







A thesis submitted to the faculty of
The College of Imaging Arts and Sciences
In Candidacy for the Degree of
Master of Fine Arts

sports identity **A Design Alternative**

c williams mcclure

1995 96

Approvals

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May 21, 1996

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Date

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Thesis Report



"it should be borne in mind that there is nothing more difficult to arrange, more doubtful of success, and more dangerous to carry through than initiating changes in a state's constitution. The innovator makes enemies of all those who prospered under the old order, and only lukewarm support is forthcoming from those who would prosper under the new."

Machiavelli 1514

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Introduction

The following report is a documentation of the process of my graduate thesis project. Within this project I will attempt to demonstrate an alternate approach in the way graphics in professional sports are designed and presented. The approach will utilize traditional graphic design aesthetics, and address the benefits good design can have upon the environment, society and the design community. It will focus on elements such as marketing, merchandising, advertising and design in relation to the development of an identity program for the New York Flangers of the National Hockey League.

In order to initiate change within a society one must find a vehicle with which one can communicate one's ideas to the widest audience. Professional Sports is one of the largest, most popular industries in the world today. An estimated two-hundred and forty billion people viewed professional sports last year world wide. Any change that effects this industry is a change that will have great influence throughout society. The opportunity to apply graphic design values to the sports industry would be one of great benefit, and could initiate some dramatic improvements within our visual environment.

Purpose

To demonstrate an alternate approach to the design and presentation of graphics for professional sports; through the integration of the emerging theory of virtual identity with the traditional process of graphic design and the marketing premise of commercial design. The approach will orient elements such as merchandising, promotion and design in relation to the development of an identity program for the New York Rangers.

Research

Although the subject of my project was professional sports. I initiated my research by conducting a general search of any material related to corporate identity. I felt that by doing this I would gain a clearer understanding of the criteria needed in designing and presenting a successful mark. I gathered a variety of books, magazines, articles etc. that dealt with how identity was developed and implemented in the corporate world. I then broadened my research to the investigation of the history of professional sports identity, this allowed me to see the chronological evolution of sports identity, and the ways in which it differed from that of corporate identity. By researching in this manner I was able to bring the two subjects together and compare and contrast the ideologies of both worlds.

After completing my research, I decided there needed to be a method of organizing the information that I had accumulated. It should be designed in a manner in which it could easily accessed at any given time. With that goal in mind I chose to create a database^o, using software of FileMaker Pro[®], to store the bibliographic information of each resource. The bibliography was divided into two parts, books and magazines. Each entry within the database contained the standard bibliographic information, names, titles, dates etc. as well as the addition of a notes field, which allowed for the entry of specific pertinent information related to my subject from each of the resources.

^o See Appendix 10

Interviews

In addition to the books, magazines and articles that were compiled as resources for this project, I found it necessary to contact some designers in the professional sports industry and set up some interviews that would hopefully assist me with the project at hand. The interviews were conducted primarily in person, with a couple by phone. All of them were extremely informative and instrumental in clarifying the direction that my thesis project would take.

Identity Audit

Before I was to begin designing this new identity, I had to enhance my knowledge of the structure of identity. Throughout my research I collected identities relating to three specific categories, professional sports teams, sports industry, and corporate industry. These marks were placed within a trademark field^o, designed by Professor Robert O. Swinehart, as a method of categorizing the identities in a clear organized manner. The field is designed as a cross reference matrix with headings along the top and down the left side. The top is divided into three groups, Pictureform, Wordform or Letterform. Pictureform deals with identities which were in the form of a translation, graphic or picture. Wordform deals with identities formed with use of logotypes or abbreviations and Letterform deals with identities comprised of letters or letters + pictures. Along the left side of the field the headings Iconic, Indexic and Symbolic appear. An Iconic mark is one that may look like the products or services provided. An Indexic mark has a particular connection, usually sequential, to the organization or program, and A Symbolic mark has an arbitrary connection to its organization. Each identity was placed within the appropriate field and then positioned according to its level of compatibility to the cross reference system. After completing these fields to the best of my ability I reviewed and revised some of the placement decisions I had made until I was satisfied with each of the identities position within the fields.

The utilization of this categorization method was of great assistance in furthering my understanding of what a particular identity communicates and suggests.

^o See Appendix 2.6

As an additional project during the winter quarter, Professor R. Roger Remington suggested that we, as a group in studio class, design an identity to represent our individual thesis projects. This identity was to represent the process of conceptualizing, designing and presenting of our subject. During the process, it became clear that there needed to be more than just a singular mark to fulfill the criteria of this project. I decided to design a style guide^o which would contain the standards of the designed identity as well as a variety of applications which would test the marks effectiveness. In addition to the standards and applications, a new theory was introduced called virtual identity. Virtual identity is defined as the designing of a family of trademarks which share the same meaning. Each mark has individual characteristics and fulfills a specific function, but must follow a set of parent mark qualities which act as an umbrella under which the system of marks remains unified. This theory played an important part in the development and design of the thesis identity, as well as influencing the direction and form of the overall thesis project.

^o See Appendix 5

Application

In designing this identity I wanted to merge two unrelated forms to communicate an ambiguous, visually intriguing and innovative identity. I also wanted to establish a theme for the identity, incorporating some key words: Kinetic, Precision, New York, Hockey, Excellence and Flexible. Before I began to design I had to choose the subject matter that would best represent the city as well as the sport. After many sketches and revisions I decided to merge a hockey puck with an element from the skyline of New York City. I was pleased with the choice of the puck, but I still needed to decide which NYC element was best able to represent the city and the team. I narrowed the choices down to three: The Empire State Building, World Trade Center and Chrysler Building. I finally settled on the World Trade Center, because I believed its sleek angular features best supported the theme. To further support the theme I designed a precise system of progressive intervals within the identity. The forms and values would be merged, to create a powerful, kinetic image which would ably represent the new identity of the New York Rangers, and successfully achieve the goal of designing a professional sports identity by merging traditional graphic design values with the values of commercial design.

I decided that in order to properly present this identity, I needed to display it in a variety of industry related applications. These applications were divided into four areas: corporate, merchandise, team and promotion. The corporate panel included elements such as letterhead, envelope, business card, annual report cover and an arena ticket prototype. Merchandise, included; jackets, shirts and hats. Team, displayed home and away uniforms and helmets, and promotion dealt with designing a poster to introduce the unveiling of the new logo. By using the mark in these different applications I was able to test the its visual effectiveness and aesthetic power.

The way in which this project was to be presented for the thesis show^o needed to support the ideologies that I based this project on. I began by designing an underlying grid system that would act as the infrastructure of the five 21"x31.5" panels. Each panel focused on a different element of the presenting of a corporate image. Reading from left to right they were labeled; Introduction, Corporate, Team, Merchandise and Promotion. In order to develop a visual unity between the five panels I created three horizontal lines of continuity. The first was at the top of each panel where the identity of the thesis project was located. It moves across the system of panels to different grid points to convey a strong sense of motion among the presentation. The second is positioned at a lower grid line which stresses the beginning of the material that was contained in each panel. The third is located across the middle of the grid and acts as the central axis point to form a visual pause between the elements presented in each panel.

In addition to the panel presentation, I designed a guide^o that shows a chronological account of the design process for the development of a new identity for the New York Rangers. The guide is divided into five headings: Pictureform, Wordform, A New Identity, A Virtual Identity and A Comparison. These five headings convey a sequential progression that clearly communicates the process of the project from inception to completion.

^o See Appendix 6.2

Evaluation

My project was displayed for approximately two weeks after the April 19th opening. At the opening, I received an abundance of positive feedback from faculty, fellow graduate students, and peers. During the following two week period I continued to receive opinions of my work and as earlier the reactions were very positive. Before the disassemblment of the show, I requested to be evaluated by the members of my thesis committee, Professor Flemington, Professor Joe Watson and Professor Jack Slutzky. These evaluations were conducted on a one on one basis in the Bevier Gallery.

Professor Remington seemed to be satisfied with the solutions I settled upon for the presentation. He did although have some apprehension about the panels not having labels or headings pertaining to the subject matter of each. He also felt that the construction of the halo around the mark was intrusive and distracting, and required some refinement.

The reactions of Professor Watson were predominantly positive. He was pleased with the designed identity as well as the presentation of the material. He was also pleased with the process guide, which he felt was effective in communicating the process of the project. He stated that he would have liked to see more work done on uniforms, banners and other associated stuff so that more excitement was generated. He also had some revision suggestions concerning the ticket and the binding of the guide which he described as amateurish.

Jack Slutzky's comments were also positive overall. He felt that the identity was well crafted and the applications chosen for the presentation were effective and relevant. He too had some constructive comments about the overall presentation. He felt that it could have been pushed further in being more visually stimulating for possible League presentation.

Implementation

After taking into consideration the revisioner suggestions of my committee, other faculty and peers, I am confident that this project should be taken to fruition and be presented to the design department of NHL Properties Inc., for consideration of implementation into the identity structure of the National Hockey League.

Acknowledgements

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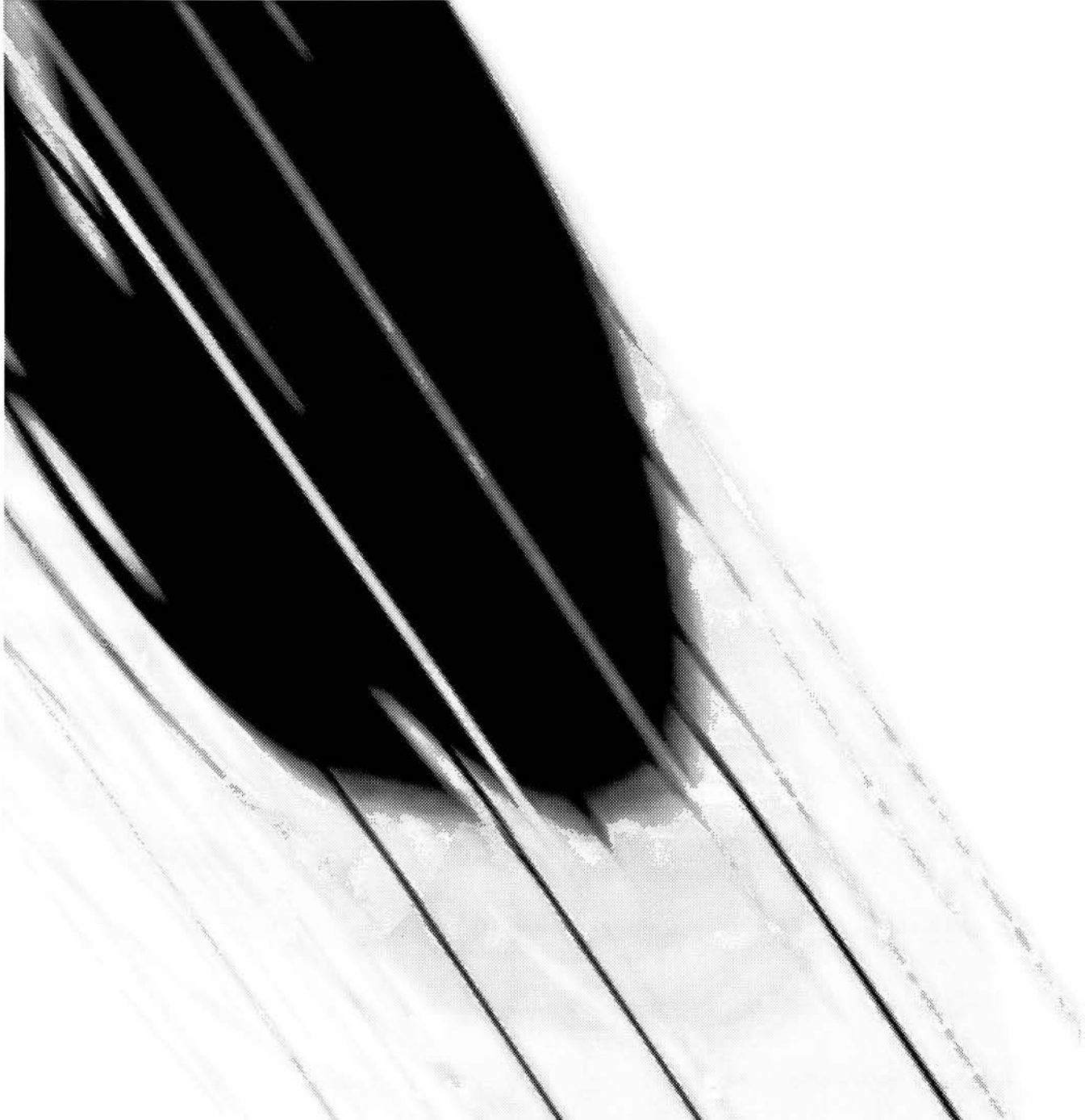
*This project was created on a Macintosh 7100/80AV,
using an Apple 17" monitor, 88MB C Power User Syquest Drive,
and an Ariva 850MB external hard drive.*

