



Press Release For Immediate Distribution

Ontario Artistic Swimming (OAS) Brand Officially Launched

NEW NAME...NEW BRAND

Ontario Artistic Swimming (OAS) joins Canada Artistic Swimming's (CAS) lead, affirming our provincial support for national identification and recognition of our sport.

Ontario Artistic Swimming's passion for excellence and focus on continuous learning and improvement will create champions and inspire success at all levels and support our CAS vision to be a leading nation in artistic swimming that inspires Canadians through athletic performances.

Toronto, ON, January 15, 2019 - With the launch of our new name and brand, Ontario Artistic Swimming commits to support Canada Artistic Swimming at developing excellence on the world stage and also supporting and nurturing artistic swimming and basic aquatic literacy at member clubs and in communities across our province.

The name change from Synchro Swim Ontario to Ontario Artistic Swimming, reflects the direction of the sport nationally and internationally, where the discipline changed from Synchronized to Artistic Swimming at the FINA Congress in 2017. The name modification was approved by FINA to better align with other artistic sports.

Ontario Artistic Swimming is excited about our new name and believes this re-brand opportunity will create synergy and generate a new sense of national identity for our sport and throughout our organization. Over the coming year, we will continue to adopt and integrate Canada Artistic Swimming's elements of brand essence – "Forging unity through diversity" and key attributes: Powerful, creative, dynamic, inclusive and collaborative, define us – and frame the identity of an aligned and focused organization as we move forward". Effective immediately you will see our new website domain name as ontarioartisticswimming.ca as well as our email addresses converted to @ontarioartisticswimming.ca. The change will be transparent and all access to our old website and emails will be redirected to our primary addresses noted above.



The logo-wordmark and its accompanying icon shown below, was customized for Ontario Artistic Swimming to align with the distinct design created for our national organization. The Ontario Artistic Swimming logo-wordmark highlights ONTARIO on the top line with a red maple leaf and uses the water in motion theme, incorporated as a powerful splash through the word “Artistic”. Our provincial icon proudly includes ON below the classic Canadian maple leaf in red, with one third of the leaf representing the watery splash effect that is now part of the visual language of the sport. We look forward to our coaches and athletes proudly displaying our new Ontario Artistic Swimming brand on apparel and merchandise of provincial teams and programs as they travel to compete, and our officials transitioning to the newly branded apparel. We will always fondly remember the path that got us here as we look forward with anticipation and celebrate the new road ahead!



About Ontario Artistic Swimming

Ontario Artistic Swimming is an organization that develops, promotes and supports the pursuit of excellence in artistic swimming throughout Ontario.

For further information, visit Ontario Artistic Swimming’s Website at ontarioartisticswimming.ca or follow Ontario Artistic Swimming on [Facebook](#), [YouTube](#) and [Instagram](#)

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