

SPORT



"The love of the game is in my heart which spreads to the blood which I bleed"

- **Unknown**

WHAT IS SPORT?

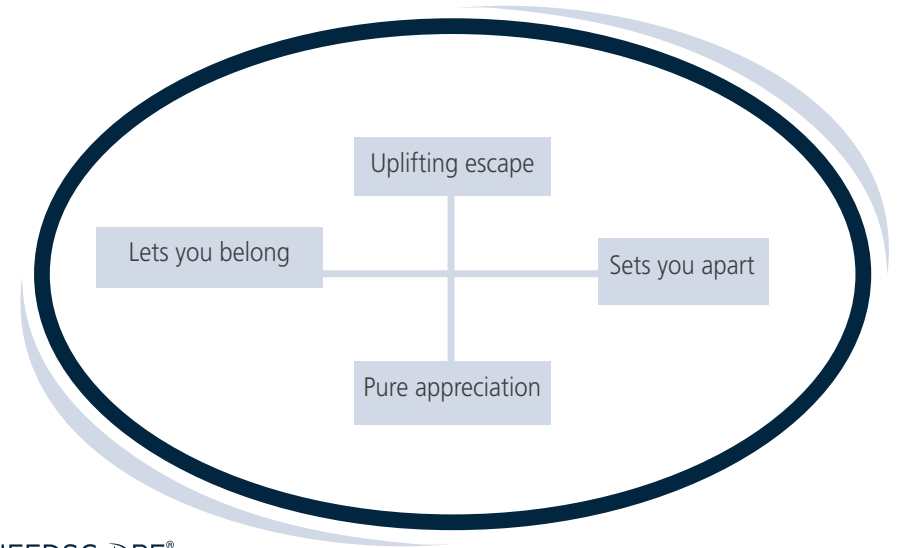
Sport is many things, combat, skill, strategy, excitement, adventure and so much more.

For a player, there is build-up, anticipation and release, all aimed at that one moment of victory or defeat.

As spectators, we are overcome by a roller coaster of emotions as we go on the journey with our heroes.

NEEDSCOPE HELPS UNDERSTAND SPORT

Every sport can be defined by these underlying dynamics

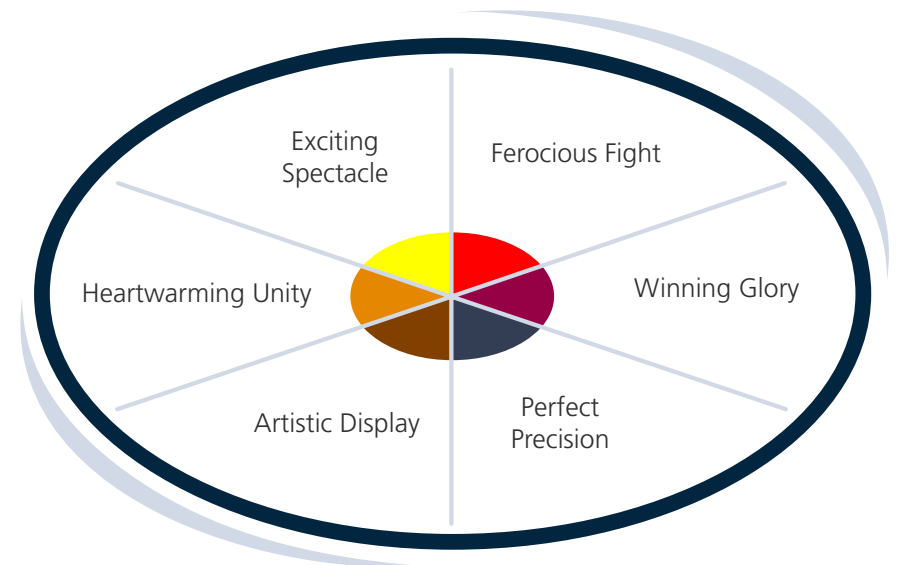


NEEDSCOPE®

NeedScope recognises that sport has all the ingredients for great entertainment. Thrill and drama, tears and laughter, surprise and unpredictability.

As spectators we put our hearts and souls into sport as we experience different emotions.

Sport can be looked at through the NeedScope lens



NEEDSCOPE®

FEROCIOUS
FIGHT



WHAT IS
RED
SPORT?

INTENSE
DETERMINED
FORCEFUL
AGGRESSIVE



HOW DOES
RED
SPORT
MAKE YOU FEEL?

