

beth anne

K A U F M A N

Process Book

Women's League Basketball Team | Advanced Graphic Design | *Spring 2026*

RESEARCH

Beth Anne Kaufman | Women's League Basketball Team | Advanced Graphic Design | *Spring 2026*

INDEPENDENT PROJECT - PITCH & TIMELINE

Project Pitch: Creating a Minor League Women's Basketball Team in Akron, Ohio

This project proposes the creation of a minor league women's basketball team based in Akron, Ohio, developed as a fully realized brand and design system. The goal is to position the team as a source of local history, comparable example to other athletic teams, and a cultural voice in current events.

The project will showcase a comprehensive, ready to use level of design, information, and process. The project spans branding and visual identity, UI/UX, advertising, merchandise, and community and analytical engagement.

Overview:

The work in progress contained will be the following:

- Process books
- Sketches from ideation of logos, identity, and applications
- Mood boards

Our final submissions will be the following:

- Cohesive and finalized brand guidebook
- Recorded UI/UX walkthrough of interfaces
- Applications placed in real life mockup scenarios
- A pitch deck to present to the class upon submission
- Final design files for both digital and print

Work Overview:

- Process book
- Research & concept development
- Brand foundation approval
- Visual identity development
- Digital and campaign roll-outs
- Environmental and merchandise applications
 - Final presentation and brand guideline documentation

Progress reviews will occur every 2-3 weeks, with flexibility for scope adjustments as the project evolves. A shared calendar will display the rough timelines of each portion of the project.

INDEPENDENT PROJECT - REASONING & GOALS

The concept was inspired by the athletic realm and style of design that is currently nonexistent in our portfolios. This large scale group project is a strong candidate for approval because it reflects the scope, complexity, and collaboration required in real world brand design. The strengths and skill sets that the three of us have give access to a much broader scope of design possibilities, provide a chance to work well with others at the end of the day.

Developing a comprehensive brand system for a fictional or re-imagined WNBA team allows us to work within an exciting concept that can display the visual and cultural impact of women's professional basketball. The project spans multiple platforms and applications, providing enough depth and variety to sustain meaningful work throughout the semester.

Overall, this proposal offers more possibilities through our portfolios, and the professional relevance necessary for collaboration and self-accountability.

INDEPENDENT PROJECT - OVERVIEW IN DEPTH

Work Overview:

- Develop a unified and flexible brand system for a WNBA team
- Apply strategic design thinking across print, digital, environmental, and social platforms
- Address community engagement, inclusivity, and social advocacy through design
- Demonstrate professional presentation, documentation, and collaboration skills
- Process books.
- Sketches from ideation of logos, identity, and applications.
- Mood boards.

Brand Guidelines:

- Intro / Brand Story
- Mission, Vision & Values
- Primary logo
- Secondary/alternate marks
- Icon and badge variations
- Primary and secondary typefaces
- Hierarchy and usage guidelines
- Primary and secondary colors
- Accessibility considerations
- Clear space, alignment, and grid usage
- Correct and incorrect logo and brand applications
- Photography Style Guide (Game action, portraits, community moments)
- Textures, Patterns & Iconography (Supporting graphic elements)
- Illustration System (Custom illustrations for campaigns, youth outreach, or social issues)

- Web & Mobile Design Concepts (Home page, Tickets & schedule, Team roster, News/media, Online shop (Delivered as wire frames and high-fidelity mockups)
- Social Media Campaigns (Team Unveiling, Regular Season Content, Event Based (ex: Kids Night, Theme Nights), Social Issue Awareness Campaign aligned with WNBA values. Includes post templates, story layouts, and campaign visuals)
- Advertising Campaign (Regular Season, Event Promotions, Social Advocacy Messaging. Deliverables may include posters, billboards, digital ads, and transit-style mockups)
- Environmental & Experiential Design (Main Stadium Signage, Way-finding System, Murals & Large-Scale Graphics. Focus on fan experience, accessibility, and brand immersion)
- Merchandise Design (Apparel, Accessories, Packaging)
- *Not all examples may be in final deliverables

RESEARCH - WOMEN'S MINOR LEAGUES

Women's Basketball Development Association (WBDA)

Founded in November 2004 and originally called The Women's Blue Chip Basketball League (WBCBL), the league was the first league of its kind, and largest in North America with up to 50 teams. It provided former college players with top rate competition and exposure to professional scouts from around the world. Former president Willie McCray retired in September 2018, and the league rebranded to the WBDA under William Kelly. The Association continued operations until 2022. The most recent Ohio teams were the Cleveland Crush and Toledo Threat.

Women's Minor League Basketball Association (WMLBA)

Founded in 2016, the WMLBA served as a professional basketball league in North America. The inaugural season was 2017, and ceased operations on January 3, 2020. Janell Burse and Kre'Tonia Morgan formed the Women's Minor League, with Burse acting as the WMLBA Commissioner, and Morgan as the President of Business Operations. Former teams were the following:

- Carolina Stars, Columbia, SC
- Dallas Lightning, Dallas, TX
- Georgia Classic, Evans, GA
- Houston Galaxy, Houston, TX
- Nashville Charge, Nashville, TN
- Oklahoma Warriors, Muskogee, OK
- San Antonio Troopers, San Antonio, TX
- Tennessee Storm, Jackson, TN

*No team websites available to display in depth branding or many logos



RESEARCH - WOMEN'S MAJOR LEAGUES

Women's Professional Basketball League (WBL)

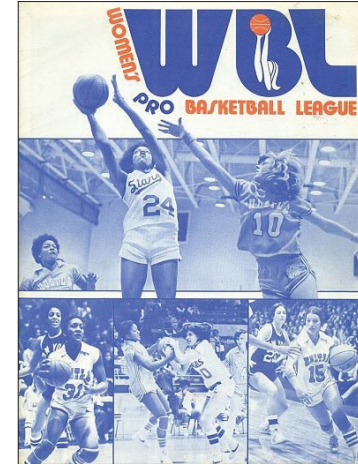
The WBL was the first professional women's basketball league in the United states, operating from 1978 to 1981. Founded by Bill Byrne, the league started with eight teams, and ended up with 17 throughout its history. The only Ohio team was the Dayton Rockettes.

Women's American Basketball Association (WABA)

Founded once again by Bill Byrne, the WABA only folded after one season. The only Ohio team was the Columbus Minks, who were ranked second out of sixth that season.

Women's National Basketball Association (WNBA)

"On April 24, 1996, women's basketball announced "We Got Next" as the NBA Board of Governors approved the concept of a Women's National Basketball Association (WNBA) to begin play in June 1997. Since then, the WNBA has been the home for the world's best women's basketball talent. As the league celebrates its 28th season in 2024, take a look back at WNBA's bright history" (WNBA Page). The association competes in the United states and Canada. Currently at 15 teams, it is estimated to become 18 by 2030. As of the end of 2025, it was announced for Cleveland to have their own WNBA team once again starting in the 2028 season. The previous team was called the Cleveland Rockers.



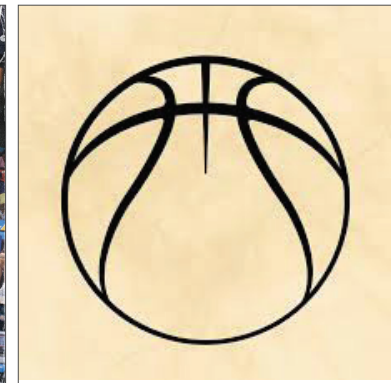
LOGOS / VISUALS - WNBA EASTERN CONFERENCE

Atlanta Dream



LOGOS / VISUALS - WNBA EASTERN CONFERENCE

Chicago Sky



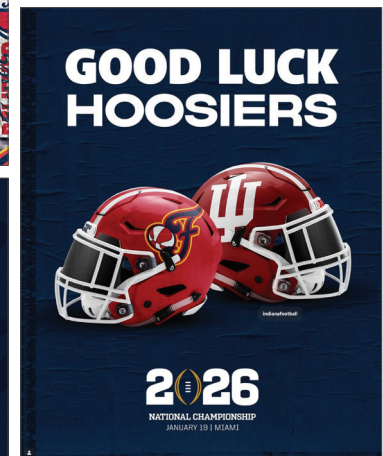
LOGOS / VISUALS - WNBA EASTERN CONFERENCE

Connecticut Sun



LOGOS / VISUALS - WNBA EASTERN CONFERENCE

Indiana Fever



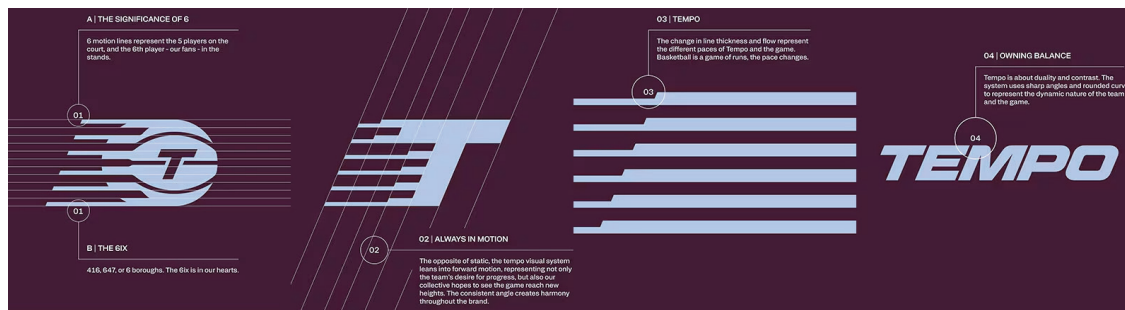
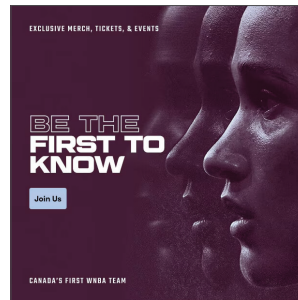
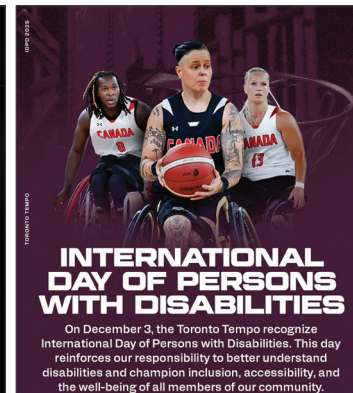
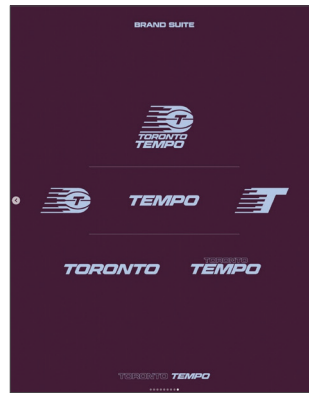
LOGOS / VISUALS - WNBA EASTERN CONFERENCE

