

## About the client



### Irish Tag Rugby Association (ITRA)

Established in 2000, the Irish Tag Rugby Association is a sports events company that runs Tag Rugby leagues and blitzes in 15+ venues around Ireland all year round.

ITRA is looking for a refresh of its image to reflect its position as a fun, social, mixed sport for guys and girls that is at the heart of the community.

ITRA offers players an opportunity to get fit and meet new people in a safe, fun environment that is not too serious - and the new logo and brand should reflect this.

### Key people

Jack Leahy [jack.leahy@tagrugby.ie](mailto:jack.leahy@tagrugby.ie)

Aidan Walsh [aidan.walsh@tagrugby.ie](mailto:aidan.walsh@tagrugby.ie)



## The brand

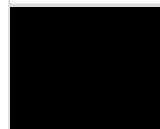
### Brand personality

- Fun
- Sporty but not too serious
- Appeals to guys and girls equally
- Friendly / heart of community



### Creative direction

- "Irish Tag Rugby Association" is the brand and what should be visible in the new logo
- But it is regularly shortened to "ITRA" so we would also like to see a complimentary design with ITRA only
- As well as font-only options, we're happy to see designs with Tag Rugby Ball or Pink & Yellow Tags included
- ITRA has complimentary products, such as "Team Kit", "Banna Beach Tag", "State of Origin" - so it should be easy to add these named events under the main logo for future sub-logos etc



Black

Logo can be made up of different patterns and colours - but should be easy to print on clothing etc

## Goals

### Objective

Develop a new logo for the Irish Tag Rugby Association brand that will be primarily used digitally - but easy printed on clothing, merchandising etc.

### Deliverables

- 2 x full-color logos (plus executions)
  - i. "Irish Tag Rugby Association"
  - ii. Shortened "ITRA" version
- Both logos must have ability to easily add complimentary products eg "Team Kit", "Banna Beach Tag" etc
- Must be easy to print on clothing so we would like to see a one colour option for both logos

### Target Audience



Sociable guys and girls aged 18-35 looking for a fun way to get fit and meet new people in a safe, friendly environment

## References

### References

[www.tagrugby.ie](http://www.tagrugby.ie)

<https://www.youtube.com/@ITRATagrugby/videos>

<https://www.facebook.com/tagrugby/photos>

<https://www.instagram.com/tagrugbyireland/?hl=en>

