

# Background



This project was commissioned in order to give Volleyball Ireland a fresh, modern, new identity which would support and enhance the efforts of the organisation to promote and grow the sport in Ireland.

The project was directed by Patrick Murphy at Branding Sport, with Eamonn Hall from Eamonn Hall Graphic Design as Creative Director and Lead Designer.

Gary Stewart, General Manager, oversaw the delivery of the project at Volleyball Ireland.

# Our Ambition



Like the sport, we wanted to create a brand that is exciting, dynamic and vibrant.

We wanted to put the sport itself, rather than the administrative body that governs it, to the forefront. Using an abbreviation, VLY, rather than an acronym, like most governing bodies do, is a differentiator. It shows we are proud of our game and what it represents.

When you have a sport like Volleyball, it makes sense to put that sport at the very front and centre of everything you do.

# Our Brand Values



- |                                      |                                                                                                                                                                                                                                                                                                               |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Youthful</b>                      | We make no apologies for creating an intentionally youthful brand. We have a strong schools programme with over 920 competing teams annually, our key strategic aims are to strengthen the pathway from school to club, to grow participation in colleges and to develop social volley programmes nationwide. |
| <b>Energetic, dramatic &amp; fun</b> | If you've seen the sport you know what we mean. Volleyball is fiercely athletic & dramatic, where every point is an event.                                                                                                                                                                                    |
| <b>Equality</b>                      | In Ireland, 62% of players are female. Our board and sub-committees have equal representation. This is important to us. The brand is intentionally gender-neutral, because we are.                                                                                                                            |
| <b>Multi-cultural</b>                | 74% of adult volleyball players in Ireland are foreign nationals, representing 64 different nations. The brand colour palette is purposely neutral to represent all of our members. We are a global organisation.                                                                                             |
| <b>Ambitious</b>                     | To be truly ambitious you have to be different, you have to stand out from the crowd. We aren't afraid to do that because we want great things for our sport. We are aware this is a new approach; it's bold and it's dramatic – just like Volleyball.                                                        |

## Moodboard and References



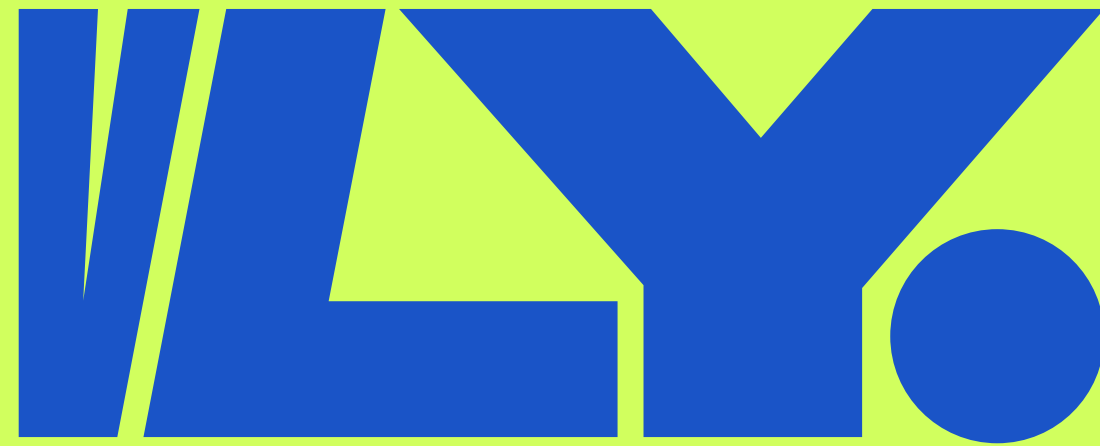
Before starting the design element of the project, we reviewed relevant best practice brand development from the world of volleyball, international sport and consumer brands.



# The New Volleyball Ireland Visual Identity



The following pages show the new corporate logo, the overall brand design style and some of the specific iterations of the new logo as they will appear when the brand launches.



Volleyball  
Ireland

ILY.

ILY.

ILY.

ILY.

ILY.

ILY.