*The final output, as well as all inclusive material was designed
using Quark XPress 3.31, Adobe Illustrator 5.5 and Adobe Photoshop 3.0.
The typeface used was Univer 55. The final output was done on an IRIS
continuous tone printer at Printing Prep, Inc. in Buffalo NY.*

*I would like to thank my thesis committee, Professor Remington,
Professor Watson and Professor Slutzky for their input and enthusiasm
during the project.*

This book is dedicated to the memory of my great aunt, Madeline Doscher.

Appendix



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Through my personal interest in professional sports I have observed that its marks are highly commercial and are lacking a formal aesthetic quality in their design.

I intend to redesign the logos of three of the newest professional sports franchises. One from the National Football League, the National Basketball Association and Major League Baseball.

The redesigns will be done by developing a corporate identity system of six varying types of symbols or marks. Literal Illustrative, Abstract, Allegorical, Initial, Logotype and Product/Service. I will also attempt to challenge the apparently more favorable commercial design introducing a formal graphic design criteria for these marks.

The application will consist of either a series of posters or in book form.



Situation Analysis

The popularity of professional sports in the United States is immeasurable. Millions of sports fans flock to stadiums and arenas all over the country, wearing the logo of their favorite team and all its purity onto the marketing and commercialization of a product, which to this point has been extremely profitable. Identities are designed for the purpose of entertaining the client and achieving financial security through successful marketing. They are created for the sole purpose of selling team merchandise. Evidence of this appears in the recently redesigned identities of many professional sports teams. The graphics are bold and colorful and put a great deal of emphasis on an image or illustration to promote the team. Typography is illegible, displaying letter forms and words in every objectionable position and direction possible. There is no question about the success of the present identities, but there is always room for refinement. Graphic Designers should explore the opportunity to develop identities that are respectable, timeless and add more quality to our visual environment.

Benefits accrue through the implementation of effective design, some of the benefits would be: cost effectiveness, time efficiency and unity of image. These benefits are pertinent to the effectiveness and success of a particular identity.

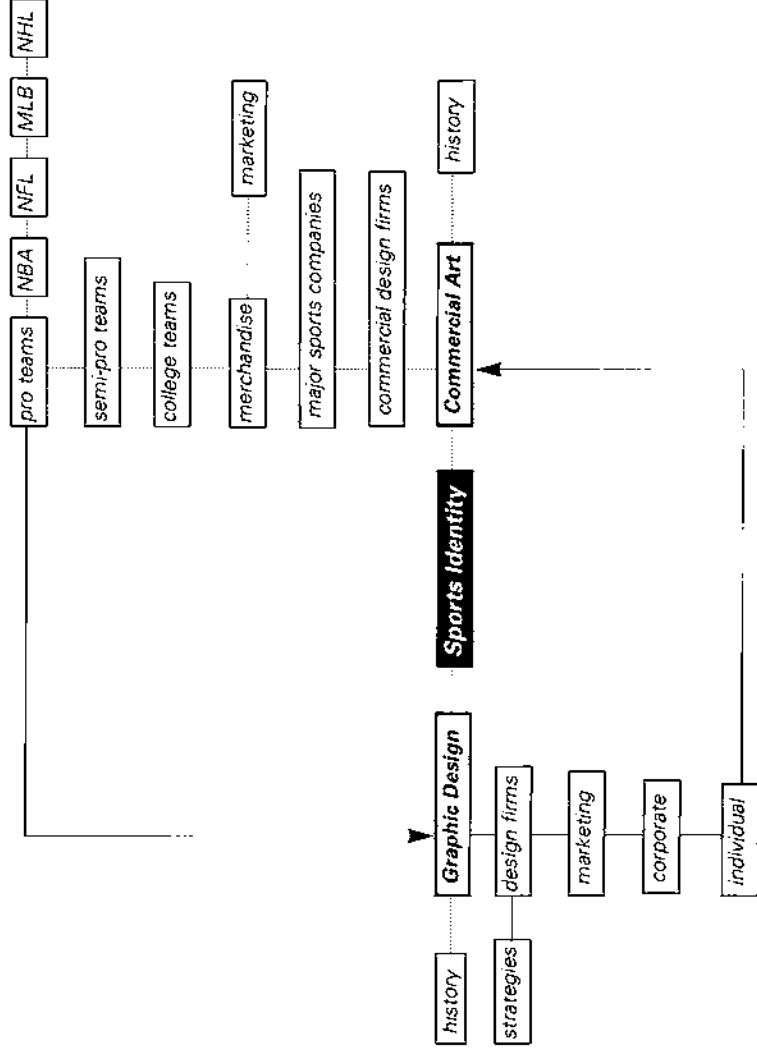
Problem Statement

Considering the commercialized logo design in professional sports today, and the emphasis that is put on merchandising and entertainment rather than quality design. There is a great opportunity for quality graphics in professional sports.

Mission Statement

This thesis will involve a redesign of graphics of four different professional sports teams, one each from basketball, baseball, football and hockey, which will clarify the opportunity to introduce formal graphic design aesthetics into the design of professional sports identities. The redesigns will not necessarily adhere to the strict guidelines of identity in the traditional sense, but explore new ground such as the aspect of virtual identity. The outcome of this project will show that well-designed graphics can be marketed and accepted just as successfully, if not more so, than the non-design that is available today.

In order to develop a sound cohesive thesis; a process or methodology must be established. This diagram displays the path I will explore in my research in order to fully understand and comprehend all the aspects of the graphic identity and its relationship or lack of with professional sports.



Timeline

1985-86	General	Thesis	problem identification	research & analysis	synthesis	iteration	pre evaluation	implementation	post evaluation
December			<p>04. daytime classes begin</p> <p>22. 1st day of classes before break</p> <p>23. Jan. 3. christmas break</p>	<p>national news articles on the problem</p> <p>11. complete planning</p> <p>13. conference</p>					
January			<p>25. Christmas</p> <p>31. New Year eve</p> <p>01. New Year day</p>		<p>19. 1st committee meeting</p>	<p>20. 2nd committee meeting</p>	<p>21. 3rd committee meeting</p>	<p>22. 4th committee meeting</p>	
February			<p>14. Valentine's day</p>						
March			<p>20. last diploma class</p> <p>28. mar. 5. winter spring break</p>						
April			<p>11. diploma classes</p> <p>01. 10. 16. at. thesis show</p> <p>15-24. second thesis show</p> <p>19. opening for second show</p>						
May			<p>28. May 8. 1st thesis show</p>						
June			<p>17. last diploma class</p> <p>26. commencement</p>						
July									
August									
September									
October									
November									
December									

NBA

▲ Design

Non-Design ▲

Indiana Pacers
Miami Heat
Phoenix Suns
Cleveland Cavaliers

Dallas Mavericks
Charlotte Hornets
New York Knicks
Milwaukee Bucks

Minnesota Timberwolves
Chicago Bulls
Washington Bullets
Portland Trailblazers

Denver Nuggets
Los Angeles Lakers
Philadelphia 76ers
Utah Jazz
Detroit Pistons
Orlando Magic

Atlanta Hawks
Boston Celtics
Los Angeles Clippers
Seattle Sonics
San Antonio Spurs
New Jersey Nets
Toronto Raptors
Golden State Warriors
Houston Rockets

targeted for thesis

NFL

A Design

Non-Design

Chicago Bears	San Francisco Forty-Niners	New Orleans Saints	Cincinnati Bengals	Cleveland Browns
Green Bay Packers	San Diego Chargers	New York Jets	Oakland Raiders	Carolina Panthers
Dallas Cowboys	Atlanta Falcons	Buffalo Bills	Denver Broncos	Jacksonville Jaguars
	New York Giants	St. Louis Rams	Philadelphia Eagles	Miami Dolphins
	New England Patriots	Seattle Seahawks	Indianapolis Colts	Tampa Bay Buccaneers
		Minnesota Vikings	Pittsburgh Steelers	Kansas City Chiefs
				Detroit Lions
				Houston Oilers
				Arizona Cardinals
				Washington Redskins

targeted for thesis

MLB

Design

Non-Design

Chicago Cubs
New York Yankees
Cincinnati Reds
New York Mets
California Angels
Houston Astros

San Francisco Giants
Oakland Athletics
Toronto Blue Jays
Philadelphia Phillies
Pittsburgh Pirates
Detroit Tigers
Milwaukee Brewers
Cleveland Indians
Baltimore Orioles

Montreal Expos
Texas Rangers
Seattle Mariners

Florida Marlins
Atlanta Braves
Boston Red Sox
Chicago White Sox
Los Angeles Dodgers
Minnesota Twins

St. Louis Cardinals
San Diego Padres
Arizona Diamondbacks
Kansas City Royals
Colorado Rockies

targeted for thesis

NHL

▲ Design

Non-Design ▲

Pittsburgh Penguins	New Jersey Devils	Edmonton Oilers	Buffalo Sabres	Colorado Avalanche
Boston Bruins	Detroit Red Wings	Vancouver Canucks	Washington Capitals	Florida Panthers
Philadelphia Flyers	Toronto Maple Leafs	Los Angeles Kings		San Jose Sharks
	Montreal Canadiens	Calgary Flames		Anaheim Mighty Ducks
	New York Rangers	Chicago Blackhawks		Ottawa Senators
	Dallas Stars	St. Louis Blues		New York Islanders
	Hartford Whalers	Winnipeg Jets		Tampa Bay Lightning

targeted for thesis



	Wordforms		Letterforms		graphic	Pictureforms		Abstract
	logotypes	abbreviations	letters	letter/picture		translation	pictorial	
Isodic								
high								
medium								
low								
Indicative								
high								
medium								
low								
Symbolic								
high								
medium								
low								

Word-forms Isotype	Abbreviations	Letter-forms Letters	Le Représentations Graphiques	Picture-forms Graphiques	Traductions Graphiques	Pictures
AQUATIC	<i>AQUATIC</i>	A				
POSTCODE	<i>POSTCODE</i>	P				
<i>POST</i>		<i>P</i>				
BEST	<i>BEST</i>	B				
CANDOR	<i>CANDOR</i>	C				
	<i>CANDOR</i>	<i>C</i>				
WORDMA®K	<i>WORDMA®K</i>	W				
<i>storbunda</i>	<i>storbunda</i>	S				
OXO	<i>OXO</i>	O				

can be Abstract

Trademark Field	Wordforms		Letterforms		graphic	Pictureforms translation	pictures	Abstract
	logotypes	abbreviations	letters	letter/picture				
Iconic	high							
	medium	MIDCOM						
	low	EDGE						
Indexic	high	AMERITECH						
	medium	TRANSCENT						
	low	FLAGSTAR						
Symbolic	high	Mobil						
	medium	UNITED						
	low	ARTNews						

Trademark Field	Wordforms		Letterforms		graphic	Pictureforms translation	pictures	Abstract
	logotypes	abbreviations	letters	letter/picture				
Iconic	high							
	medium							
	low							
Indexic	high							
	medium							
	low							
Symbolic	high							
	medium							
	low							

Trademark Field	Wordforms		Letterforms letter/picture	graphic	Pictureforms translation	pictures	Abstract
	logotypes	abbreviations					
Iconic high							
medium							
low							
Indicative high		NPC					
medium	MUSTERS						
low							
Symbolic high	Sports Illustrated						
medium	NBC Sports	TOPPS					
low							

Trademark field	Wordforms		Letterforms		graphic	Pictureforms		Abstract
	logotypes	abbreviations	letters	letterpicture		transabon	pictures	
Iconic	high							
	medium							
	low							
Indexic	high							
	medium							
	low							
Symbolic	high							
	medium							
	low							



* source Sports Marketing:
Its not Just a Game Anymore

This thesis project will demonstrate an alternate approach in the way graphics in professional sports are designed and presented. The approach will utilize traditional graphic design aesthetics, and address the benefits good design can have upon the environment, society and the design community. It will focus on elements such as marketing, merchandising, advertising and design in relation to the development of identity programs for professional sports teams.

