

Nashville Table Tennis Club

Brand explorations

May, 2013

Objective

The Nashville Table Tennis Club is group of table tennis enthusiasts and competitors who meet weekly in Nashville, Tennessee. The group, additionally, hosts tournaments and promotes membership.

The design objective is to replace the existent Nashville Table Tennis Club brand, exemplified at right. The new brand should be distinctive, approachable, and relay the characteristics of the organization at a glance: it should be playful, evoke the spirit of gameful competition, and uniquely identify the group's name.



Diagnosis

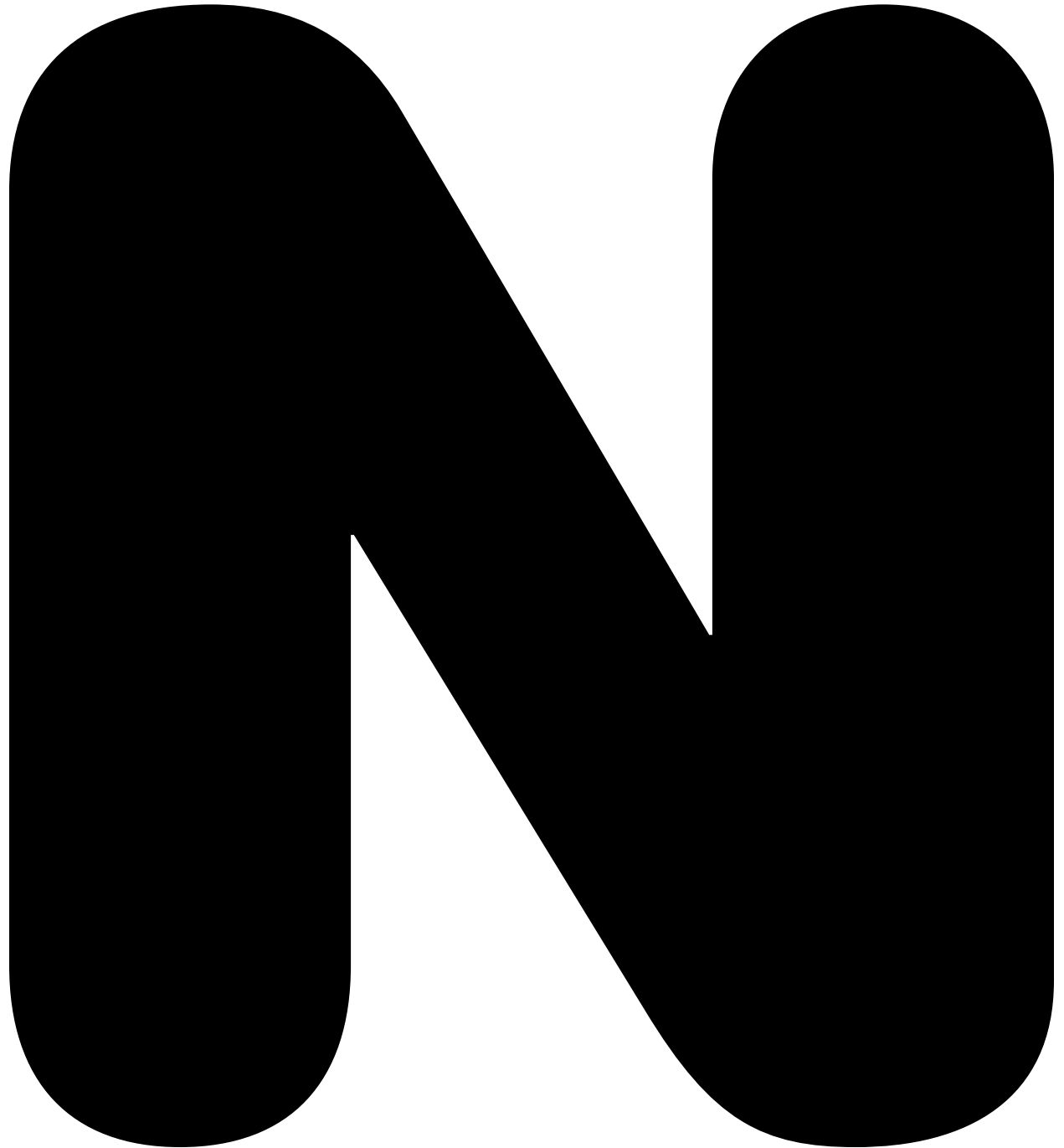
The current brand consists of two components: the acronym followed by the club's full name. This solution is too complicated and may be simplified.

