

VΘΘΘΘΘ

TESTAMENT

*“Products are made in the
factory, but brands are
made in the mind”*

Walter Landor





This brand book will draw together all the best bits of hockey's most enigmatic brand.

It will also give us a sense of clarity and consistency across everything we produce - no matter how it is created or who creates it.

*“ Two roads diverged in a wood, and I -
I took the one less travelled by,
And that has made all the difference.*

Robert Frost

”

This is our brand bible.

This is our story.

This is Voodoo.





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OUR
BRAND



IDENTITY

Voodoo understands the importance of having a strong brand identity in today's marketplace.

Voodoo also recognises the need for a set of consolidated guidelines and rules to maintain brand **integrity** and consistency.

But how do you define a brand that has no boundaries?

A brand that thumbs its nose at the norm.

A brand that is as limitless and fearless as it is **obnoxious**.

We've got one foot firmly planted in the global hockey landscape, whilst the other is given permission to dance to its **own beat**.



HERITAGE

Voodoo was created in **1996** by Australian company Cultor Pty Ltd.

Jonathon Petterson drove the initial era when he was in his mid 20s and felt he could still clearly identify with the target market the products were created for.

The brand was intended to be **niche** and the desire was for it to be '**cool**', and '**exclusive**', which is often at odds with the commercial reality of needing to sell volumes to maintain financial viability.

The hockey market is dynamic, unlike a game where it has rules, a set period of time, a clear winner and loser, this business continues to evolve, and we have had to mature and **evolve with it**.



OUR MONIKER

#VoodooHockeyAus was born out of a desire to build products for players who wanted the ultimate sticks, but with a difference...

the voodoo style was important...

but it had to be fun...

no restrictions...

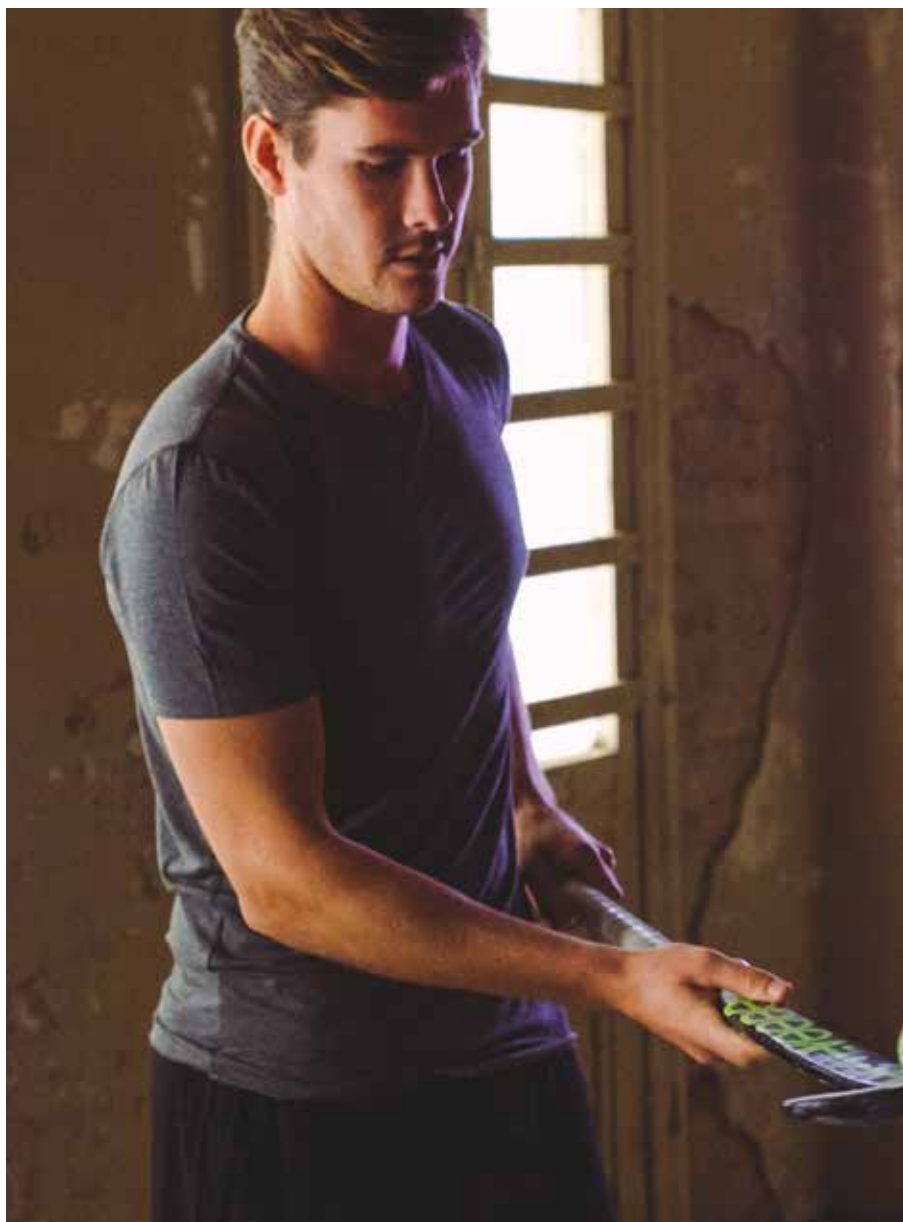
no boundaries...