CHARGED
EXHILARATED
RAUCOUS
STIMULATED

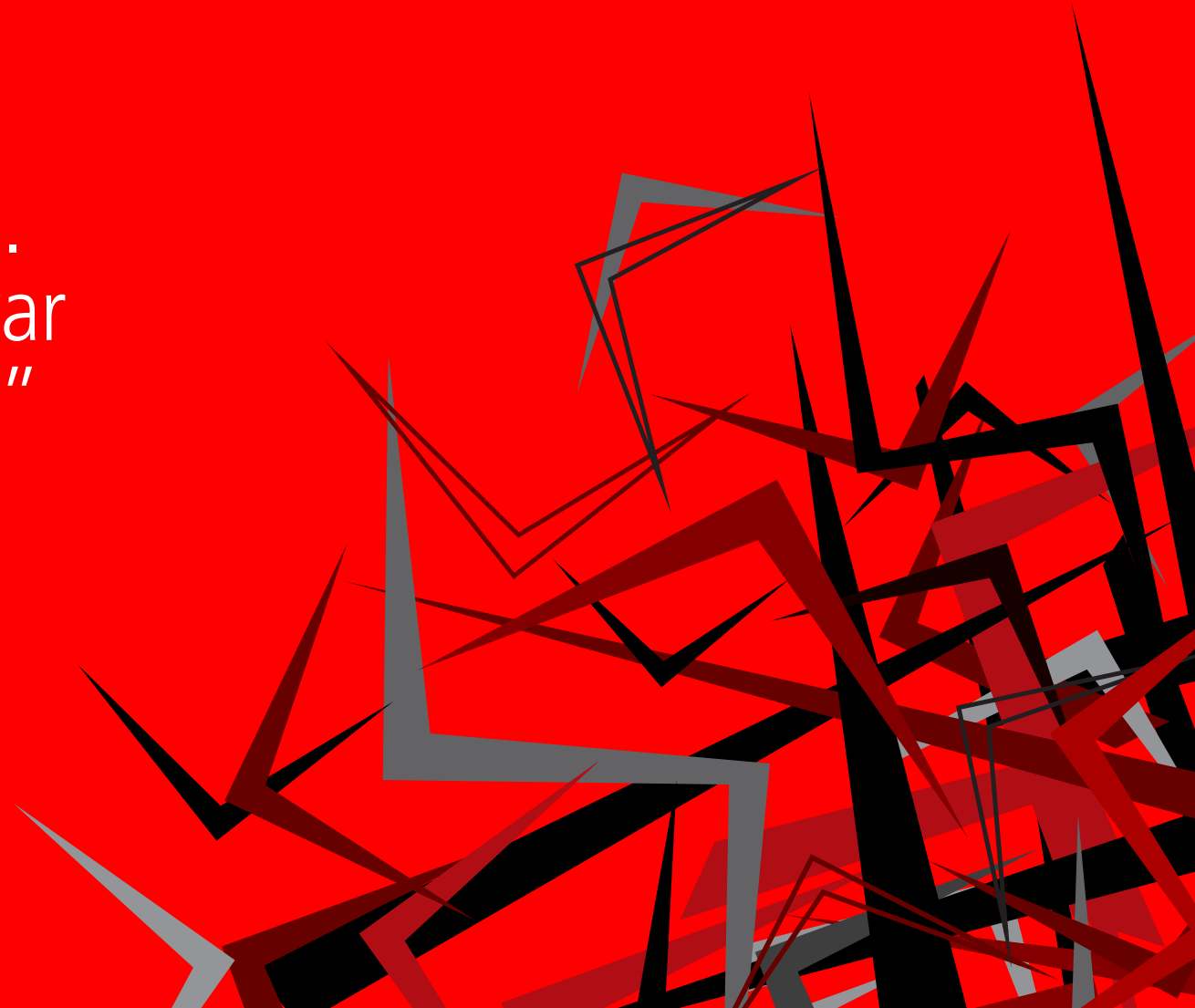
STIMULATED
AND FIRED UP



“Serious sport has nothing to do with fair play. It is bound up with hatred, jealousy, boastfulness, disregard of all rules and sadistic pleasure in witnessing violence. In other words, it is war minus the shooting...”

– **George Orwell**

RED
SPORT



WHAT IS
PURPLE
SPORT?

CONQUEST
PRESTIGE
ASSERTION
POWER



WINNING
GLORY



SUCCESSFUL
AND VICTORIOUS



HOW DOES
PURPLE
SPORT
MAKE YOU FEEL?