In order to initiate change within a society one must find a vehicle with which one can communicate one's ideas to the widest audience. Professional Sports is one of the largest, most popular industries in the world today. An estimated two-hundred and forty billion people viewed professional sports last year world wide. Any change that effects this industry is a change that will have great influence throughout society. The opportunity to apply graphic design values to the sports industry would be one of great benefit and could initiate some dramatic improvements within our visual environment.*

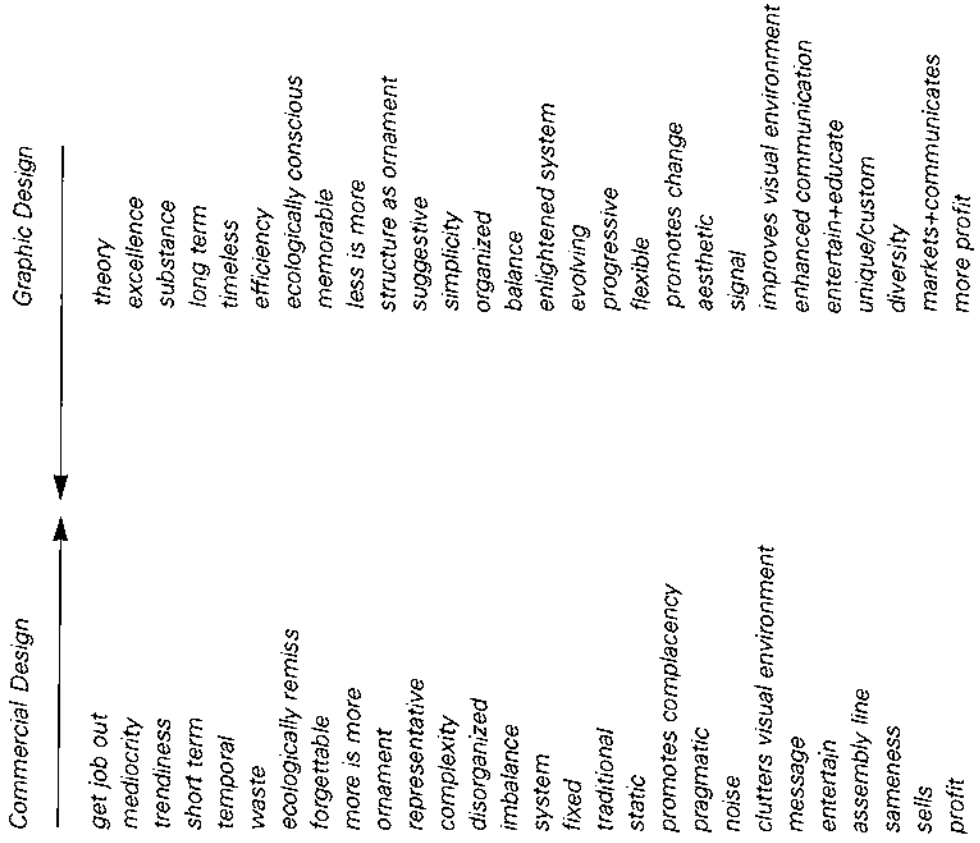
This project is important because...

- 1 It will take a stand against the visual anarchy that is present today in our environment and develop an ideal standard that if accepted, could set off a chain reaction of design consciousness and heightened visual responsibility throughout society.*
- 2 The undertaking of this project may open the door for many other graphic designers who may have desired to enter the field of sports graphics, but didn't feel it was the ideal forum to start nor benefit their career.*
- 3 The designer will be reaching people who are outside the design community and assist in educating them about graphic design. That it is not simply about symbols, page layouts and identity programs, but it is about communication; verbal, visual and aesthetic ways to improve society and enhance our visual environment.*
- 4 The design community will benefit because of the emergence of a new venue for graphic design. The introduction of quality graphic design into the field of sports graphics could open many doors that aren't available at the present time.*
- 5 It reaffirms the clear benefits of good design such as time efficiency, cost effectiveness, simplification of use, manufacture, and maintenance.*

Ideological Chart

*Ideology
the ideas or manner of thinking
characteristic of an individual
or group.*

*Fundamental to this project is an analysis comparing the opposing
values of commercial design and graphic design.*



Analysis

Trademark Fields

Identities in professional sports
Identities in sports merchandising (other than professional sports)
Identities in the corporate world (relating to the key words of thesis identity)
Identities of the National Hockey League

Interviews

Tom O'Grady, Art Director of National Basketball Association Properties Inc.
Pamela Ivinski, Managing Editor of Print Magazine
Ann Occi, Creative Resources Director of Major League Baseball Properties Inc.
Joe Bosack, Graphic Designer for National Hockey League Enterprises Inc.
Mike Sackett, Sackett Design Associates (phone)
Tom Dwayne, Sean Michael Edwards Inc. (phone)

Field Research

Mailed a form letter to forty-one design agencies around the country requesting assistance and identity models for this project.
To date: thirty agencies have responded to this inquiry.

Trip to Madison Square Garden in New York City for additional background and image research.

Research Classification

Databases:
contacts
bibliography (magazines/books)

- Sports identities are designed for the purpose of entertainment.
- The designers of professional sports graphics are not respected by the graphic design community.
- The present designers of sports identities are not exploring graphic design aesthetics in the development of their marks.
- There is a need for new well-designed identities.
- New identities will be beneficial in enhancing marketing and merchandising.
- There is always a need for good design
- Good design is more profitable.
- Good design is good business.
- An identity must be appropriate to its context.
- Hypothetical Team vs. Existing Team
- Design standards need to be established
- Create graphics that work in two environments: merchandising and promotion
- A specific target audience must be established.
- The fan is the focus.
- Attack a localized market.
- There seems to be parallel in the design of the marks of the NBA and the NHL.
- The cornerstone of a great sports marketing program is a well-designed athletic identity.
- Stay simple.
- Create a diversity from present professional sports graphics.
- Refer to the design methodology of Nike Inc.
- Design a Flexible, Alternate or Virtual Identity

The final phase, the application, will be the development of an identity program for the New York Rangers, a franchise of the National Hockey League. I've chosen this subject for the following reasons:

- 1 It is the fastest growing team sport in the world.
- 2 It has a global audience.
- 3 It has superior fan demographics.
- 4 Its rapid growth is a strong forum for the introduction of alternate or modular identity system.

The integration of the emerging theory of virtual identity and the traditional design process of graphic design with the visual marketing premise of commercial design will form the base for a visually revolutionary and highly profitable identity. This approach will challenge the identity process of the past and look to the future for its design inspiration.

The identity that is created will be developed within an identity program which will include elements such as type, symbol, color, shape, position and scale. They will be presented via a series of four complimentary panels which will show the actual identity(s) in appropriate, industry related applications. To accompany the posters a manual will be designed to show a clear, concise documentation of the project's creative process.

Sport	Hockey
League	National Hockey League
Location	New York NY
Arena	Madison Square Garden
Colors	Red Blue & White
Definition of Ranger	One of a select group of U.S. soldiers trained for raiding action on enemy territory.
Uniform	Helmet, Jersey, Gloves, Socks, Skates, Shorts and Stick
Influential Structures	World Trade Center Empire State Building George Washington Bridge Chrysler Building Statue of Liberty Madison Square Garden
Present Identity	A shield

These words represent the important qualities communicated by this identity.

Hockey

New York

Excellence

Kinetic

Flexible

Precision

Short Term Timeline

1996

R/T

General

Thesis

February

12 lincoln's birthday
14 valentine's day

19 preliminary identity sketches

20 last daytime class

March

28-mar11 winter/spring break

11 daytime class begin

13 second committee meeting
14 sketches refinement

17 saint patrick's day

20 thesis presentation process
21 sketches refinement

27 third committee meeting
28 final sketches refinement

April

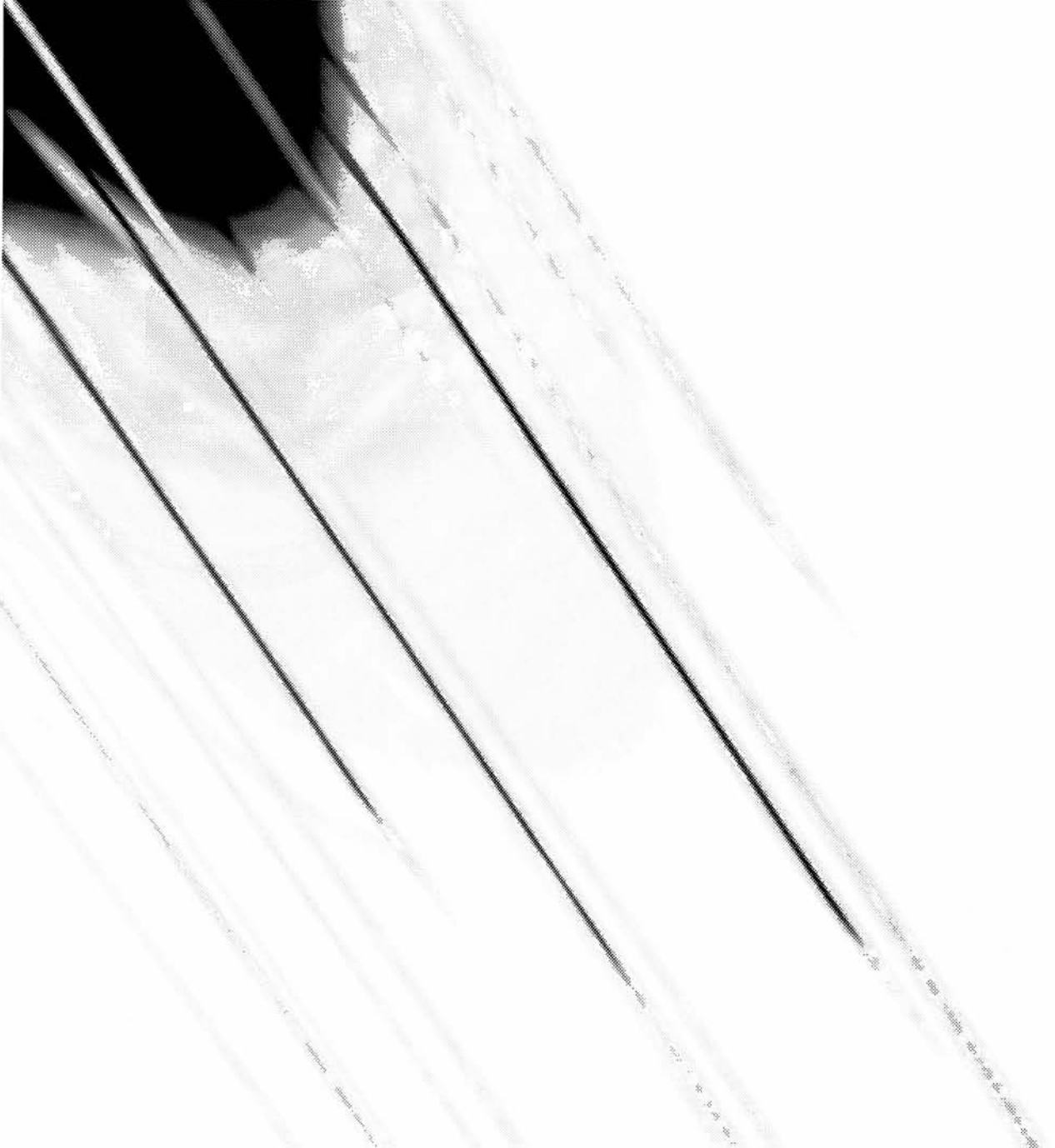
01 first thesis show

01 april fools' day

04 application proofs
05 fourth committee meeting
08-11 final proofs
14 installation

