

Bear's 'moving' identity for British Gymnastics

Emily Gosling

Consultancy Bear has rebranded British Gymnastics, using an identity inspired by the movement of the gymnast.



British Gymnastics branding

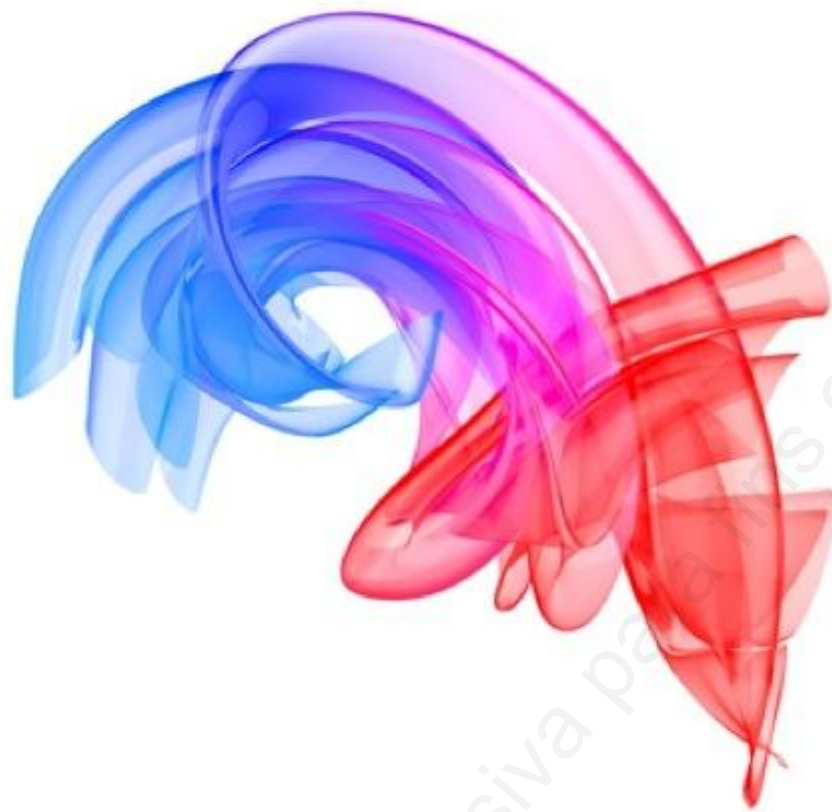
Bear began working on the project early last year having approached the organisation, which is the UK gymnastics governing body, directly. It worked with British Gymnastics on a strategy review and has created the new logotype and supporting motion graphics. The new website will launch over the next couple of weeks with all front-end design by Bear.



British Gymnastics logo

Roberto D'Andria, Bear creative director, says, 'We looked at a lot of international governing bodies [for gymnastics] and they were all trying to work a gymnast's body into one position. After a lot of work we came to a bit of a crossroad and felt it wasn't as exciting so we looked at taking real movement and converting it into a graphic language.'

He adds, 'We wanted to celebrate the movement of the gymnasts and show that it's not just movement, but also there's an artistic side. It's an art form.'



British Gymnastics branding - from the motion graphics

The branding will be shown across touch-points including membership packs, competition event collateral and the website. Bear is also due to redesign medals and trophies for the organisation.

Fonte: Design Week , 26 June 2012. Disponível em:
<<http://www.designweek.co.uk/news/bears-moving-identity-for-british-gymnastics/3034800.article>>. Acesso em: 26 June 2012.