HONOURED
PROUD
TRIUMPHANT
SUPERIOR



The logo for Purple Sport, featuring the word "PURPLE" in a dark purple color and "SPORT" in white, both in a bold, sans-serif font, set against a dark purple rectangular background.

PURPLE SPORT

"I play to win whether during practice or a real game, and I will not let anything get in the way of me and competitive enthusiasm to win."

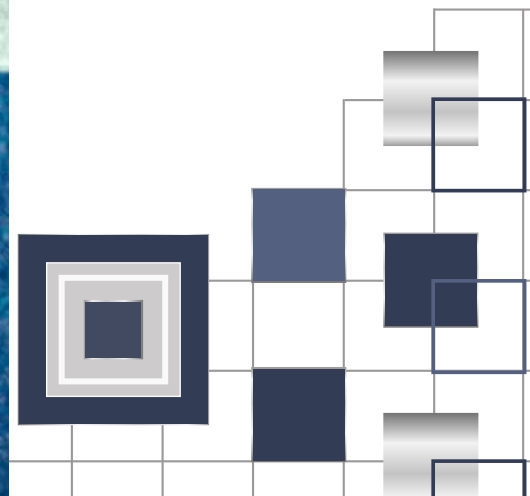
– **Michael Jordan**

PERFECT
PRECISION



WHAT IS
BLUE
SPORT?

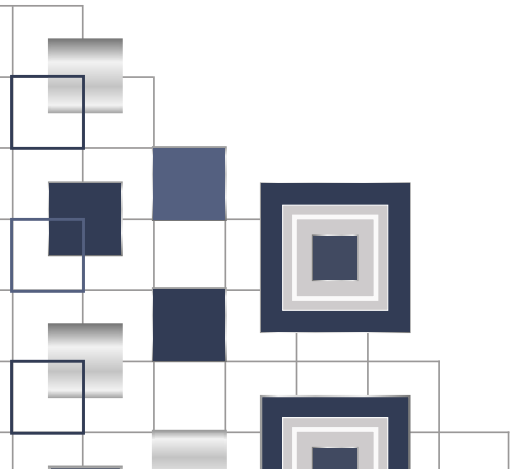
STRATEGY
CONTROL
ACCURACY
COMPETENCE



HOW DOES
BLUE
SPORT
MAKE YOU FEEL?

