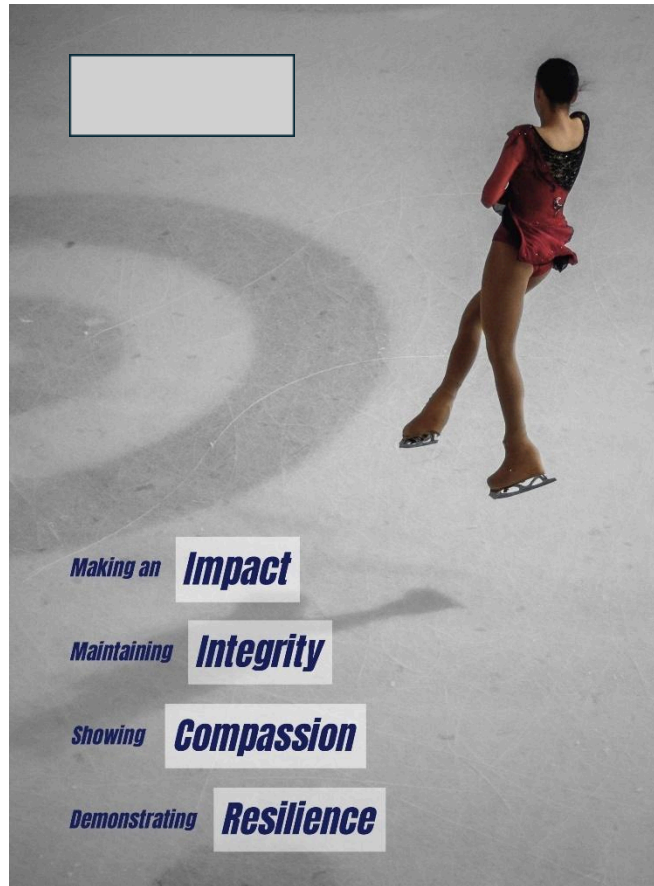


## Brand Identity Statement/Poster



Note: Logo removed from poster before doc was put on website

U.S. Figure Skating’s mission is to create opportunities for people to take part in, learn about and succeed in figure skating. Their strategic goals are to build a stable group of community members, support skaters and maintain their financial and technological stability. Their values include excellence, integrity, respect, resilience and community.

“Choosing compassion” seems to better fit their brand because it combines their value of respect with the idea that they show their community care and support on a personal level. These ideas are often demonstrated simultaneously; for example, when looking at the U.S. Figure Skating’s social media accounts, they are frequently congratulating their members on their

successes, which is both respecting their contributions and suggesting U.S. Figure Skating is supporting them on their paths to those successes.

Resilience was kept for the poster because their team handles challenges with grace and keeps them under control. All of their social media statements are kept concise and few secondary media sources cover them. Integrity was also kept for the poster because I noticed U.S. Figure Skating's constant efforts to be transparent and open, especially since they established their HQ in Colorado Springs. Looking back at their recent press releases, articles, websites and social posts, they are very honest about who they are and what they are doing at all times, which should be known by their salient audiences.

After perusing their social media accounts, reading their press releases and looking into some of the messages on their website, I decided to add "making an impact" to the poster. It is clear that they work hard to build onto their sense of community; however, while the community is prioritized, U.S. Figure Skating goes beyond just establishing these bonds and is really dedicated to strengthening them. For example, they engage in philanthropic work meant to benefit the community and really work to support aspiring local skaters by creating programs through their schools to ensure skating is accessible. They want what they do for their community to be beneficial and memorable in the long-term.

U.S. Figure Skating already has a name for themselves and has had a lot of professional successes, especially in their responses to crises. I think balancing out and reducing the number of values so they can all be demonstrated in equal amounts is what U.S. Figure Skating should consider. I chose to leave "excellence in all endeavors" off the poster because it might send mixed messages about who U.S. Figure Skating is to their target audiences. Prospective

stakeholders might find prioritizing a standard of excellence to be an indication of a strong organization worth supporting. However, from an outside perspective, the standard of excellence seems to apply more to internal function and standards. I have chosen to emphasize the impact and community aspect of the brand and demonstrate a community-first message with my work; U.S. Figure Skating has already been so open about how they work internally on their website, and they have so many stakeholders from doing so. They need to balance that internal transparency with community engagement by taking full advantage of the communication channels they have access to.