it had to defy conventions...

be inspired...

#BeVoodoo...

#BEVΘΘΘΘ



OUR PHILOSOPHY

Voodoo is about creating, experimenting, growing, taking risks, **breaking rules**, making mistakes and enjoying the experience.

At Voodoo, our crew gets to do things the way they want to. The working environment is **full of freedom**; which stimulates growth and enhances productivity, but also puts the onus on the individual to **get shit done**.

There are fun and challenging elements of Voodoo that give you the ability to **make a difference** to the whole package – brand, product or player.

The brand philosophy has embraced **continual change**, whether for right or wrong, but has always adhered to an overarching theme – be different, be mysterious, be Voodoo.

Voodoo isn't looking for **anything logical**. We can't be bought, bullied, reasoned, or negotiated with. We just want to do our thing, and watch our products and people rise to great heights.

A man in a dark grey t-shirt is holding a Voodoo brand golf club. The club's shaft is black with white graphics, including the word 'VOODOO' in large, stylized letters. The head of the club is black with white stripes. The man is holding the club with both hands, and the background is dark and out of focus.

OUR VALUES

- Respect our heritage
- Quality product knowledge and good manufacturing capabilities.
- Get the right people to want to do the right things
- Focus on fun and doing things the Voodoo way
- An organic brand philosophy



OUR VISION

Visions are somewhat misplaced. You need a framework to make decisions easier, but other than that you have to back yourself and your co-workers to be able to **deal with uncertainty**

You can't define anything in a sentence, especially not Voodoo. Voodoo could be anything.

