

SPORTS AND LEISURE BRAND DEVELOPMENT

Creating stunning designs that
are strategically driven to deliver
compelling brand propositions



Minale Tattersfield Design Strategy

WHO WE ARE

Minale Tattersfield was established in 1964 and is one of the oldest privately owned branding and design agencies in the world.

For over 40 years we have been creating brands for our clients that inspire and set benchmarks for the competitors to follow.

We have created some of the world's most iconic symbols representing quality, service and excellence.

Today we work for companies throughout the world with offices in Paris, Milan, Brussels, Moscow, Sydney and Brisbane as well as the head office in London.

Our staff consist of designers, specialist consultants, brand strategists, web designers, architects and interior designers.

Our work is creatively led but strategically driven. We focus on helping our clients become leaders in their market sectors.



*International
Cricket Council*



WHAT WE DO

We evaluate and define the corporate objectives, positioning and values. We then communicate through clear and highly effective visual and verbal communication.

With each project we set out to uncover the relevant insights and market dynamics as well as gaining a thorough understanding of our clients' vision and objectives.

We are able to deploy specialist researchers and moderators in the evaluation process and highly skilled brand strategists in the definition phase.

These teams then work together with designers and copywriters on the brand identity and internal and external brand communication material.

What sets us apart is that we can take the brand strategy to the next stage. We plan how the brand should live in the real world.

That could take the form of designing the visitor reception area or the interior design elements within a sports stadium.

It could be designing the look and feel of the inside of a retail outlet, or could even be designing all the signage, wayfinding and street furniture for a sporting complex. Just as important, it could also be the design of a new web site.

We believe our multi-disciplinary approach builds strong, consistent, successful and lasting brands and we have the evidence to prove it.



Our complementary teams of specialist consultants, designers, interior designers and brand strategists deliver the following:

Brand evaluation and research

Brand strategy and positioning

Naming

Corporate identity

Total brand experience

Interior design

Architecture

Branded environments

Signage

Wayfinding

Web site design

CASE STUDIES

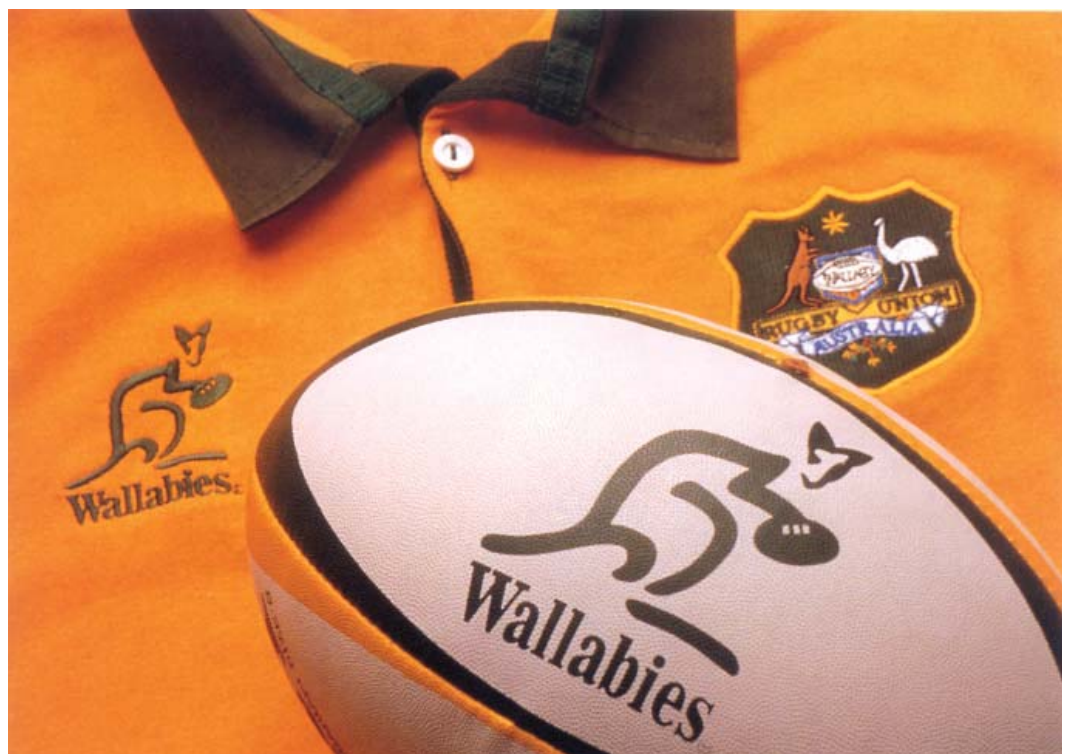
'There philosophy is based on a belief that each design problem demands a completely fresh approach with no preconceptions, to reach a uniquely appropriate solution. Thus the best designs will last for many years'