15 second thesis show
19 opening reception

29 third thesis show



sports identity
A Design Alternative

sports identity
A Design Alternative



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15	A Virtual Alternative
16	Applications

project description



This thesis project will demonstrate an alternate approach in the way graphics in professional sports are designed and presented. The approach will utilize traditional graphic design values, and address the benefits good design can have upon the design community, the environment and society. It will focus on elements such as, merchandising, promotion and design in relation to the development of identity programs for professional sports teams.

thesis identity statement



An identity represents one dimension of the corporate image. It communicates the important aspects of what an organization represents; it's values, beliefs, goals and potentials.

This thesis project will demonstrate an alternate approach to identity design in professional sports. The approach will utilize graphic design values, and address the benefits good design can have upon the design community, the environment and society.

To represent this project, an identity will be developed to support the process of conceptualizing, designing and presenting of this material. It will stand for the dispelling of the primitive ideology and non-design of present sports identity, and evolve into a living entity within itself to promote the theme of change.

virtual identity



The designing of a family of trademarks which share the same meaning. Each of the marks has individual characteristics and fulfills a specific function, but must follow a set of parent mark qualities which act as an umbrella under which the system of marks remains unified.

parent mark qualities



Typeface	Univers Condensed Light Italic Univers Condensed Bold Italic
Shape	Ellipse 1.767" w x 0.62"h or a proportional alternative
Angle	The ellipse must be set at an angle of 6.304°
Word position	sports identity or A Design Alternative may not be positioned in relation to each other to form alternate phrases. ex. Sports Alternative Identity Design Sports Design Identity Alternative

key words

These words represent the important qualities communicated by this identity.



Distinctive

Efficient

Memorable

Progressive

Sports (competitive+teamwork+leadership)

Flexible

composite grid

9



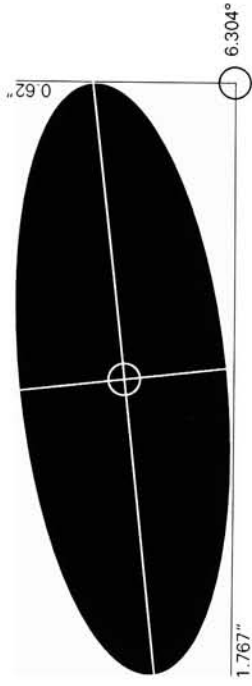
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PQRSTUVWXYZ

Univers 47 Condensed Bold Italic 9.5pt

abcdefghijklmnopqrstu
vwxyz 0123456789
ABCDEFGHIJKLMNO
PQRSTUVWXYZ

shape



Ellipse 1.767"w x 0.62"h
set at a 6.304°



process

A series of alternative marks representing the development of this identity.



Sports Identity A Design Alternative



sports identity **A Design Alternative**

present identity

These marks represent the present state of identity in professional sports.



New York Islanders
NHL
1995



Jacksonville Jaguars
NFL
1995



Florida Marlins
MLB
1993



Toronto Raptors
NBA
1995

a virtual alternative

These marks represent an alternative to current identity in professional sports.



New York Rangers
NHL
1995



applications



Alternative letterhead formats A-C

Thesis report cover

Thesis report title page

Screen design for database

Page design for database

Animation studies A-E

7.3"

letterhead A schematic

1.75"

1.0"



5.0"



2 10 96

Vance, Wright, Adams & Associates

I am a second year graduate graphic design student at Rochester Institute of Technology in Rochester, New York. We are required to do a thesis project in our second year of graduate school, and the topic I have chosen is entitled *Sports Identity A Design Alternative*. I am concerned with the lack of solid graphic design aesthetics of the identities of professional sports teams. Through my research I have discovered that the identity for the Pittsburgh Penguins of the National Hockey League was created by your firm, and is one of the few well designed, graphically conscious marks in the league. This is exactly what I am going to explore in my thesis project; Can sports related identities incorporate good design and be as financially lucrative as the more commercially designed marks which chose to play more to the graphic ignorance of the fans for which they are created? Why can't these marks be designed well? I believe that the route your firm has taken with sports identity is on the right track and I wish to further explore this dilemma and bring it to the attention of designers all over the country. If you could possibly assist me in my research by sending me any documentation of your firms design methodology pertaining to this identity or any other examples of sports centered graphics that your firm has been a contributor to would be greatly appreciated.

Sincerely

c williams-mcclure

letterhead B schematic

1.0"

1.75"



1.7"

1.75"

131 Mount Herman Road
Blairstown NJ 07825
tele 908 459 4668
telefx 908 459 4779

1.7"



2 10 96

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Sincerely

c williams-mcclure

131 Mount Herman Road
Blairstown NJ 07825
tele 908 459 4668
tele/fx 908 459 4779

letterhead C schematic



1.8"

1.75"

1.0"

1.25"

1.75"

31 Mount Herman Road

Blairstown NJ 07825

tele 908 459 4668 tele 908 459 4779

1.7"



131 Mount Herman Road Blairstown NJ 07825

tele 908 459 4668 telefax 908 459 4779

2 10 96

Vance, Wright, Adams & Associates

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Sincerely

c williams-mcclure

thesis report cover



sports identity **A Design Alternative**



A thesis submitted to the faculty of
The College of Imaging Arts and Sciences
In Candidacy for the Degree of
Master of Fine Arts

sports identity **A Design Alternative**

c williams-mcclure

data base screen design

sports identity
A Design Alternative

sports identity **A Design Alternative**

© cwm 1996

data base page layout



title **Just Do It: The Nike Spirit in the Corporate World**

author Donald Katz

publisher Adams Publishing Massachusetts

date 1994

origin personal collection

pages 96-125

quote " the most powerful force in sports is not a professional sports team. It is shoe company. "

notes A look at Nike-a company of the future, a dream machine that seeks to redefine culture through the power of sports. Phil Knight, a reclusive, irreverent, unpredictable entrepreneur, turned two man operation importing running shoes into a \$4 billion company.









sports

identity

A Design

Altern

sports identity

A Design
Alternative

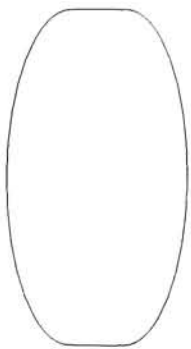
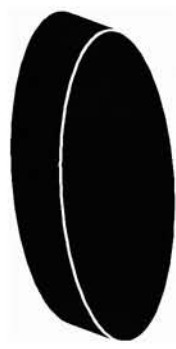
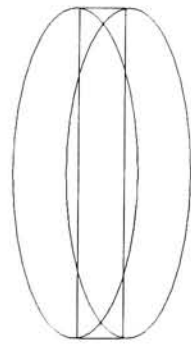
A Design Alternative
sports identity

sports identity
A Design Alternative





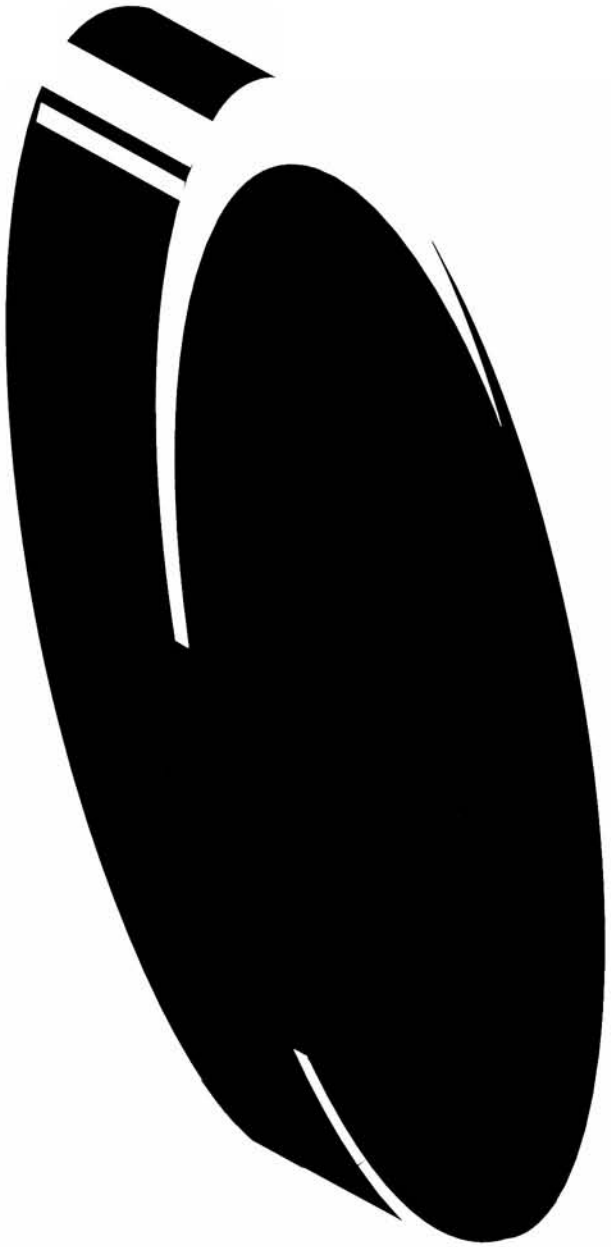


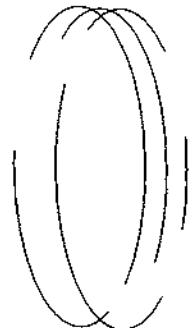
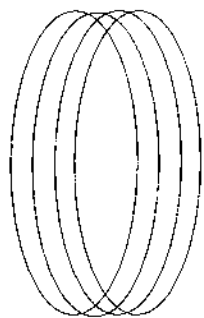
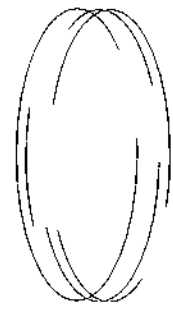
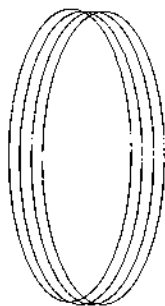
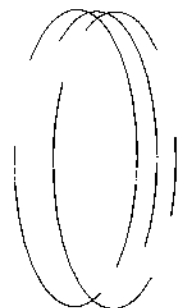
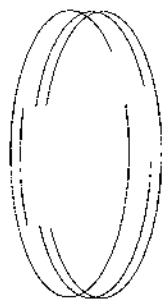
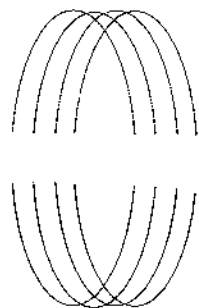


