

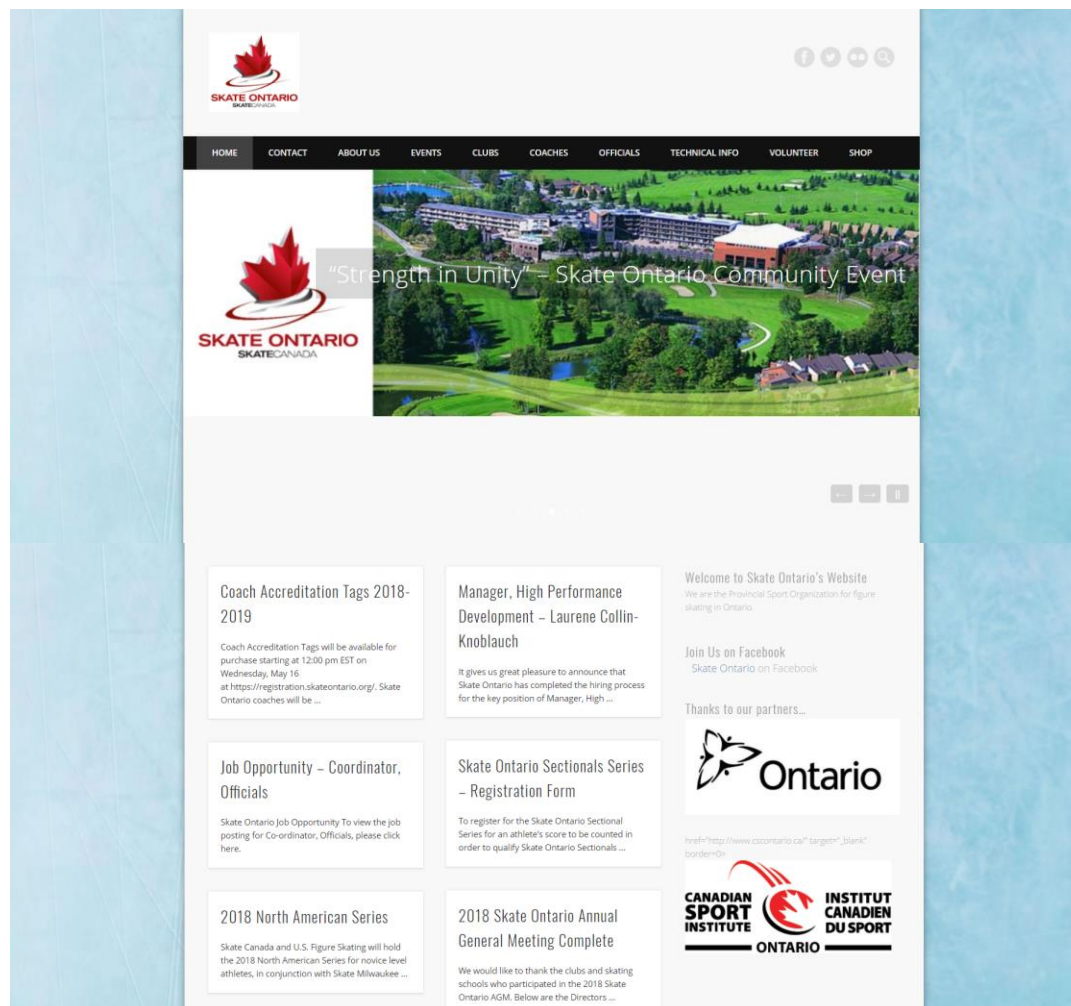


SKATE ONTARIO
SKATECANADA



Skate Ontario New Website

Previous Website



Our Journey – New Brand, New Website





Brand Attributes

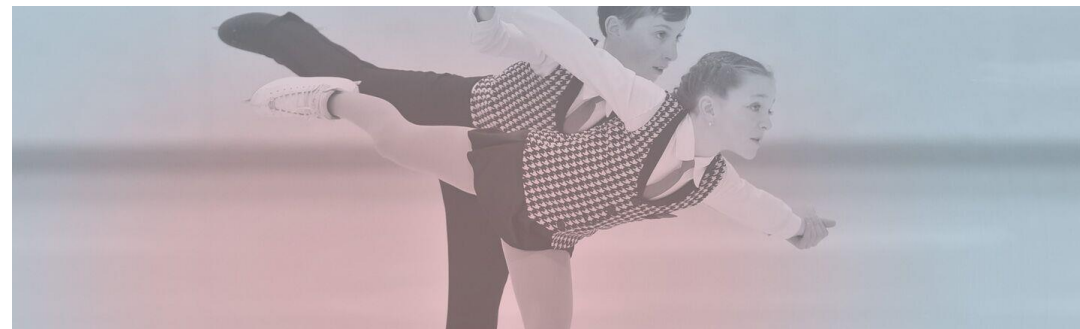


- Cool
- Trusted
- Human
- Focused
- Elegant
- Vibrant
- Athletic

BRAND MESSAGING



Photo Treatments





New Skate Ontario Website



Join a Sport Community with

STRENGTH & *Elegance*





Key Takeaways



- Club Resources page
 - The link to update your club's information
- Latest News
 - The “News” button on the top right hand corner of the website
 - Or on the home page – Latest News
- Sign up to receive email updates from Skate Ontario
 - Stay connected!