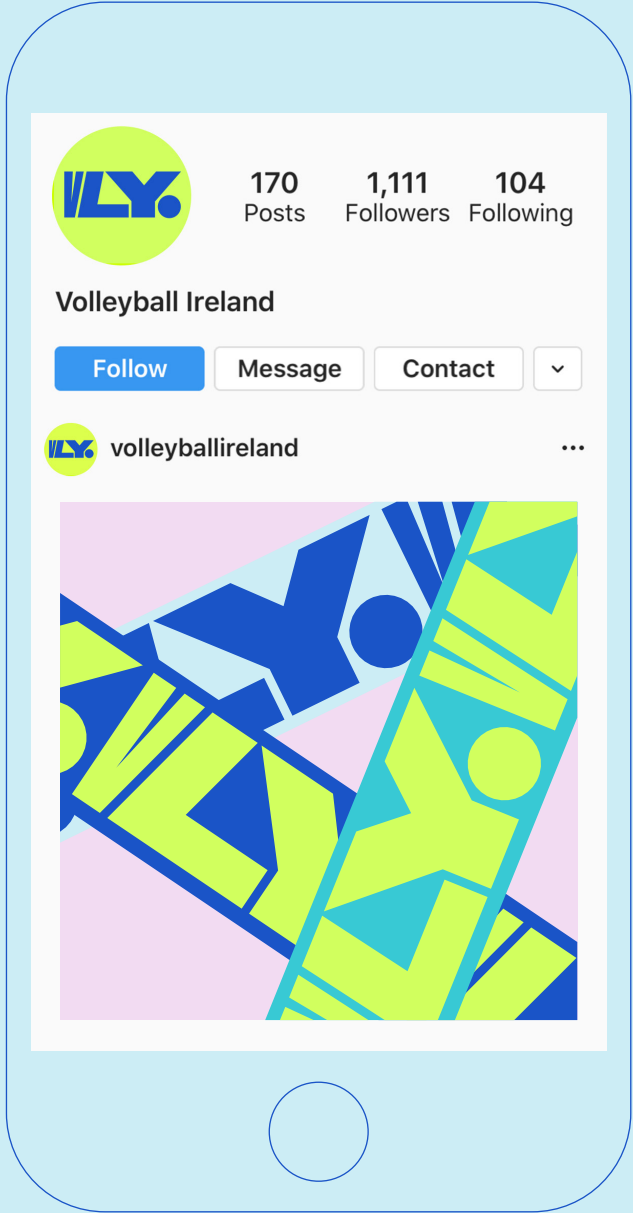
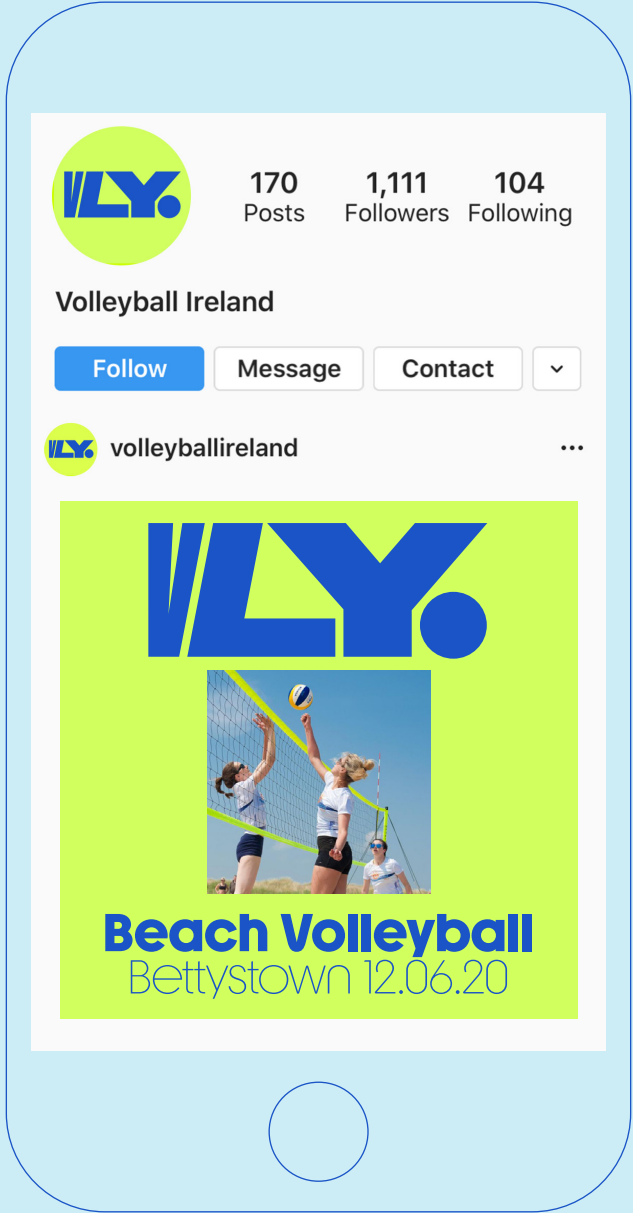
