



Client: **SDTC**

Category: **Brand Identity**

Date Presented: **9/26/2022**



Let's recap the steps we've taken to get here.

Summary:

The SDTC Board of Directors mission is to support and grow the San Diego Track Club and distance running community. Part of this effort includes the brand we put forth. As such, over the past year, we've received feedback regarding the current San Diego Track Club logo.

Background:

San Diego Track Club was founded in 1954 and grew steadily in those early years. In 1969, there was an opportunity for new publicity for the club and it seemed to be good timing for a new logo. The year 1969 also celebrated San Diego's bicentennial where the city utilized a conquistador in their city's "brand" as part of the celebration. Using this as inspiration, the San Diego Track Club Conquistador logo was born.

Current Day:

San Diego Track Club has transformed over the last several decades. We've seen great growth in participation and a boom in marathon/half marathon training programs. The current logo (slightly modernized from the 1969 version) is a representation of the decades of history of the club, as we've seen multiple generations of families/friends be a part of this running community. However, the logo also represents a complicated history. On the one hand, the Conquistador represents atrocities against Indigenous people from centuries ago and whose ancestors still live in our great community today. Conversely, it also represents the arduous journeys that many families made for the promise of a new life or to escape persecution in Spain, all while creating the foundation for San Diego as we know it today.

PROCESS

STEP 1

Based on the survey feedback, a design committee was formed to create four potential logos to present to the board. One icon would modernize, but maintain the conquistador imagery, and three new logos would be created.



STEP 2

The board will review the new logo options and select the top three. One conquistador and two new logos.



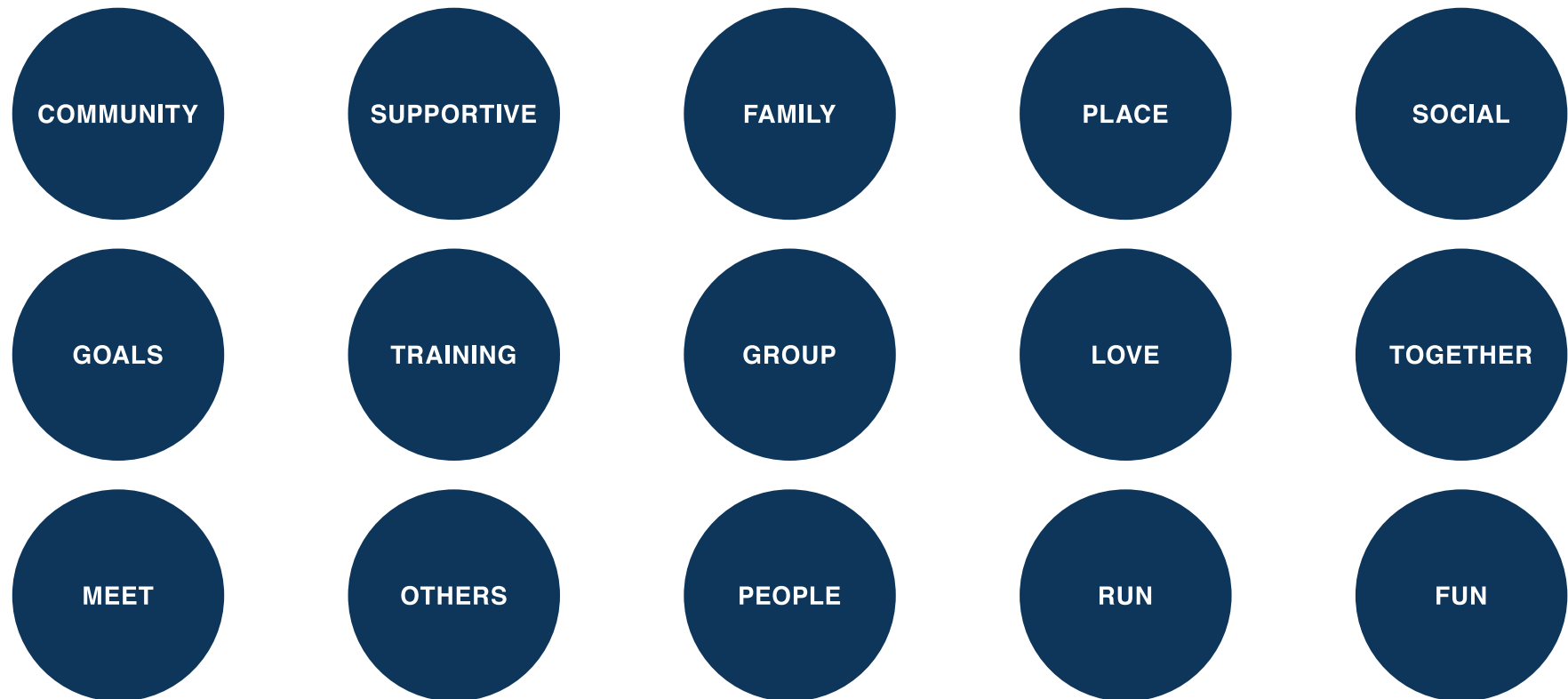
STEP 3

The three selected logos will be presented to the members and a vote will be taken to determine which will be the new brand identity for the club.



