



## CB CLASSIC COLLECTION BACKGROUNDER

The **CB Classic Collection** is the first product line under the new CB AUTHENTIC apparel brand. Launched in November 2009, the CB Classic Collection is a five-series retrospective of vintage designer bamboo graphic t-shirts, created by innovative Canadian designer Jing Liu and Toronto Artist Terence Chung from the JUZD label.



JUZD is the planet's first bamboo designer label, sold at high-end retailers like Holt Renfrew. In addition to high-fashion Jing and Terence are passionate basketball fans who volunteered their creative talent to develop an affordable yet innovative product line that celebrates the history and heritage of basketball.

The CB Classic Collection t-shirt designs pay homage to the tradition and milestones of Canada Basketball, which was established in 1923 as the governing body for the sport in this country. Each shirt carries the characteristics of the CB Authentic brand: athletic, innovative and proudly Canadian.

### INTRODUCING THE STARTING FIVE LINE-UP...



CB Club



Olympic



The Kid



Game Night



Seven

### SOLD EXCLUSIVELY AT:



[www.basketball.ca](http://www.basketball.ca)



[www.thesportgallery.com](http://www.thesportgallery.com)



[www.theaircanadacentre.com](http://www.theaircanadacentre.com)

**M.S.R.P. \$34.99 (proceeds to benefit the Canadian Basketball Foundation)**





**CB Club** – A clean, simple graphic that pays tribute to the long-standing heritage of the sport by incorporating the inaugural year as well as an original leaf logo into a crest graphic.



**Olympic** – Celebrating the biggest moment in Canadian hoops history, this design is a replica of the original 1936 Summer Olympic team logo, when Canada won the silver medal in basketball (the only team medal Canada ever claimed in the history of the Summer Olympics)



**The Kid** – This design is a throwback to the 1970's incorporating a replica of a Canada Basketball graphic design from that era, as well as other relevant fashion trends like accent trims on the collar and sleeves.



**Game Night** – A bold graphic with a varsity, university feel, this design takes elements of the apparel brand, blended with the name of the organization to create a product for any player, coach, or fan.



**Seven** – For all those athletes who ever played the game this numbered shirt design is for you. Utilizing graphics on both the front and back of the shirt, this design incorporates a jersey number that is one of the most popular and lucky numbers. Perhaps the most famous Canadian to don the '7' is two-time NBA MVP, Captain Canada - Steve Nash.



## CB AUTHENTIC BACKGROUNDER

In 2009 Canada Basketball, the national governing body for the sport of basketball established a new apparel brand to position the organization for growth in the consumer/retail market. Supporting the key objectives of the overall organization, **CB AUTHENTIC** was created to provide apparel that represents the characteristics of our target audiences – **athletic, innovative and proudly Canadian.**

### Name & Graphics:

The **CB** logo represents the organizational name and brand. The big red 'C' stands for Canada and builds off of the national pride. The smaller black 'B' inside the 'C' stands for basketball, with the symbolism of the 'B' within the 'C' representing the country rallying together around this great sport. The CB graphic is clean, basic and pure, indicative of the hard-working amateur talent that wears the apparel. The word **AUTHENTIC** was incorporated to represent the integrity of the sport and the apparel products.

### Colour Scheme:

Incorporating the celebrated hues of Canada Basketball's primary logo, the selected colours for the brand remain red, black and white. Red is representative of Canada and a colour symbolic with power and winning. The black symbolizes strength, while white is actually a blend of all hues and shades, celebrating the multiculturalism that is uniquely Canadian.

### Typography:

The chosen font celebrates basketball's great history and tradition while capturing the essence of the sport. The outlined, block lettering with resembles a nameplate on a varsity/college uniform, inviting consumers to recall sports experiences from their childhood/youth.

### Tagline:

***"Exclusive Apparel for Canadian Ballers"*** - This slogan celebrates the growing community of basketball enthusiasts, whether you are a player, coach, official or fan. It's about being a part of the team while being unique, about living authentically and keeping it real... and the message resonates with the any Canadian who wants to "ball".

