NED COTEN

Repackaging basketball.

How Basketball Australia brought dozens of logos together under one master brand: Basketball, everyone's game.

Repackaging basketball.

Basketball Australia undertook a rebranding exercise to develop and position the sport for future growth. The hierarchy of brands and logos was revisited, and a structured approach to promoting the sport's brands was developed. Acorn Brand Design, the brand business I co-founded, was appointed to do the work.

A market research project found that people had little awareness of, or attachment to, the sport's existing brand marks. The sheer number of logos made basketball look fragmented and disorganised, without a clear structure. Feedback was overwhelmingly in favour of a master brand for the sport.

Examples of branding
in sport.

Chicago Bulls

Australian Football League

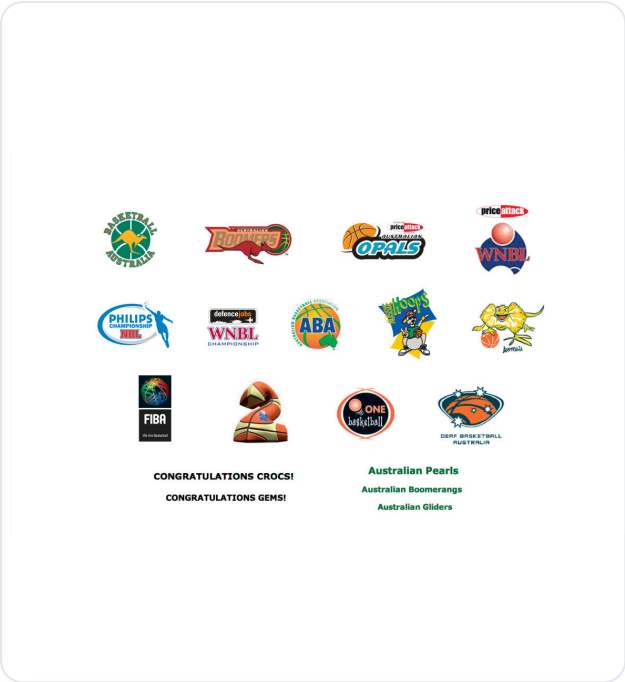
NBA and WNBA

Football in Australia

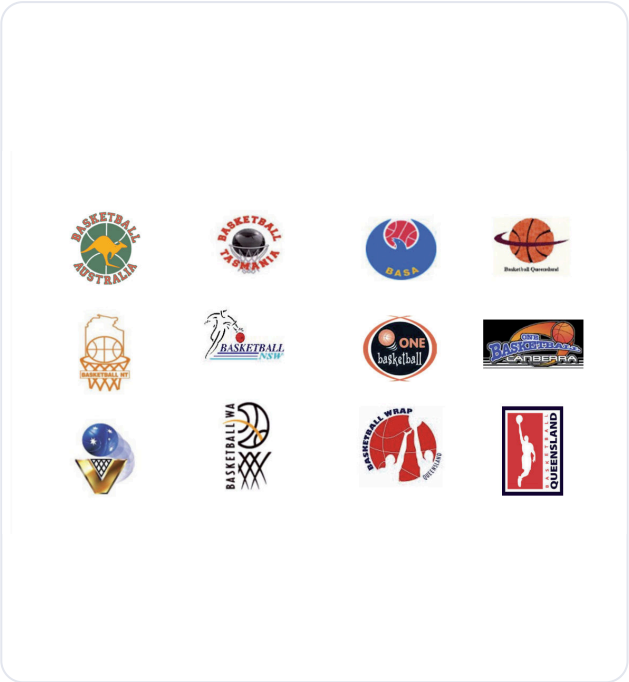
Cricket Australia

The strongest sports brands work as a family. Every club, competition and program is recognisably part of the same sport.

Basketball's branding
before.



National teams, leagues and programs



State organisations

National championships

Dozens of logos, no shared look, and no clear link between them.

Is this how your customers see you?

A new brandmark.