Ideally, the acronym should be sufficient, but being as "NTTC" may be too unfamiliar for those unaware of the club, a brand mark may be appropriate in the service of describing the club to potential members.

NTTC
Nashville Table Tennis Club

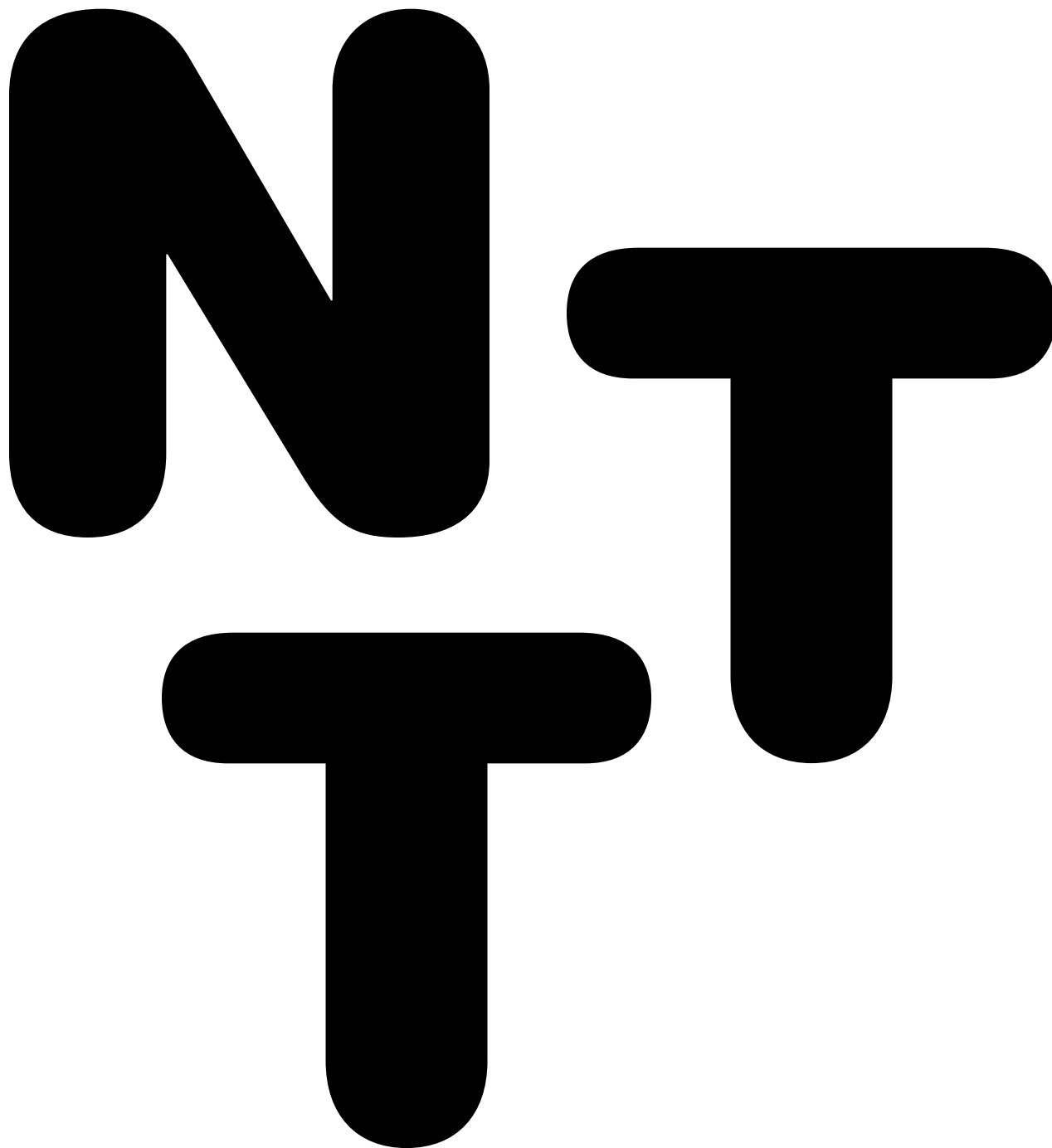
Solution

Let's start by making things as simple as possible, with the letter N. This is the first letter in "Nashville," and more abstractly it may represent the path a ball travels during gameplay.



