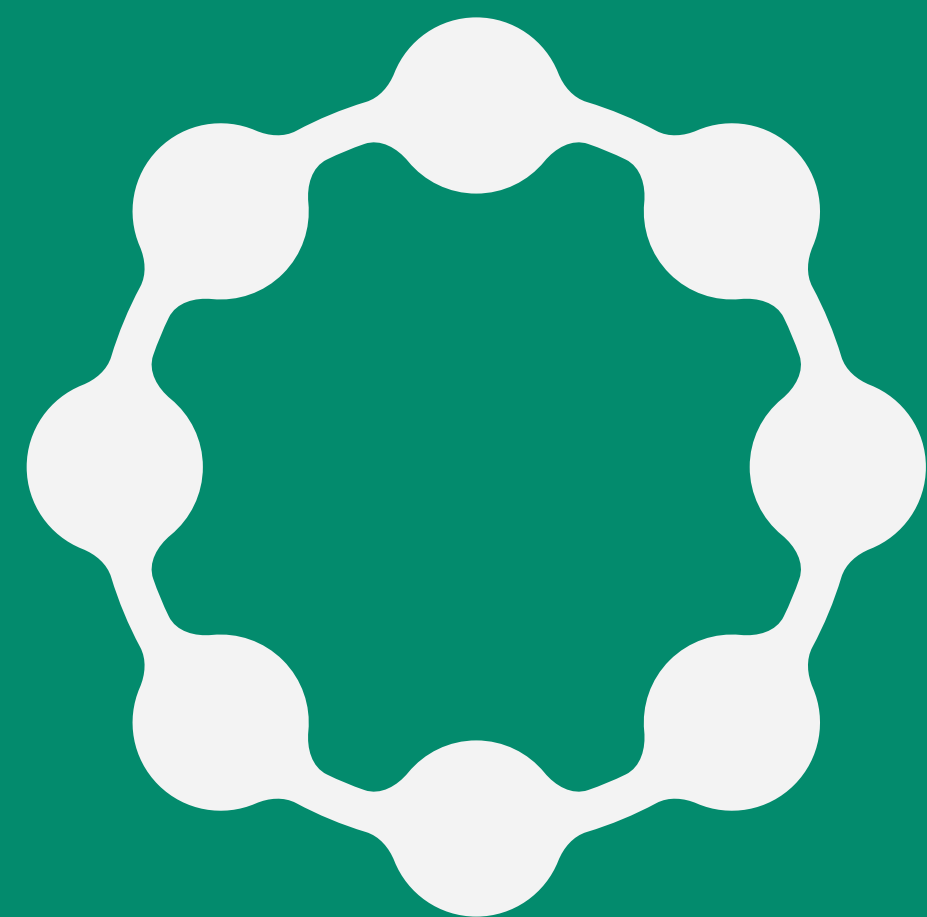
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**COCOGOOSE PRO  
BOLD UPPER CASE**

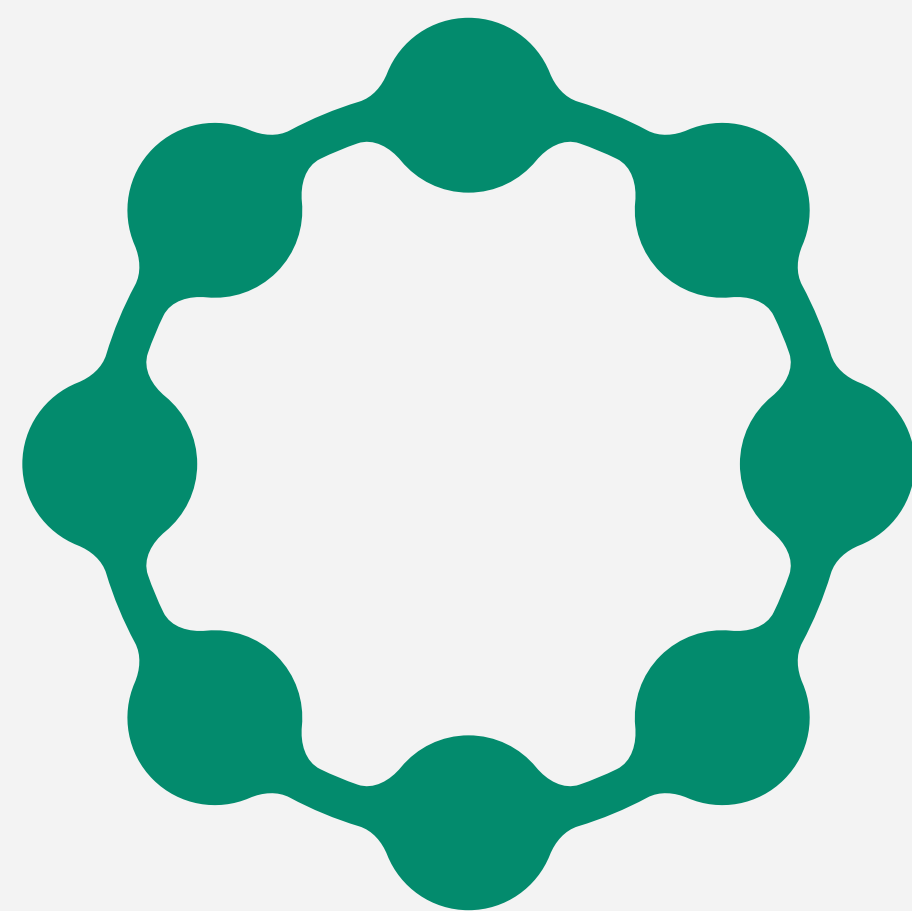