Creative Review

CLIENT: AUSTRALIAN NATIONAL RUGBY UNION
BRAND: THE WALLABIES
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: To design the logo for the Australian National Rugby Union. The Wallabies wanted a new logo to replace the traditional badge which was complex and not easily seen on television.

Solution: The new logo is a simple design that is suitable for embroidery and contemporary merchandise. The line drawing of a wallaby clutching a ball captures the power and determination of the player.



Services

Visual identity design
Identity guideline manual
Print and literature design

CLIENT: THE FOOTBALL ASSOCIATION
BRAND: THE F.A. PREMIER LEAGUE
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: The newly created FA Premier League came to us for their visual identity. The league needed a symbol to convey their intrinsic connection to The Football Association whilst establishing credibility and standing with the wider audience.

Solution: The crowned lion with its paw on a football conveys superiority and control, whilst retaining the link with the three lion identity of the Football Association. This was completed in red, white, blue and green for obvious reasons. The identity and brand were strengthened by the provision of a brand manual to ensure correct application each time it appeared.

Results: The Premiership identity has become synonymous with English football and remains a sporting icon. The lion was animated for Sky Television and is an endorsement on footballs, kits and merchandise.



Services:
Brand strategy
Visual identity design
Identity guideline manual

CLIENT: OLYMPIC BID COMMITTEE
BRAND: THE CITY OF MANCHESTER
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: The City of Manchester launched its ambitious plan to bid for the 1996 Olympic Games. After a very careful and lengthy selection process Minale Tattersfield was selected to design the logo to front the bid process.

Solution: Two separate logos were created. One to be used by the bid committee itself and another for sponsors to use on their products. A comprehensive pack of information and promotional material was designed and produced which was presented to the International Olympic Committee during their evaluation visit to Manchester.

Result: Manchester's bid was sadly unsuccessful although the sheer professionalism and enthusiasm so evident in their bid process was an inspiration to London's winning bid a few years later.



Services:
Visual identity design
Identity guideline manual
Print and literature design

CLIENT: NAUTOR'S SWAN
BRAND: NAUTOR'S SWAN
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: Swan yachts have always been known for their excellent craftsmanship and high quality construction, matched by their performance features and marine sea worthiness. Following a change of ownership the new management team wanted to communicate the quality of the boat range as well as a new range of ancillary products and services.

Solution: Minale-Tattersfield carried out a complete assessment of every aspect of Nautors Swan brand and communication material. We brought the elements of the logo which had fragmented through different applications into one concise form, modernising it and making it more

stylish in an effort to strengthen the association of its identity with its products. We created a simple guidelines manual for the identity to be applied across the yacht range, the company's services (technical services, local representatives club membership), sailing events and competition team. We then designed a new website and high quality brochures using lavish photography, as well as other promotional material.

Result: The new brand and communication material have a strong appeal to the highly sophisticated target audience. They show an aspirational and stylish range.