COMPETENT
SHARP
RESTRAINED
ANALYTICAL

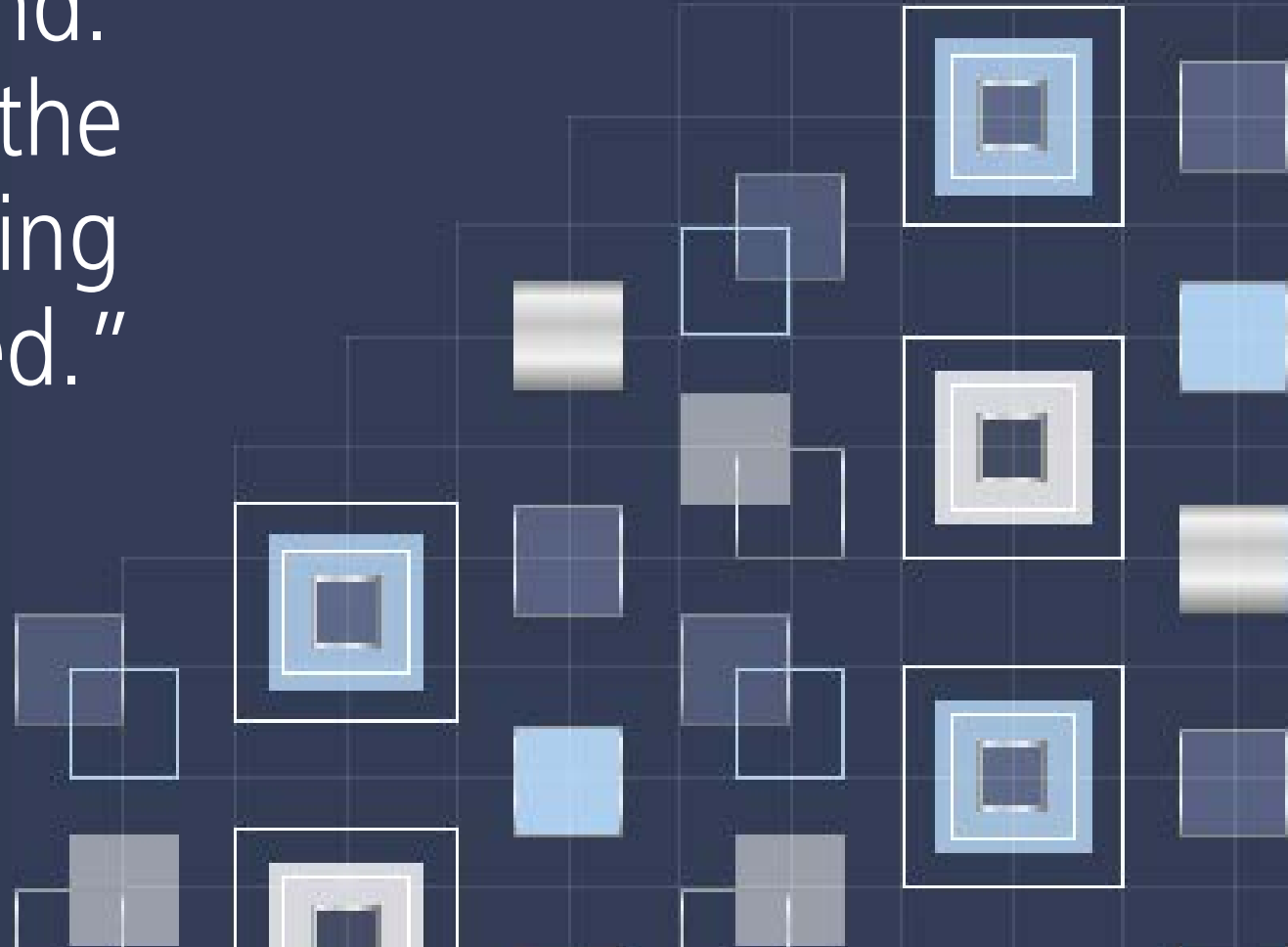
DISCIPLINED
AND FOCUSED



“If you are serious about sports and athletics then you need to begin the discipline of the mind. With the power of the mind, almost anything can be accomplished.”

– **Frederick Lenz**

**BLUE
SPORT**



WHAT IS
BROWN
SPORT?

AESTHETIC
RITUALISTIC
GRACEFUL
CLASSIC



ARTISTIC
DISPLAY

COMPOSED AND
ENGAGED



HOW DOES
BROWN
SPORT
MAKE YOU FEEL?

MESMERISED
ABSORBED
CONNECTED
CAPTIVATED



BROWN
SPORT

“A trophy carries
dust, memories
last forever.”

– Mary Lou Retton



WHAT IS **ORANGE** SPORT?

TOGETHERNESS
POPULAR
COLLECTIVE
CAMARADERIE



HEART-WARMING
UNITY

SOCIAL
AND UNITED

HOW DOES
ORANGE
SPORT
MAKE YOU FEEL?

