

EAST LONDON SPORT **REBRAND**

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The new East London Sport branding is much more than just a cool logo or a well-placed advertisement. They have done more. They have been consistent in their message and the experience that they are conveying to us. Whether is their environment (Sportsdock), signage, online presence or customer service, East London Sport have really stepped up their game with their new branding.

”

Ish Gweweni

Basketball 2nd

University of East London



We have huge ambition in terms of our new global sports strategy for the university and moving forward this new identity provides the perfect launch platform. Brand identity plays a key role engaging the university community in inclusive physical and sporting activities. We wanted to create an identity that was distinct, that represented who we are, something our students can relate to and feel proud to be part of. I believe we achieved all of this thanks to the support of our design colleagues and other stakeholders at the institution



Matt Tansley

Director of Sport
University of East London

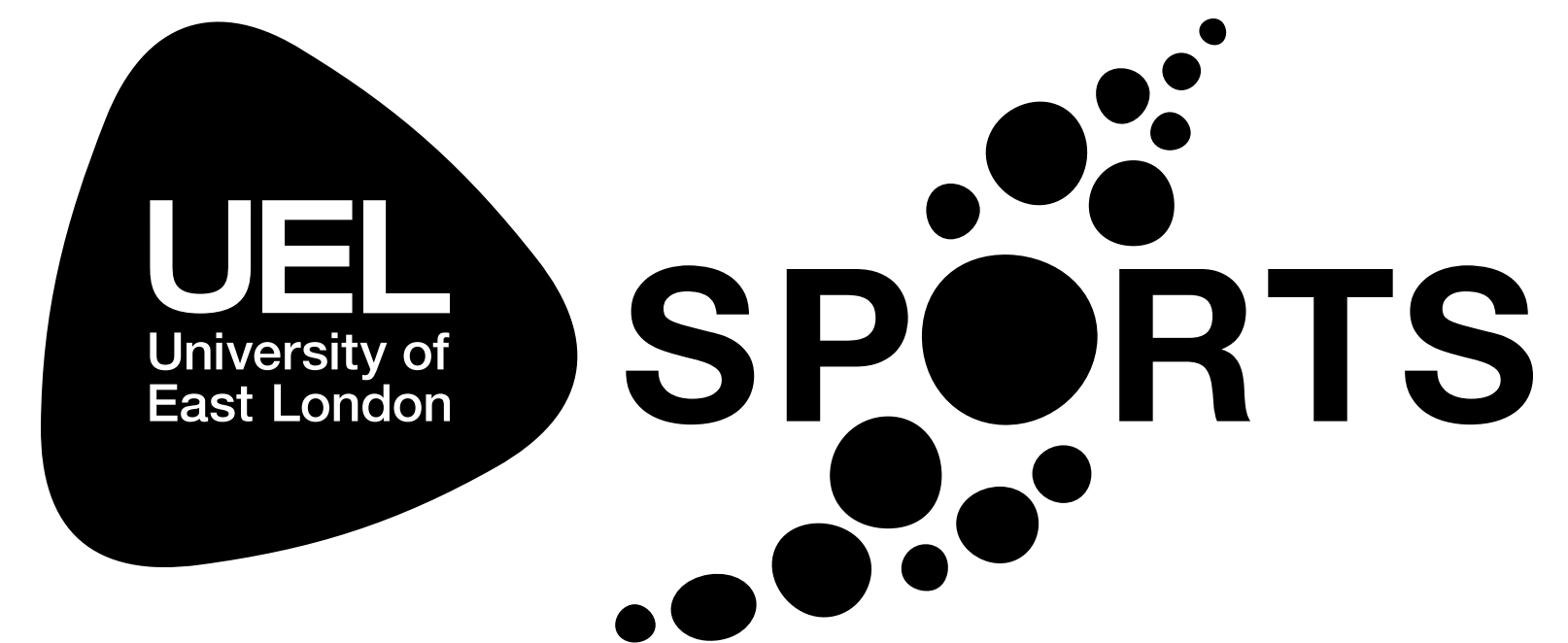
BACKGROUND

The University of East London has been pioneering futures since 1898: from the 2nd Industrial Revolution through to where we are now, the 4th. We are a careers-led university, dedicated to supporting our students to develop the skills, emotional intelligence and creativity needed to thrive in a constantly changing world.

