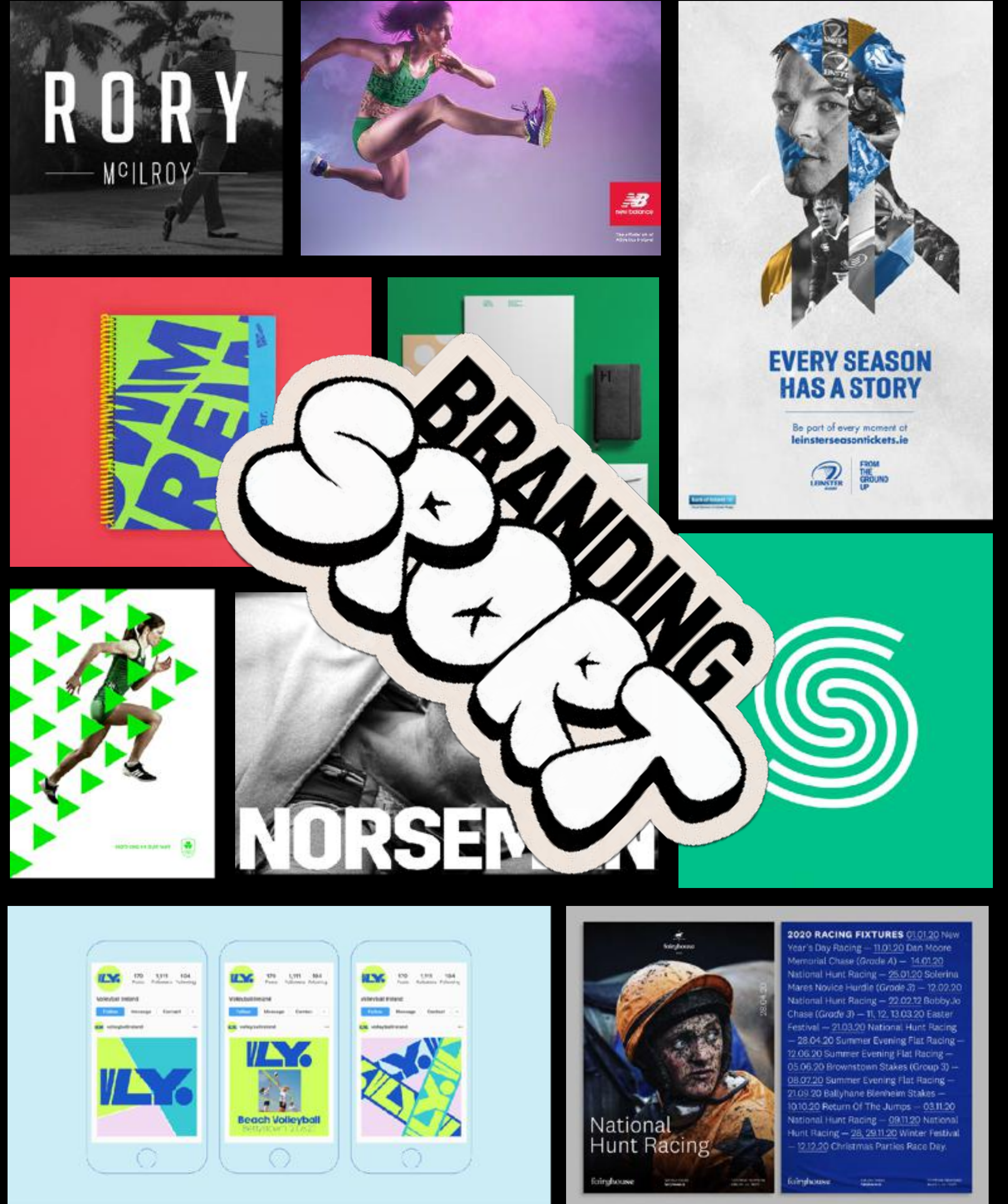


IABA

BRAND DEVELOPMENT: CLUB FORUM



Prepared by: Patrick @ Branding Sport
Prepared for: IABA - Club Forum
Date: November 15, 2025



AGENDA

- 1 — WHAT ARE WE DOING?
- 2 — WHY ARE WE DOING IT?
- 3 — WE'VE DONE THIS BEFORE.
- 4 — THE PROCESS
- 5 — TODAY
- 6 — DISCOVERY
- 7 — STRATEGIC RECOMMENDATIONS
- 8 — DESIGN REFERENCES
- 9 — WHAT HAPPENS NEXT?



1 —

WHAT ARE WE DOING?



— WHAT ARE WE DOING?

- New Name.
- New Logo.
- New Brand Design.
- New Idea/Messaging.



2 —

**WHY ARE WE
DOING IT?**



— WHY ARE WE DOING THIS?

Ambition.

Participation.

Funding.

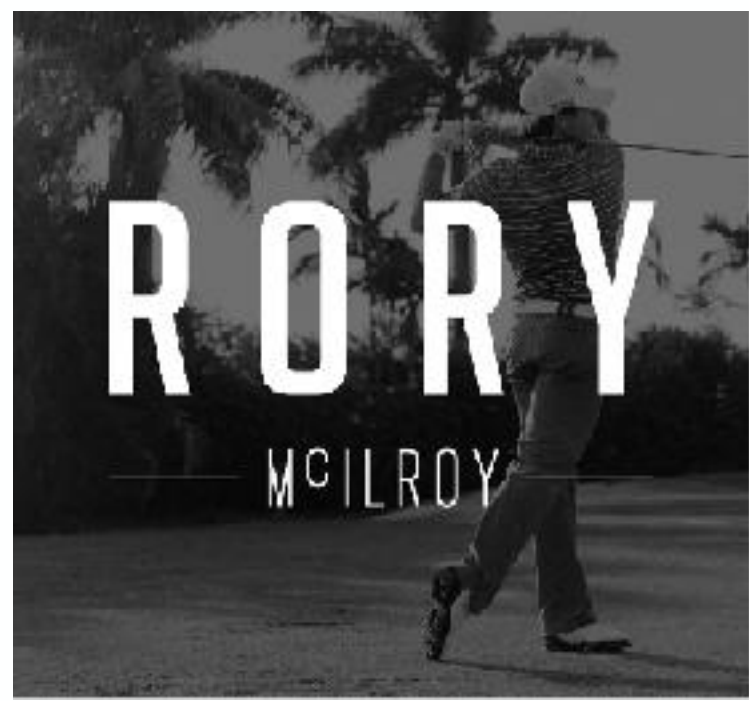
Because we can.



