



## Cross Country Ski Ontario launches new brand

**Monday, January 23, 2017** – Ontario's Provincial Sport Organization for cross country skiing announced a new name, logo, official colours, and website. The new brand is part of an overall plan to improve access to information, increase awareness about cross country skiing in Ontario, and present a more modernized look to the sport.

"We are thrilled to launch this new brand for our sport in Ontario," said Steve Howard, Chair of Cross Country Ski Ontario (XCSO). Adding the word "ski" to our name reflects what we do, and our new logo, with its bold, clean look, clearly distinguishes our sport at a glance."

Equally as important as the new name and logo is the new, mobile-friendly website also launched today ([xcskiontario.ca](http://xcskiontario.ca)). The new website provides easy access to information about cross country skiing in Ontario for anyone who might need it - from recreational skiers looking for a place to ski to athletes, coaches and club administrators. It also features an interactive "Community" section where users of the website can contribute their own posts in either the "Lost and Found" or "For Sale" sections of the site.

The Cross Country Ski Ontario re-branding initiative was undertaken in collaboration with former National Ski Team member Dave Nighbor, whose graphic design company, 9 Lives Design ([9livesdesign.ca](http://9livesdesign.ca)), designed and developed all elements of the new brand. "Our goal was to create a brand that is fresh, modern, and instantly identifies the sport," said Dave. "The use of the strong red and clean white reflects our Canadian roots and the simple use of crossed skis easily distinguishes cross country skiing from other sports."

9 Lives Design is continuing to work with Cross Country Ski Ontario on the rollout of the new brand on products such as bibs, banners, and other marketing materials in the weeks and months ahead. As an aside, the Board used the new logo for the first time on an extensive application for high performance funding from the Government of Ontario and recently learned its application was successful – an excellent first step for the new brand.

The new brand will be used for Cross Country Ski Ontario's social media: [Twitter](#); [Facebook](#); [Instagram](#).

A Graphic Design Standards Package, featuring downloadable versions of the logo for clubs across Ontario and other divisions who would like to use it with permission, will be made available on the website in the days ahead.

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