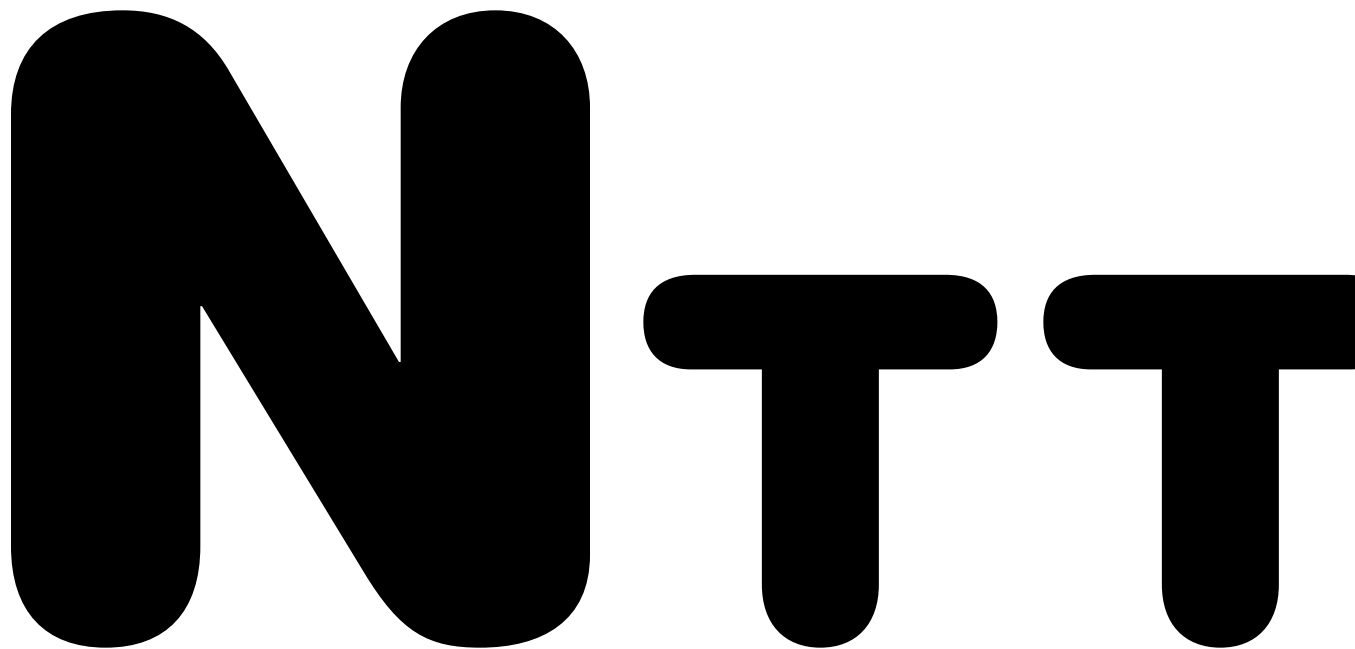
The introduction of more letters is a step in the right direction, and the combination of letters begins to look more specific. Here, the C is omitted because it is the least descriptive aspect of the club name.