Our 'Vision 2028' has been developed to transform our curriculum, pedagogy, research impact and partnerships to make a positive difference to student, graduate and community success. Our ambitious but achievable goal is to become the leading careers-focused, enterprising university in the UK, one which both prepares our students for the jobs of the future and provides the innovation to drive that future sustainably and inclusively.

Building on the University's recent rebrand, an associated development of the University's sport and physical activity service (UELSports) brand was required to bring the sub-brands in line with the new institutional identity. This project was to give sport and physical activity at UEL a distinct brand aimed at specific audience segments while being aligned to the corporate brand and being recognisable as part of the University of East London family.

OLD BRAND



The old UEL Sports brand felt dated and irrelevant and was not aligned to the new University brand.

A completely new approach was required.



THE NAME

As the University of East London strives to build on the significant successes in sports and become known for being the leading sports university in London, the sports brand must be fit for purpose in the increasingly competitive environment. Having a strong sports brand will not only help sports at UEL gather the desired traction, but it will also help galvanise the community spirit of the institution, impacting positively on the student experience, recruitment and the institutional brand.

East London Sport

The name East London Sport was created to open sport at the university to the wider community and show that it was not just for UEL students.

The corporate identity re-brand consultations identified that the initials 'UEL' do not have strong awareness outside of the UEL community, and therefore the corporate brand is moving away from using the initials for external audiences.

COAT OF ARMS



The University's logo reflects the importance of the University's origins but represents an institution that is bold, confident and future-facing.

It comes directly from the University coat of arms and has been designed to capture the pure essence of all that we are.

The unique phoenix iconography combined with the Olympic torch hints to our heritage and location. The cogs represent the instrumental part we play in the community and our connection to industry. Our logo honours our connection to our history but reaches forward to the future.

THE PHOENIX



With the Phoenix, from the University coat of arms, now the University logo, it was back to this that we looked for the direction of the new East London Sport logo.

Following from focus groups and discussions with stakeholders across sport at the University, it was decided that a more dynamic look was needed to portray the spirit of sport at the University of East London.

THE LOGO



EAST LONDON
S P O R T



OLD



NEW

East London Sport Rebrand

TEAM SPIRIT

HOME 1.5
GUESTS



Sport teams, sport scholars and staff have enthusiastically bought into the new sport brand. A stronger sense of pride is evident amongst the players - they have all rallied behind the new brand and taken ownership of it.

THE KIT

To reflect the new brand and logo, the sports team's kits were also redesigned.

The majority of the teams' kits were produced using sublimation - a cutting edge technique that allows the full garment to be produced without limiting the design. A minimal, timeless kit was designed using elements from the brand - the subtle use of the line as trim on sleeves and shorts, the use of brand font Deutschlander as squad number.

The kit allows the teal colour to be front and centre.



#TheRealTeal

THE KIT



The coordination of the kit design across all sports has further strengthened the team spirit and community pride.

THE KIT



The away kit inverts the teal and black colour way.

COMMUNITY

Sport In Your Future

The East London Sport 'Sport In Your Future' project uses showcase events with an exciting atmosphere to inspire young minds who can set their sights on higher educational and sporting achievements.

Combining this with the motivational support and the skills of our inspirational high performance athletes, the aim is to drive the aspirations of those involved to access Higher Education and an active lifestyle.



COMMUNITY

Goals

1. To inspire and reduce barriers into HE for students from areas of low higher education participation and social economic backgrounds. Providing the initial positive University experience for young people, within East London. Part of the institutions wider social responsibility objectives.
2. To promote health and wellbeing at a younger age (understanding of personal, physical and psychological benefits)
3. To increase the aspiration level and physical competency of children who are new adopters to sport and physical activity.
4. To provide relevant work experience and opportunities to current UEL students to support progression as future graduates.