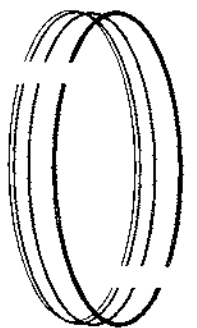
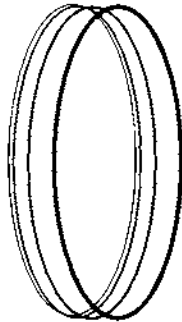
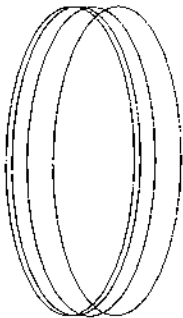
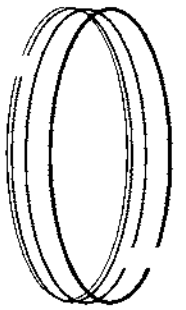
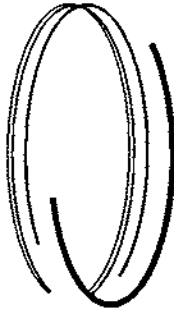
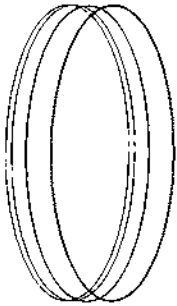
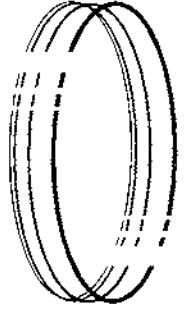
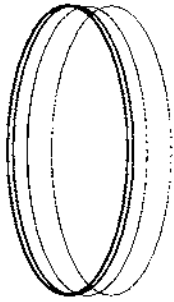


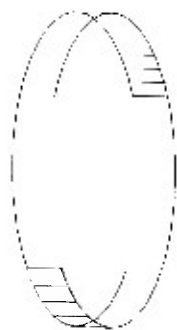
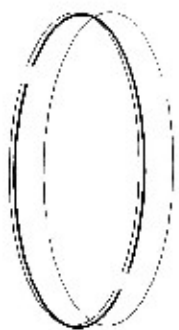
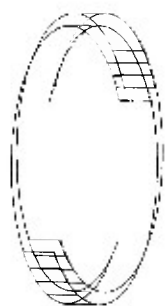
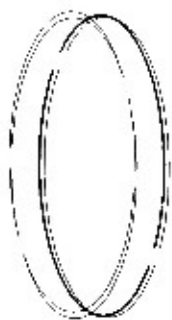
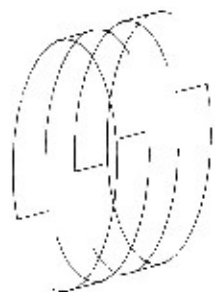
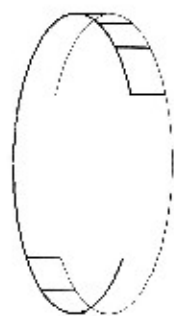




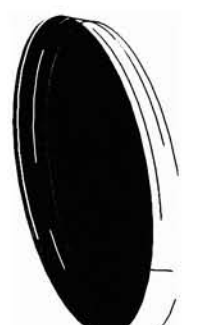
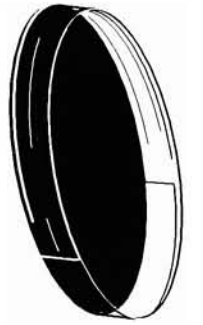


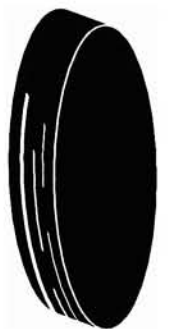


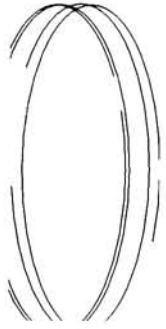




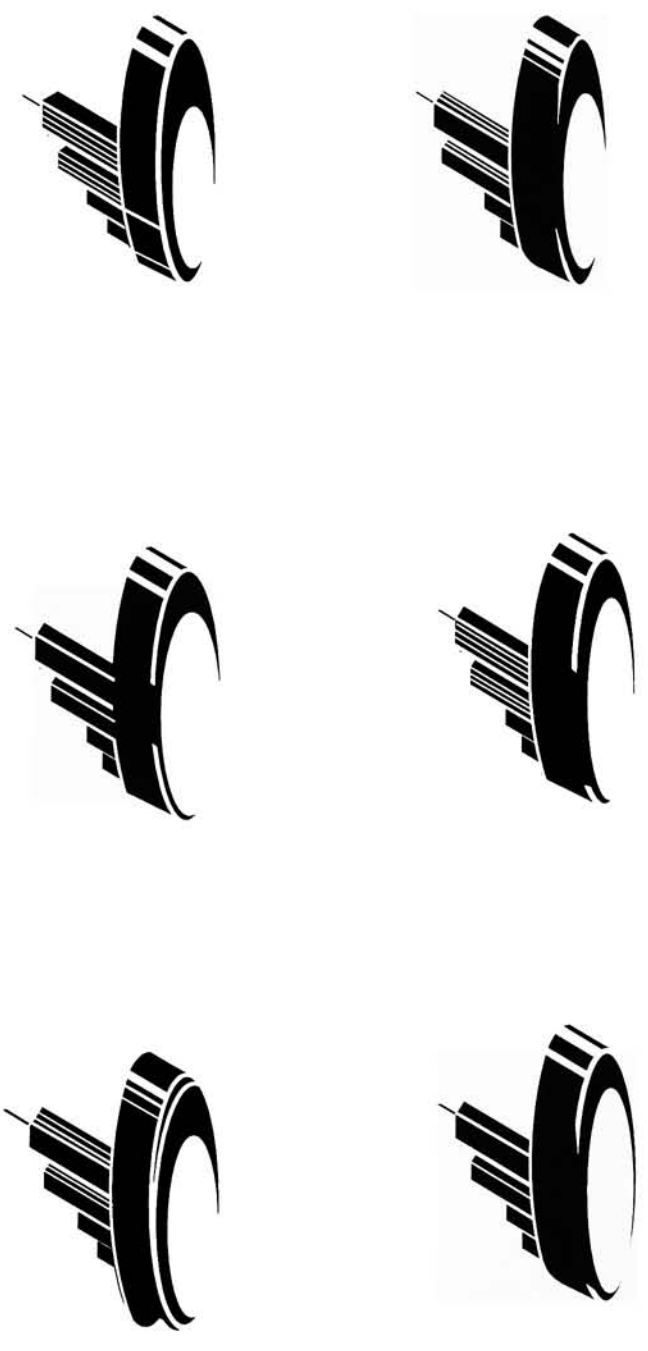


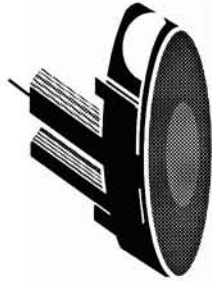






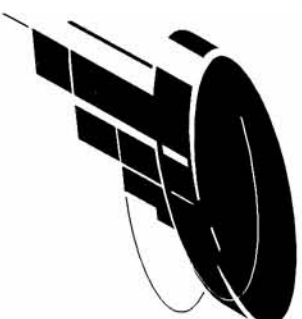
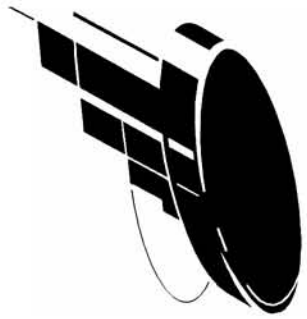
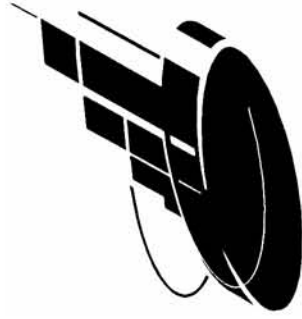
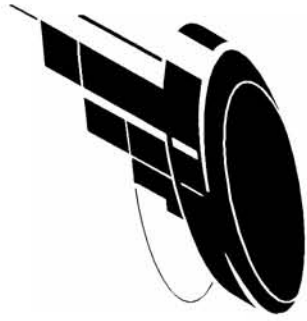










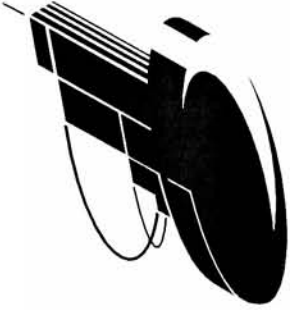




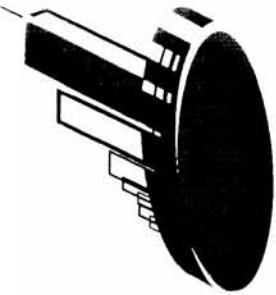












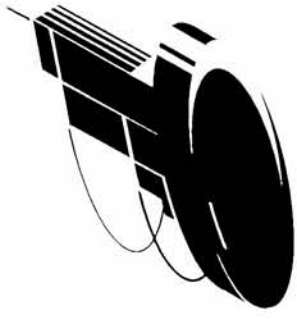


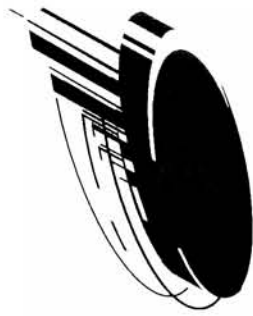
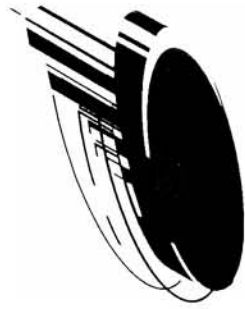


