

York's rebranding a signal that innovation has no bounds

Written By ROBERT BELARDI

In last week's unveiling of York's brand new name, crest and uniform for the upcoming Canadian Premier League season, Managing Consultant Angus McNab shared why the moment to be innovative is now.

"It's just the time to be brave. It's been a year to the day I've been in the post and I think when we started all of this it was about identifying: what is our mission, what is the vision, what are our core values? They'll be our North Star to guide us through the toughest of times," McNab said in the club's introductory ceremony, streamed via YouTube.

Backed by the slogan "United By You", this name is a message to bring forth inclusivity. It's about uniting York Region and those outside the jurisdiction closer together.

"The name is very reflective of a new era, a bigger and better brand. Our league has always stood for and will always stand for being innovative and creative and adaptable. Collectively, we knew it was important to listen and continue to evolve the incredible brand we started in York Region two years ago," said Commissioner of the Canadian Premier League David Clanachan.

Clanachan reminisced about the heart of the process and said it was the supporters that engaged in candid discussions about the change.

Their passion for the club and the community rang true.

"We have to acknowledge we have a lot of passionate supporters who are attached to where we have been. We want to move forward with everyone. We want to unite this community. We want to grow it," McNab said.

McNab acknowledges the past and was wholeheartedly set on maintaining the Nine Stripes' nickname.

Working closely with McNab in this project was graphic designer for the club Robert Marchese.

Marchese designed the club's new brand, analyzing many crests in the sport to put this all together, all of which was done internally within York.

"I honestly didn't think it would ever happen and we would make it this far and especially for my design to be the final one. I always thought I would start chalking up ideas and pass it on to an agency with more experience. I am truly honoured to be part of it and have my stamp on the club for a long history," Marchese said.

The new crest drew influences from Real Madrid and A.S Monaco. The swift blue and green colours emblazoned with York United written across the face was all designed on the template of a shield. The shield is to remember the Queen's York Rangers regiment from 1866.

The crown also holds a trillium, an emblem saluting the Province and Ontario's royal heritage.

"The crown fitted very naturally. We were getting inspired with things around the world but you actually look at things like road signs around Ontario. You look at other elements that sit in the downtown core around Toronto. There were a lot of things that were in our backyard," McNab emphasized.

Supporters have the availability to purchase jerseys online right now and will receive a free jersey with the purchase of a three-year membership package with the club.