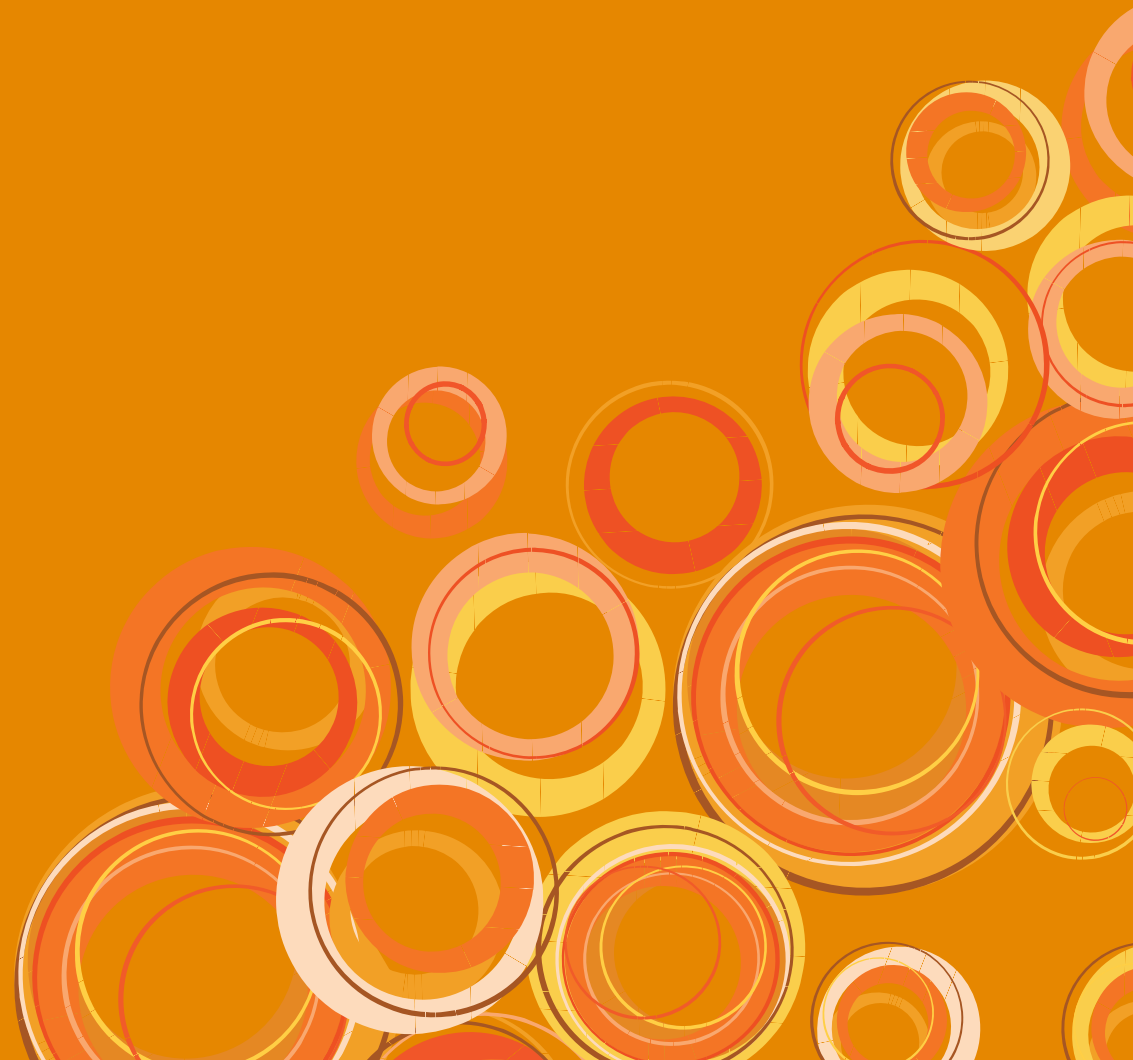
COLLABORATIVE
POSITIVE
ANIMATED
CHEERFUL



“Wearing the same uniform doesn’t make you a team, coming together is the start, playing together is progress, working together is success, and winning together is the result.”

– **Coach Dwane Casey**

ORANGE
SPORT



EXCITING
SPECTACLE



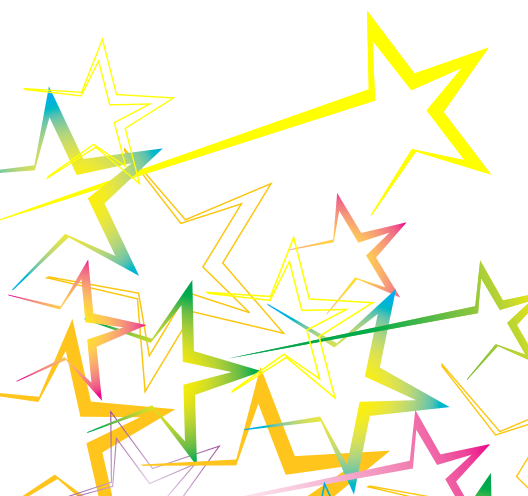
WHAT IS
YELLOW
SPORT?

SPECTACLE
FESTIVE
CELEBRATION
HYPE



HOW DOES
YELLOW
SPORT
MAKE YOU FEEL?

EUPHORIC
BOISTEROUS
ELATED
SPONTANEOUS



ECSTATIC AND
EXUBERANT

The image features a bright yellow background. In the top-left corner, there is an orange square containing the text 'YELLOW SPORT' in white, bold, sans-serif capital letters. The lower-left portion of the image is filled with a cluster of colorful, multi-pointed starburst shapes in various colors including white, yellow, orange, green, blue, and pink. The text on the right side is in a dark grey, sans-serif font.

**YELLOW
SPORT**

“The moment you stop having fun, that’s when everything gets hard. You start getting burnt out, when you’re having fun, you’re winning regardless if you win or lose. When you’re having fun, you’re winning.”

– **King Mo**

SPORT