New York Liberty



LOGOS / VISUALS - WNBA EASTERN CONFERENCE

Toronto Tempo



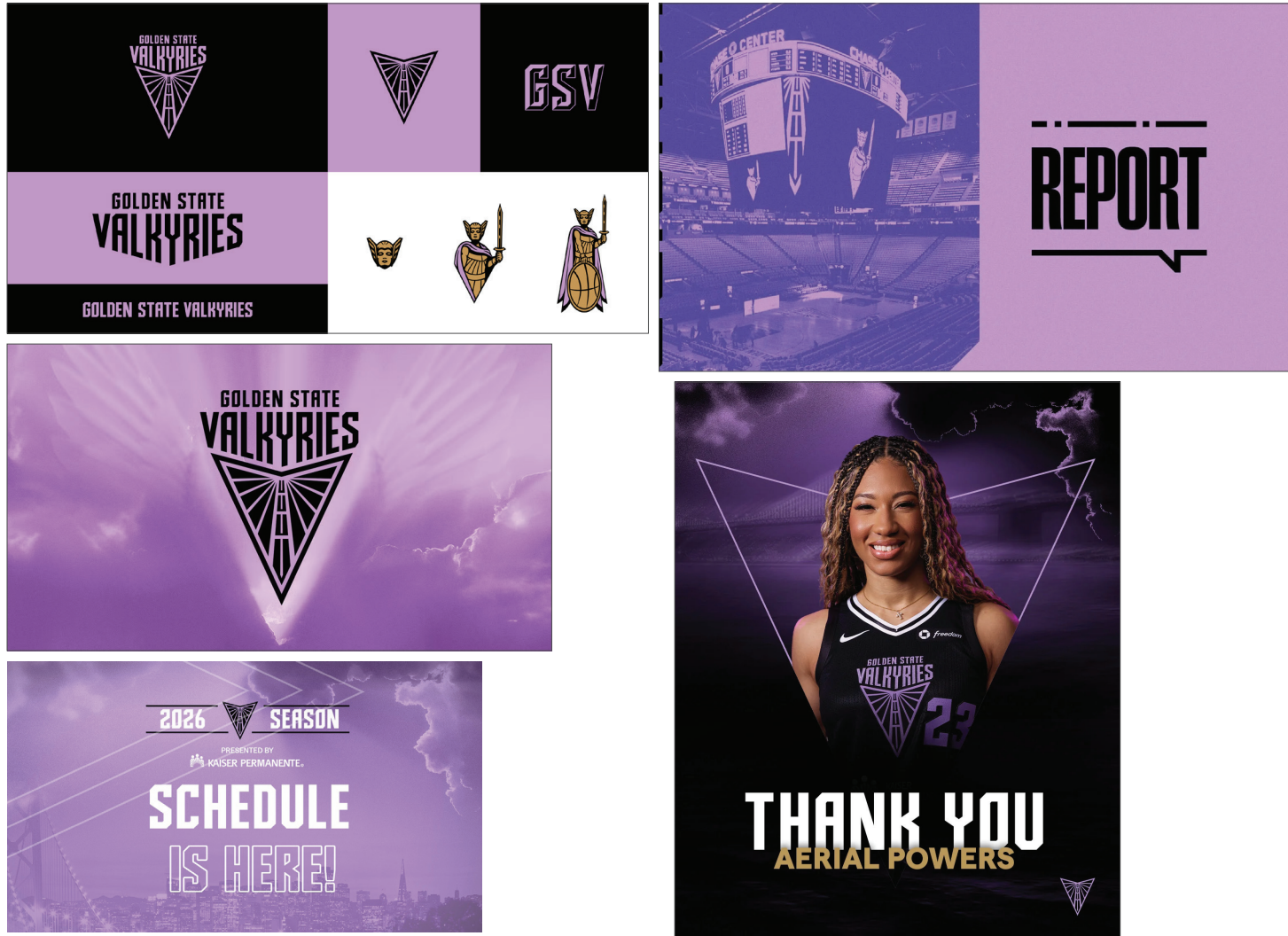
LOGOS / VISUALS - WNBA EASTERN CONFERENCE

Washington Mystics



LOGOS / VISUALS - WNBA WESTERN CONFERENCE

Golden State Valkyries



Seattle Storm



RESEARCH - ABOUT / MISSION STATEMENTS

Cleveland Crush:

To inspire, lift and provide tools for change and growth of individuals and organizations throughout the world to significantly increase their performance capability in order to achieve worthwhile purposes through understanding and living principle-centered leadership.

Toledo Threat:

Our mission is to develop and perfect the skills and talents of our female athletes looking to further their basketball career in order to prepare them for competition at the next professional level. Our mission is to also provide an opportunity for full time mothers and employees who still have the desire to play a platform to showcase their skills and talents.

Atlanta Dream:

The Atlanta Dream is committed to building championship athletes and an organization that reflects the people and communities we serve. We act on our words by lifting underserved voices, empowering women through basketball, and creating opportunities on and off the court. We do it for Atlanta. And we do it for the Dream.

Chicago Sky:

The Chicago Sky's mission is to enrich the Chicagoland community by providing competitive, world-class basketball while inspiring people to redefine what is possible. Our mission is to leverage our platform, as a WNBA team, to create pathways to success in collaboration with women, youth, and community so that they can be empowered to drive sustainable change in their communities.

Connecticut Sun:

Beyond the basketball court, the Connecticut Sun as an organization is dedicated to maintaining a positive presence in the local community. Through the avenues such as the Connecticut Sun Foundation, community events, donation drives and volunteering opportunities, the Connecticut Sun strives to improve the lives of Connecticut's youth by supporting athletic and educational endeavors.

Indiana Fever:

The Indiana Fever, operating under Pacers Sports & Entertainment (PS&E), aim to foster

a culture of excellence and inclusivity, driven by a commitment to winning, serving the community, and entertaining fans through the sport of basketball. Their focus is on creating memorable moments, with a 2025 campaign theme emphasizing "passion, pride, and the pursuit of greatness".

New York Liberty:

Our mission is to use our platform to bring people together around a shared commitment to inclusiveness, justice, and equal opportunity. Our goal is to promote a society where people of all backgrounds can acknowledge differences and share common values without fear. We will promote a culture of belonging, and our community will be a place for dialogue, respect, and empathy.

Toronto Tempo:

Toronto Tempo aims to control the pace of the game and reflect the rhythm of the city, focusing on Canadian culture, developing local talent, and fostering a fast-paced environment with: Cultural leadership, control and pace, and community and inclusion.

Washington Mystics:

District of Change is our collective commitment to positive activism, elevated public discourse, civic engagement, and meaningful change. The Washington Mystics District of Change platform focuses on four impact areas: Racial & Gender Equity, LGBTQ+ Equality, and Social and Economic Equity. Join the Mystics players, coaches, staff, and fans making impact in our communities.

Golden State Valkyries :

Strong, bold, fierce. Valkyries are a defiant symbol of the power of women. Fighting for community and connection, Valkyries represent the Bay Area spirit of unmatched progress and innovation.

Seattle Storm:

Our commitment to social and community impact is rooted in meaningful action that drives positive change. We champion causes that reflect our values of diversity, equity, inclusion, and community. Explore how we're making a difference, both on and off the court.

NE OHIO SPORTS BRAND COMPETITORS

Cleveland Cavaliers

The Cavs are an American professional basketball team based in Cleveland, and compete in the NBA in the central division of the Eastern Conference. Their main and consistent logo colors include wine and mustard / gold, often with a dark navy. The identity is to represent daring, fearless men who never surrender. They generate significant economic and social impact in Northeast Ohio, contributing to urban redevelopment, job creation, and community programs. Their efforts include funding STEM education, renovating basketball courts, and supporting local businesses, with a notable \$10,000 donation to the Cleveland Metroparks Trails Fund. The franchise also champions social justice and youth development through the Social Impact Academy. The Cavs additionally have city edition identity looks, which tie into the places and groups of Cleveland, like the sunset color scheme of the Cleveland Metroparks.



Cleveland Guardians

The Guards are an American professional Baseball team based in Cleveland, and compete in the MLB in the American League Central Division. The main logo colors are red, white, and navy. The logo identity draws to this history of Cleveland as a prior leading city of transportation with the Guardian statues of transportation. They generate significant economic and social impact with field renovations using local, minority, female, and veteran-owned businesses, generating \$336 million in revenue in 2024, offering community and youth programs, and global philanthropy and social impact through a food bank and raffles. The Guards additionally have a city connect look, amplifying their brand colors and incorporating visual ties to the statues and previous team name look.



Akron Rubber Ducks

The Rubber Ducks are a Minor League Baseball team based in Akron, Ohio. The team plays in the Eastern League and is the Double-A affiliate of the Cleveland Guardians. The former name "Aeros" was due to Ohio's relevant history in aerospace, and now the Rubber Ducks due to Akron as the original "Rubber Capital of the World". The main colors are Blue Flame, Racing Yellow, Fire Orange and Tire Black. The team also recognized a 15.7% attendance increase following the rebrand due to being more family oriented. Their estimated annual revenue is currently \$17.1M per year, being a significant economic drive to downtown. The team also holds different team names and looks celebrating history of the surrounding Summit area, like the Barberton Fried Chicken & Hot Rice, and the Akron Homers.



NE OHIO SPORTS BRAND COMPETITORS

University of Akron Women's Basketball

The women's basketball team competes in NCAA Division I as part of the Mid-American Conference (MAC). The team has made WNIT appearances (1999, 2013, 2015) and won the MAC title in 2014. The most recent season is a 3-17 record. This results in a small impact and contribution to the university and community. The team uses the University colors of Buchtel Blue and Prezi Gold with the "A" athletics logo.

Akron Roller Derby

(AKRD) is a 501(c)(3) nonprofit, women's flat-track roller derby league based in Akron, Ohio, established in 2016. They feature three teams, the All-Stars, AkRowdys, and Alignments. Their logo utilizes a circle for the round rink, rubber border, Akron skyline, and Goodyear Blimp. Personally I find the look busy. They are supported by ticket sales from bouts at the Summit County Fairgrounds, skater dues, and local sponsorships.

Akron Aviators

The Aviators are a professional men's basketball team based in Akron, Ohio, competing in the American Basketball Association (ABA). They play home games at the Innes Community Learning Center. The team focuses on community engagement, holding events for the Akron Regional Food Bank and hosting annual toy drives. The logo is a sharp style, influencing speed and intensity that can relate to the game itself. The colors are black, yellow, red, white, and shades of blue.



AKRON GENERAL RESEARCH

Ward 1 Central to Northwest Akron Glendale Steps, Mustill Store Towpath Trailhead Highland Square, University of Akron's campus, Parts of downtown Akron, University Park	Ward 2 Most of Akron's Chapel Hill neighborhood and North Hill Cascade Valley Metro Park Signal Tree, Cuyahoga River, Gorge Metro Park	Ward 7 Raymond C Firestone Golf Course Bridgestone Americas Technology Center Firestone Stadium Firestone Metro Park	Ward 8 Spans most of Northwest Akron with portions of the Merriman Valley and Wallhaven. Sand Run Metro Park, Portage Country Club, and Hardesty Park. Stan Hywet Hall & Gardens Portions of the Cuyahoga Valley National Park. Second Sole Happy Tails Thrift Shop Pub Bricco Ken Stewart's Grille or Larry's Main Entrance
Ward 3 Near the center of Akron and covers parts of Downtown as well as the Sherbondy Hill neighborhood and portions of University Park. Akron Zoo, Perkins Woods Pool, Summit Lake Community Center R. Shea Brewery, Spaghetti Warehouse, Diamond Deli Rubber Ducks Glendale Cemetery, John Brown House, Native American Bronze statue Akron Children's Hospital, Cleveland Clinic Akron General, and Gojo	Ward 4 Akron's west side and consists of the West Akron and Wallhaven neighborhoods. Dr. Bob's Home, Birthplace of Swensons, Good Park Golf Course Shaw Jewish Community Center of Akron, Forest Lodge Park Maple Valley Branch Library, Nervous Dog, Buchtel CLC (reigning boys basketball champs)		Ward 9 Wholly comprised of Akron's Kenmore neighborhood Lay's Guitar Shop or JuJu Bonz Records. Kenmore Boulevard strip SRINA Tea House, Pierre's pizza Showcase Meats
Ward 5 Exeter Rd. on its southern boundary all the way up near Cascade Valley Park North. East Akron, University Park, Middlebury, North Hill, and Cascade Valley. Joy Park, Mason Park, and Grace Park Summa Health System's Akron campus and the Stark State Akron campus Luigi's, Northside marketplace First Presbyterian Church (The Well CDC and their inviting café, Compass Coffee)	Ward 6 Eastern most Ward in the City and is home to Ellet. Soap Box Derby Akron Fulton Airport Airdock Old Rubber Bowl stadium The Lampost Hoppin' Frog brewery Original Strickland's		Ward 10 Spanning both the Goodyear Heights neighborhood of Goodyear Tire & Rubber fame, and Middlebury, Akron's oldest neighborhood. Reservoir Park. Goodyear Sign Goodyear Heights Metro Park La Fresa, The East End

AKRON GENERAL RESEARCH & NAMING

Greek **ákros** signifying a summit or high point

Rubber Capital

Goodyear Tires (the winged foot of Mercury = messenger of the Gods)

Ohio & Erie Canal (Locks, boats, water, trade)

Ferdinand Schumacher (created oats, oatmeal king, merged together for Quaker Oats)

"Sewer pipe manufacturing capital of the world"(Tiles from Akron were used in the New York subway system.)

Rubber Companies:

Goodyear (All-Weather Tread = diamond pattern) (acquired Diamond Rubber Company in 1912)

Firestone (introduced the solid rubber sidewire tires)

B.F. Goodrich (Formerly Akron Rubber Works)

General

Mohawk

Seiberling

(Grooves from tires (lines on basketball) could play in logo ideation)

Name Ideation:

Akron Ákros

Akron Summits

Akron Diamond

Akron Sidewires

Akron Bridge

Akron Founders

Akron Treads

Akron Treaders

Akron Apex

Akron Burs

Akron Locks / Lockkeepers

Akron Atlas

The Akronites

Summit City Sirens

Akron River Spirits

Summit Storm

Akron Aces

Akron Sparks

Summit Sparks

Akron Ablaze

Sirens = Voice, speaking up, empowerment

AKRON GENERAL RESEARCH & NAMING

Popular things originated / from Akron:

LeBron James

All American Soap Box Derby

Sauerkraut Balls

Cuyahoga Valley National Park

Goodyear Blimp

Stan Hywett Hall and Gardens

Akron Zoo

Akron Civic Theatre

Steph Curry: NBA player born in Akron.