3 —

WE'VE DONE
THIS BEFORE.





4 —

THE PROCESS



— PROCESS



5 —

TODAY



— TODAY

Brand development decisions.



6 —

DISCOVERY



— DISCOVERY

Our objective is to extract
the new identity from the
boxing community.



— DISCOVERY OVERVIEW



Survey Series



Desk Research



Interview Series



— DISCOVERY OVERVIEW



Community Survey

47 Responses

Contributor Survey

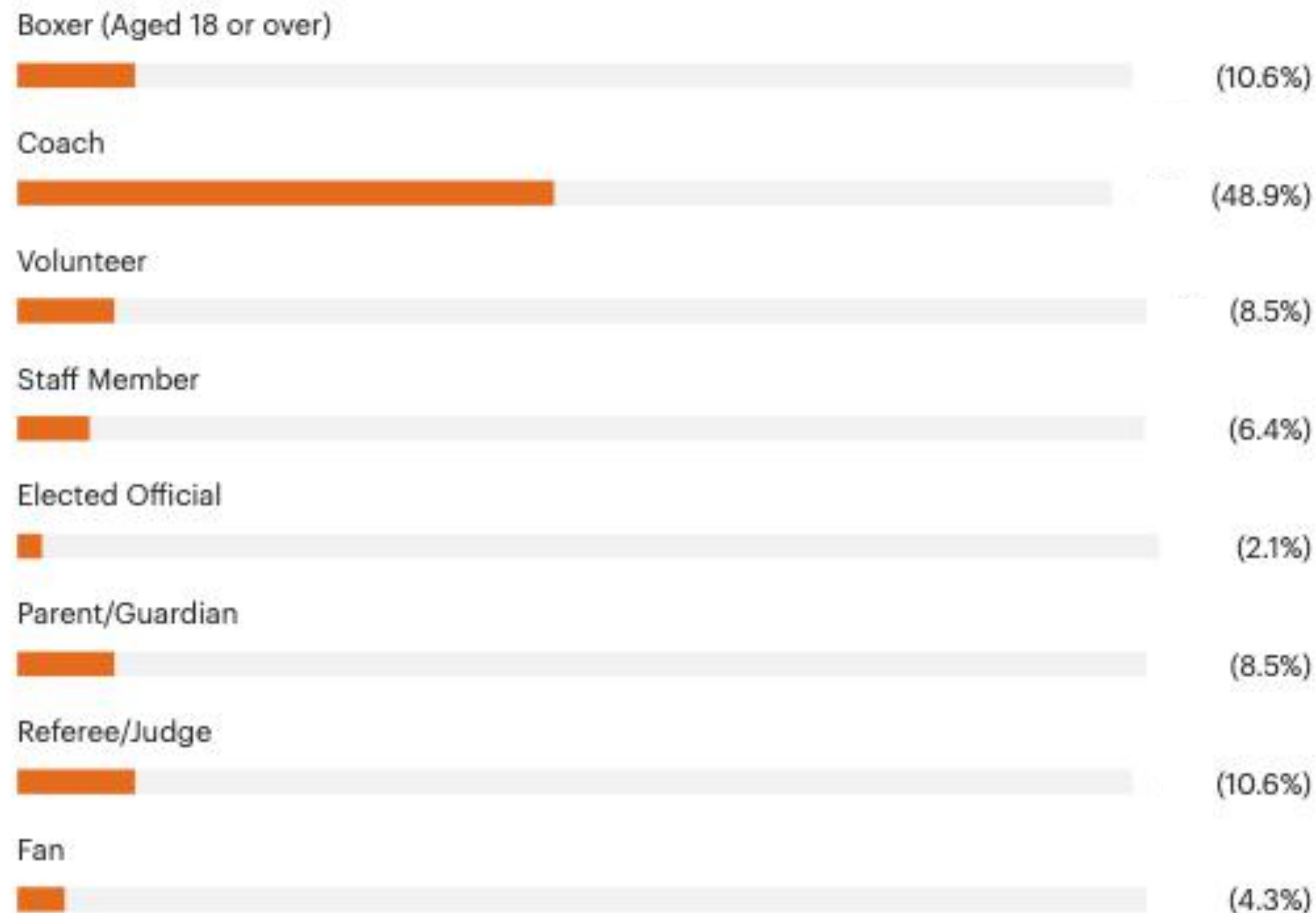
5 Responses

Boxer Survey

8 Responses



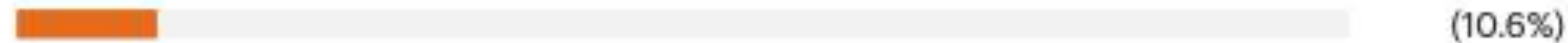
"Which of the below best describes your involvement in Irish boxing?"



"Which of the following would you consider to be the single most important objective of the IABA Brand Development Project?"



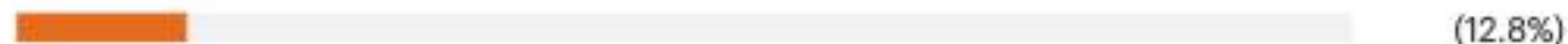
Modernise the image of Irish boxing



Celebrate and promote the success of Irish boxing



Help boxing attract funding and sponsorship



Help boxing at a grassroots level to attract and retain young people in the sport



Other





Desk Research

History of Irish Boxing

International Peers

Boxing Brands

Design Research



— DISCOVERY OVERVIEW



Project Group
5 Interviews

**Contributor
Group**
3 Interviews



7 —

STRATEGIC RECOMMENDATIONS



— STRATEGIC RECOMMENDATIONS

7 of 'em.



— ONE

NAME CHANGE:

**BOXING
IRELAND**



— TWO

A proud crest



— THREE

Community & Grassroots Participation is the priority.

This is our primary audience.
Kids, clubs, coaches, parents,
young boxers.



