
ISU
SYNCHRO

THE COMPETITION FORMAT

Synchro9 is a new-generation sports property: a high-energy, dynamic competition format designed for modern audiences. Head-to-head battles, vibrant outfits, supercharged music, new rules and teams create a world-class spectacle for fans across the world.



BRAND POSITIONING

ESSENCE

Supercharging Synchronized Skating into a high-stakes, high-energy, and high-drama competition.

	COMPETITION	CONNECTION	PERFORMANCE
VALUES	**RIVALRY** Live for the challenge. Thrive under pressure. Ready for the face-off.	**TOGETHERNESS** Unbreakable team bonds. Transcendent connection between skaters, audiences, fans.	**EXCITEMENT** Ever-evolving skills. New & innovative moves. Totally captivating performances.
PERSONALITY	**RELENTLESS** Always pushing boundaries. Leaving everything on the ice.	**TEAM FIRST** 9 skaters. 1 heartbeat. 1 dream.	**ENERGIZED** Boundless energy. Fearless ambition.
TONE OF VOICE	**RAMPED UP** Raising stakes. Giving goosebumps. Turning heads.	**TUNED IN** At the center of community. Always in sync. Always switched on.	**ENTHUSIASTIC** Motivating. Action-driven. Infectiously excited.

LOGO

Dynamic movement, vibrant colors and an iconic ‘9’ capture the electrifying energy of Synchro9. Built around a powerful sense of motion, the identity embodies the speed, precision and collective power of nine skaters performing in perfect synchronicity.

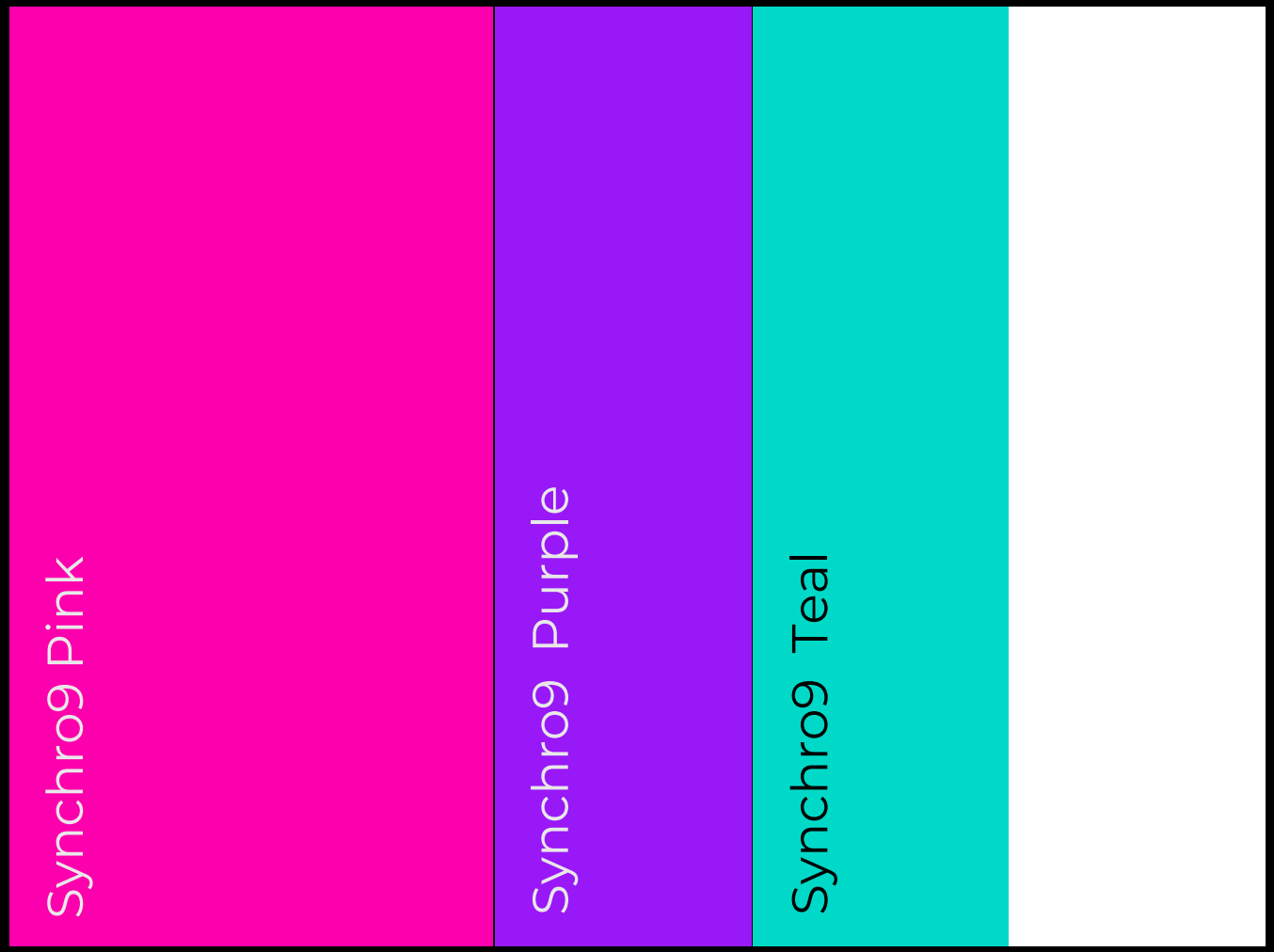






COLOR PALETTE

Vibrant colors bring the energy of Synchro9 to life. Bold combinations create a striking visual language that reflects the pace, dynamism and intensity of the competition.
Contemporary and unapologetic, the palette challenges convention and brings a fresh, modern edge to the sport.



KEY VISUALS

At the heart of the new brand identity is a striking, stylized iconic number nine, brought to life through repeated, forward-moving outlines that capture the electrifying energy of Synchro9. Built around a powerful sense of motion, the branding embodies the speed, precision and collective power of nine skaters moving as one, perfectly in sync.





TYPEFACE

Poppins Black - A bold, fearless and powerful typeface that communicates confidence, intensity and energy.
Its strong, distinctive character creates an immediate visual impact while maintaining excellent readability and a clear, commanding presence.

ABCDEFG
HIJKLMN
OPQRSTU
VWXYZ
0123456
789

Koho Bold - A modern, forward-looking typeface reinforces the progressive spirit of Synchro9, complementing the wider identity to form a cohesive visual language for the brand. Clean, confident and precise, it reflects the innovation and technical excellence at the heart of the sport.

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z
0 1 2 3 4 5 6
7 8 9

Montserrat Regular - Used for all body copy and gives clear readability at a smaller size.

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z
0 1 2 3 4 5 6
7 8 9


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