The Black Keys & DEVO: Popular musical groups with roots in the city.

Chrissy Hynde: Leader of The Pretenders.

Sojourner Truth: Famous abolitionist who had ties to the area.

Swensons

Jojos

Many craft breweries

First Police Car Invented here

Ice Cream cone invented

Akron is responsible for the first ever American spacesuit to orbit the earth. John Glenn wore a suit designed by B.F. Goodrich when he was launched into space on February 20, 1962.

Hamburger

Caramel corn

SUMMIT CITY SIRENS NAME INTENT & MEANING

The typical standard for most sports teams, but especially basketball teams, reference their cities through geographical naming conventions. Some teams use state or regional names, such as the Minnesota Timberwolves or Golden State Warriors, often to represent the entire area or due to historical branding choices.

- Have done so with “Summit” for Summit County, and “City” for the city of Akron being the county seat since 1842 and largest city in Summit County.
- It serves as a gathering point for food, entertainment, and events.

How do we reference, reflect, and respect Akron in the process without being too literal (Ex: rubber, tires, goodyear blimp)

- The Cavaliers embedding the region’s geography, culture, and industry into their brand identity, community initiatives, and infrastructure. For example, the tops of the walls on the outer concourse of the arena are designed as an abstract map with pins to historical or popular Cleveland landmarks. They give back to the city and communities with charities, and create campaigns that reflect parts of the city, like their city edition jerseys every season.
- In terms of Akron, we already referenced the “City” in the name, and theoretically will play in Akron.
- Sirens embody athletes who demand to be seen, heard, and respected. This reflects Akron’s own evolution from a city defined by industry to one defined by reinvention, culture, and voice / music.
- Throughout the 1940s-60s, Howard Street became a national jazz hub, drawing legends like Duke Ellington to a bustling, diverse scene, while the 1970s established Akron as a Midwestern punk rock capital. Emphasis on the “hub”, a meeting place, which can be said of the team for Summit County. This specific historical reference and fuel more of the sound / siren / voice of self, power, revitalization.

How can applications and design systems aid in referencing Akron?

- “Sponsors” such as Goodyear and Firestone for example can be the sponsors on the Jerseys. Food served at games can be local hotspots like Swensons.
- A potential campaign could be Voices of the Summit, which spotlight people and

businesses that contribute to the City. The main campaign is the team reveal, which will give backstory to reasoning of logo design (Ex: these lines represent this, this shape represents this) and the name.

SIRENS TEAM MEANING, MISSION, & BACKGROUND

Style:

Blending Greco-Roman geometric patterns, mosaics, and stylized relief sculptures with sleek, modern materials. Key connections include stylized friezes, pedimental embellishments, and the use of hard-edged symmetry, often seen in Art Deco skyscrapers and public buildings like Rockefeller Center.

Myths:

The word siren has ties to the Greek word for “rope,” making sirens “the ensnaring ones.”

Sirens were originally depicted as having the head and upper body of a woman and the wings and lower body of a bird.

Wings of siren bird = aviation = Goodyear etc.

Typically, three are mentioned in stories

rule of 3, find significance of 3 to Akron (330?)

Pursuit of Passion (“Siren’s Call”): Represents a call to live with deep purpose and intensity rather than safety, compelling individuals to pursue, for example, artistic, scientific, or personal goals with passion.

Relating to the Team:

The team becomes a symbol of claiming space, on and off the court.

Modern sirens (alarms, signals, calls) exist to protect, alert, and guide.

The Sirens represent a call to rise for the city, the region, and future generations.

They signal change, progress, and momentum, especially for women’s sports in Northeast Ohio.

Hope isn’t quiet; it announces itself.

This mirrors the grit of Summit County and the 330: industrial roots, hard work, and persistence.

The Sirens stand for self-expression, authenticity, and individuality.

Players, fans, and the community are encouraged to be bold, be vocal, be themselves.

The name celebrates women who lead, speak up, and define success on their own terms.

Key message: Your voice is power. Use it.

Many voices. One signal. (Or siren)

“Sound the Summit.”

The Summit City Sirens are not about temptation or myth, they are about power, presence, and purpose.

Iconography:

Sound waves

Speaker

Motion

Official Mission:

Example: The Summit City Sirens exist to elevate women’s basketball, amplify voices across the 330, and inspire confidence, leadership, and self-expression on and off the court.

SIRENS TEAM MEANING, MISSION, & BACKGROUND

Community Pillars:

Voice & Expression

Empower girls and women to speak boldly and lead confidently.

County Unity

Represent Akron, the suburbs, and Summit County as one collective identity.

Access & Opportunity

Create pathways for youth engagement, mentorship, and growth through basketball.

Passion & Excellence

Compete relentlessly while honoring the community we represent.

For Players & Staff:

Voice: Platform to speak with purpose and backstory within reason

Unity: Many voices, one signal

Passion: Emotion fuels the drive

Representation: Carry the 330 with pride

A movement, not just a mascot

A regional identity, not just a city name

A voice, not just a logo

CONTENT BUILDOUT LIST DRAFT

1. Jerseys:

• Naming

- SUMMIT CITY (home)
- SIRENS (away)
- 330 (alternate/community jersey)

• Style

- Angular, Slanted / Italic (movement = vibration / sound)
- Breaks / Cuts or Rough / Wiggly Edges (sound waves)

• Numbering

- Optional radiating lines or echo outlines (could be for specific jerseys?)

2. Mascot:

• Names:

• Identity / Visual Identifiers:

• Roles in Arena

3. Youth Programming / Community (Mission Statement Aligned):

• Names:

• Specializations:

• Bylines:

4. Social Media:

• Brand Voice:

- Bold, Empowering, Inclusive, Regionally Noticed, Clean

• Writing Style:

- Not gimmicky

• Example Posts:

• Player Content:

- Spotlight “Voice” / Story
- “Quotes” as a graphic element

• Campaigns: (at least 2, at most 3 if ambitious???:

- Team reveal / League reveal
- Introduce identity, look, regional ties, and court identities

• Social Issues:

• Theme (kids night example):

5. In-Arena Experiences (sound, crowd participation, etc):

6. Merchandise:

7. Applications:

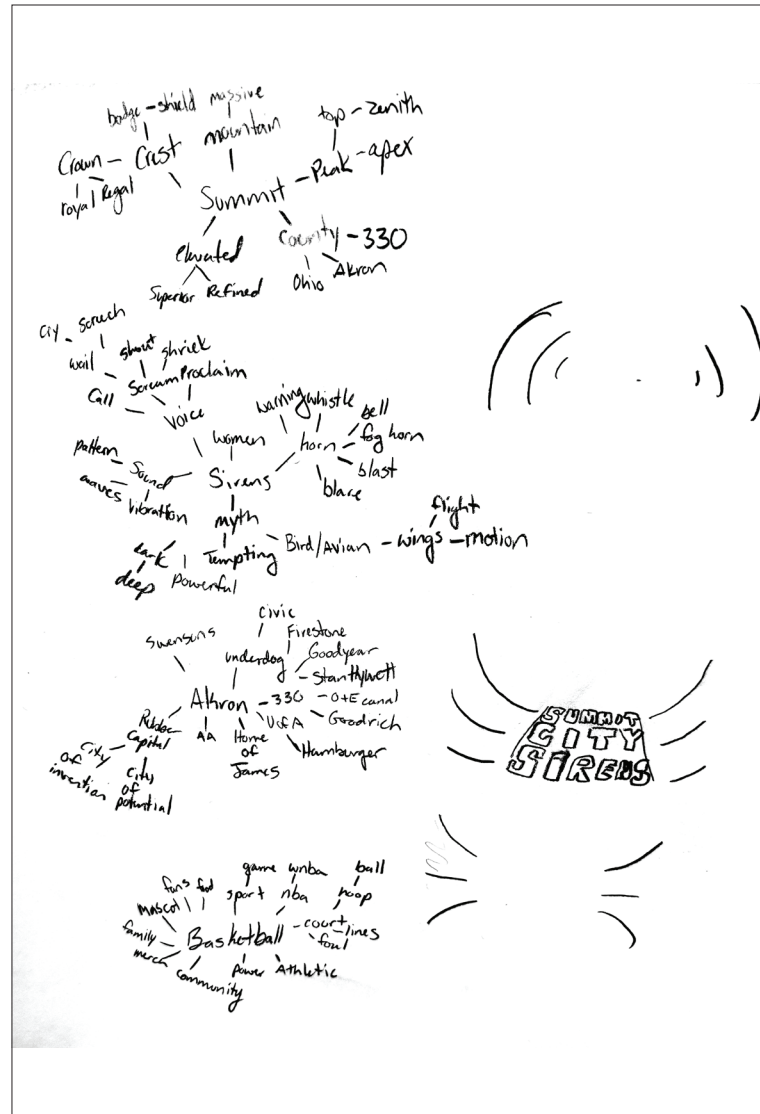
8. Web and mobile:

- Homepage

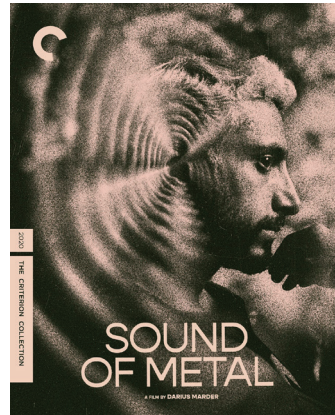
COLORS, LOGOS, & PATTERNS

Beth Anne Kaufman | Women's League Basketball Team | Advanced Graphic Design | *Spring 2026*

WORD MAPS



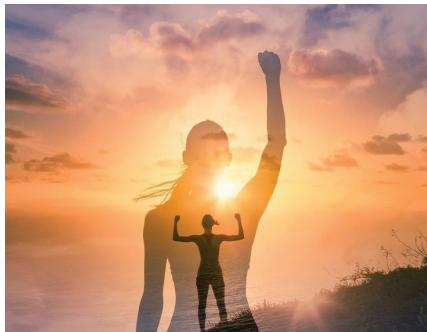
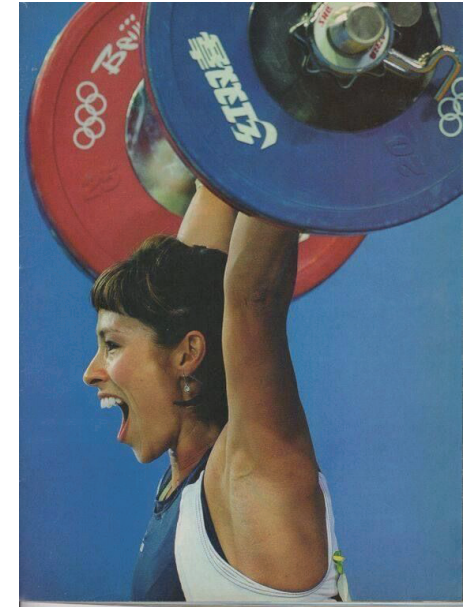
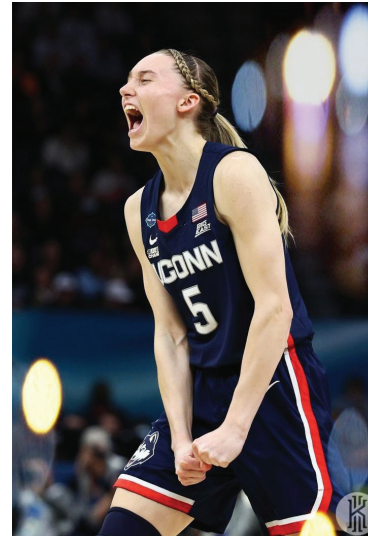
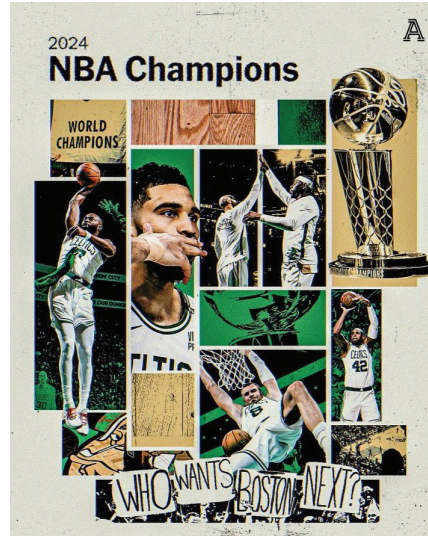
VISUAL VOCABULARY - VOICE / SOUND