— FOUR

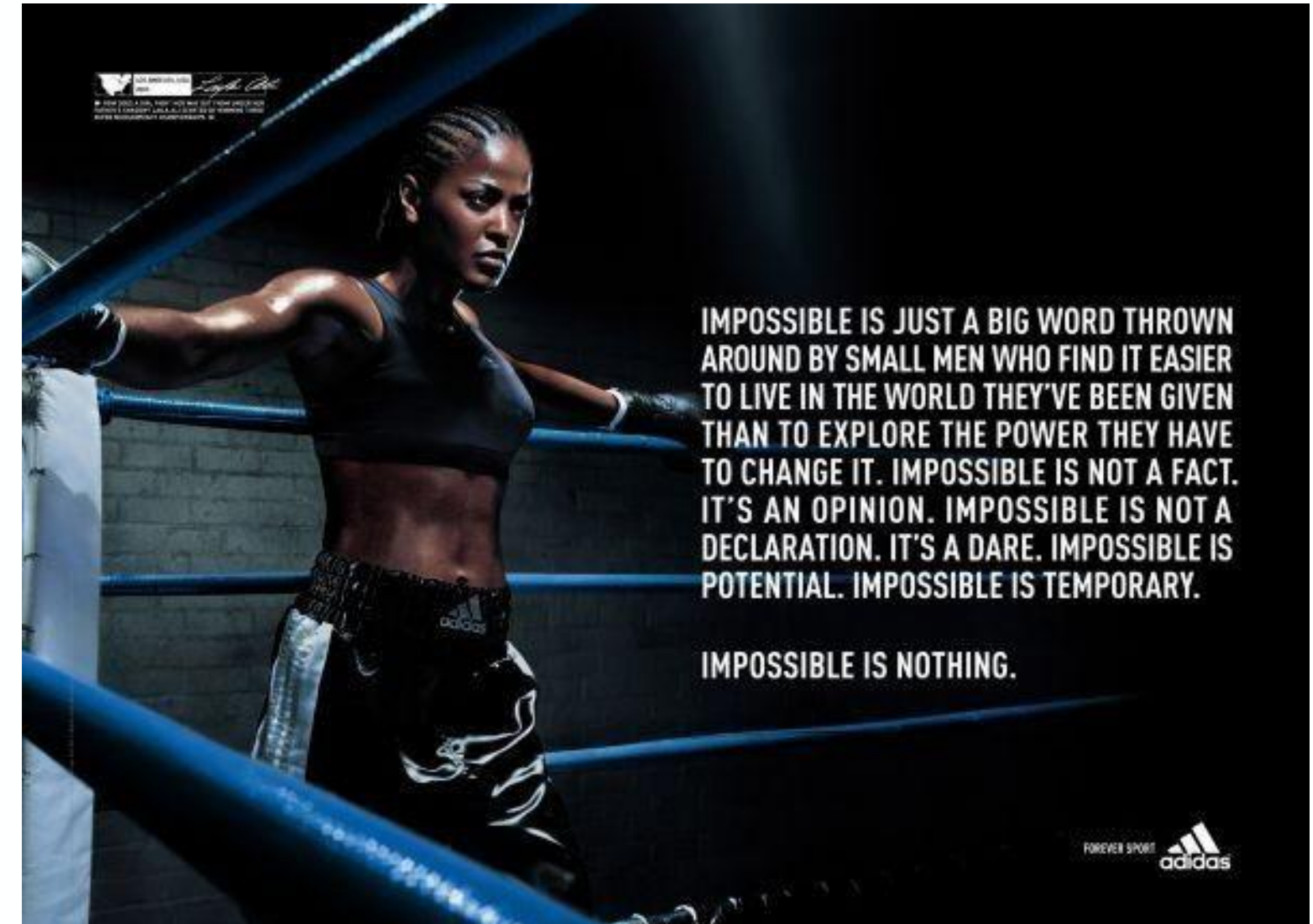
Energy & Pride is the opportunity.

"A young boxer should want to wear our logo loud and proud on their hoodie."



— FIVE

A boxing brand
manifesto to express
the values of the
organisation and the
community.



— SIX

Lean in to **authentic**
and **historical** boxing
design.



— SEVEN

A brand that can
bring the National
Stadium to life.