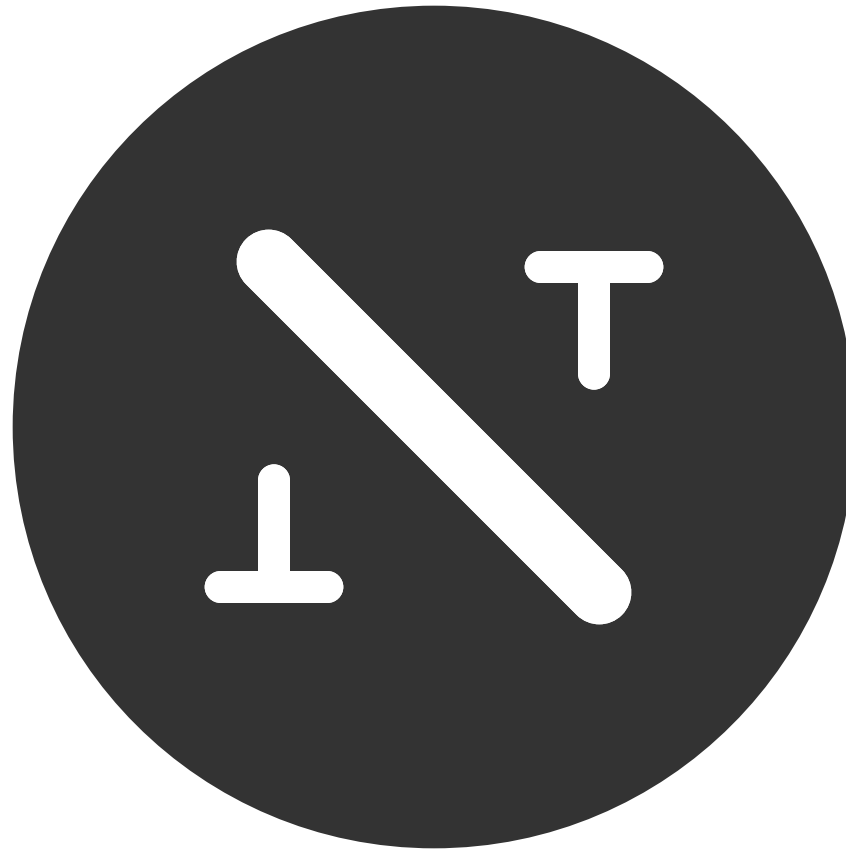
However, the letters should be arranged in a form that illustrates both their meaning and context.



The N should be emphasized, because it orients the club in a specific location - Nashville – and the two Ts may be scaled down, so that they're read in succession—N, T, T.

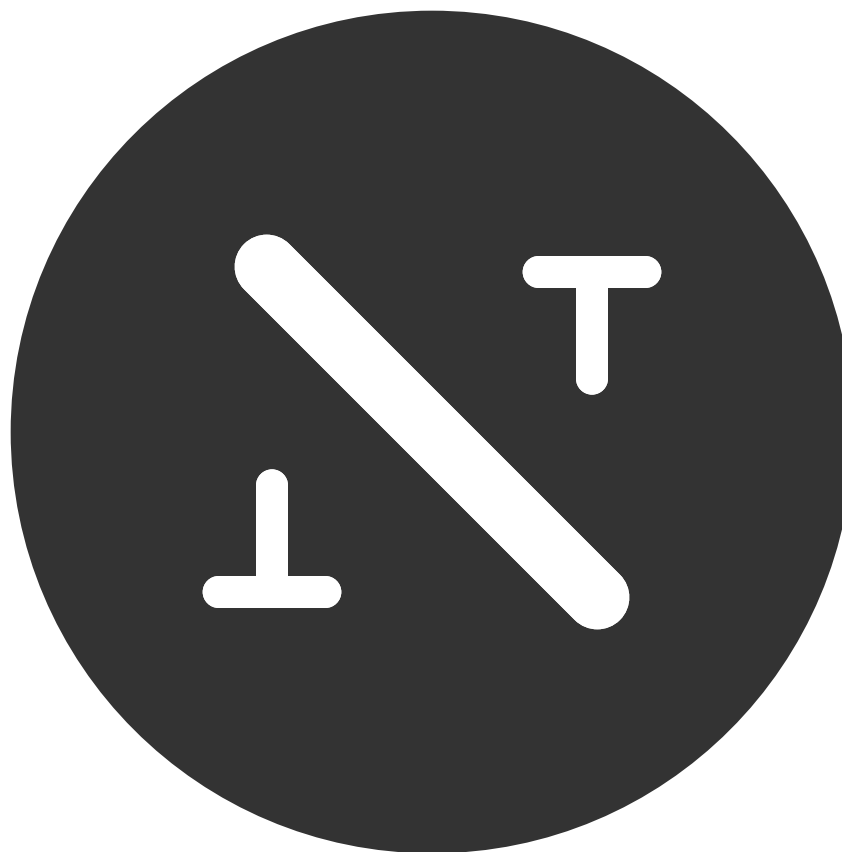
Now this is getting interesting, because all three letters are symmetrical. At this scale, we can reposition the letters and capitalize on their symmetry in the creation of a unique brand mark. The final mark is on the next page.