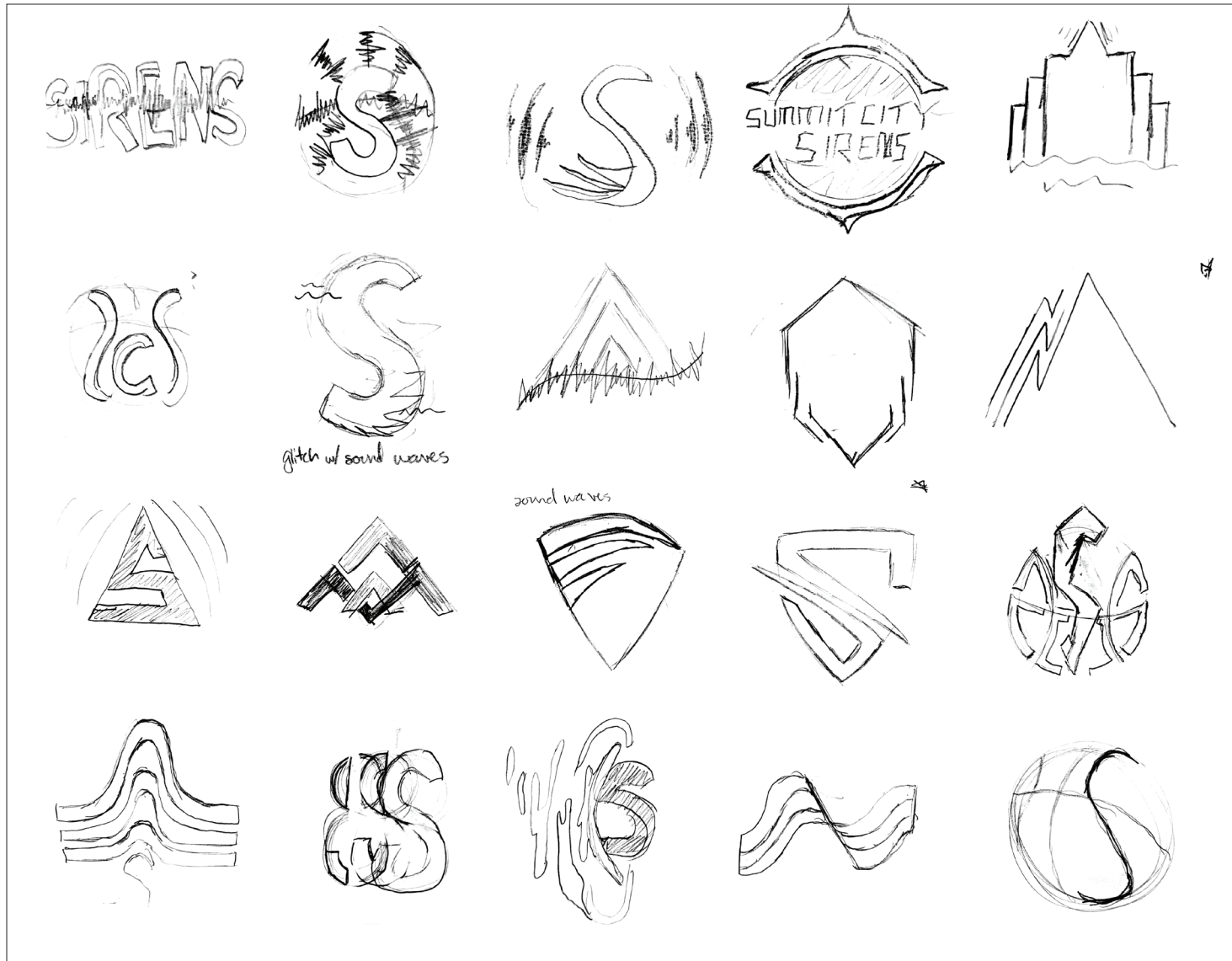
VISUAL VOCABULARY - EMPOWERMENT



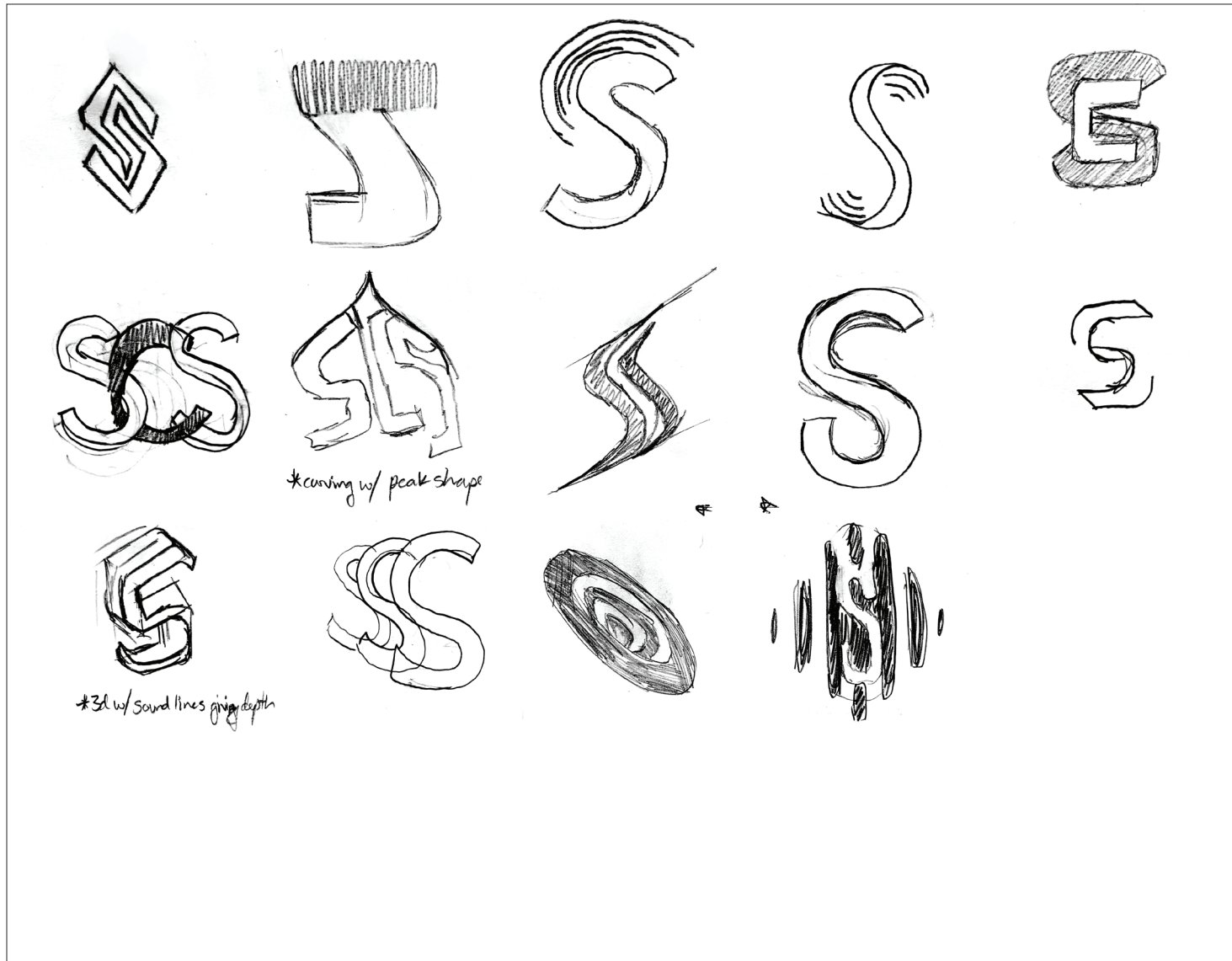
VISUAL VOCABULARY - STRENGTH



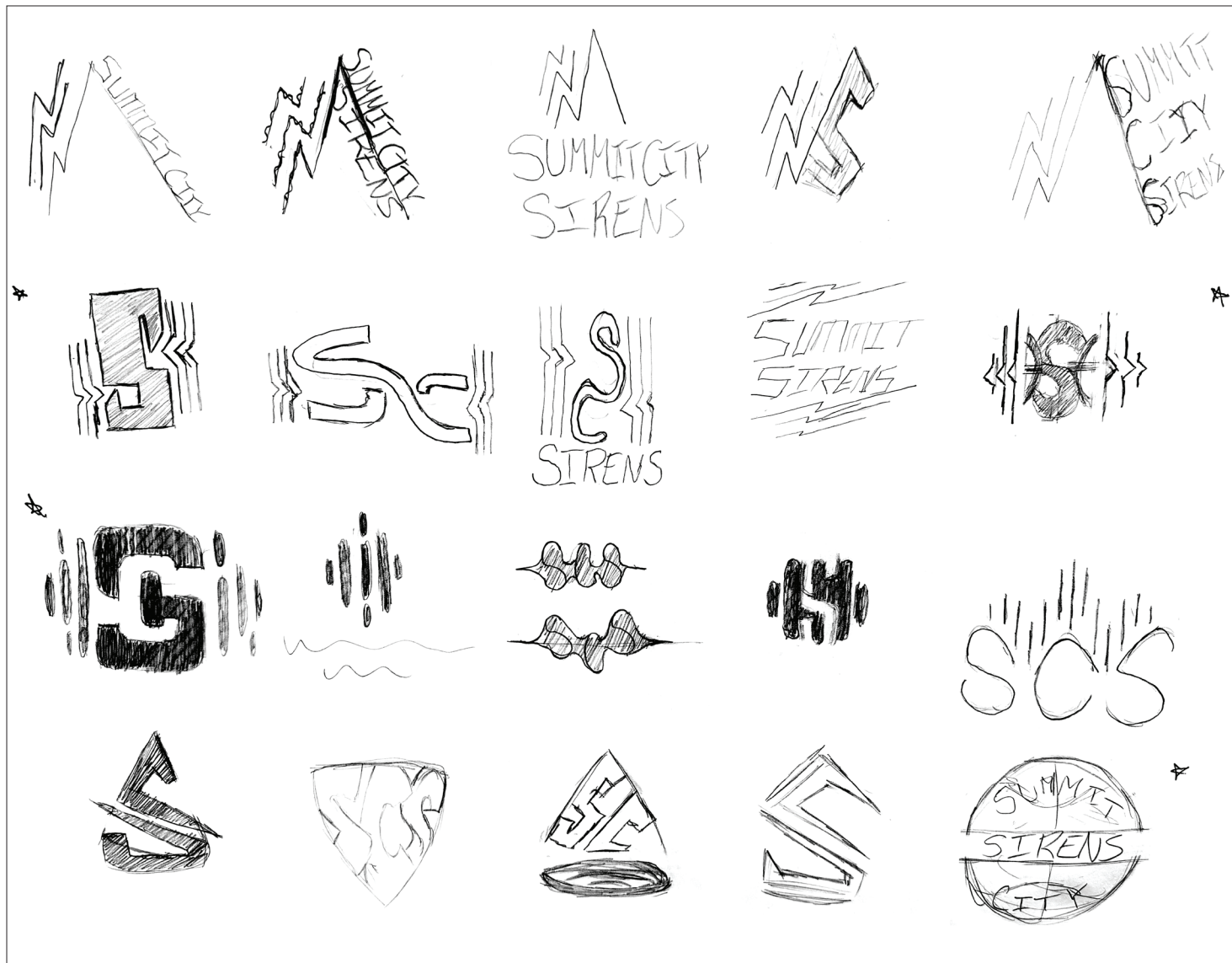
LOGO SKETCHES



