

# UK Deaf Sport New Branding

# Why do we need to rebrand

- ④ Change of Company Status
- ④ New strategy
- ④ Fresher image
- ④ To reflect modern approach to our work
- ④ To create clarify on the different areas of the business
- ④ To create profile at a community level

# 2 Main brands



# UK Deaf Sport Company Branding



**UK Deaf Sport**



Supporting Deaf People to Reach their Full  
Potential in Sport





**UK Deaf Sport**



# UK Deaf Sport



# DEAFinitely Inclusive Product Brand



**DEAFinitely  
Inclusive**





**UK Deaf Sport**

In association with



**DEAFinitely Inclusive**

In association with



Supporting Deaf People to Reach their Full Potential in Sport

