

Press Release

For immediate release

Whitestone create PSA Brand Family

25th January 2010

Whitestone International has created three new identities for the Professional Squash Association including a complete re-brand of association's corporate identity.



The programme has been developed over the last five months in which two other identities have been created for the PSA's live broadcast website Squash TV and the association's international PSA Super Series tournaments.

"Squash is such an excitingly fast and physical game and we wanted to consistently convey that within the three logo identities while keeping in line with the purpose that each one serves," says Whitestone CEO Chris Lightfoot.

"Many of our clients already have their strategy in place and as with the PSA bridging that into the creative is something that we have a huge amount of experience in with sport and non-sport organisations.

Whitestone also branded PSA's respective corporate and Squash TV websites and has designed a print advertising campaign, media backdrops, broadcast idents and animations as well as stationary.

"It's been delivered at a hectic pace but we are very pleased with what Whitestone have created across the board," says PSA CEO Alex Gough.

"For us having the ability to call on an agency for everything we needed in both a directional and creative sense was paramount and that is exactly what we got with Whitestone."

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notes to editors –

Whitestone International was founded in 2000 to specialise in building brands, marketing and communication programmes, and income and value through the development and sales of commercial properties and rights.



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Whitestone's success is based on having developed numerous and varied programmes for: FIFA, The Football Association, ECB, BUSA, ATP and WTA, NFL, Olympic Council of Asia and Asian Games, Manchester City Football Club, Adidas, Reebok, Budweiser, Ricoh and many others.

PSA

The PSA promotes the interests of men's professional squash globally. Our aim is to advance the game by ensuring that the PSA World Tour is the ultimate showcase of the sport's pinnacle events. We have over 450 members worldwide and stage more than 100 events across five continents. Our vision is that squash is recognised as the most athletic, demanding and exciting racquet sport in the world.

Live squash on the Internet: www.psasquashtv.com
For more information please visit our website: <http://www.psa-squash.com/>
You can follow the PSA on Twitter too: www.twitter.com/psaworldtour

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