

# Taking aim at redesigning the future of archery.



The Archery Trade Association set its sights on developing a new brand identity to re-energize their membership and grow consumer participation in archery and bowhunting. Mythic was tasked with giving the ATA a distinctive look that both preserves the rich heritage of both sports and epitomizes the ATA as spirited champions of the industry. The result is a logo and brand system that's bold, confident and forward looking, inviting people to take part in these challenging and rewarding sports.