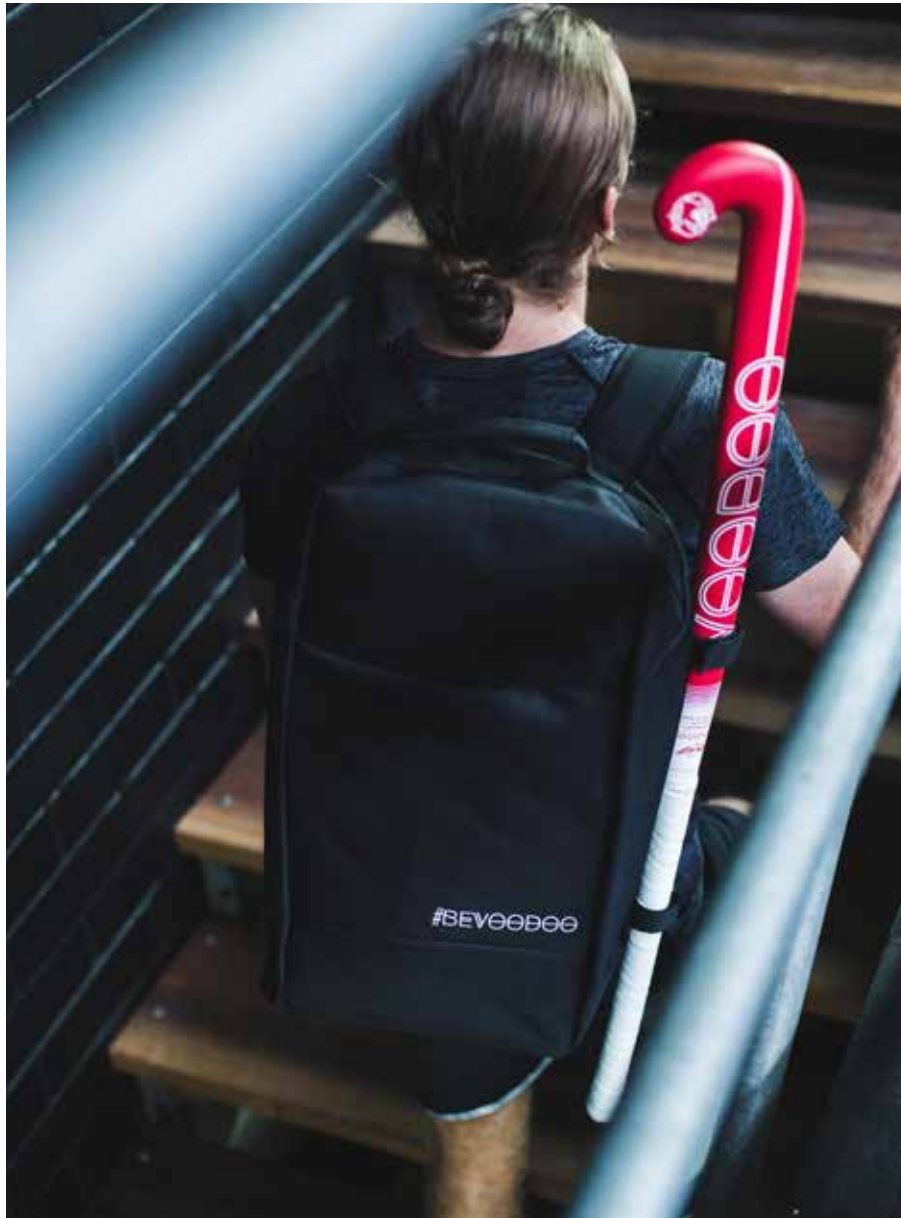
Money is important, but only to the point that business can be sustainable. Then it is only the **joy of mastery** and the delusion of progress can be truly embraced.

Planning is really important to the point that it helps with the **mechanics of the business**. Things like budgets and making sales give order and structure to the business.

99% of the job is the mechanics to get to the 1% that is truly awesome.

OUR
LOOK





VISUAL IDENTITY

When Voodoo was created, the hockey industry design landscape was quite generic and boring.

We wanted that to change.

We were the first stick company to **push the boundaries** of acceptability. And we didn't just push, we smashed right through them.

The hockey market has changed since Voodoos inception, and although the brand has stayed in touch with the landscape, it has evolved and grown in **it's own unique way**.

Voodoo's **inconsistent** visual identity is part of our heritage, and we wanted it to be that way because historically people have tried to have a consistent brand identity.

At Voodoo though, we're different. We **do not conform**, and we think this adds value, interest and appeal.



LOGOS

The Voodoo 'devil head' was the first regular logo for our young upstart brand.

The 'devil' has many meanings, but we initially viewed him as a fallen hockey angel who came back to **terrorise** the hockey world and all of it's predisposed ideas and norms.

