A man with a prosthetic running blade is captured in a dynamic running pose on a sandy beach. He is wearing a black wetsuit with a red stripe on the shoulder and sunglasses. The background shows a vast beach and a blue sky with light clouds. A white horizontal bar is positioned above the text.

**How do you keep  
the UK's leading  
sports body on top  
of its game?**

# By injecting energy into its brand.

## THE STORY

The Sport and Recreation Alliance is the umbrella organisation for more than 320 governing and representative bodies of sport and recreation in the UK. They're the people who give organisations such as the FA, the Rugby Football Union and the Royal Academy of Dance the voice and the support they need. And they've been doing this since 1935.

The role and culture of the Sport and Recreation Alliance had changed significantly in that time. They needed a new brand that was more representative of who they were and allowed more people to understand the important work they do. Which is exactly the sort of challenge we enjoy.





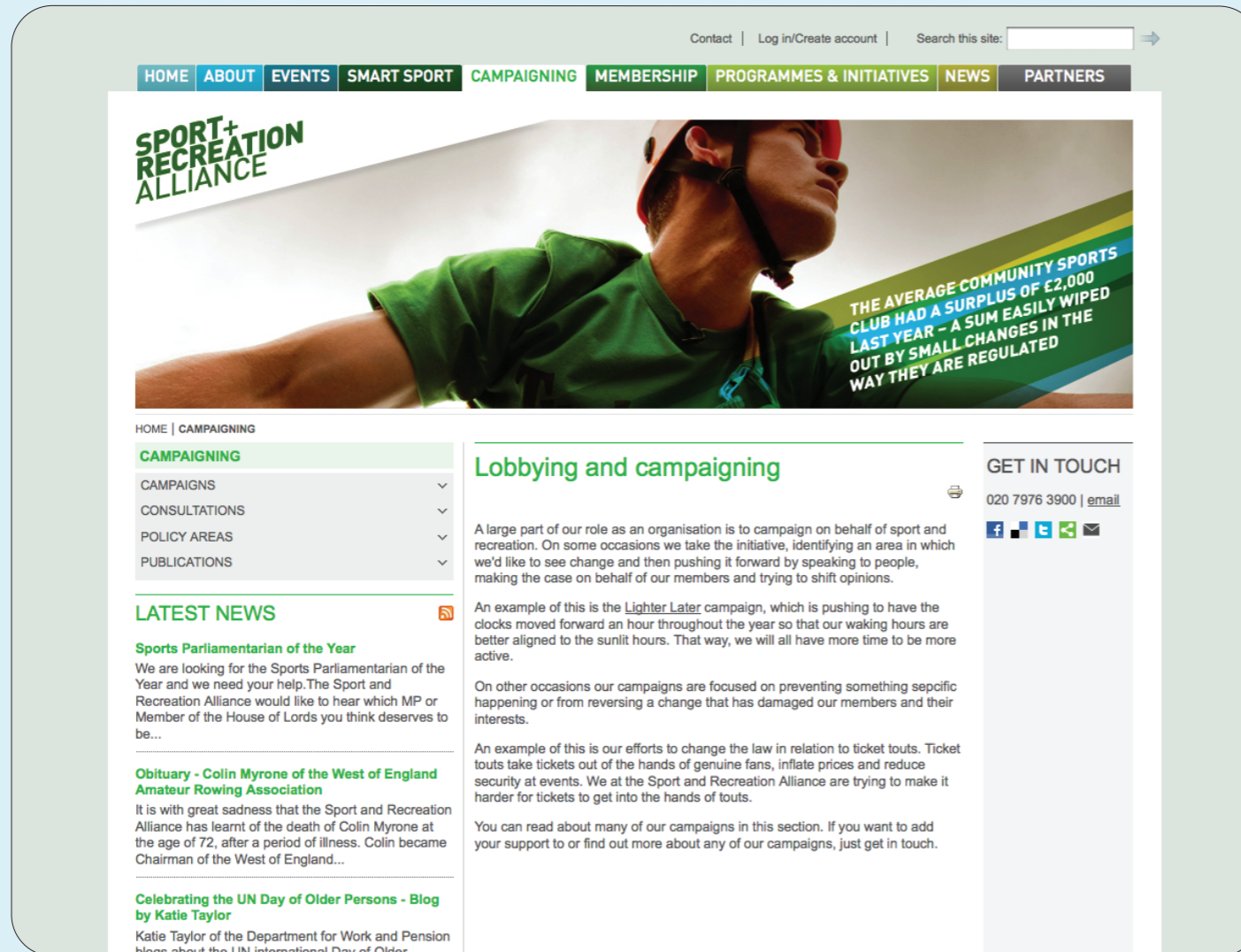
## THE SOLUTION

When the Sport and Recreation Alliance came to us they had already done a great deal of the strategic work, which included changing their name from the rather old-fashioned sounding Central Council of Physical Recreation.

This freed us up to put the new brand into practice in the design and creation of a new logo, website, stationery, event materials and an annual report. And to make sure the new brand was clearly communicated and adhered to, we put together a new set of brand guidelines.



# A sprint finish...



## THE IMPACT

The rebrand has helped bring the Sport and Recreation Alliance's work closer to a whole new audience. And fittingly for an organisation that works in one of the most energetic sectors possible, their more dynamic brand has given them a momentum and vibrancy they didn't have before.

► [View the website](#)

## DON'T JUST TAKE OUR WORD FOR IT...

"You don't enter into this kind of exercise lightly or very often, so it was always useful to have people working alongside us who have been there, done that. Neo provided wise counsel, thoughtful design and good value. We couldn't have asked for more."

**James Stibbs**

Head of Communications, Sport and Recreation Alliance



Case Study: Sport and Recreation Alliance – Branding