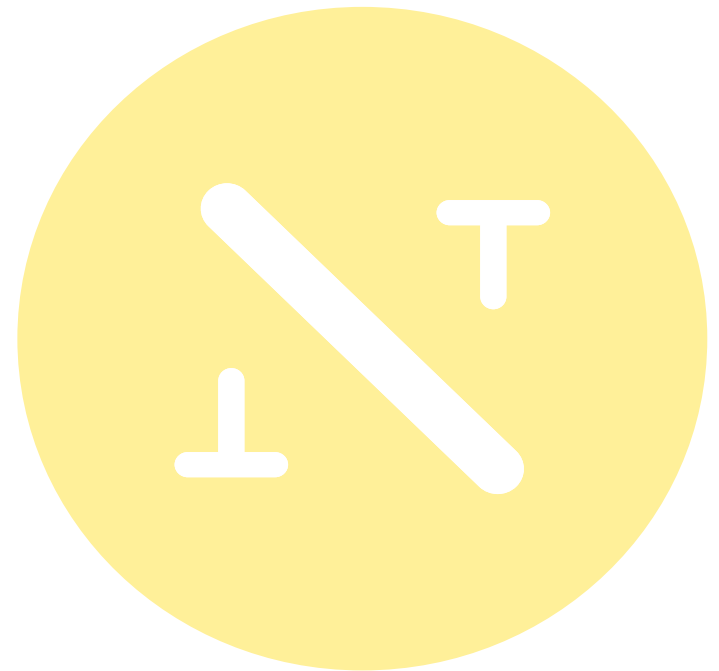
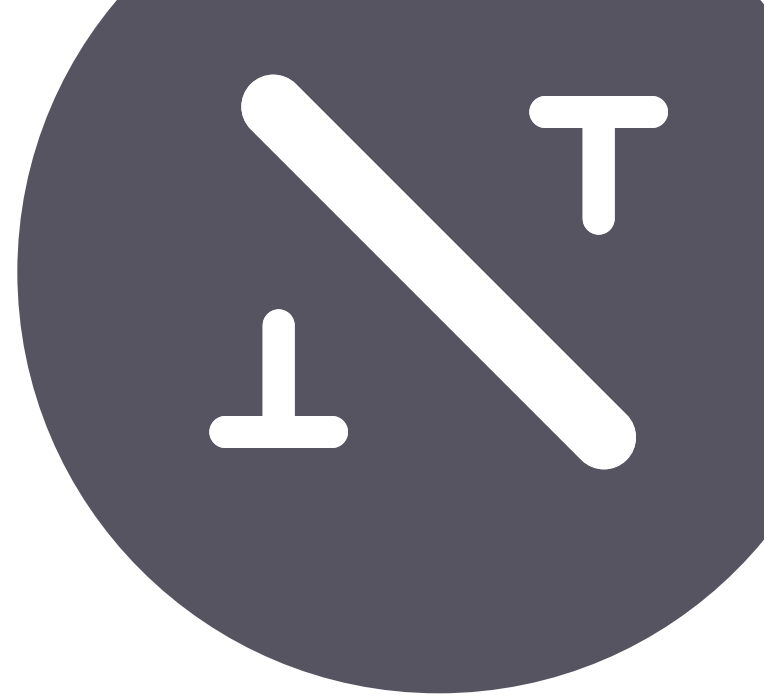
Simple, concise, and something of a riddle, this mark will reward people who concentrate on it - the hidden N will be like a punchline to a joke - but even as a pure graphic statement it is approachable and clear. Its basic shape, even, is taken after that of a ping-pong ball.

But like all marks, it should be flanked by uniform typography and colors, amounting to a consistent branding system. My suggestions are on the remaining pages.



Colors

The sport of table tennis already has clear iconographic colors: the slate grey or green of a table, the red and black that dress a bat, or the white or orange that the balls come in. (I also like the yellow foam on pips-in paddles.) Table tennis players will recognize these colors, and they may be reused in the branding system.



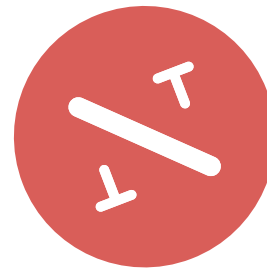
Typography

The rounded Helvetica typeface is appropriate for ancillary typography: flyer headings, website headings, etc. The shape of the letters clearly emulate that of the brand mark, and they harmonize well together.

**THE
ACADEMY
PARK**

**THE INDOOR SPORTS
COMPLEX BRENTWOOD**

**NASHVILLE
TABLE TENNIS
CLUB**



**THE TWO STAR
2013 NEWGY AND WANG
VISION INSTITUTE OPEN**

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