



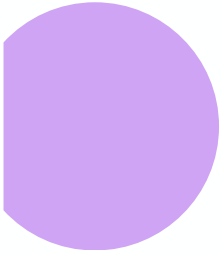
RINGWOOD SWIMMING CLUB

Brand / Logo refresh 2024



WHY REBRAND?

1




To create a clear, strong, memorable and contemporary brand identity that signifies the clubs strength, achievements and vision as we move into our centenary celebrations.

2



To help create greater visibility of our swimmers at meets and to the spectators watching them - which is particularly important during televised and streamed events.

3



A stronger identity and greater visibility at meets will bring more opportunity and attention from sponsors, partners and new members.

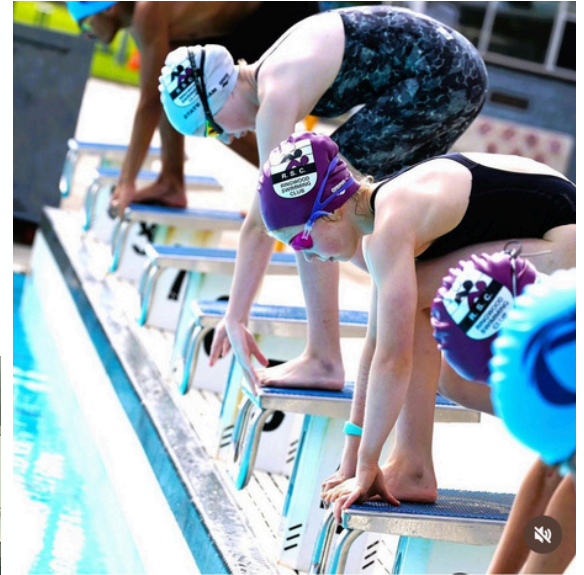
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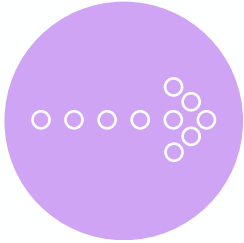
Caps are the primary consideration when thinking about our logo and brand identity, with the uniform a close second. Therefore consideration of how the logo looks on these items is crucial.

RSC: CURRENT LOGO.

1. The current 3 swimmer logo is not easily recognisable or visible from a distance
2. Not cohesive - three different coloured caps appear as three different clubs to onlookers and those outside the club, diluting our attendance and achievements.
3. Inconsistent: Caps (different colours), Uniform (script text, different fonts, inconsistent colours)

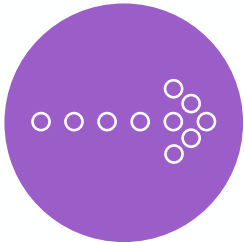


REBRANDING CONSIDERATIONS...



Club Values:

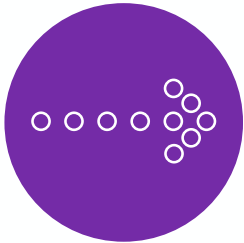
- a. Supportive
- b. Respectful
- c. Ethical
- d. Driven



Club Vision:

- a. High performance
- b. Goal-oriented
- c. Top performing Metro East club
- d. Growth

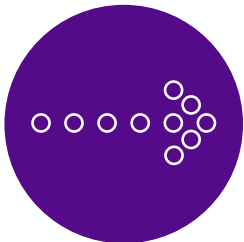
Primary use for logo: Caps, Uniforms, Website, Newsletter



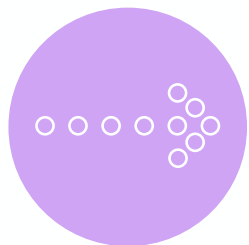
Other uses: Media wall, Club banners, MSAC, marketing collateral

Visual cues based on above considerations.

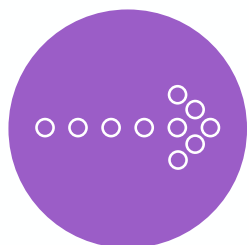
1. Bold
2. Striking
3. Memorable
4. Athletic



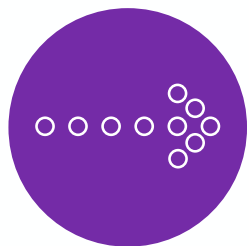
FOCUS GROUPS



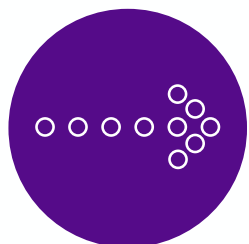
A cross section of representatives from the Club were invited to share their voice and opinion on two design directions.



One option was an updated version of the current club logo incorporating the three swimmers. The other option was a completely new direction and design based around the Club's Values and Vision.



The Club Captains and Coaches voted unanimously for Option Two: a new direction.