That quickly changed. We soon saw ourselves as the **devils advocate**. Promoting a different cause, just for the sake of it. And thus, Voodoo had **carved out its niche**.

Voodoo was initially inspired by the 90s punk, skate feel, before drawing inspiration from snowboards. We have evolved to stay on the **edge of mainstream**, but work from the premise that the consumer doesn't necessarily need to 'get it'.

We figure the success of a brand will instead be measured by how people with diverse backgrounds look at something like a logo, and **connect with it**.

DEVIL HEAD



VOODOO DOLL



VOODOO SQUARE



INFINITY



LOGOS

The '**Voodoo Doll**' was a social media and product marketing fuelled creation, born out of a **creative desire** more than anything else.

We have more recently attempted to synchronise our social media platforms with the brand name as the primary focus. **We've stripped away** to the basics and simplified our approach with a traditional **square logo** with the brand name front and centre.

This tactic has been employed to introduce a **new era**, using a new brand identity. No more Voodoo devil and no more Voodoo doll., for now...

The most recent Voodoo revelation is our **infinity logo**. It is mean to represent the **infinite potential** and future of our brand story, our products and our players.



FONTS

Portuguese art director Jose Filipe married Helvetica and current typographic trends to create the '**Hipstelvetica**' typeface used on Voodoo products.

It was inspired by the legendary Helvetica design, and despite being an experimental font type, clearly demonstrates the **edgy** and **unique ideals** that Voodoo is famous for.

Nothing says Voodoo more than the typeface Hipstelvetica.

HIPSTELVETICA BOLD

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z 1 2 3 4 5 6 7 8 9 0



HIPSTELVETICA LIGHT

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 1 2 3 4 5 6 7 8 9 0

HIPSTELVETICA ULTRA LIGHT

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z 1 2 3 4 5 6 7 8 9 0

Our default format for written communication is **Avenir Light**. It's **crisp** and **sleek**, it suits our brand to perfection.

Avenir Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0



PRODUCTS

There are no rules on applying our brand image to our products. The brand is like nothing you've ever seen before. Our designs are unique, edgy and **defy convention**.

Our desire is to create products that **have such energy**, and such a force about them, that people will only have one choice when it comes to hockey equipment.

Our entire range of sticks, bags and gloves are designed, constructed and produced with **authenticity** and imagination. At Voodoo we have high expectations, so we demand **superior performance** from all of our products.



HOME PRODUCTS ABOUT SHOP PLAYERS

DEFY CONVENTION

DISCOVER MORE



WEBSITE & SOCIAL MEDIA

The **Voodoo website** is ever evolving, but consistent in its ability to showcase our fantastic products.



www.voodoo-hockey.com.au

The Voodoo Instagram, Facebook, Twitter and Youtube accounts give our audience their chance to engage with our crew and follow our brands journey.



@voodoohockeyaus

Meet our hashtag. This is what we use whenever we tag a player or product on our social media platforms.