8 —

DESIGN REFERENCES



**WORLD
BOXING**



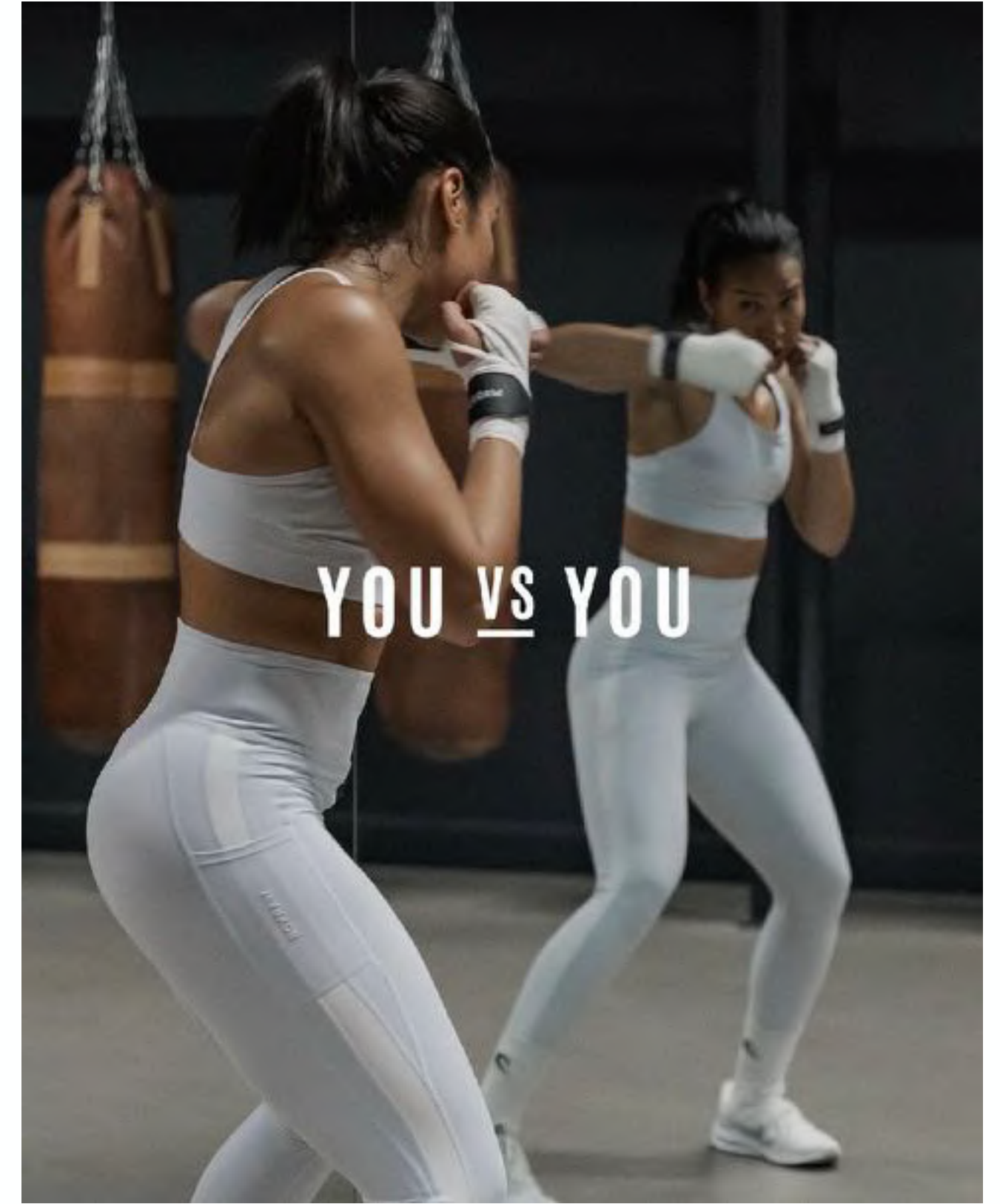
WELCOME TO WORLD BOXING

