



## **Guinness Men's Six Nations brand identity recharged ahead of 2025 Championship**

- Six Nations Rugby unveils a reimagined and recharged brand identity for the Guinness Men's Six Nations, following extensive market research involving fans, its unions and players
- Connecting the heritage of the Championship with the modern game and designed to resonate with new and existing fans
- A CGI social media campaign, in stadia activation, and host broadcaster amplification formed part of the brand roll out, during the final Autumn Nations Series weekend
- The new brand joins the recently launched Women's Six Nations and U20 Six Nations brand identities

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A modern classic, since 1883. The Guinness Men's Six Nations brand identity has been recharged. Connecting its rich heritage with the modern game, and articulated through a distinctive and bold new brand, designed to resonate with new and existing fans, the players and unions competing in the iconic Championship.

Following extensive research and consultation with fans, target audience members, the Six Nations Unions and Federations, and international rugby players, Six Nations Rugby has created a brand identity that celebrates the heritage of its Men's Championship, whilst connecting and reflecting the modern game.

The bold visual designs reflect today's game and how fans feel about the sport and specifically, the Men's Six Nations experience. The launch of the M6N identity joins the recent introduction of W6N and U6N brands, creating a consistent and versatile family of brands.

The modern brand is defined by its distinctive orange colourway, informed by research, and signifying the optimism fans feel when they come together at the end of winter to experience the Six Nations together.

To reach fans and introduce the new brand, Six Nations Rugby, alongside its Unions and Federations, led a CGI social media campaign, alongside in stadia activation and host broadcaster support, across the final two weeks of the Autumn Nations Series.

The brand was introduced across Six Nations Rugby social channels following the culmination of Ireland v Australia, in Dublin on Saturday (November 30); the final fixture of this year's Autumn Nations Series. A 'Rugby Recharged' showreel [here](#), debuted for fans in stadia, with global amplification across all Six Nations Rugby

platforms. The brand-film seeks to articulate the new brand identity, and how it can connect more fans to the Championship.

More than just reimagining the brand logo of the Guinness Men's Six Nations, the launch of the new identity is intended to articulate the evolution of the Championship and modern game of rugby. The electrifying action and experiences that fans look forward to and enjoy every year, is expressed through the versatile new identity that has been informed by feedback from all corners of the game.

Rich in heritage and returning bigger and better reach year, the Guinness Men's Six Nations celebrates its 25<sup>th</sup> anniversary in 2025, but its roots reach back to 1883, when the Home Nations competition was first founded.

It's the heritage of the Championship that separates it from other forms of entertainment vying for the attention of fans, but a new brand identity offers the opportunity to better engage new fans, whilst excite existing ones. The impact can be to close the generational gap within fans, signposting rugby to a younger and more diverse audience.

The work undertaken by Six Nations Rugby has been in progress for nearly three years, and the latest evolution of its Championship identities, joins the recently launched Women's Six Nations and U20 Six Nations brands.

**ENDS**