GOALS

The three main goals of branding are to create a distinct identity, influence people's associations and feelings about the organization, and build loyalty over time. Our audience for this brand is past, present, and future members. A successful brand should honor the club's history, while furthering its mission of growing the community, better represent the membership, and be something that will be recognizable whether you're on a jog in the neighborhood or running the Boston Marathon.









SAN DIEGO

TRACK CLUB









SAN DIEGO
TRACK CLUB



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TRACK CLUB



SAN DIEGO

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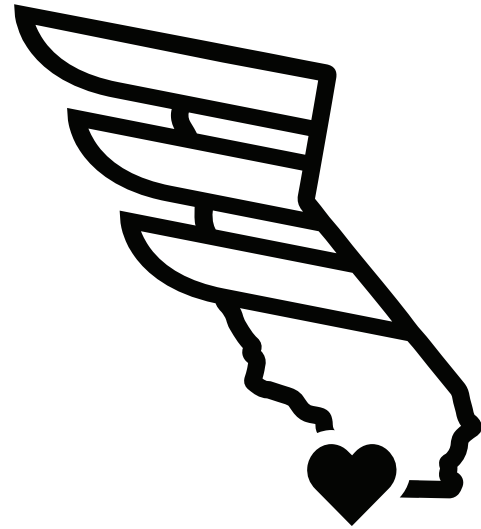




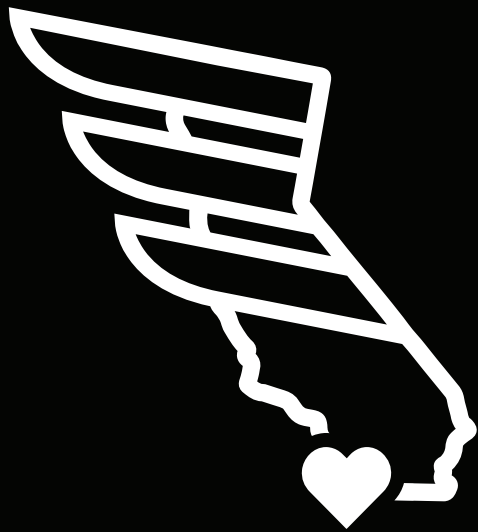
SAN DIEGO
TRACK CLUB

1954





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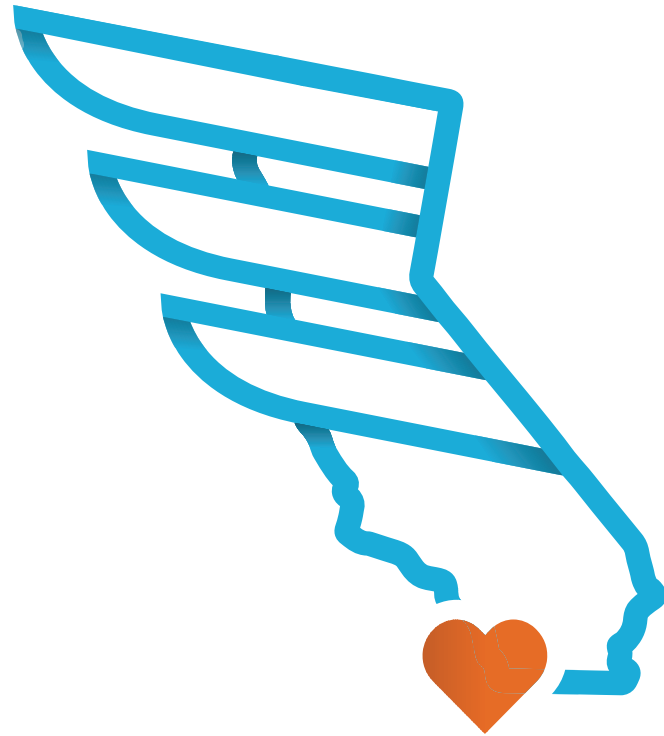
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SDTC





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B



C

THANK YOU!