[FIND OUT MORE](#)

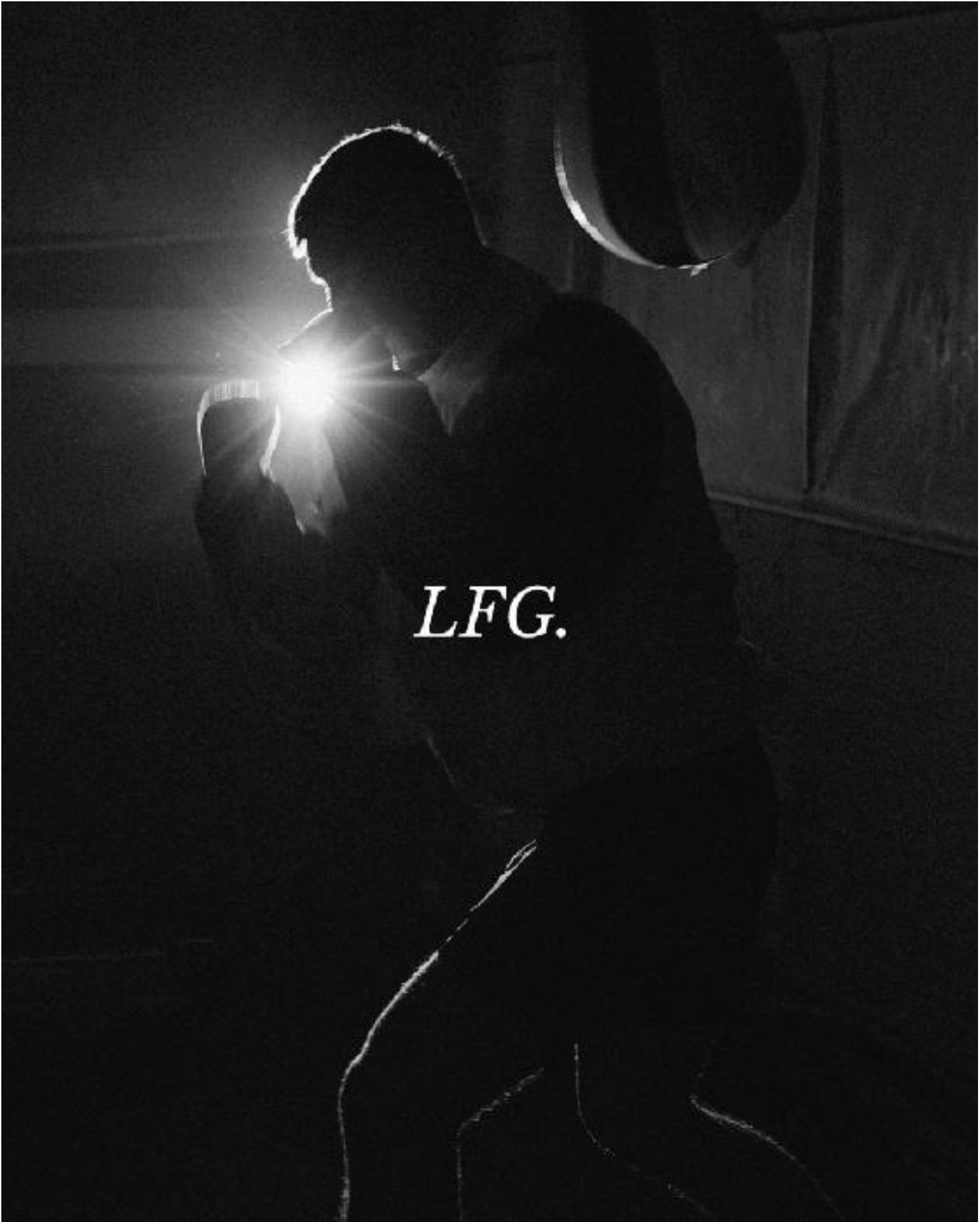
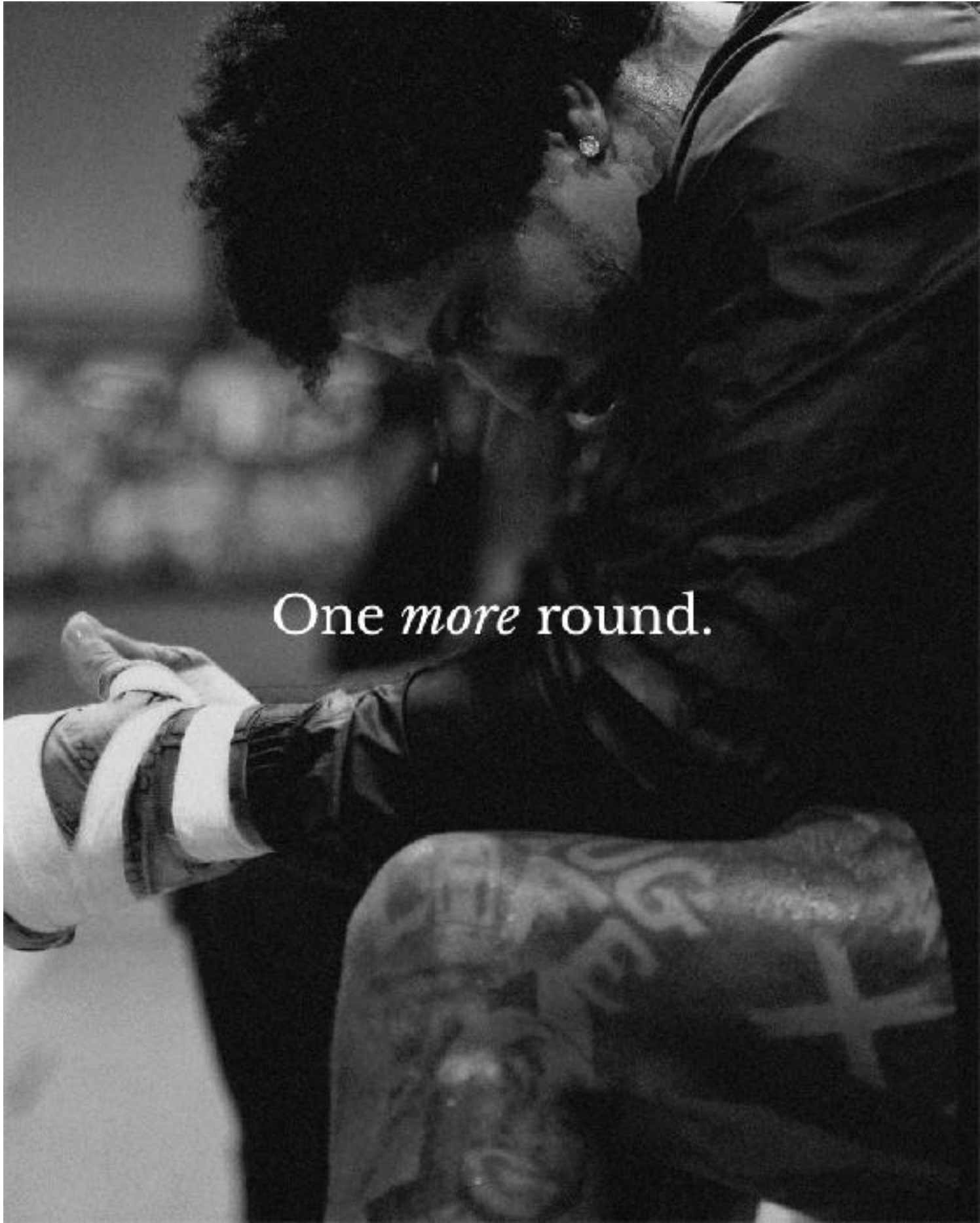