LOGO SKETCHES



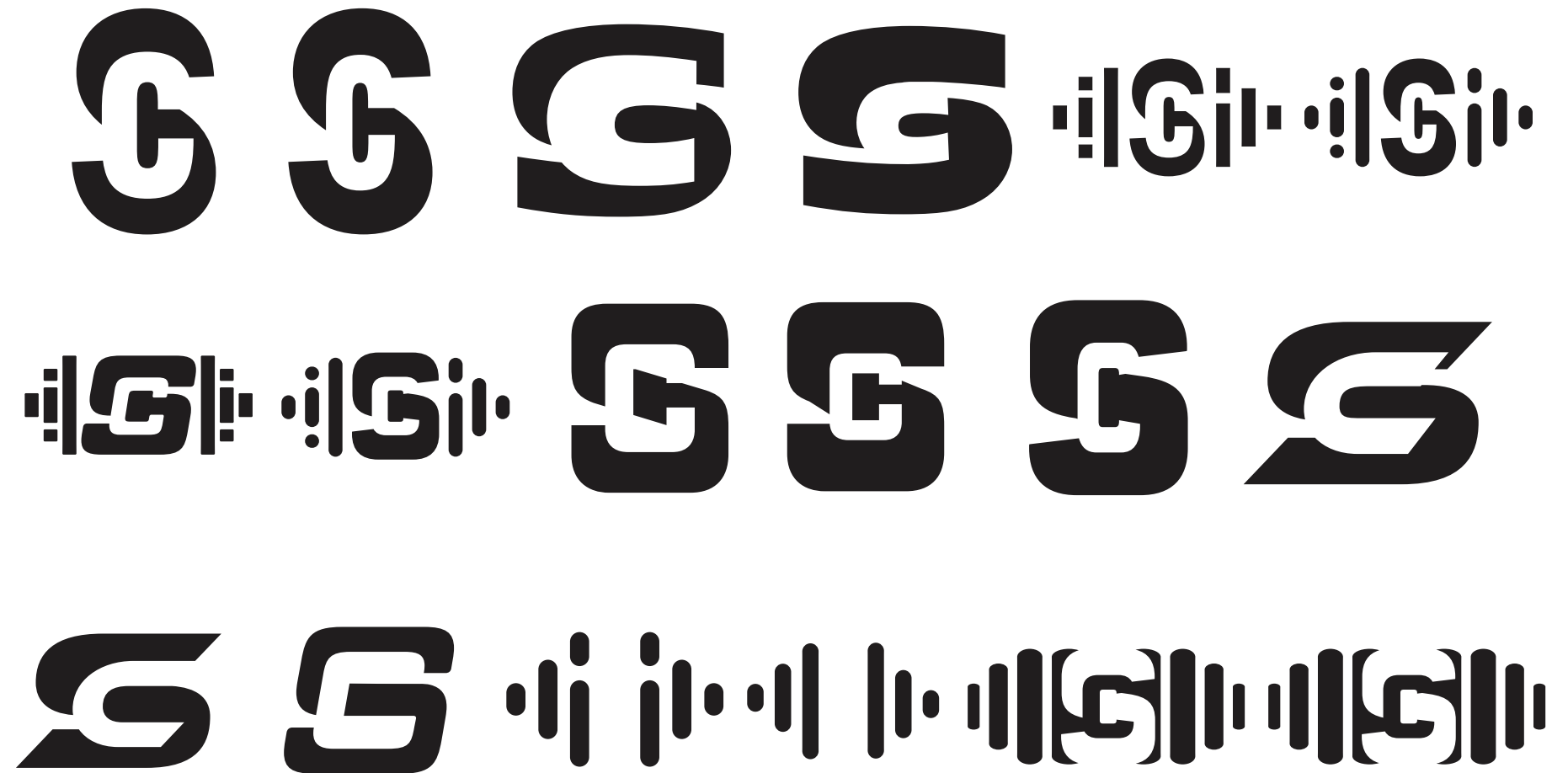
REVISED SKETCHES



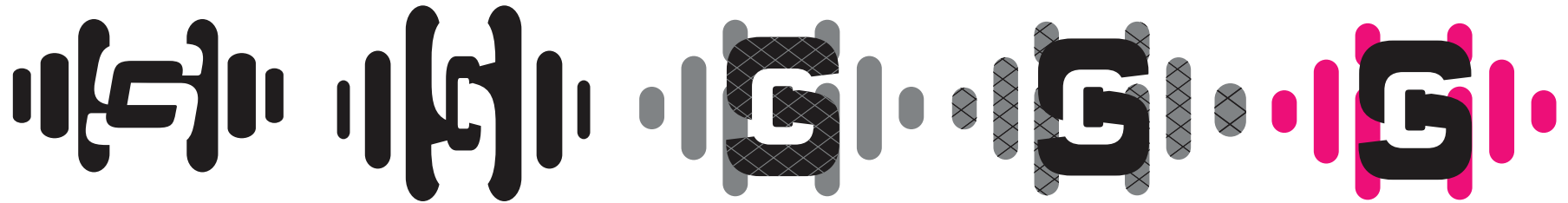
REVISED SKETCHES



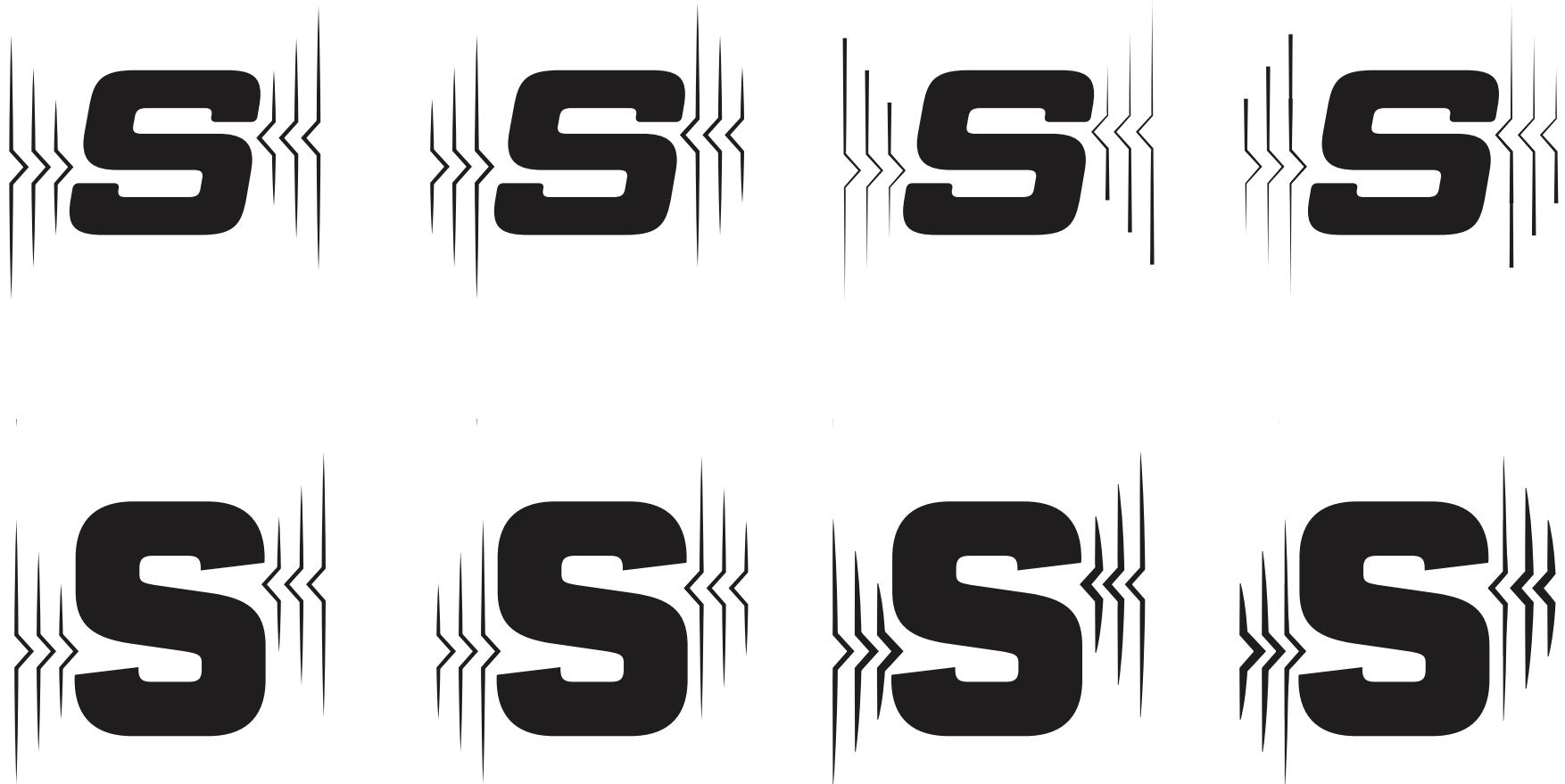
DIGITAL LOGOS - SC MARK



