



**INTERNATIONAL  
NETBALL  
FEDERATION**

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## **NETBALL FEDERATION UNVEILS NEW IMAGE**

Netball's world governing body has a new fresh image, designed to reflect a sport that is global and growing at an unprecedented rate. The International Federation of Netball Associations – IFNA – is now the International Netball Federation (INF).

With an expanding portfolio of events, internationally award-winning development programmes, and a new Game Plan – 2012-2016, which sets out the vision for the future of the world's top women's team sport, world netball was ready to update. The governing body tasked leading Australian sports brand agency Wite Kite to develop a highly visible brand that connects with players, fans, volunteers, governments and sponsors worldwide, is recognised for its ability to change women's lives, and is associated with high quality events and programmes.

The most obvious change is the move from IFNA to INF, which brings netball in line with the other major sports governing bodies. The INF's new logo has a crescent-shaped 'holding device', with the acronym INF, forming the shape of a netball. In the core of the logo there are bands of colours to reflect each of netball's five global regions. The colour scheme reflects netball embracing diversity, and the bold, professional design reflects the sport's desire to achieve excellence.

The body of the new INF logo will change for each specific application. One of the new brand's first outings has been at the recent Fast5 Netball World Series in Auckland, New Zealand held from 9<sup>th</sup> -11<sup>th</sup> November. Fast5 is an evolution of Fast Net, super fast crowd-pulling entertainment, geared to TV. Event logos, such as the Fast5 Netball World Series logo, will reflect the core INF brand identity, and there will be versions to represent world netball's Regional Federations. The new logo will be rolled out across the Federation's communications, including an updated website, over the coming weeks.

INF President, the Hon. Molly Rhone OJ, CD, is delighted with the new look. She said: "Netball today is bigger and better than ever, with a higher profile than at any time in its history. We believe our fresh new image reflects a winning sport, and one that is truly global and forward-looking."

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### **The International Netball Federation (INF)**

The INF is the sole, recognised, international governing body for the sport of netball. Netball is a recognised Olympic Sport and the INF is therefore a member of SportAccord, the International World Games Association and the Association of IOC Recognised Sports Federations.

Currently, over 70 National Netball Associations are affiliated to the INF, grouped into five Regions - Africa, Asia, Americas, Europe and Oceania - each with a respective Regional Federation.

The INF runs the Netball World Championships, Netball World Youth Championships and the new and exciting Fast5 Netball World Series. Netball is a core sport in the Commonwealth Games.

The Secretariat of the INF is based in Manchester, UK.

For further details please visit:

[www.netball.org](http://www.netball.org) or contact the INF directly via [inf@netball.org](mailto:inf@netball.org)

International Netball Federation  
Albion Wharf  
19 Albion Street  
M1 5LN  
England  
+44 (161) 234 6515