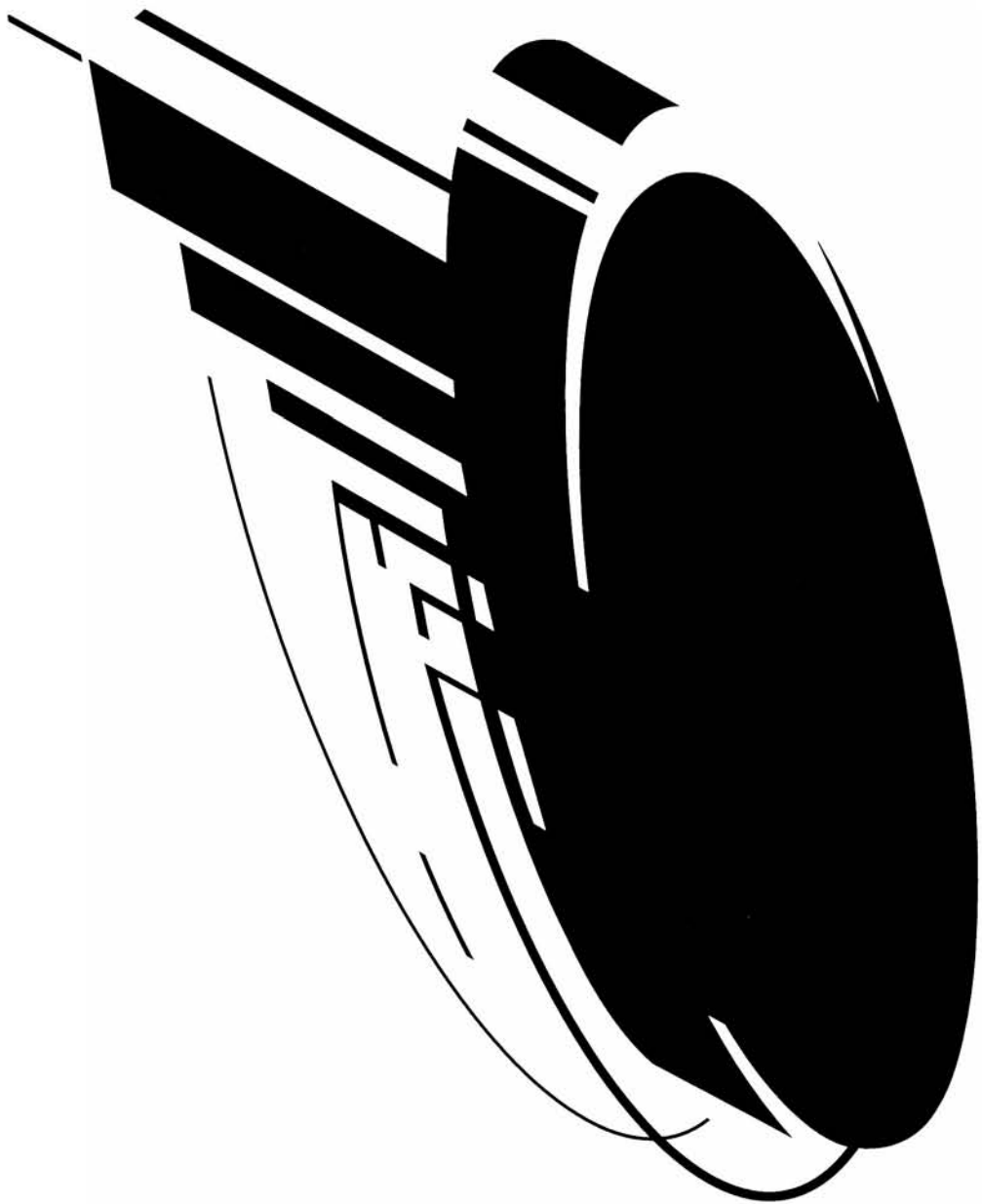


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NYRANGERS

NYRANGERS

NYRANGERS

NYRANGERS



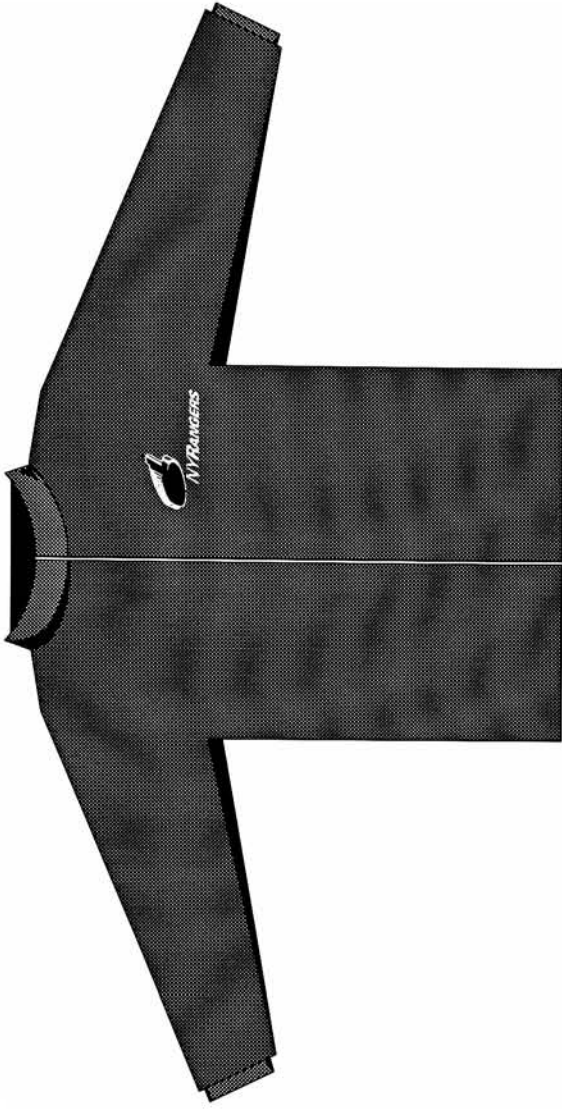




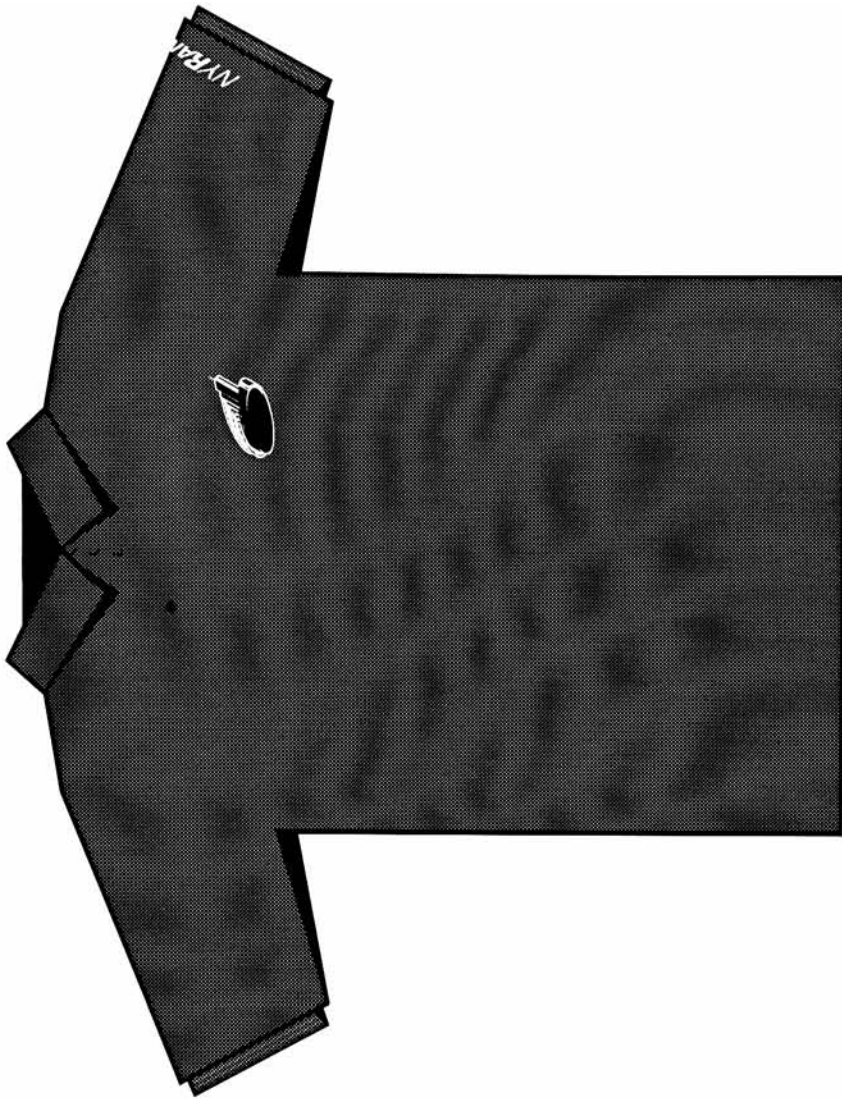
Application



nylon jacket



golf shirt



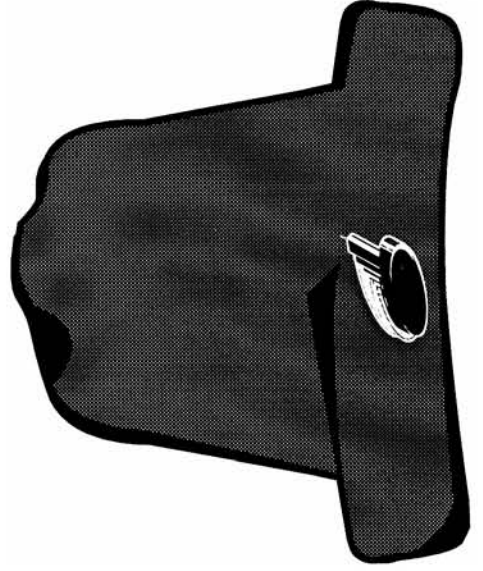
tee shirt



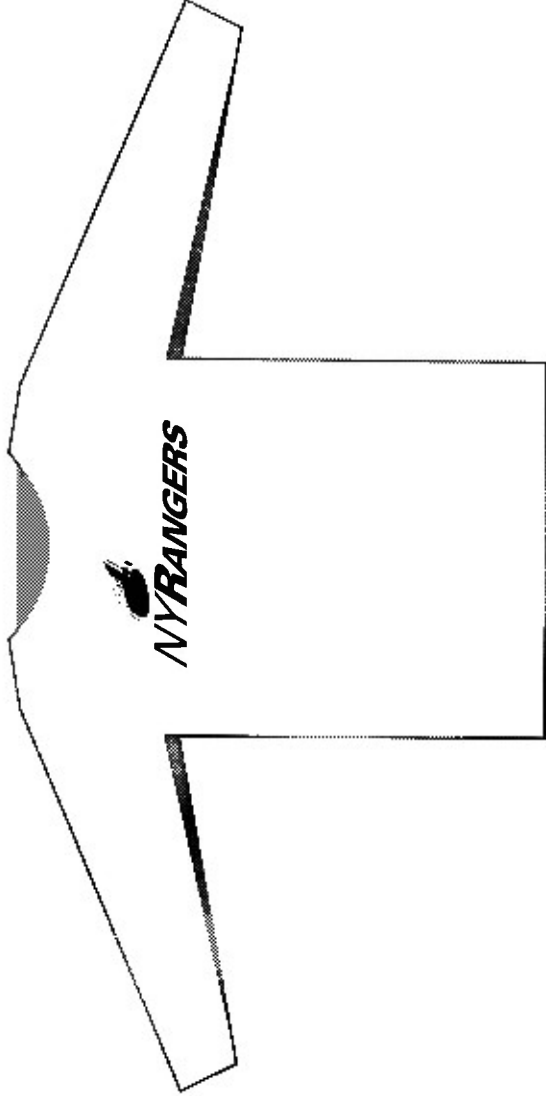