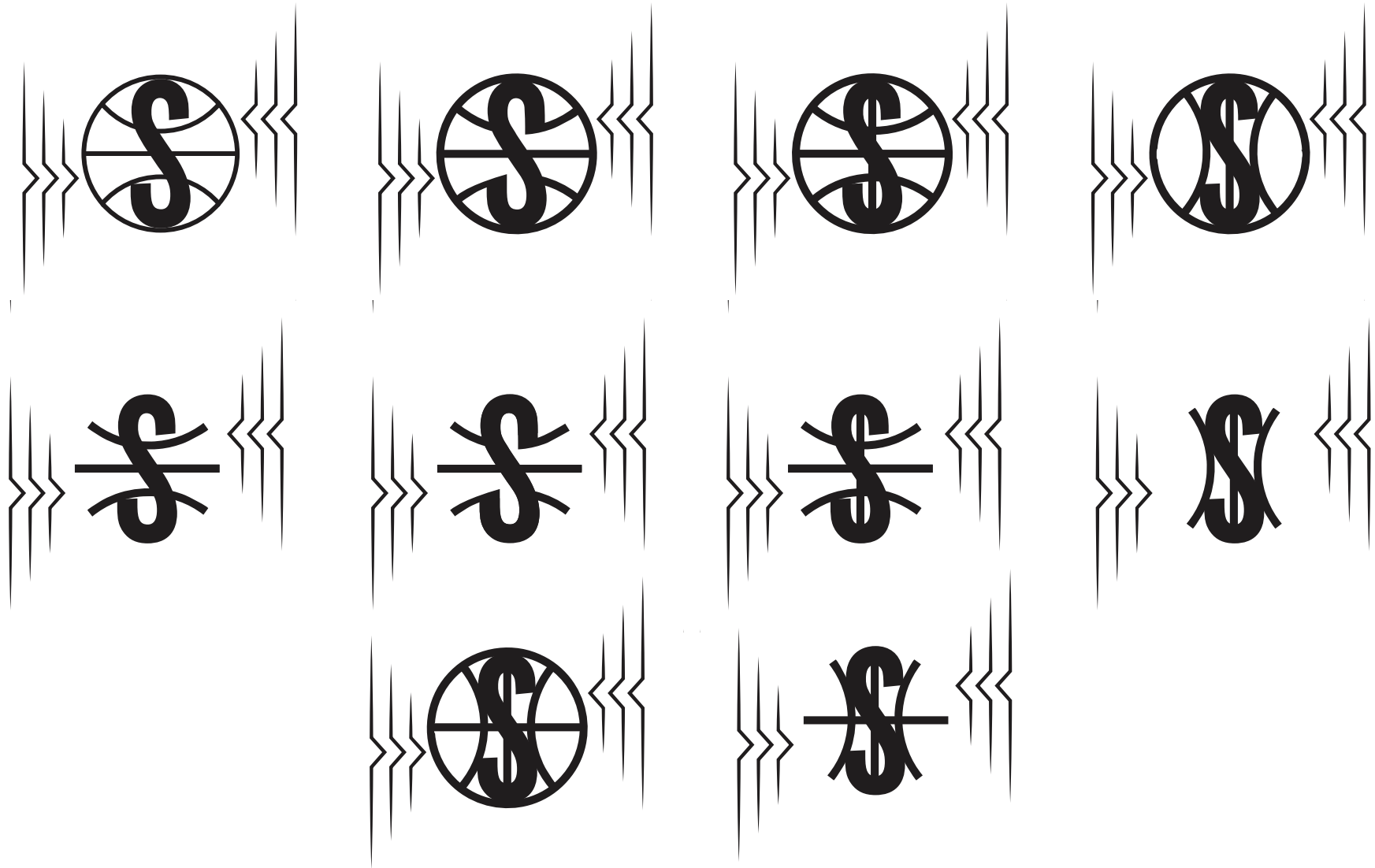
DIGITAL LOGOS - SC MARK



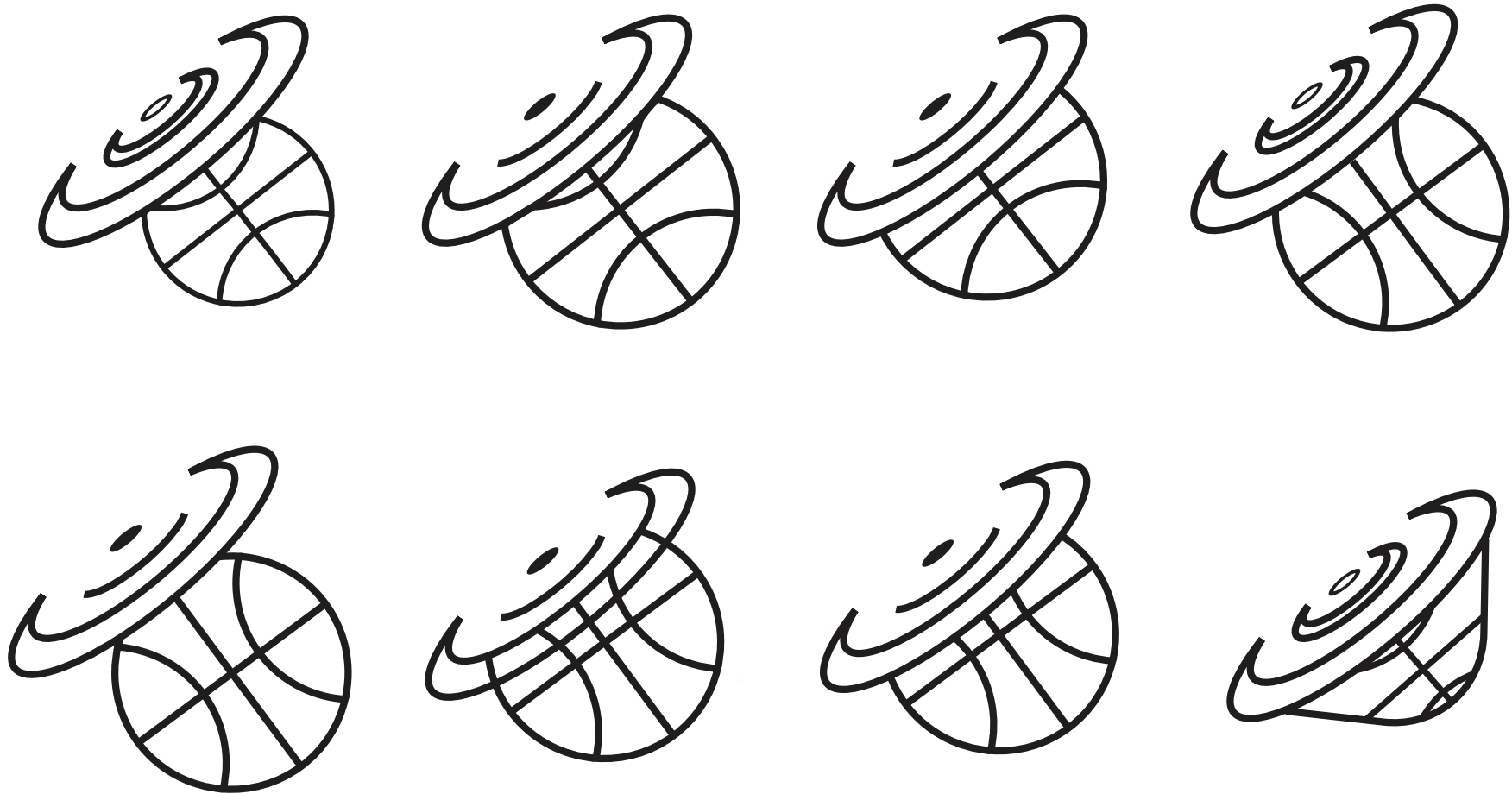
DIGITAL LOGOS - FRAMED “S”



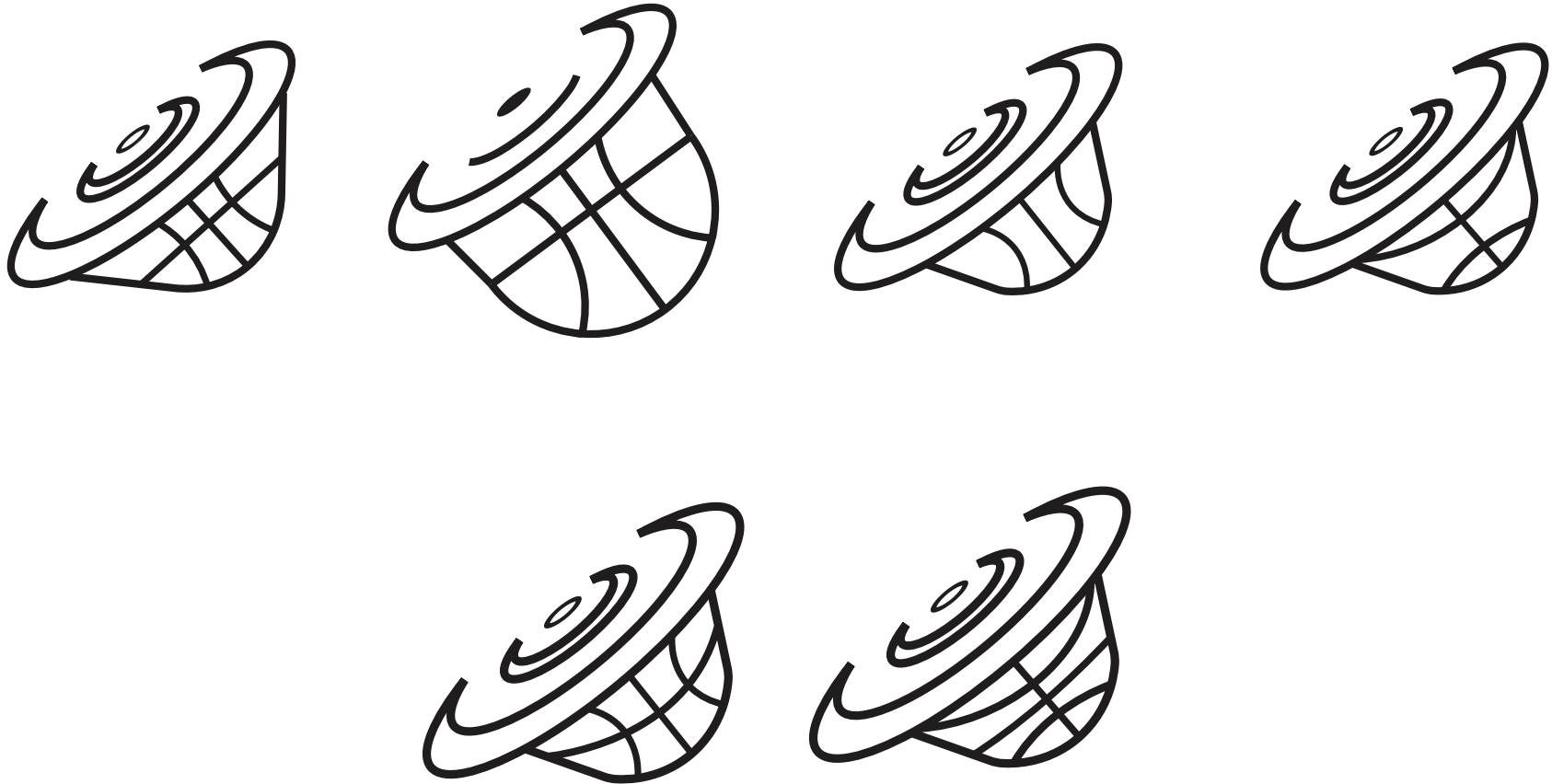
DIGITAL LOGOS - BASKETBALL “S”