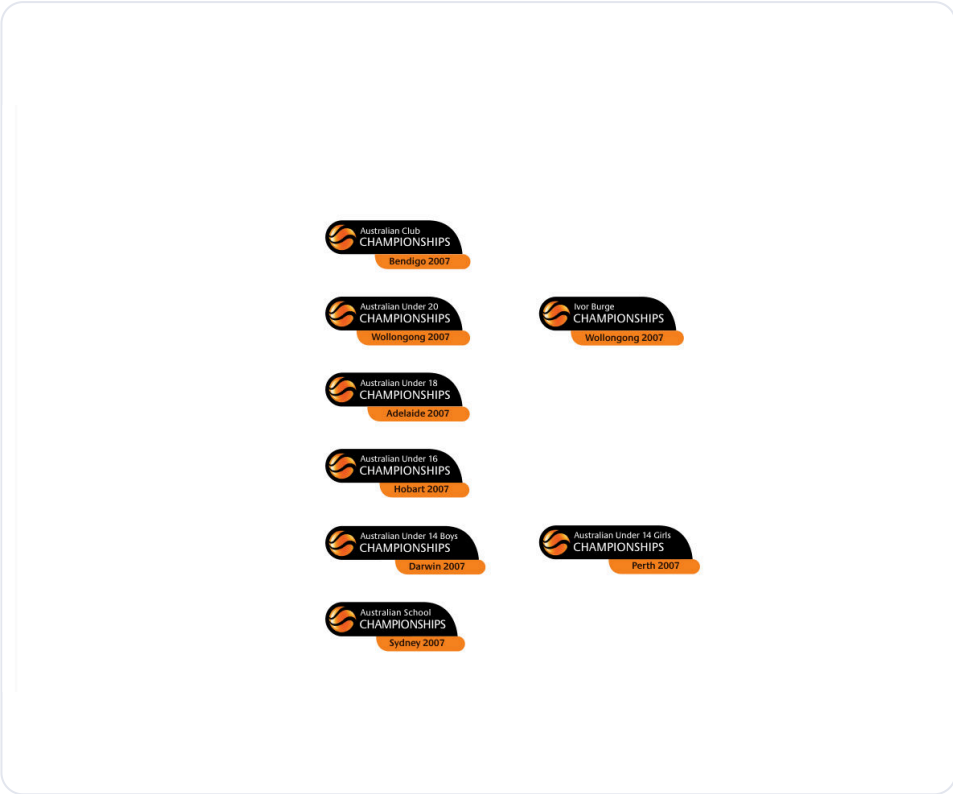
One master brand for the whole sport

The brand elements

Applied to championships, leagues and teams

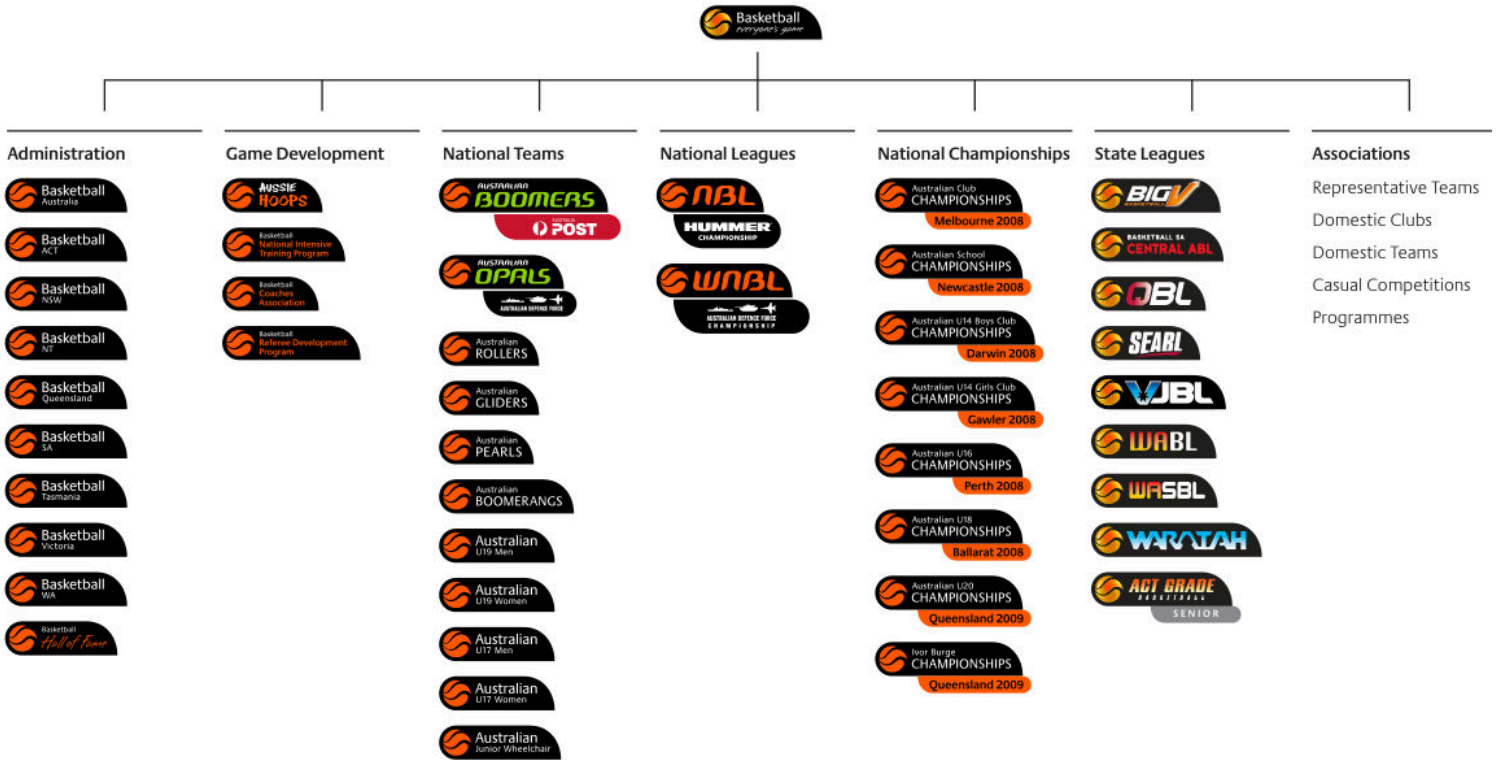
One family
of marks.