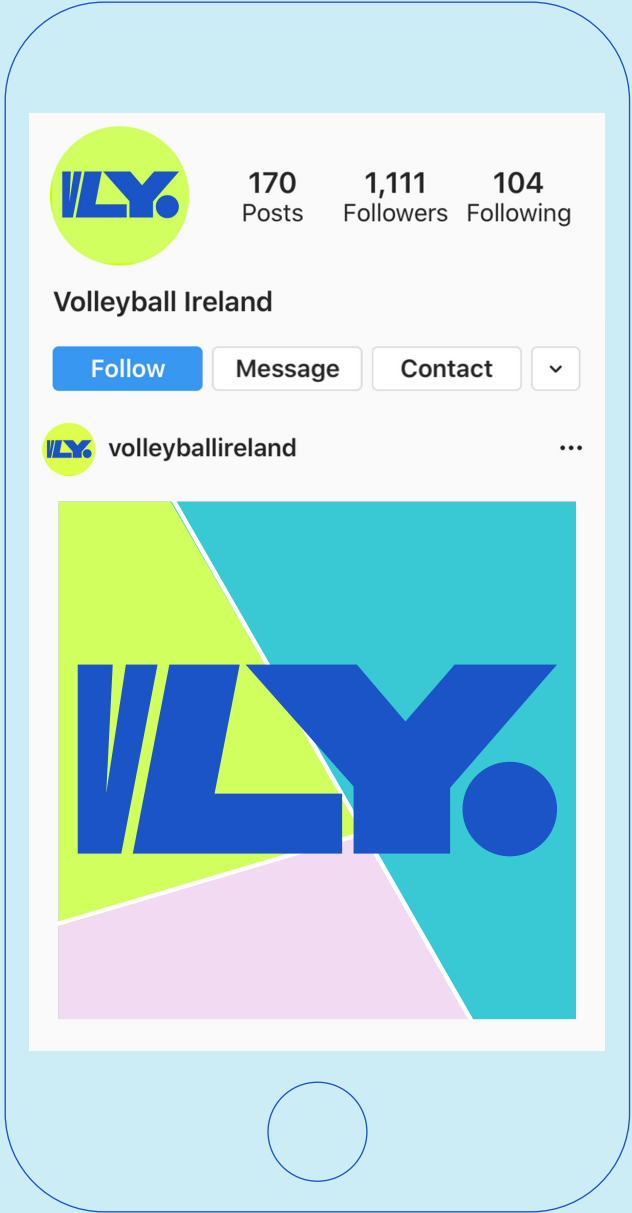
**Affiliated  
Club**