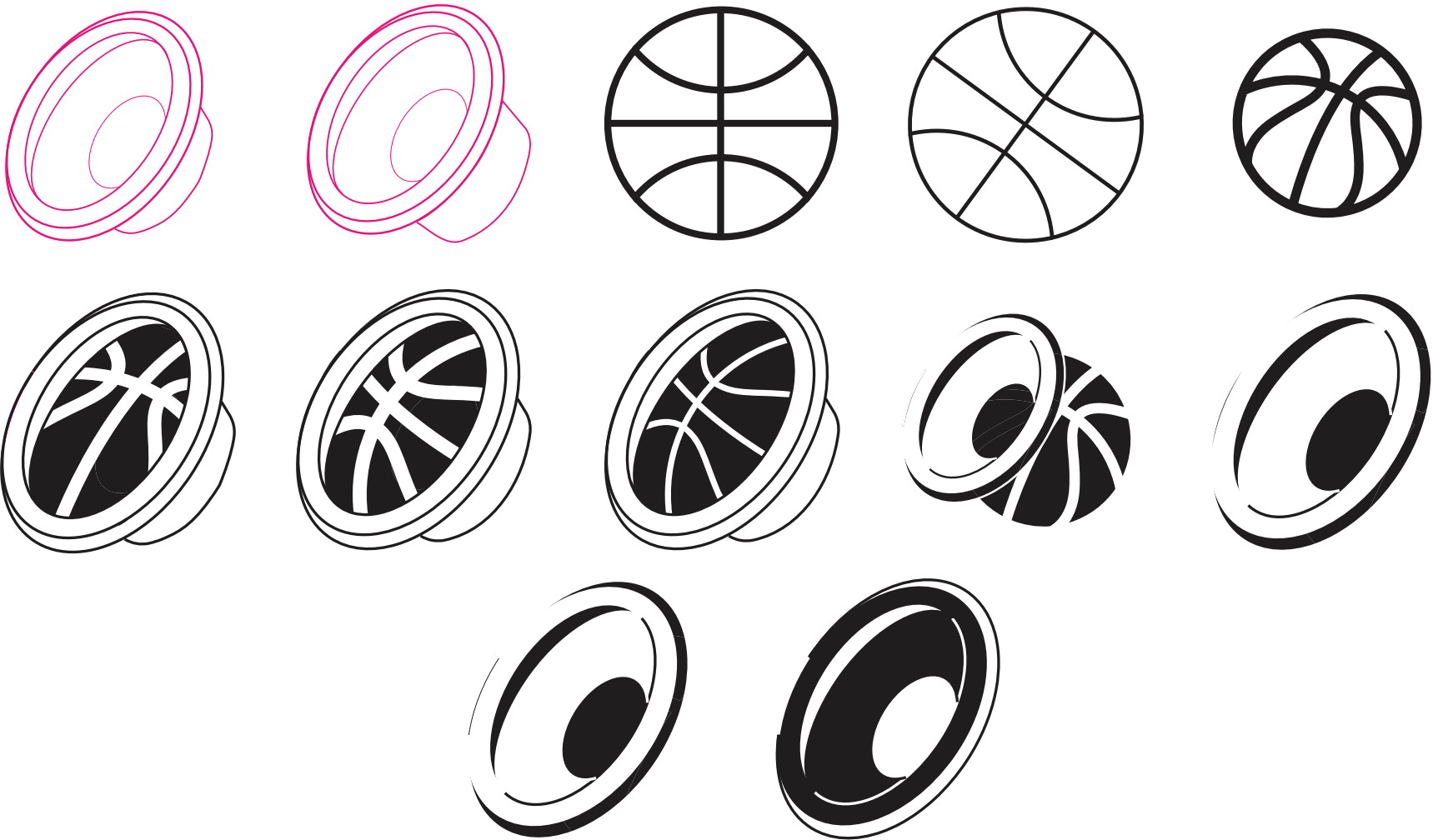
DIGITAL LOGOS - BASKETBALL SPEAKER



DIGITAL LOGOS - BASKETBALL SPEAKER



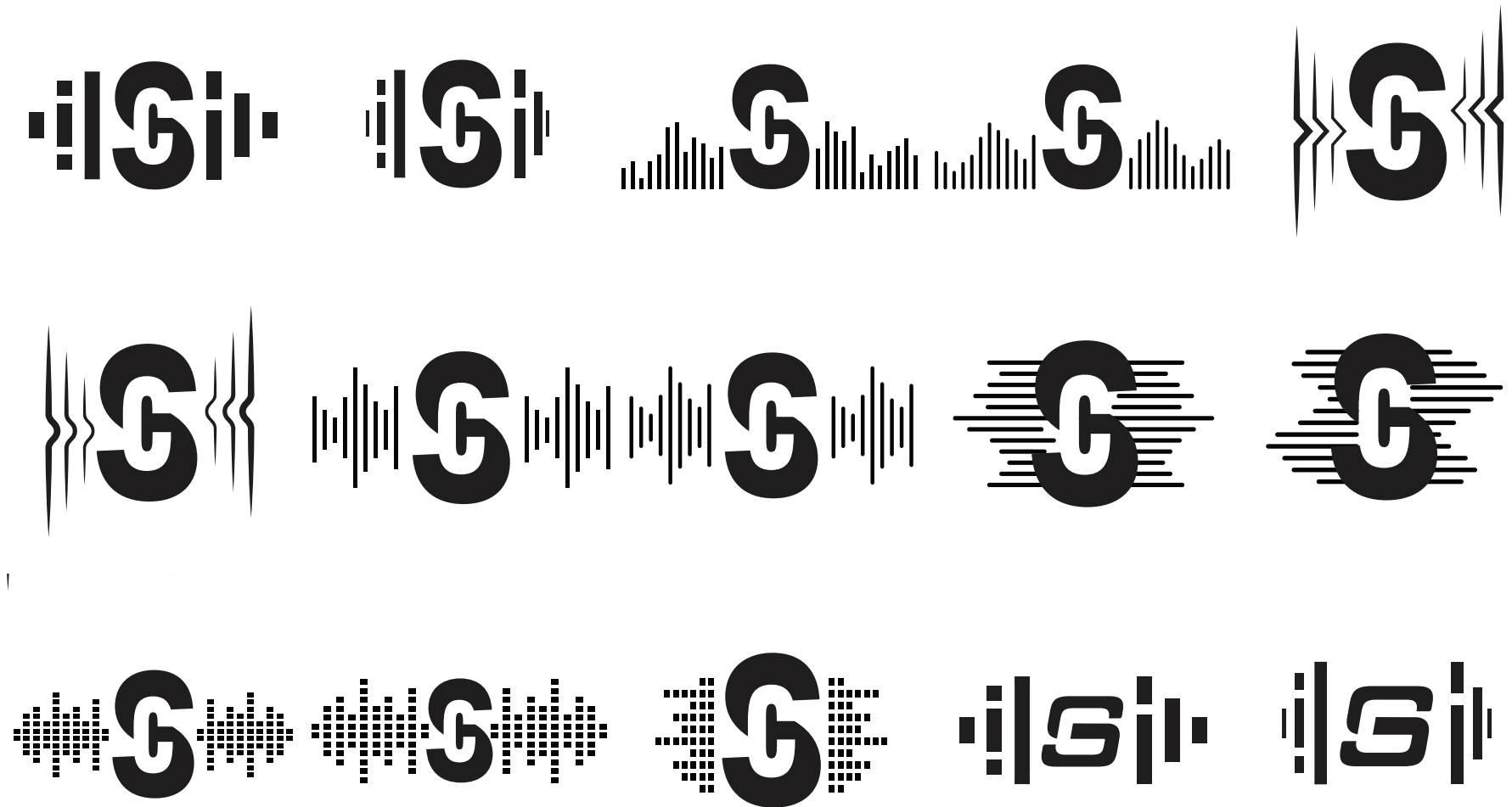
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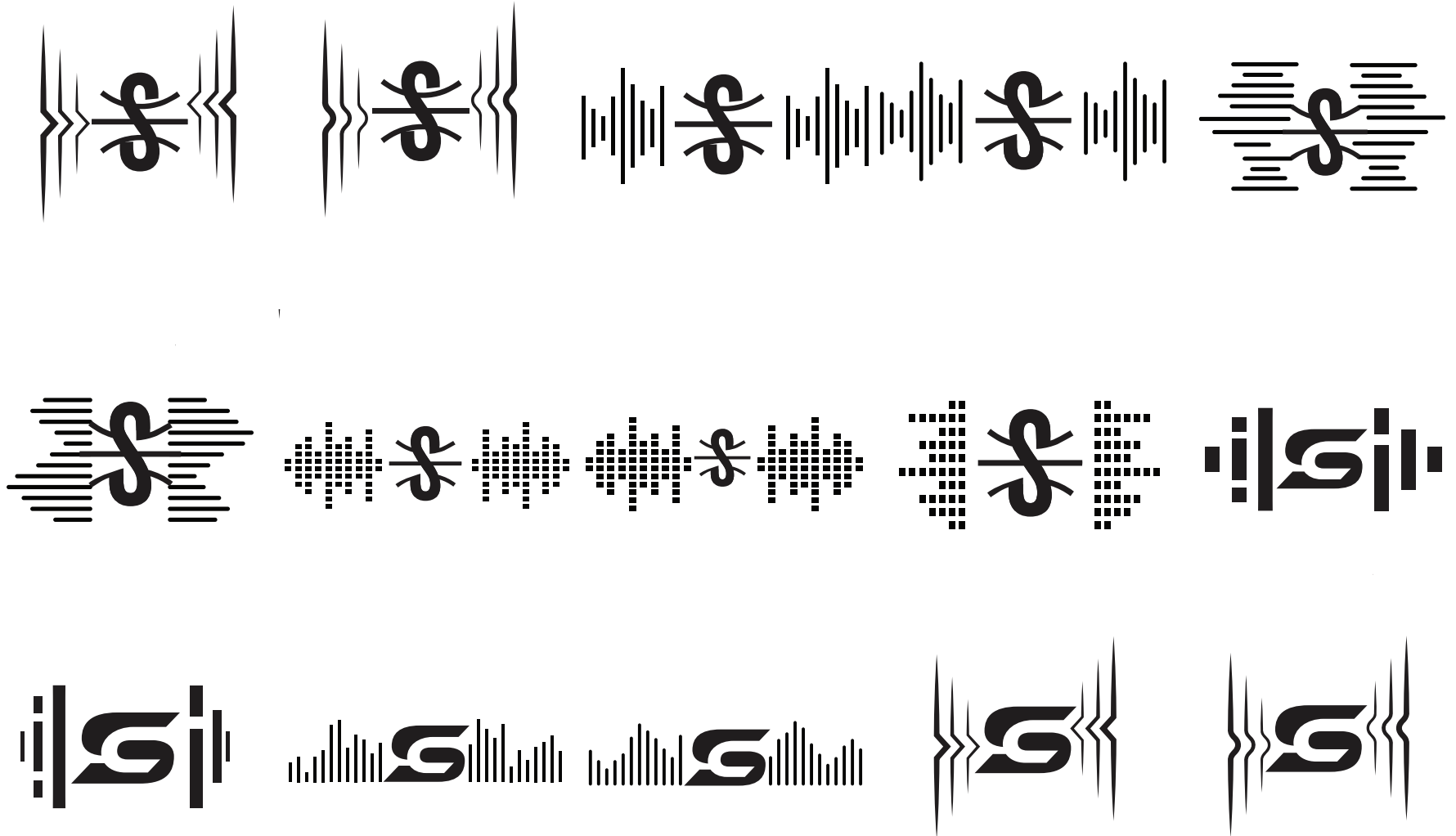
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SUMMIT CITY SUMMIT CITY
SIRENS SIRENS

SUMMIT CITY
SIRENS

TYPOGRAPHY EXPLORATIONS

Alternate Gothic ATF Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890&

Antique Olive Nord D Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890&

Apotek Wide Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890&

Geom Graphic Bold Italic

abcdefghijklmnopqrstuvwxyz
1234567890&

Erbaum Black

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890&

ETHNOCENTRIC BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
1234567890&

ETHNOCENTRIC BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
1234567890&

SLIPSTREAM D REGULAR

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890&

anatol mn regular

abcdefghijklmnopqrstuvwxyz
1234567890&

CONTINUO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&

HOTEL MN REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890&



Indicates final typeface families used

TYPOGRAPHY EXPLORATIONS

CC Speeding Bullet Trails

***AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz
1234567890&***

Volzuna Regular

***AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890&***

DAZZLE UNICASE BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&**

Demonized Regular

***AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890&***

ELEMENTAL END ITALIC

***AA3BCCDDDEEFFGGHHIIJJ
<KLLMMNNNOOPPPQRRSS
TTUUVVWWXXYYZZ
1234567890&***

Termina Demi

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890&**

Helvetica Neue Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890&**

Futura Medium

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890&**

COPPERPLATE REGULAR

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&**

Akzidenz-Grotesk Next Medium Extended Italic

***AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz
1234567890&***



Indicates final typeface
families used

TYPOGRAPHY EXPLORATIONS

Altivo Medium Italic

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz
1234567890&

Altivo Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890&

ETHNOCENTRIC LIGHT ITALIC

ΔBCDEFGHIJKLMNOP
OPQRSTUVWXYZ
1234567890&

ETHNOCENTRIC REGULAR

ΔBCDEFGHIJKLMNOP
OPQRSTUVWXYZ
1234567890&

DIGITAL LOGOS REVISIONS & COLOR



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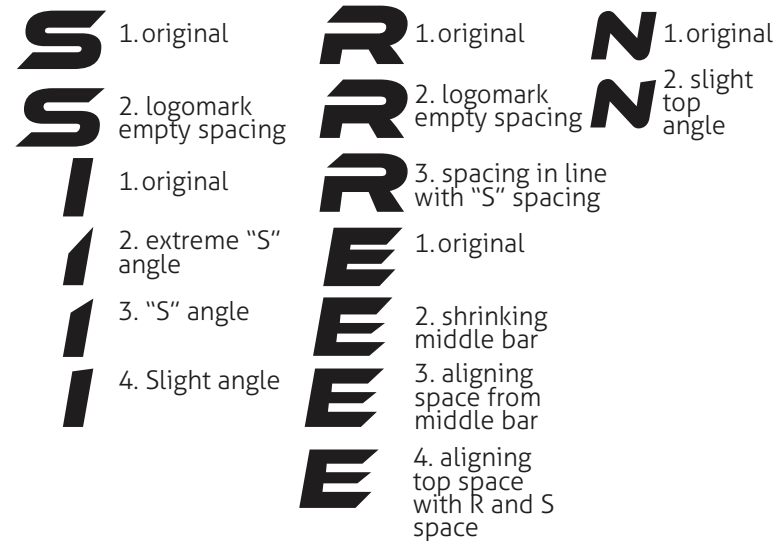
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SUMMIT CITY
SIRENS