Basketball Australia and the state organisations



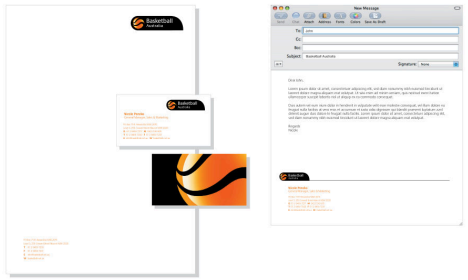
National championships

The brand hierarchy.



Administration, game development, national teams, national leagues, national championships, state leagues and associations, all under one mark.

The brand
at work.



Stationery and email

Merchandise

Collateral for Basketball Victoria

On court
and in the community.

Court branding

NBL vehicle

Junior programs

Staff and volunteers

Venue signage

The public launch

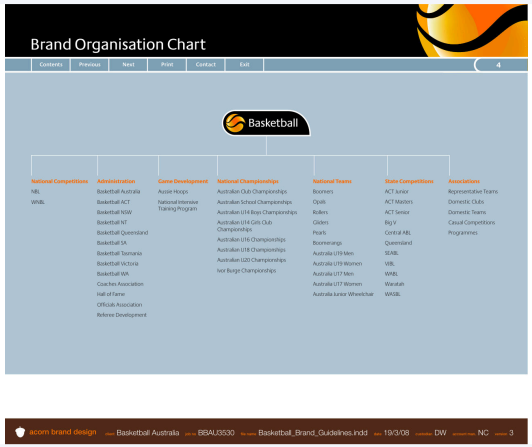
Why re-brand?

Building basketball's brand identity is vital to the sport's success. Like a fingerprint, it sets the mood and tone of every piece of communication: advertising, newsletters, brochures, signs, websites and other marketing. Strong branding lets every point of contact with basketball carry the same message, without every piece having to look the same.

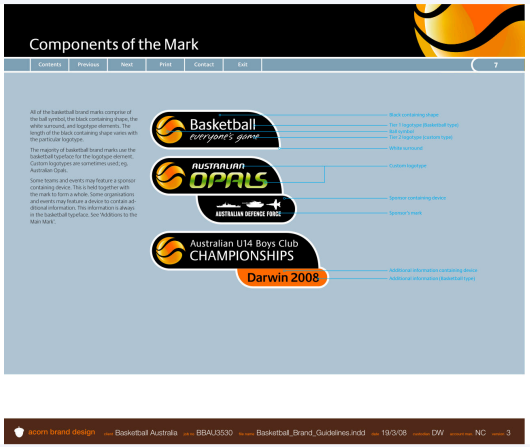
The new branding offered benefits at every level of the sport:

- An integrated link with all affiliates, building a proud ownership of the sport.
- Consistency across all programs.
- A recognisable, co-ordinated approach to promoting the sport.
- Clarity for the community, showing an organised and professional sport.
- The launch of a new organisation and a new era for the sport.
- A progressive and unified position, with more visual appeal to target markets.
- A position that competes with other sports.

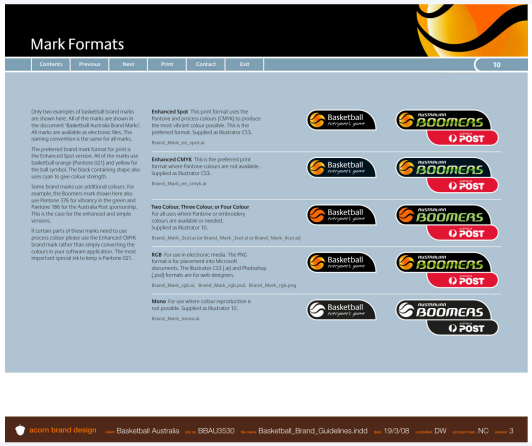
From the brand guidelines.