A selection of parents and Life members who were able to attend a separate focus group session had an almost identical response, with an overwhelming yes to Option Two: a new direction.

After discussions with key stakeholders and intense consideration for the Club's almost 100 year history, the Ringwood Swimming Club Committee would like to present the Club's brand new logo to all of our members.



RINGWOOD SWIMMING CLUB

Club Cap designs

Bold.
Athletic.
High visibility from a distance.

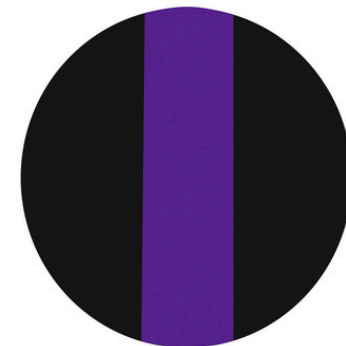
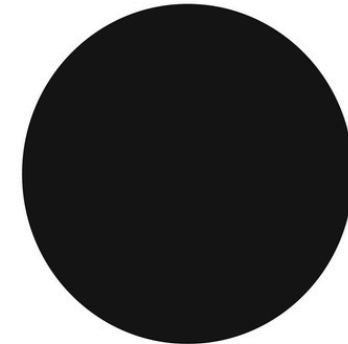
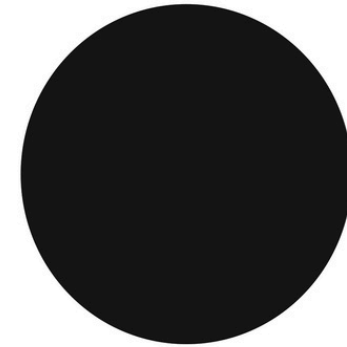
Dotted gradient.

Letter has been tilted by approx.
10 degrees to the right to give
impression of movement and
dynamism.

The slanted typography adds a
sense of energy, action, and
assertiveness visually conveying
this association with racing and
high performance.

Swirl represents the element of
water or the silhouette of a
swimmer, bringing cohesiveness.

Selected font is contemporary
serif font that visualises a modern
athleticism, reminiscent of the
American letterman sports
jackets.



UNIFORM: CO-LAB WITH NIKE



NIKE FRENCH TERRY





NIKE PARK 7 SS





NIKE PARK POLO



NIKE GILET





NIKE TRAINING PANT



NIKE TRAINING POCKETED SHORT





GOING FORWARD...

- The club will facilitate an exchange of existing caps for the new ones featuring our updated logo (mid-November).
- The club will provide a month of substantial discounts on uniforms for existing members who place an order for a complete set. This includes a Nike Park Polo, Nike Training Pocketed Short, Nike Training Pant and Nike French Terry, for \$199 (normally \$255). This price is valid until the end of November (Please advise if your swimmer has qualified for the Victorian Age Championships in December).
- If you would like to place an order for a uniform or if you have any questions about price and sizing (size guide included) please contact our uniforms officer, Selina at:

uniform@ringwoodswimmingclub.org.au

Please note: If you would like your uniform to arrive by the Victorian Age Championships (14 - 18 Dec) you will need to place your order by **8th November**.

We eagerly anticipate seeing everyone in the new uniform. Moving forward, our goal is to display a strong, unified presence at meets, embodying the future powerhouse that is the Ringwood Swimming Club.



How do I find the right size and fit?

Ringwood Swimming Club Uniform Size Guidelines

The following tables give you broad guidance on size within the RSC & NIKE range.

- If you are on the borderline between two sizes, order the smaller size for a tighter fit or the larger size for a looser fit.
- If your measurements for bust and waist correspond to two different suggested sizes, order the size indicated by your bust measurement.

How To Measure (see following diagrams)

- CHEST: Measure around the fullest part of your chest, keeping the tape measure horizontal.
- WAIST: Measure around the narrowest part (typically where your body bends side to side), keeping the tape measure horizontal.
- HIPS: Measure around the fullest part of your hips, keeping the tape measure horizontal.
- BUST: Measure around the fullest part of your bust, keeping the tape measure horizontal

Size Guide - Men & Unisex

UNISEX (CM)

