

## Press Release

For immediate release

### **Whitestone Create National Sevens Identity**

**04 May 2010**

Whitestone International has created the Identity for rugby's National Sevens Series competition kicking off with its first tournament on June 12 at RugbyRocks 7s in Richmond, London.

Whitestone was favoured ahead of two other brand agencies before focus turned to creating and delivering an identity within the required time frames.

"It was important that we had an agency that had the experience and talent to provide us with a high-quality identity," says Tim Lacey CEO and Founder of Ultimate Rugby Sevens who own and promote the series.

"We are absolutely thrilled with the new identity, it resonates with the sport of Sevens and will provide us with the exposure and presence we need to help launch and develop the series."

"Certainly from a strategic point of view it was important that we not only provided Tim with a solution to fulfill his current needs but also one that would evolve with the series," says Whitestone Director Chris Lightfoot.

"With Sevens being included as an Olympic sport it was important that the brand also reflected its professionalism and excellence while keeping with Sevens' festive spirit."

The identity will appear on all branding, communications material, team shirts and television graphics.

"I think it will work really well across all media. The shape and colours reflect the excitement and speed of Sevens and the use of solid contours give it a sense of professionalism at the highest level," says Whitestone Creative Director Stefan Kraft.

Ends

notes to editors –



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**continued**

page 2

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.

Whitestone's success is based on having developed numerous and varied programmes for: FIFA, The FA, Adidas, Aegon, Reebok, RFU, UKAD,

## About UR7s

Ultimate Rugby Sevens (UR7s) is a leading independent promoter for rugby sevens globally. UR7s is a fast-growing, pioneering and diverse business. It is dedicated firstly to providing a promotional platform for the sport's stakeholders, tournaments, teams, players, brands and fans and secondly, to working alongside stakeholders to help bring further structure, secure commercial investment, develop players and ultimately ensure the competition is of the highest standard. Ultimate Rugby Sevens is the facilitator, administrator and rights-holder for the National Sevens Series, responsible for the staging and promotion, alongside the four host tournaments. For more information, go to: [www.UR7s.com](http://www.UR7s.com).

For more information please contact:

Neil Pakieto  
Account Director  
70 Rosebery Avenue  
London  
EC1R 4RR  
T: 44 (0)20 7837 4104  
E: [neil.pakieto@whitestone.ac](mailto:neil.pakieto@whitestone.ac)  
W: [www.whitestone.ac](http://www.whitestone.ac)

