

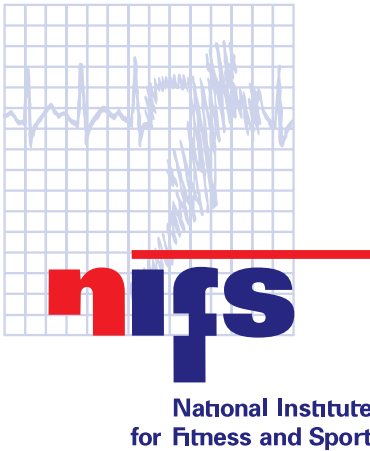


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## Graphic Design as a Business Strategy NIFS' New Identity Integrates Old and Bold



The logo designed for the National Institute for Fitness and Sport was an evolutionary solution. The organization had a significant investment in the running figure/cardiogram mark, and wanted to integrate it into the final design. We simplified it to be more reproducible at smaller sizes and screened it so that it would always appear, but more as a secondary graphic component. The boldface "nifs" represents an acronym that members had been using for years—it simply made sense to apply it to the identity. Emphasis on the "n" helped identify the organization's national reputation for state-of-the-art sports medicine, innovative training methods, and facilities/equipment testing. The stylized solution reinforces a team, athletic look that is simple and striking.

These images indicate how the identity system was applied to print/communications materials, internet, signage, and apparel. All materials were carefully designed so that consistency and brand awareness could be achieved as quickly as possible.

