

Board Decision Paper

Branding of International Taekwon-Do Foundation of New Zealand



Purpose

This decision paper has been prepared by the ITFNZ Board for distribution to ITFNZ Membership to convey the unanimous decision the Board of ITFNZ has made on this issue, taking into account

- National Regional Seminars.
- Brand submission paper.
- Submissions received,
- Forum feedback & discussion,

Decision

1. ITFNZ will: **instigate a new National Brand and Logo**
2. The New Brand will be: **'International Taekwon-Do**
3. The new slogan will be: **'Power for Good'**

4. The new logo will be:



5. The timing and instigation of the new brand : **will be subject to further work at board level and in discussion with the CEO, suppliers, funders and other vested interests**

Thanks

- The board is extremely pleased with both the extent and quality of submissions received and has asked me to convey their sincere appreciation.

This decision is in line with the majority opinions expressed at the National Regional Seminars and numerous submission papers.

From the submissions received:

- 87% wanted to instigate a new brand.
- **International Taekwon-Do** and **Power for Good**, being the most popular alternatives.
- There was a similar level of support for the new logo

Dennis Burns
Chairman of the Board
ITFNZ Incorporated