BOXRAW

Boxraw



Boxraw







ALHILAL

PROUD

SPORT

TO BE

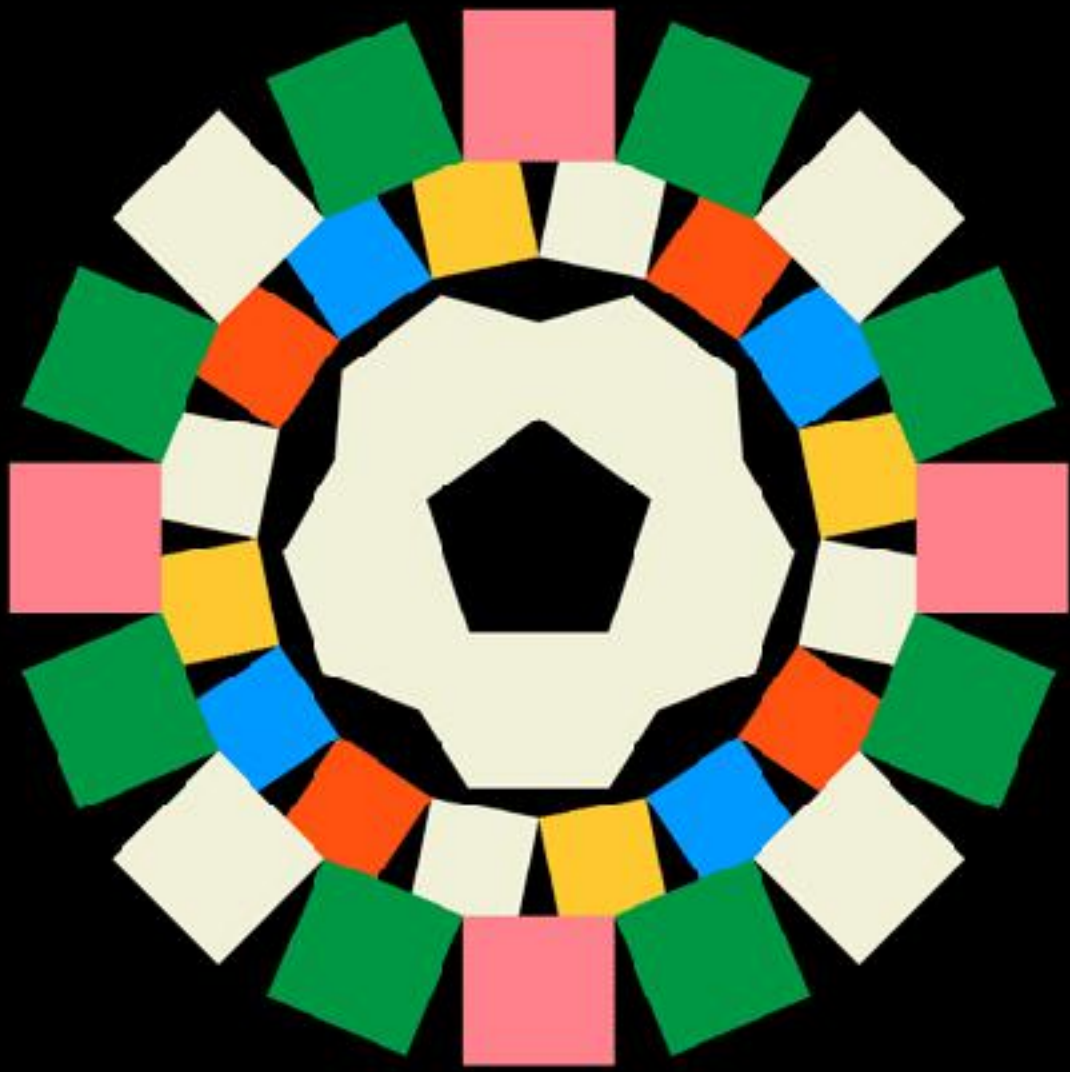
CLUB

BLUE

LEADING
SPORTS
IN KSA



ALHILAL
الهلال

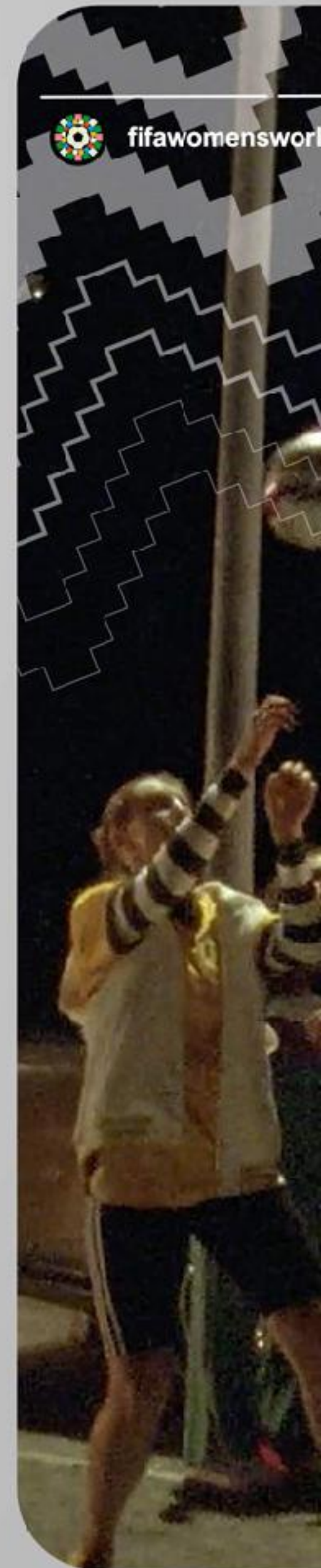


FIFA
WOMEN'S
WORLD CUP

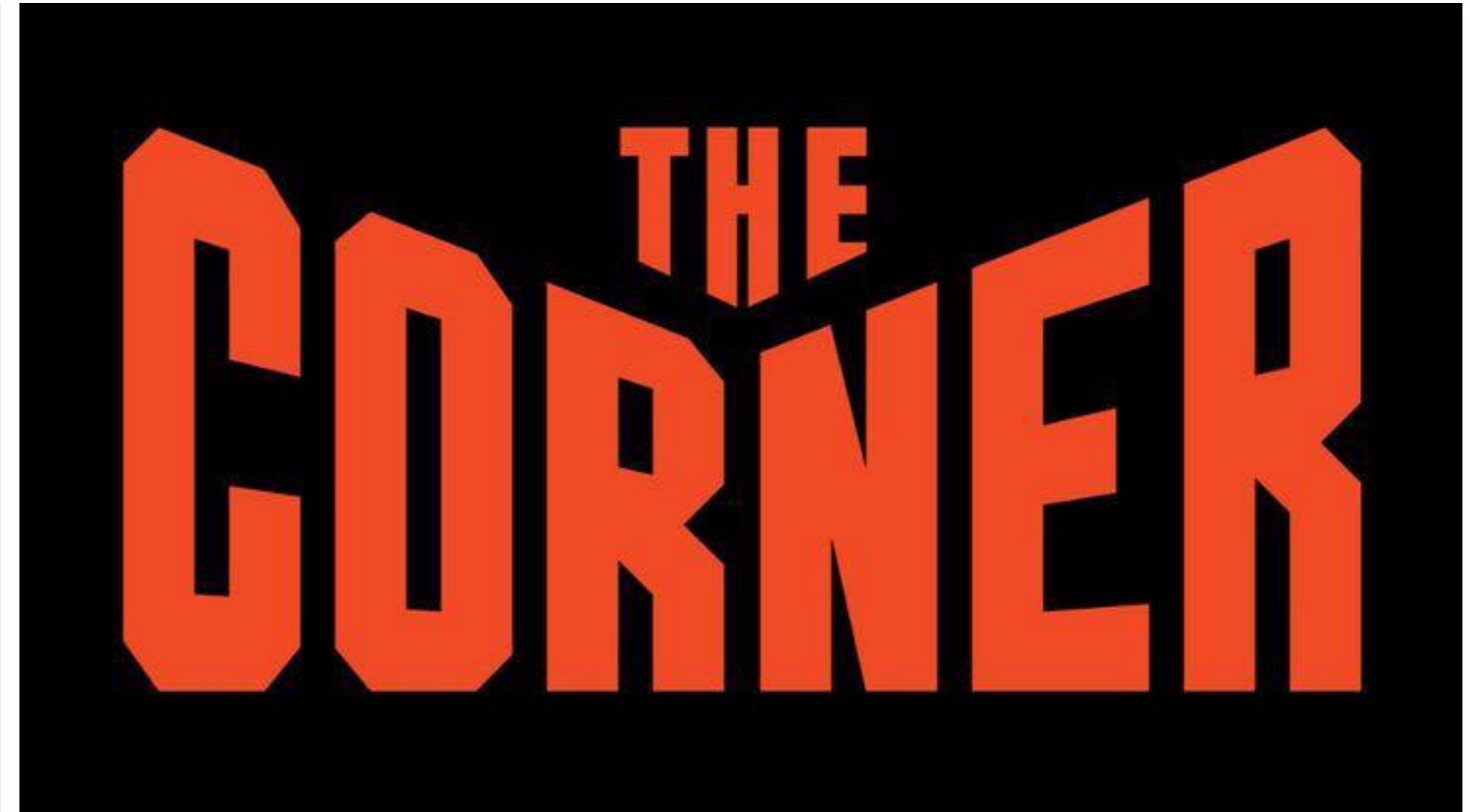


AU
NZ **20**
23

TM



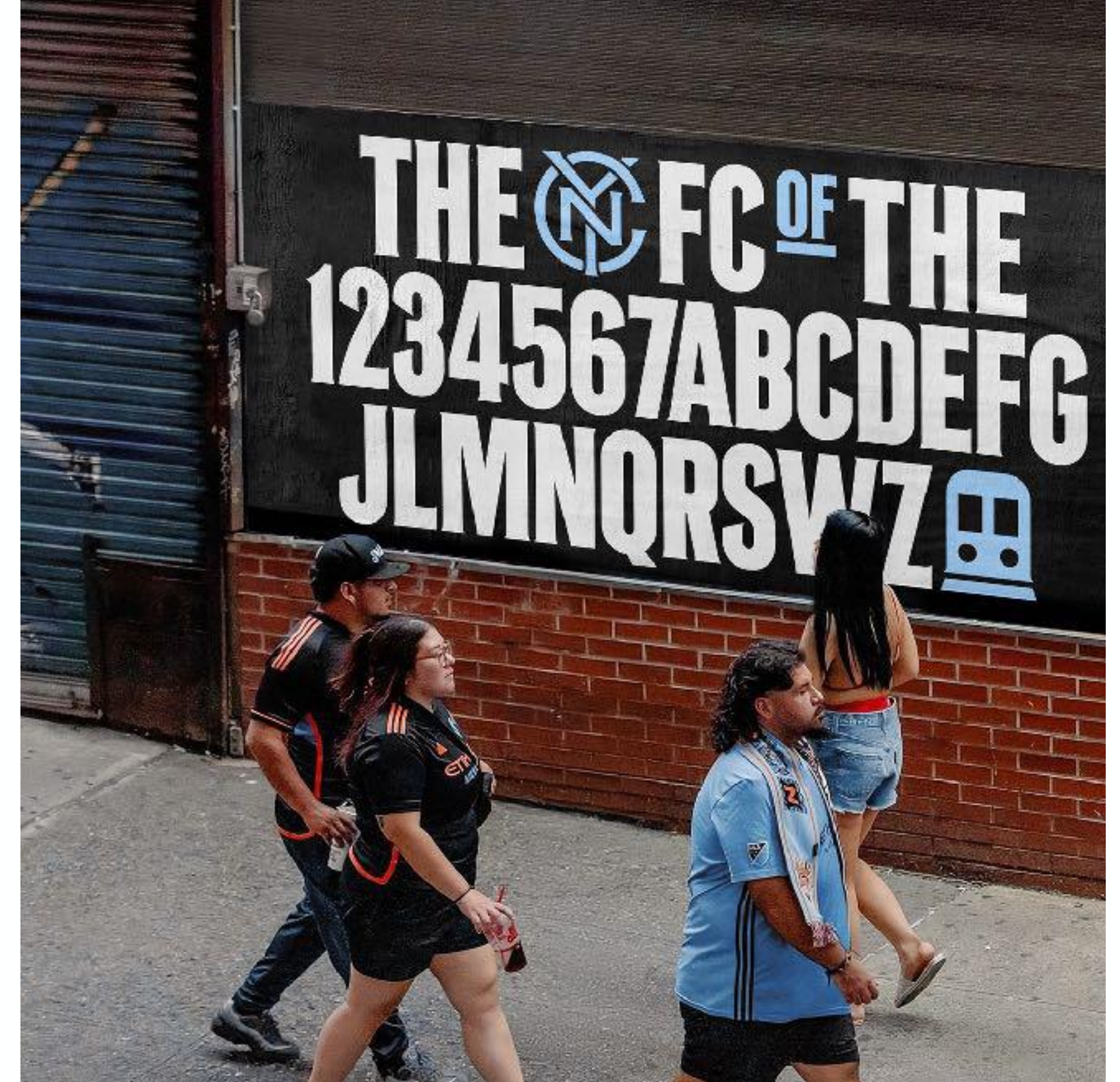
