

## UK Sport Performance Pathway Team



### Giving our most talented athletes the Golden edge.

Long-time Neon client UK Sport is the government body responsible for strategic investment in our most talented athletes.

Within UK Sport, the Performance Pathways Team (PPT) is the specialist unit responsible for developing programmes that enable carefully selected athletes to achieve their Olympic and Paralympic medal-winning potential.

#### Putting the PPT on the podium

Our job was to create an identity and visual style for all the PPT's communications, to establish it as a distinctive "sub-brand" within the wider UK Sport offering; putting it on a podium of its own, you might say.

Above all, what they needed from us was a new look that would better convey both the dynamism of a team dedicated to optimum performance, and the bleeding edge expertise that the PPT brings to its collaboration with individual sports.

#### Inspirational imagery (without naming names)

As you can see, our solution features powerful "edged" full bleed imagery, to dramatic effect. Another key component is the library of GB silhouette athlete images we created; a highly effective way of capturing inspirational performance without linking it to specific individuals.

Meanwhile, on a more functional level, we introduced simple but bold descriptors under the PPT brand mark, to provide instant confirmation of which of those 16 project areas is covered by a particular communication.

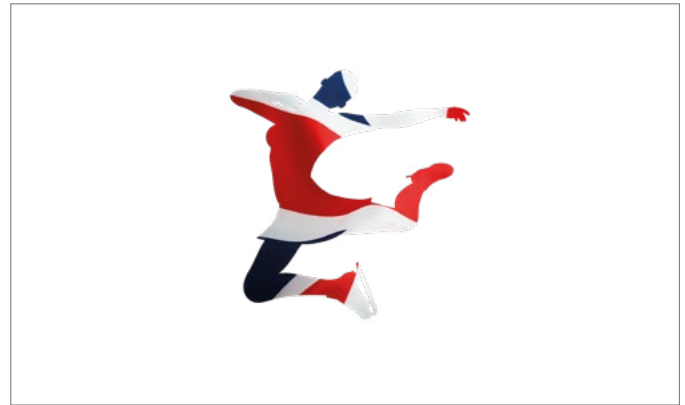
Now just rolling out across a wide range of PPT communications, from brochures and presentations to intranet, our new look has so far been very well received. And we're confident it has the potential to perform at the very highest level for years to come.

#### Kind words...

*"This was a fantastic job! It was incredibly well received within UK Sport and beyond."*

**DR CATHERINE HESFORD**  
Senior Performance Pathway Scientist  
UK Performance Pathway Team  
UK Sport

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PERFORMANCE  
PATHWAY  
TEAM

THE GREAT  
BRITISH  
MEDALLISTS  
STUDY:  
A SUMMARY

An insight into  
the developmental  
biographies of  
Elite and Super-Elite  
GB athletes