baseball hat



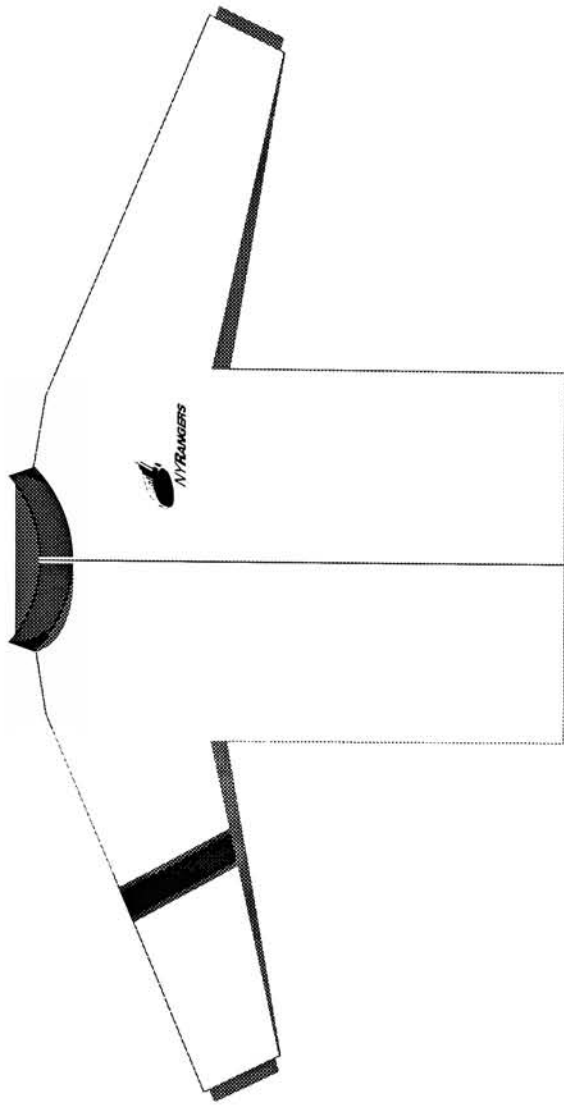
ski hat



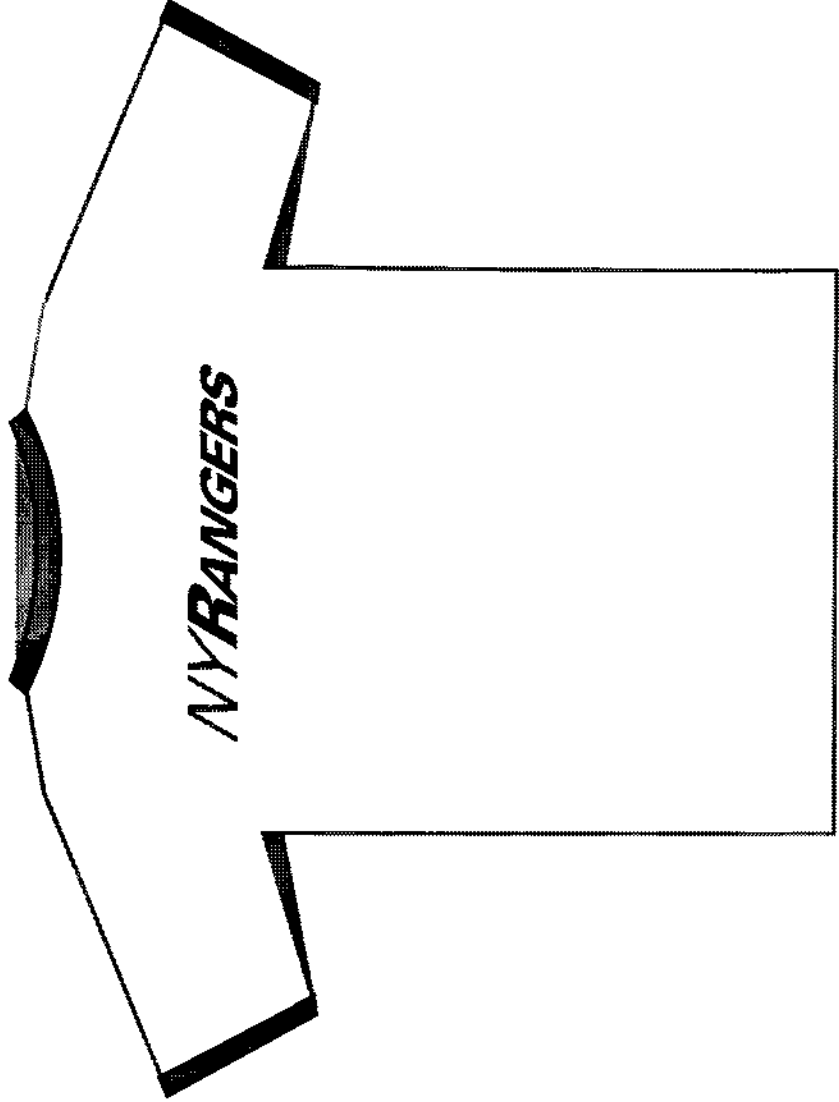
long sleeve tee shirt



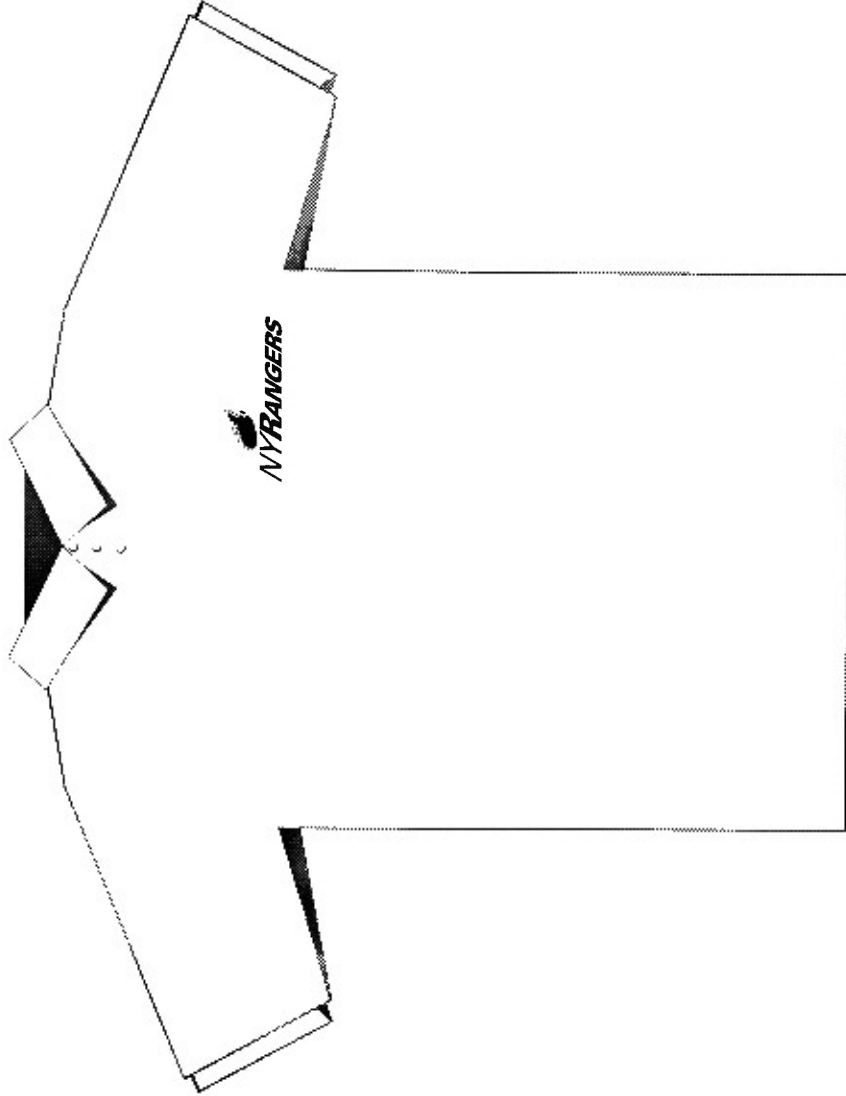
nylon jacket (white)



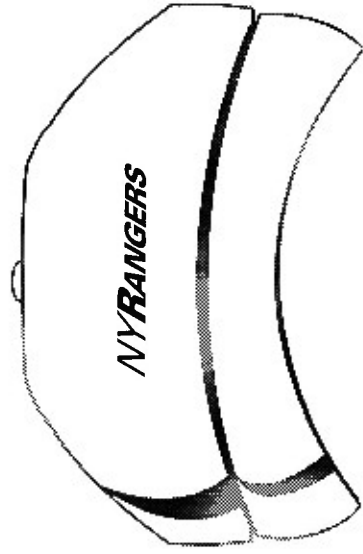
ringer tee shirt (white)



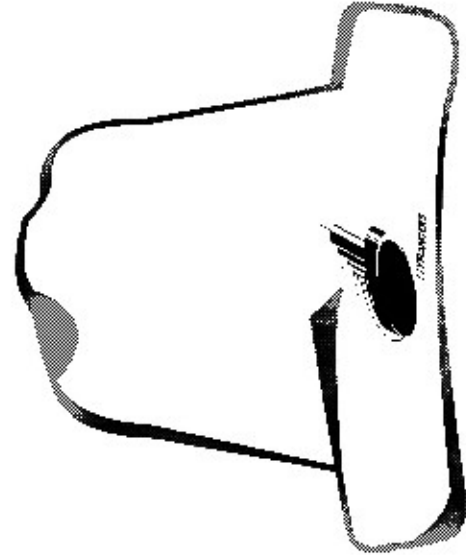
golf shirt (white)



baseball hat (white)



ski hat (white)