— Old Skool/Retro Boxing



A Proud Crest - New York City FC



A Proud Crest - New York City FC



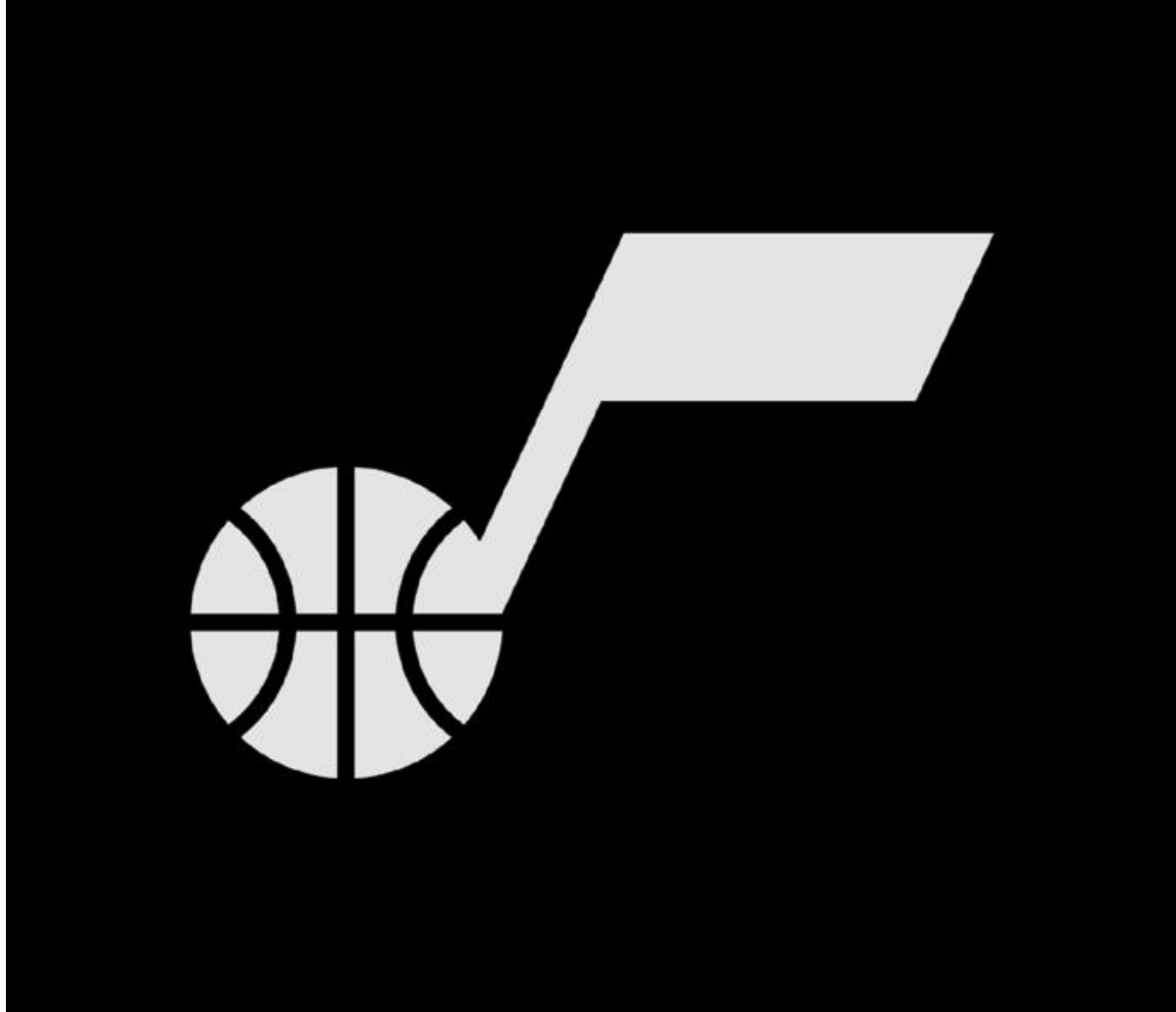
Modern Retro - Venezia FC



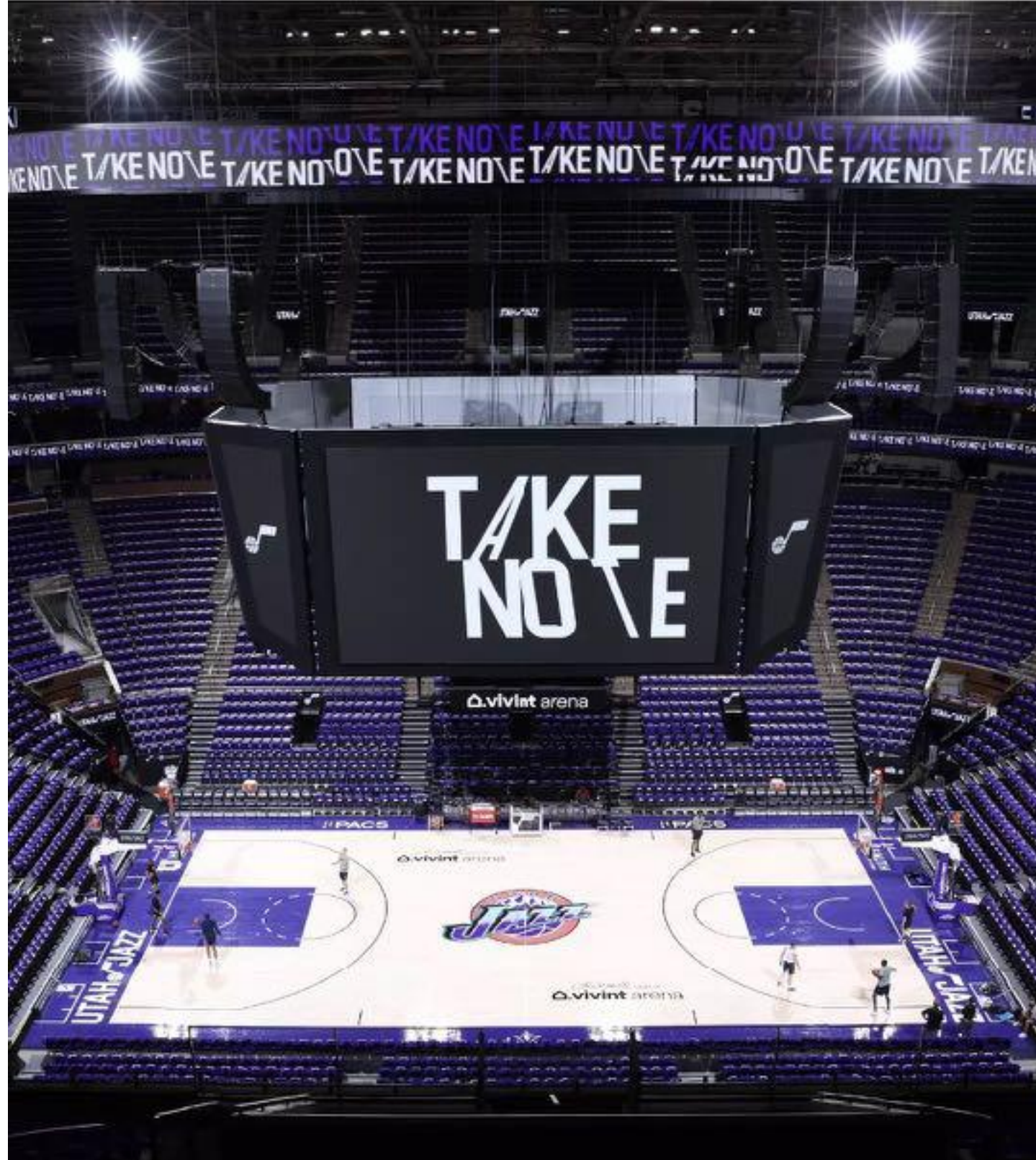
Modern Retro - Venezia FC



Modern Retro - Utah Jazz



Modern Retro - Utah Jazz



Modern Retro - Philadelphia Art Museum



BADGE

**PHILADELPHIA
ART MUSEUM**

WORDMARK



Modern Retro - Philadelphia Art Museum



— THE RIGHT STUFF

1. A proud Irish crest.
2. A modern retro boxing vibe.
3. Design that's full of energy.

9 —

WHAT HAPPENS NEXT?



— NEXT

November - **Design and Development**

December - **Decisions**

January - **Brand Launch**



BRANDING
SPORT

THANK YOU