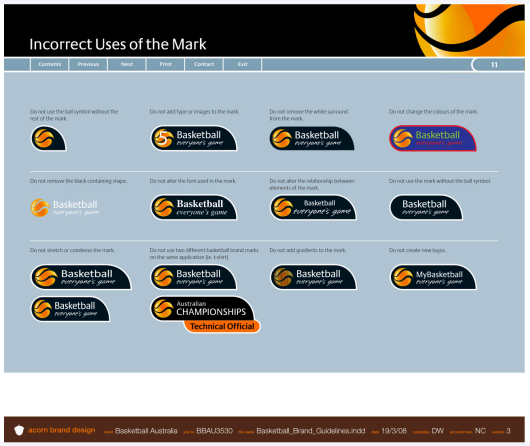
Brand organisation chart



Components of the mark

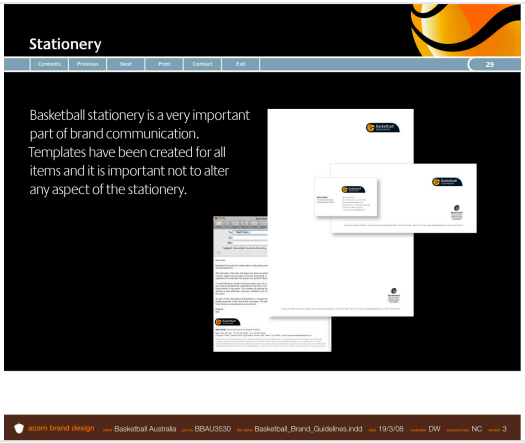


Mark formats

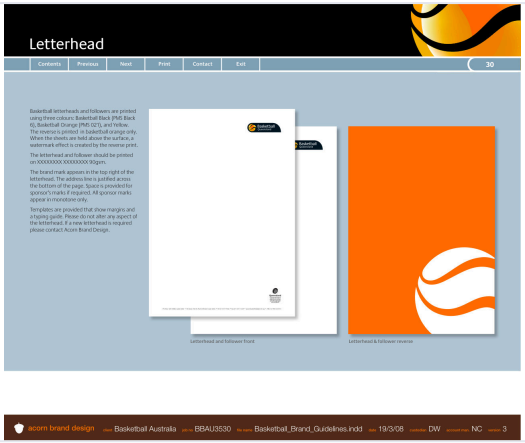


Incorrect uses of the mark

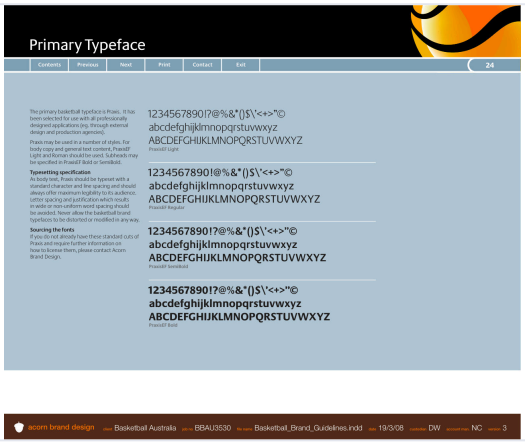
From the brand guidelines.



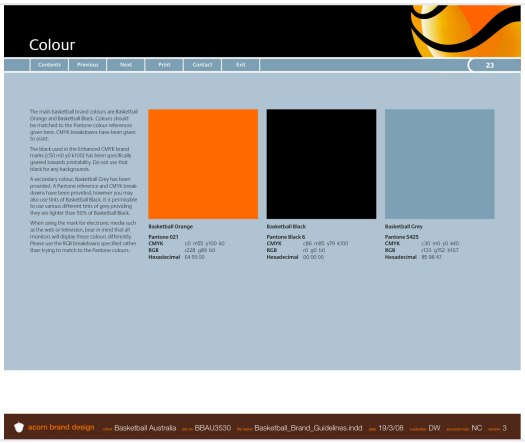
Stationery



Letterhead



Primary typeface



Colour: Basketball Orange, Basketball Black and Basketball Grey

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Don't seek to be a person of Importance.
Seek to be a person of Value.

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Ned Coten AM is an investor, board chair, and passionate volunteer in basketball & other sports. He has over 30 years of experience at every level of business, sport & technology within Australia and globally, based in Melbourne, Australia.