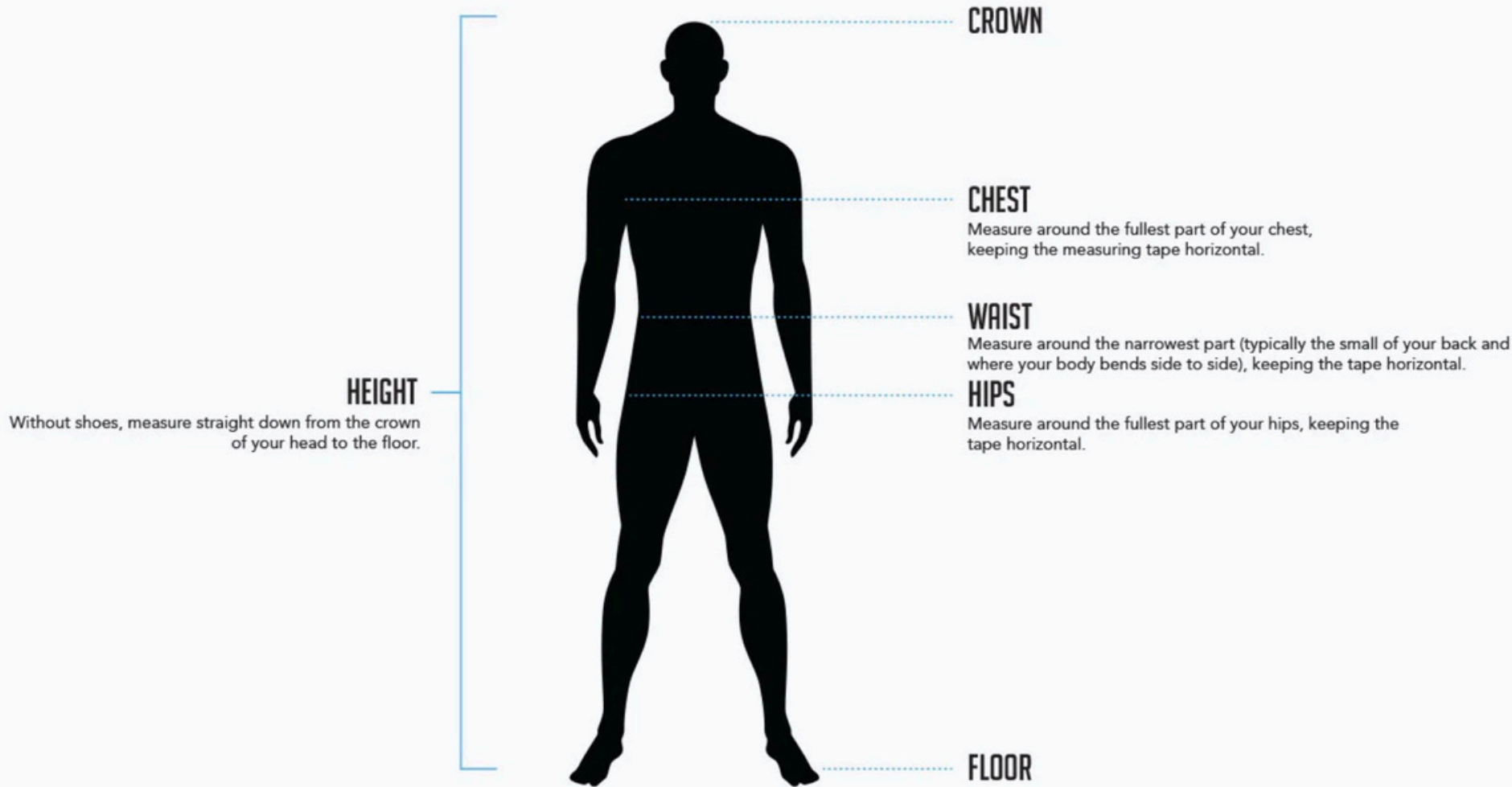
Size	S	M	L	XL	2XL	3XL
Chest	88-96	96-104	104-112	112-124	124-136	136-148
Waist	73-81	81-89	89-97	97-109	109-121	121-133
Hip	88-96	96-104	104-112	112-120	120-128	128-136
Height	170-183	170-183	170-183	170-183	170-183	170-183

MENS (CM)

Size	S	M	L	L-TALL	XL	XL-TALL	2XL	2XL-TALL	3XL	3XL-TALL
Chest	88-96	96-104	104-112	104-112	112-124	112-124	124-136	124-136	136-148	136-148
Waist	73-81	81-89	89-97	89-97	97-109	97-109	109-121	109-121	121-133	121-133
Hip	88-96	96-104	104-112	104-112	112-120	112-120	120-128	120-128	128-136	128-136
Height	170-183	170-183	170-183	183-196	170-183	183-196	170-183	183-196	170-183	183-196



How To Measure - Mens





Size Guide - Women

WOMENS (CM)

Size	S	M	L	XL
Bust	83-90	90-97	97-104	104-114
Waist	67-74	74-81	81-88	88-98
Hip	91-98	98-105	105-112	112-120

YOUTH (CM)

Size	S	M	L	XL
Chest	66-69	69-75	75-81.5	81.5-88.5
Waist	61.5-65	65-69	69-72	72.5-75.5
Hip	71-74.5	74.5-79.5	79.5-84.5	84.5-89.5
Av Height	128-137	137-147	147-158	158-170

How To Measure - Womens