Services:
Brand strategy
Visual identity design
Identity guideline manual
Print and literature design

CLIENT: SYDNEY OLYMPIC BID COMMITTEE
BRAND: SYDNEY
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: Sydney, Australia decided to mount a bid to bring the 2000 Olympic Games to the City. The Brisbane office of Minale Bryce Design Strategy, part of the international Minale Tattersfield Design Strategy Group was selected to design the bid logo.

Solution: The visual identity that was created embodied the dawn of the new century. It comprised the flame of the Olympic torch and echoed the profile of the sail like pointed roofs of Sydney's great landmark, the Opera House. Set in a fusion of the Olympic colours, a vigorous line expressed the energy and freedom of the Olympic movement and the informal vitality of the country itself.

Result: Sydney did win the Games and both the bid and the Games themselves were generally regarded as being one of the most successful in recent times. In fact they provided a blueprint and inspiration for London's own successful bid for the 2012 Olympics.



Services:
Visual identity design
Identity guideline manual
Print and literature design
Signage and wayfinding

CLIENT: INTERNATIONAL CRICKET COUNCIL
BRAND: ICC
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: Minale Bryce, the Brisbane office of the Minale Tattersfield Design Group was briefed by the International Cricket Council to design a contemporary new visual identity and graphic style to represent the organisation and support the core values of the game.

Solution: Using the design team's passion for cricket as a starting point, we created a strong recognisable symbol that would appeal to fans around the world. The identity formed the centrepiece for a design programme which took into account every item of print and merchandise, signage and badging for the ICC and its high profile tournaments such as the ICC Cricket World Cup in South Africa 2003.

Result: The identity became recognised worldwide as the face of world cricket. In fact in early 2007 Minale Bryce were asked to design the identity and the trophy for the ICC World Twenty20 Cricket Tournament which took place in September 2007 in South Africa. Made of silver, gold and rhodium the trophy is a collision of intersecting ellipses and is a worthy representation of the new spirit of the game that has captured a whole new generation of cricket lovers around the world.



*International
Cricket Council*



*ICC Cricket
World Cup
SOUTH AFRICA 2003*



Services:
Brand strategy
Visual identity design
Identity guideline manual
Print and literature design

CLIENT: TRANSPORT FOR LONDON
BRAND: STRATFORD STATION UPGRADE
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: Stratford Station will form a vital part of the London Olympic transport system. An interconnecting hub for rail and underground, it is estimated that an additional 63,000 passengers will use it during peak periods.

Solution: We chose the human form and its lively dynamism to convey the inclusivity, optimism and aspiration that are so much the character of both London and the Olympic games. The five colours that make up the leaping figure represent the five interconnecting transport lines.

Results: The station upgrade is a significant project. The engaging and memorable identity ensures consistency in communications and establishes a sense of purpose and endeavour.

Appearing on posters, hoarding and stationery, it reassures passengers that the developments are positive, raising awareness of TfL's investment in the transport infrastructure and, by connection, the games, promoting the redevelopment to both stakeholders and passengers. Benefits are raised awareness of the project for press, highlighting TfL's investment in passengers and infrastructure.



Services
Visual identity design
Identity guideline manual
Signage

CLIENT: LEND LEASE
BRAND: BLUEWATER BRANDING
PROJECT: VISUAL IDENTITY, SIGNAGE AND WAY-FINDING

Problem: Bluewater was Europe's most innovative retail and leisure destination when it opened in 1999 but, as a revolutionary concept, its benefits were largely unknown. Our challenge was to create an identity that would convey the stature of the project in order to attract the target retailers and customers.

Solution: The identity is a vibrant illustration of Invicta, the Kent horse, leaping out of water, connecting Bluewater to its surrounding area and giving it roots and heritage. The dynamism of the galloping horse represents the innovation and forward movement of the project. Its simplicity and heritage allow it to age and grow without being outdated or irrelevant.

Minale Tattersfield also created a complete application system for the signage and way-finding to orientate visitors around the the complex.