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SUMMIT CITY
SIRENS

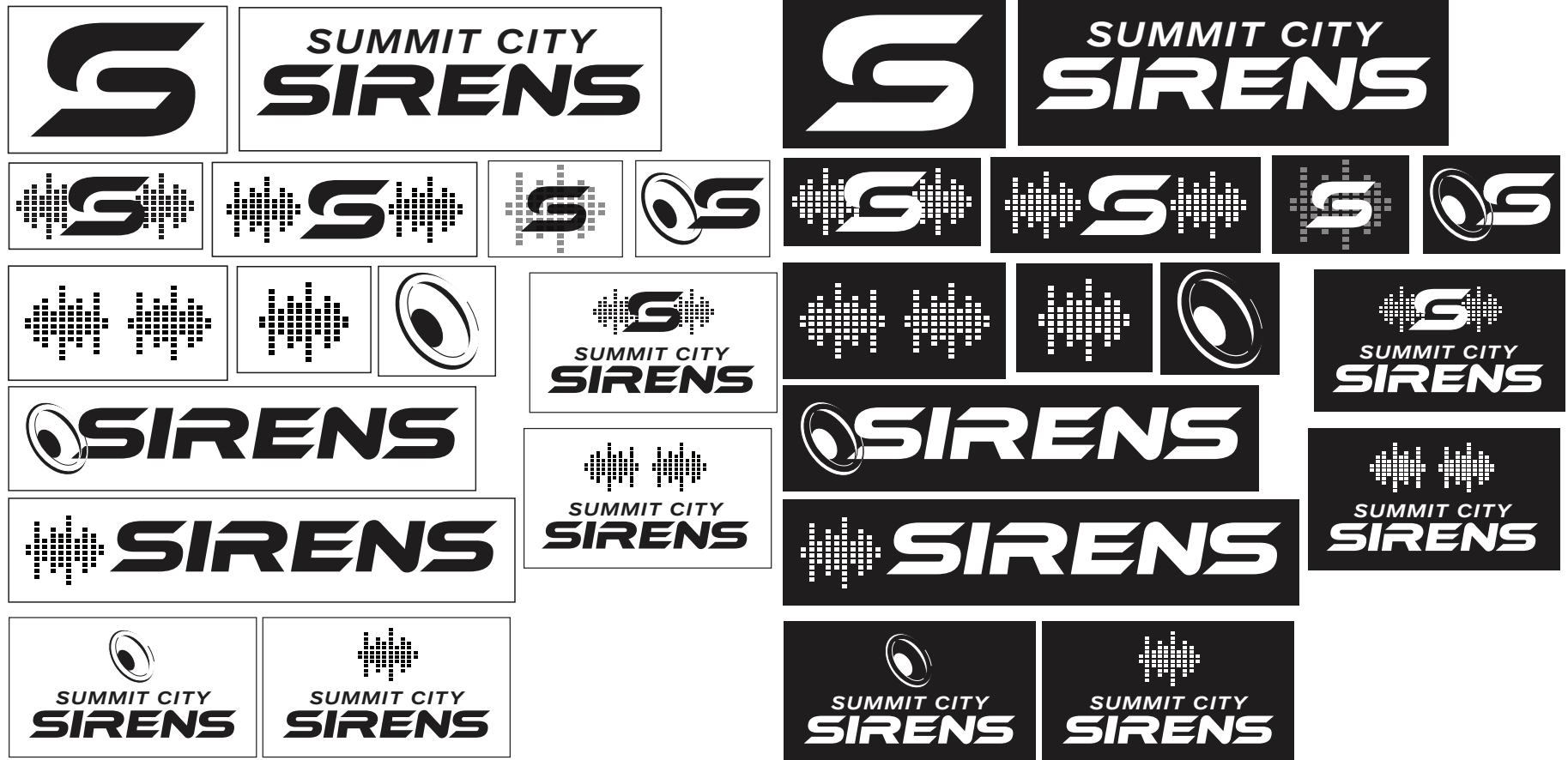
SUMMIT CITY
SIRENS

SUMMIT CITY
SIRENS

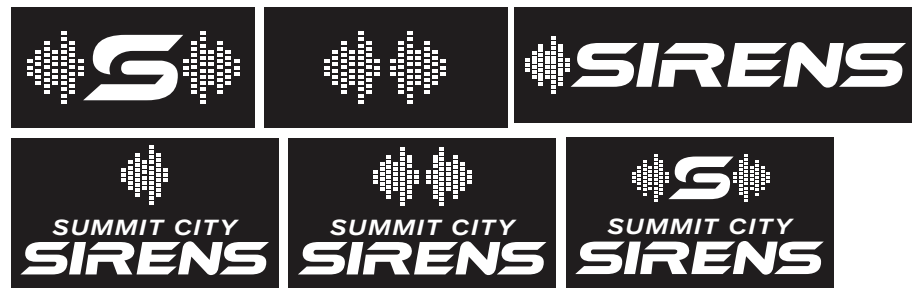
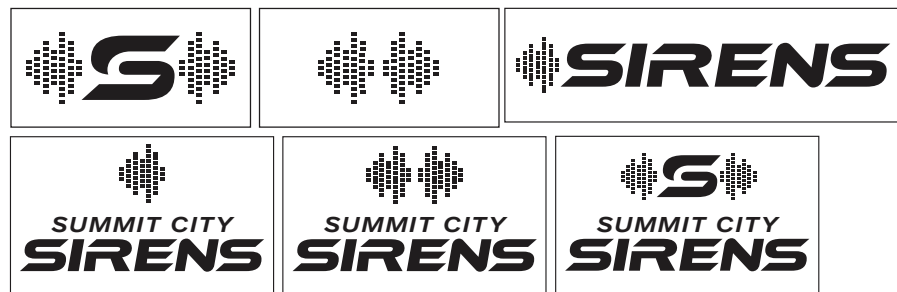
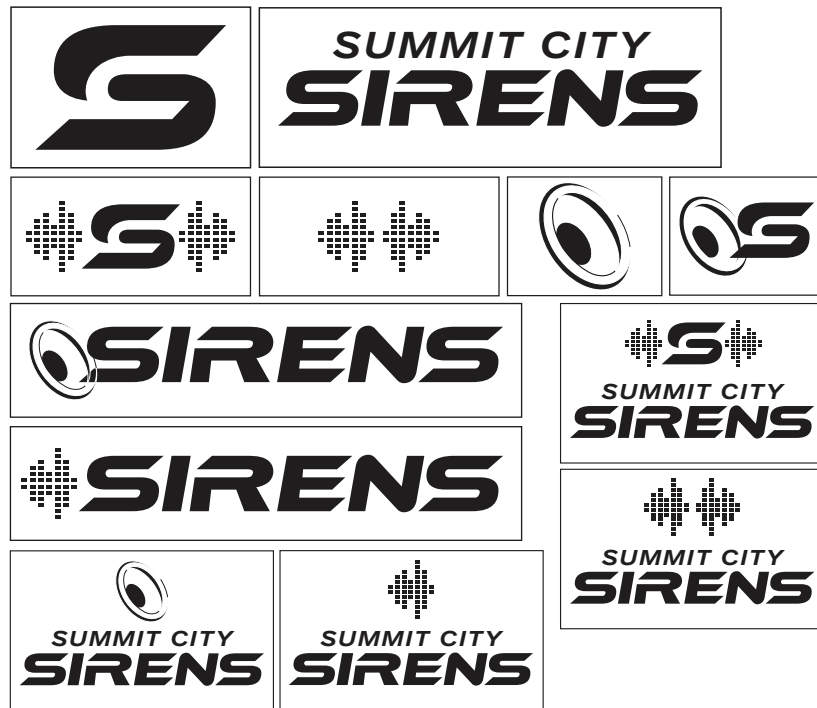
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Color Palette



Pantone

C: 26 **M:** 0 **Y:** 100 **K:** 0
R: 200 **G:** 218 **B:** 34
HEX: # c8da2c

Pantone

C: 1 M: 1 Y: 17 K: 0
R: 251 G: 248 B: 218
HEX: # fbf8da

DIGITAL LOGOS REVISIONS



Color Palette



Pantone

C: 1 M: 1 Y: 17 K: 0
R: 251 G: 248 B: 218
HEX: # fbf8da



Pantone

C: 73 M: 94 Y: 44 K: 52
R: 59 G: 22 B: 59
HEX: # 3b163b

DIGITAL LOGOS REVISIONS



Color Palette



Pantone

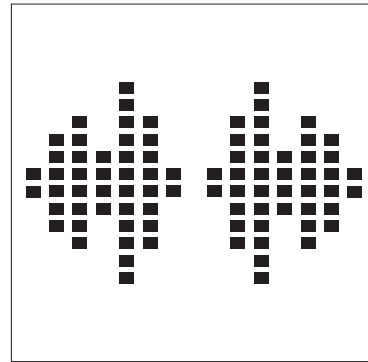
C: 1 M: 1 Y: 17 K: 0
R: 251 G: 248 B: 218
HEX: # fbf8da



Pantone

C: 26 M: 0 Y: 100 K: 0
R: 200 G: 218 B: 34
HEX: # c8da2c

FINAL LOGOS



LOGO SPECS - SIGNATURE



Color Palette



Pantone

C: 73 M: 94 Y: 44 K: 52

R: 59 G: 22 B: 59

HEX: # 3b163b



Pantone

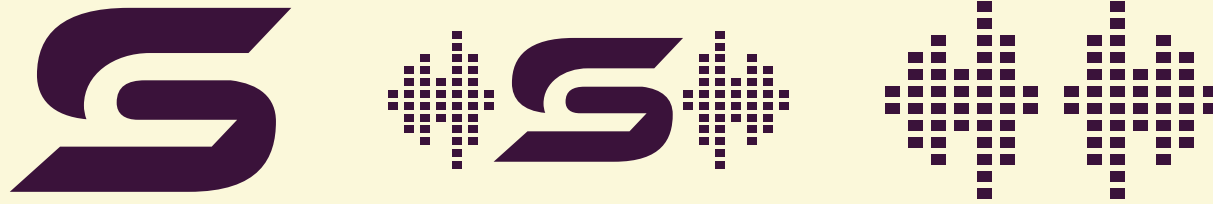
C: 26 M: 0 Y: 100 K: 0

R: 200 G: 218 B: 34

HEX: # c8da2c

LOGO SPECS - CLASSIC

Color Palette



SUMMIT CITY
SIRENS



SUMMIT CITY
SIRENS

Pantone

C: 1 M: 1 Y: 17 K: 0
R: 251 G: 248 B: 218
HEX: # fbf8da

Pantone

C: 73 M: 94 Y: 44 K: 52
R: 59 G: 22 B: 59
HEX: # 3b163b

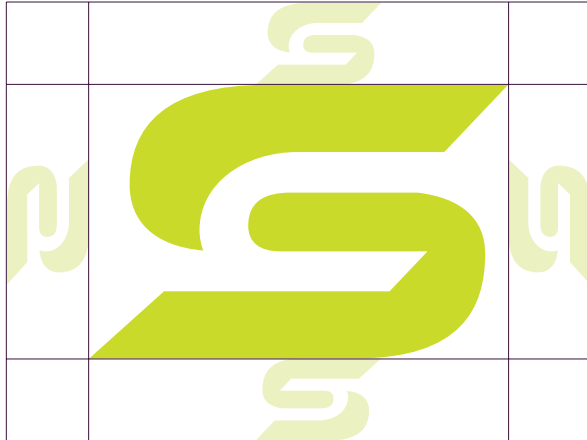
LOGO SPECS - HIGH ENERGY

Color Palette

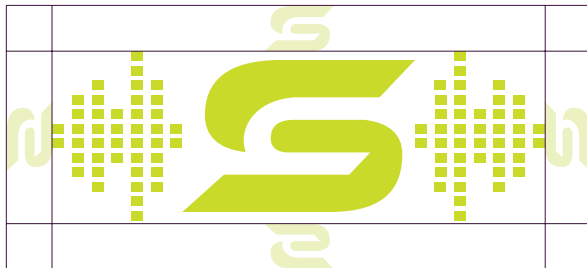
	Pantone
	C: 26 M: 0 Y: 100 K: 0
	R: 200 G: 218 B: 34
	HEX: # c8da2c
	Pantone
	C: 73 M: 94 Y: 44 K: 52
	R: 59 G: 22 B: 59
	HEX: # 3b163b



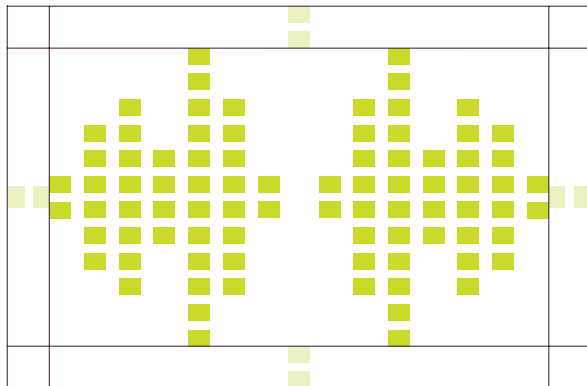
LOGO SPECS - SPACING & SIZING



Smallest Size: 50px
Take monogram mark from here and reduce size to 30% for spacing the mark itself.
The sides are rotated at 90 degrees.



Smallest Size: 70px
Take monogram mark from here and reduce size to 30% for spacing the mark itself.
The sides are rotated at 90 degrees.



Smallest Size: 60px
Take two soundbars on ends for spacing the mark itself.

LOGO SPECS - SPACING & SIZING



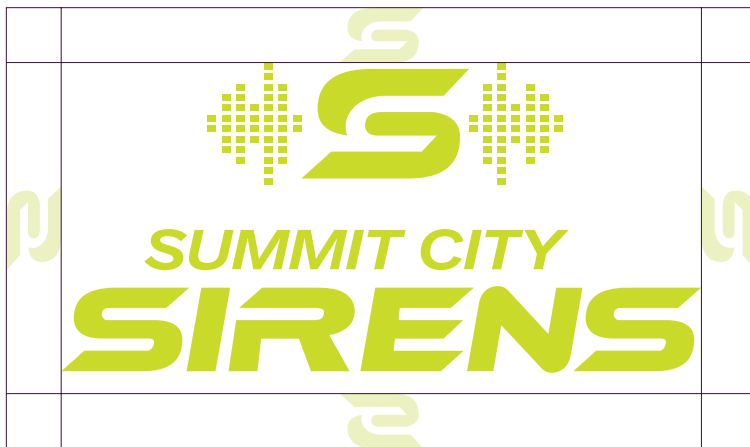
Smallest Size: 120px

Take the "S" letter from here and reduce size to 50% for spacing the logo itself. The sides are rotated at 90 degrees.



Smallest Size: 120px

Take the "S" letter from here and reduce size to 50% for spacing the logo itself. The sides are rotated at 90 degrees.



Smallest Size: 130px

Take monogram mark from here and reduce size to 50% for spacing the logo itself. The sides are rotated at 90 degrees.

LOGO SPECS - COLOR USAGE

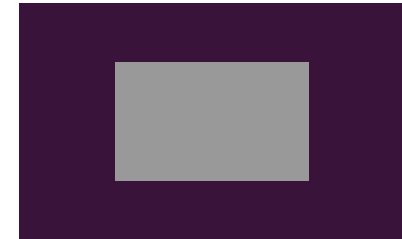
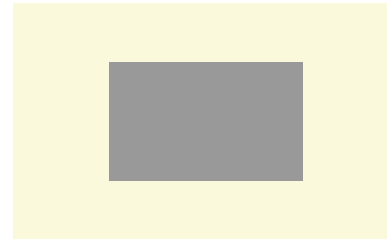
Purple: Primary backgrounds
Home uniforms
Website headers / nav
Large-scale environments
Primary logo background

Green: Key accents
Numbers, highlights, CTAs
Motion graphics
Social media emphasis
Detail elements (outlines, icons)

Cream: Light backgrounds
Away uniforms
Text on dark backgrounds
Editorial layouts
Secondary merch

Do not use: Gray on Lime
Too many gray versions
Plum on Lime with heavy gray elements
Any combo where lime AND gray compete
Cream on Lime or Lime on Cream

Use Gray for: Subheadings
UI elements
Data / stats graphics
Secondary typography
only sit on top of cream and purple



Use Gray for: Secondary / Utility
Versions
Footer logos
Watermarks
Background branding
Subtle placements

Cream on purple can be used for readability, socials, and merch.