**Approved  
Programme**



**National  
League**





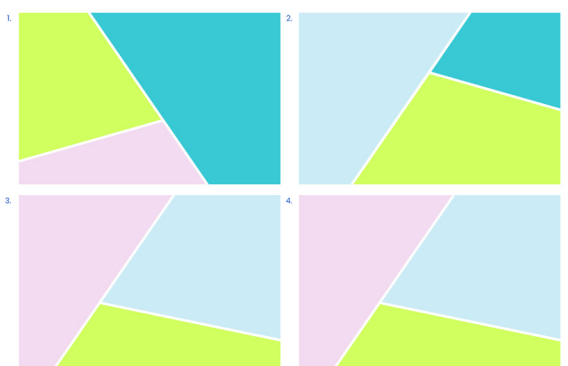
Primary Logo1

This is the primary logo for Volleyball Ireland. The logo is an abbreviation of the word "volleyball". The primary logo colour is blue. There are also black and white versions but they should only be used when only single colour or black and white printing is available.

- Primary Logo
- Logo Safe Area
- Secondary Logos
- Sub-Brand Logos
- Colour
- Primary Typeface
- Secondary Typeface
- Graphics

Graphics8

There are three graphics that can be used as backgrounds for design artwork such as social media posts, leaflets or posters. The graphic is based on volleyball court markings and are rendered in the VLY brand colours.



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Logo Safe Area2

The Logo Safe Area is an area around the logo in which no other visual elements should appear. This will maintain the visual integrity of the logo. This area is based on a circle of equal height to circle in the logo.



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Secondary Logos3

There are two additional versions of the VLY logo that include the full name "Volleyball Ireland". One is arranged horizontally, the other is stacked vertically. Either one can be used depending on the space available in a design layout.



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Sub-Brand Logos4

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Colour5

There are five colours in the VLY brand: blue, pink, light blue, fluorescent yellow and turquoise. Care should be taken to use the exact colour by adhering to the colour codes provided. This will ensure that the VLY brand stays consistent across all web and print applications.

<b>Black</b>	<table><tr><td>Pantone</td><td>2728C</td></tr><tr><td>RGB</td><td>109,104,139</td></tr><tr><td>HEX</td><td>2B51AC</td></tr><tr><td>CMYK</td><td>91,76,00,00</td></tr></table>	Pantone	2728C	RGB	109,104,139	HEX	2B51AC	CMYK	91,76,00,00	<b>Pink</b>	<table><tr><td>Pantone</td><td>531C</td></tr><tr><td>RGB</td><td>245,209,242</td></tr><tr><td>HEX</td><td>F5D1F2</td></tr><tr><td>CMYK</td><td>03,20,00,00</td></tr></table>	Pantone	531C	RGB	245,209,242	HEX	F5D1F2	CMYK	03,20,00,00	<b>Light Blue</b>	<table><tr><td>Pantone</td><td>304C</td></tr><tr><td>RGB</td><td>203,236,246</td></tr><tr><td>HEX</td><td>CCEDF5</td></tr><tr><td>CMYK</td><td>18,00,03,00</td></tr></table>	Pantone	304C	RGB	203,236,246	HEX	CCEDF5	CMYK	18,00,03,00
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HEX	CCEDF5																												
CMYK	18,00,03,00																												
	<b>Flourescent Yellow</b>	<table><tr><td>Pantone</td><td>923C</td></tr><tr><td>RGB</td><td>220,255,077</td></tr><tr><td>HEX</td><td>DBFF4D</td></tr><tr><td>CMYK</td><td>18,00,86,00</td></tr></table>	Pantone	923C	RGB	220,255,077	HEX	DBFF4D	CMYK	18,00,86,00	<b>Turquoise</b>	<table><tr><td>Pantone</td><td>3252C</td></tr><tr><td>RGB</td><td>056,201,212</td></tr><tr><td>HEX</td><td>38C9D4</td></tr><tr><td>CMYK</td><td>64,00,20,00</td></tr></table>	Pantone	3252C	RGB	056,201,212	HEX	38C9D4	CMYK	64,00,20,00									
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Primary Typeface6

The primary VLY typeface is called Youth. It is available in two weights: Black and Thin. This typeface should be used for all marketing and promotional design. It is intended to be used on short, headline or title text. It should not be used for longform text.



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Secondary Typeface7

Poppins is the secondary typeface used in the VLY brand. It should be used for any longform text. Poppins is a Google font and is freely available on the Google fonts website.

<b>Poppins Bold</b> 24 / 28pt	<b>The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words.</b>
<b>Poppins Medium</b> 18 / 22pt	<b>The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words.</b>
<b>Poppins Light</b> 14 / 18pt	<b>The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words.</b>
<b>Poppins Extra Light</b> 10 / 12pt	<b>The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words.</b>

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**Thank You**

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