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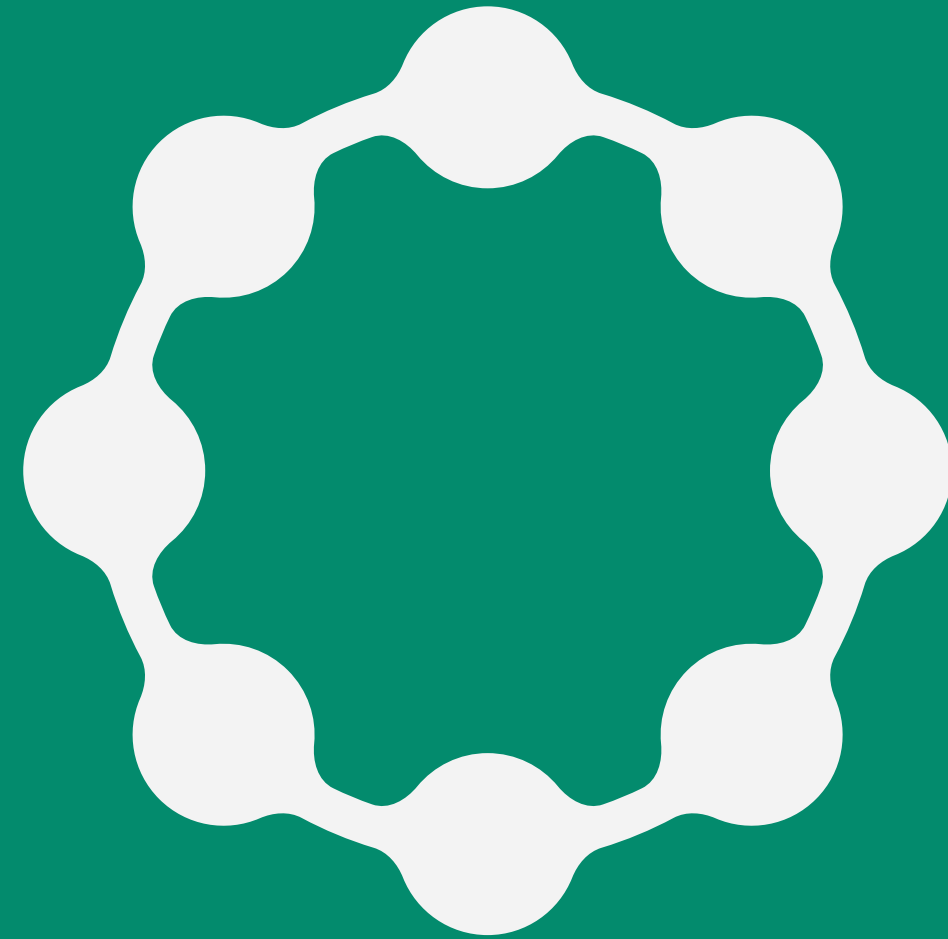
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