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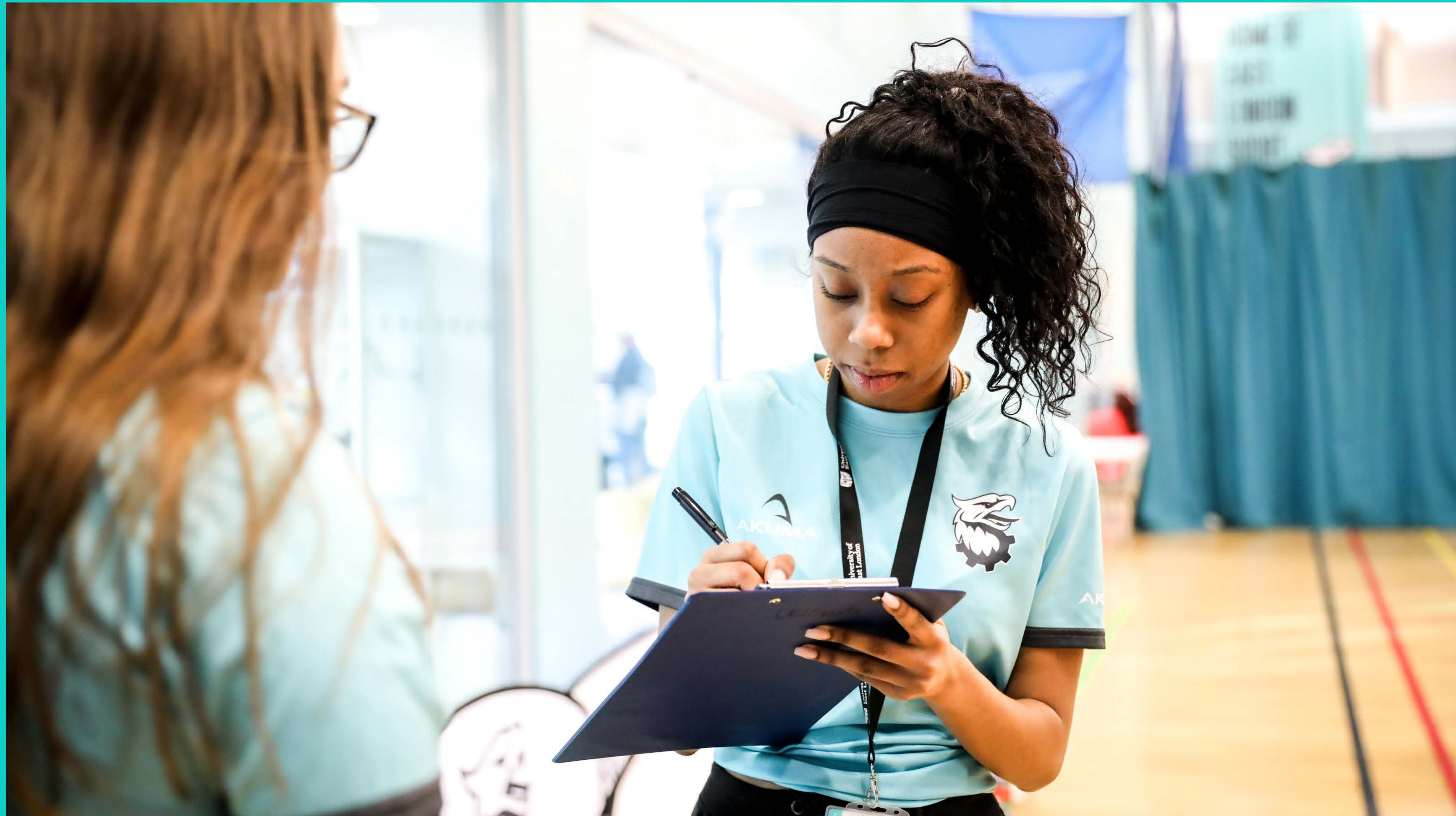
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Rebrand



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Thank you



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**University of
East London**