#BeVoodoo

#VoodooPlayer



OUR
PEOPLE

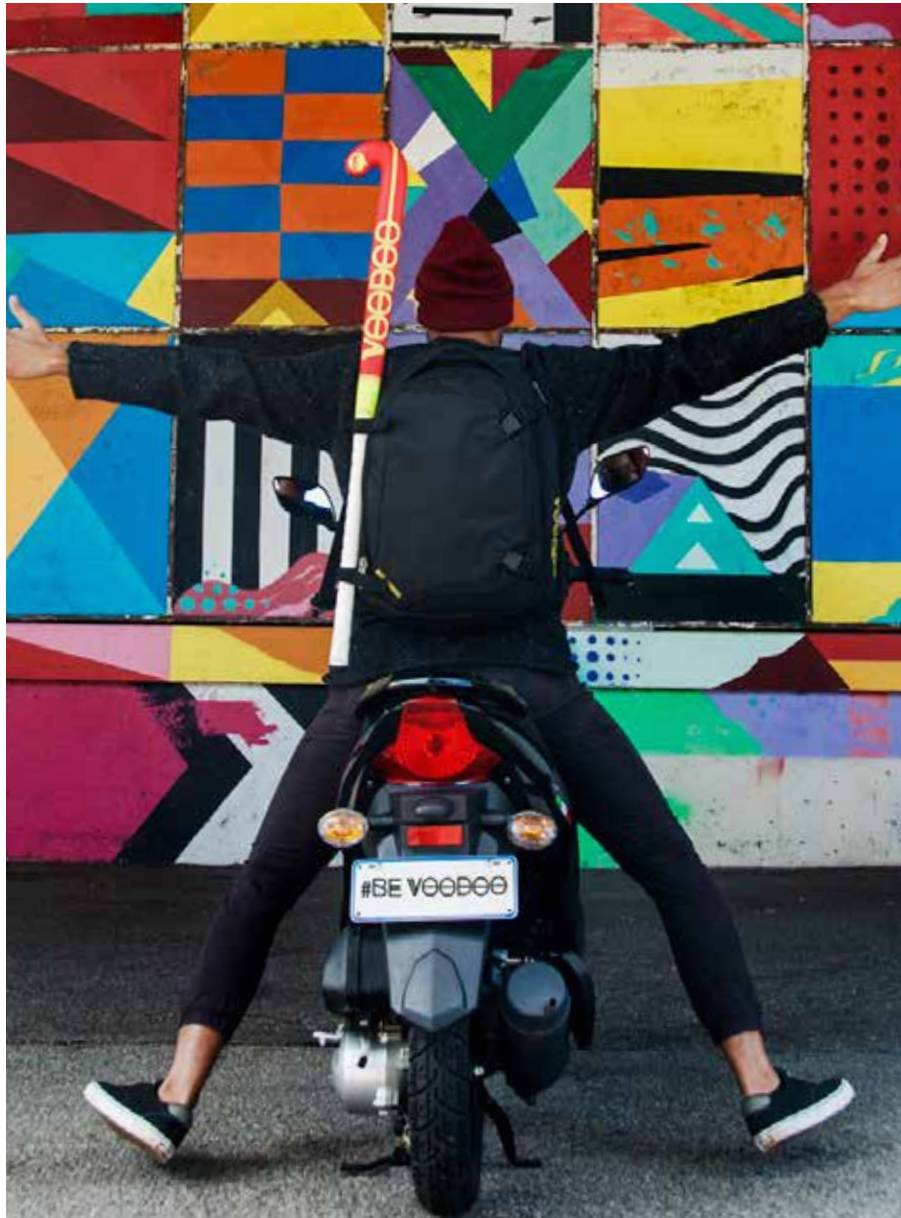


PLAYERS

Our **Voodoo players** have always been **special**.
They've had that little bit of something something.
An extra piece almost.

I mean, they do say the difference between
extraordinary and ordinary is just that **little 'extra'**.

You know those people who have moments of life
that is a smile of true excitement, obviously not all
the time, because life has its full circle of emotions,
but we think there is something special for those who
truly enjoy something just for the sake of it.



CREW

The Voodoo crew is based in Perth, and made up of a tight-knit bunch of hardworking, motivated, creative, diverse guys and girls.

They embrace the **fun elements** of the industry that give them the ability to do something different or creative. This enables them to **make a real difference** to a product or player, and its those moments, that give the crew pure joy.

They understand that 99% of the job is about getting shit done, and that way, everyone can get the 1% of 'that's cool'.

That's what motivates them to get up everyday. That's what makes them strive for **continual innovation**. That's what helps them defy convention.



A brand story isn't just a valuable marketing asset; it's also a brand's guiding principles, and impacts every facet of the organisation.

In other words, this testament isn't just a marketing message; it's also a sales pitch and a roadmap to success.

Lets take the journey together...

Cheers,

VODOO CREW



“ ***A great brand is a story that's never truly told*** ”

Scott Bedbury, Nike

To be continued...

VEEDDEE