Result: Bluewater is overtly recognised as an environment of retail excellence that offers a real alternative to London's West End. Identified as stylish and upmarket, with an easy to

navigate signage system, it has become an international location, attracting visitors not only from the South East of England, but also from France and Belgium, via Channel Tunnel.



Services:
Visual identity design
Identity guideline manual
Signage and way-finding design

CLIENT: ROYAL ARMOURIES MUSEUM
BRAND: ROYAL ARMOURIES MUSEUM
PROJECT: VISUAL IDENTITY AND SIGN SYSTEM

Problem: To design the visual identity and sign system for the Royal Armouries Museum in Leeds.

Solution: The identity is based on a grotesque horned helmet, the remains of a suit of armour belonging to Henry VIII.



ROYAL ARMOURIES MUSEUM



EDUCATION



INFORMATION



HUNTING

It embodies the qualities inherent in the collection being beautifully crafted but highly disturbing.

Two granite columns embodying the mask in 3D greet visitors as they enter. Because of the simplicity of the building there is no conventional sign system. Instead, visitors are directed to the galleries by huge banners which hang the full height of the internal street. Floor directories are in the form of gigantic open books made of laminated beech and standing on tripods inspired by Renaissance carpentry.



DOWN

UP



Services

- Visual identity design
- Identity guideline manual
- Print and literature design
- Signage and way-finding design



CLIENTS

AFRIQUIA
 AGIP PETROLI
 ARMANI
 BACI PERUGINA
 BAHLEN
 BALLY
 BANK OF CHINA
 BAULI
 BEIERSDORF
 BELGACOM
 BIG STAR
 BNP
 BOEHRINGER MANNHEIM
 BOLTON GROUP
 BOOTS
 BP
 BRITISH GAS
 BULL
 CABLE AND WIRELESS
 CERRUTI
 COI
 COIN
 COMMUNITY LEGAL SERVICE
 DE BEERS
 DELEK
 DFES
 ELINOIL
 EUROPEAN BANK FOR (R&D)
 EUROSTAR
 EXPRESS DAIRY
 EXEDO
 EXTÈ
 FENDI
 GILBEY'S GIN
 HARRODS
 HERTZ
 IDV
 ILLYCAFFÈ
 IRISH DISTILLERIES
 IRN BRU
 ITALIANA PETROLI
 ITALIAN PIZZA COMPANY
 JAMES BURROUGH DISTILLERIES
 JOHNNIE WALKER
 KDD
 KODAK LEND LEASE





MII
MANTERO

CLIENTS

(BLUEWATER)
LONDON TRANSPORT
LOTTERY COMMISSION
LUKOIL
MANTERO SETA
MASER
MARCONI
MOTOROLA
MOTTA
NATWEST INTERNATIONAL
NAUTORS' SWAN
NESTLÉ
NORTHERN FOODS
NUOVA FORNERIA
OSOTSPA
PANTENE
PARTNERSHIPS UK
PETRON
PETRONAS
PEUGEOT
PHILIP WATCH
PREMIER LEAGUE
PRINCIPE
REPSOL
RELIANCE
RHÔNE POULENC
RIYAD BANK
RIZZO GALLO
RIZZOLI
ROYAL ARMOURIES
SAMMONTANA
SAN PELLEGRINO
SCHWEPPESS
SEAT
SEITA (GITANES)
STAFFORD MILLER
SYDNEY OLYMPICS
THAI OIL
TOYOTA
TIPICO PIZZA
TOTAL FINA ELF
UK GOVERNMENT
VALDERMA
YELLOW PAGES
YPF
YUKOS



MOTOROLA



The Refinery



CONTACT DETAILS

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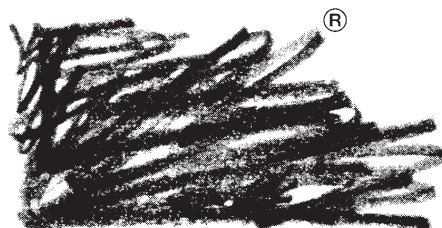
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