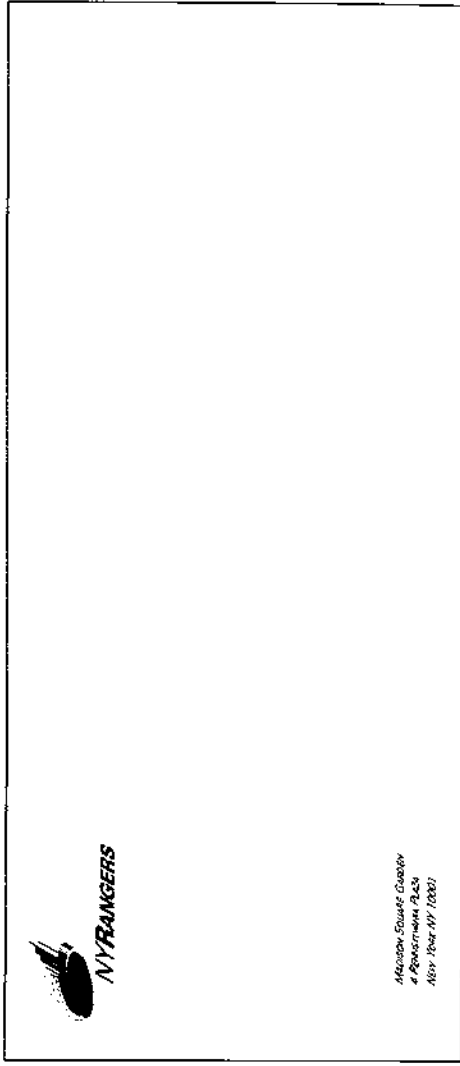


letterhead

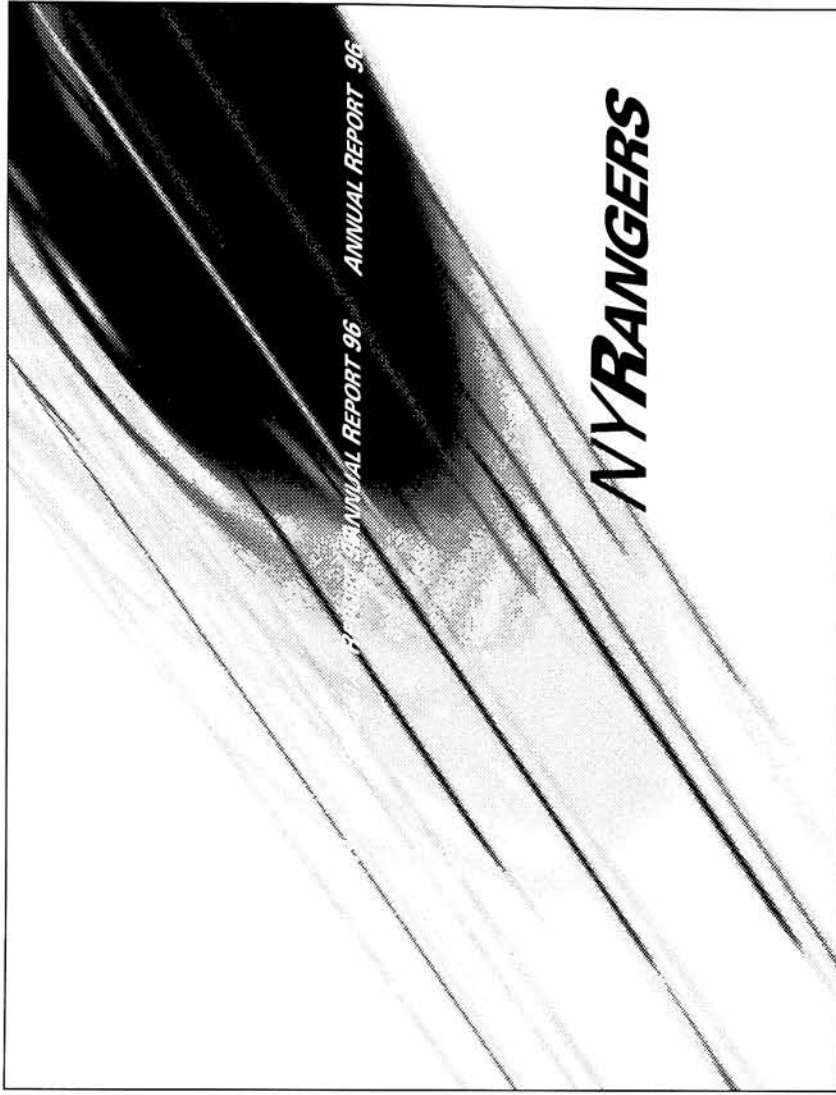


Madison County Club
4 Pleasant Hill
19th Hole NY 12061
212 625 1200 Ext.
212 625 1200 Fax

envelope



annual report cover



business card (front)




business card (back)



ticket prototype

SECTION 211	37
aisle 318	
SEAT 112	
PRICE 40.00	

MADISON SQUARE GARDEN

 **NY RANGERS**

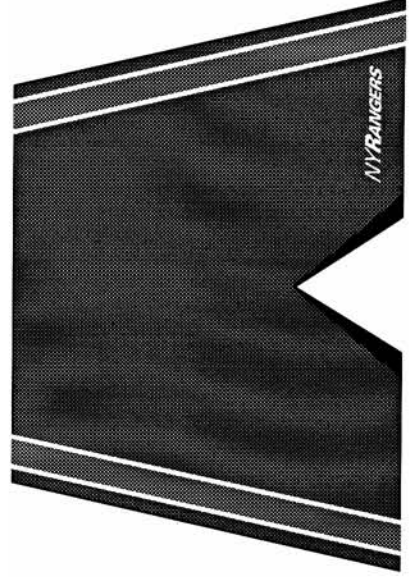
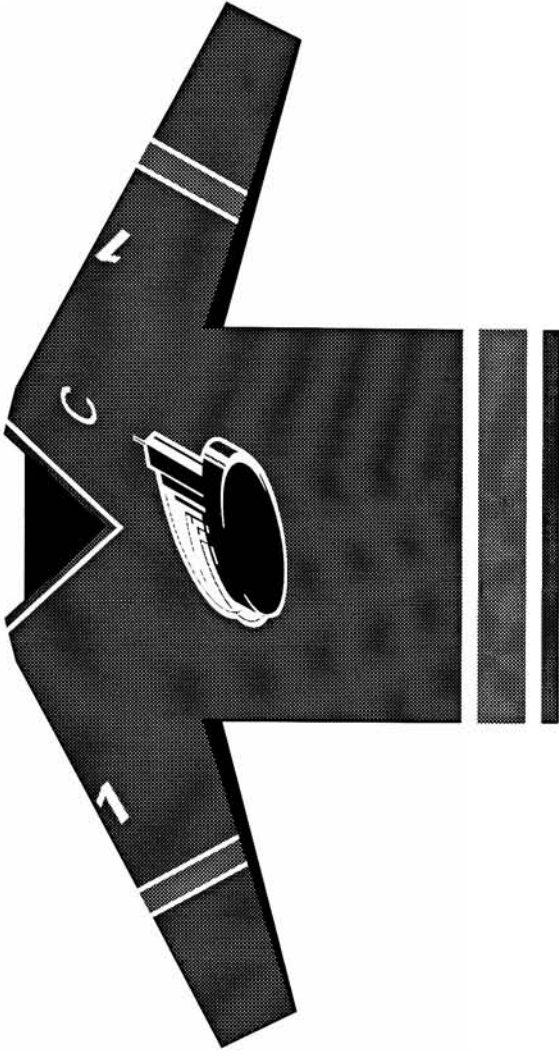
vs. *PHILADELPHIA*

SATURDAY
DEC. 31 1996
7:30

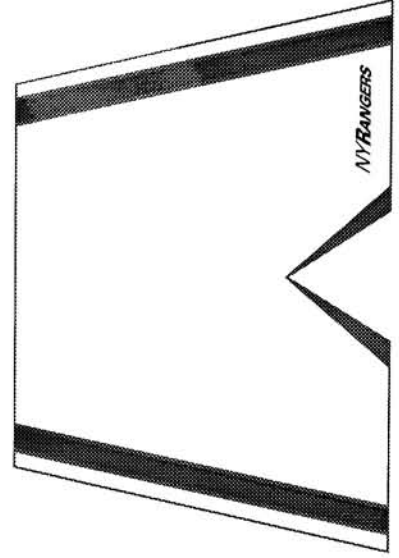
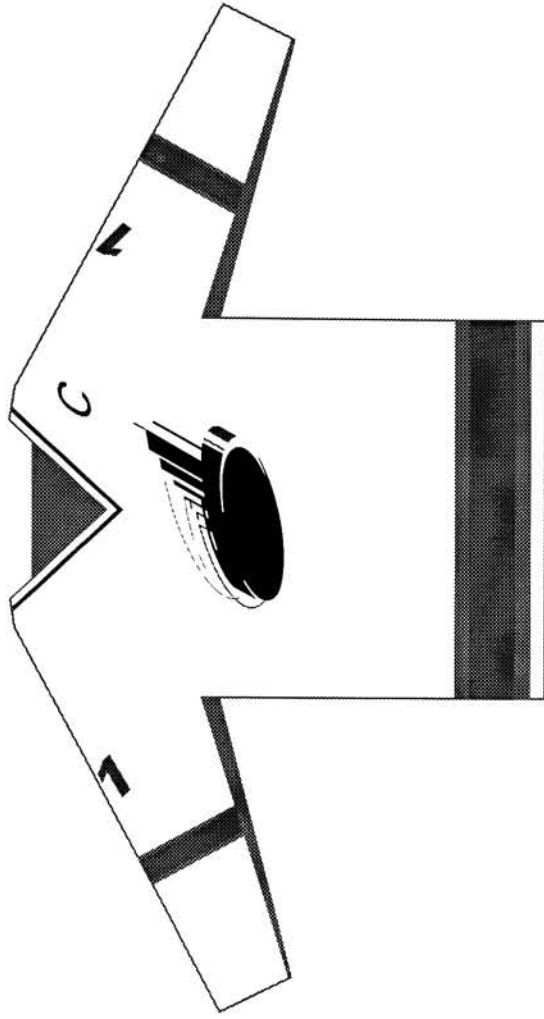
SECTION 211	37
aisle 318	
SEAT 112	
PRICE 40.00	

NO REFUNDS NO EXCHANGES

uniform (home)



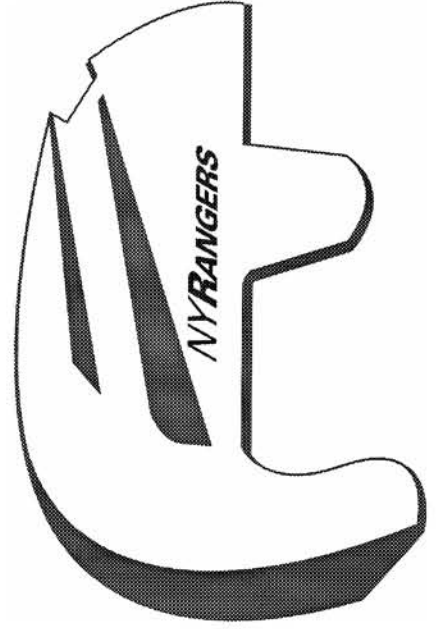
uniform (away)



helmet (home)

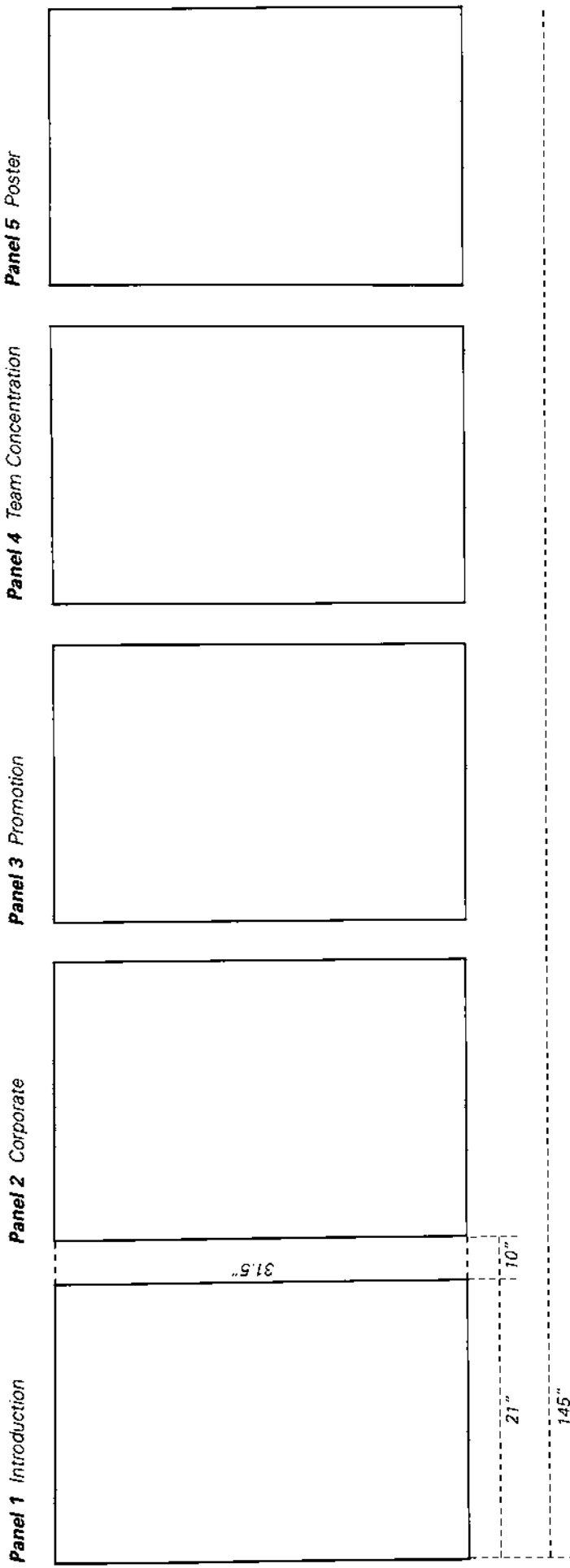


helmet (away)

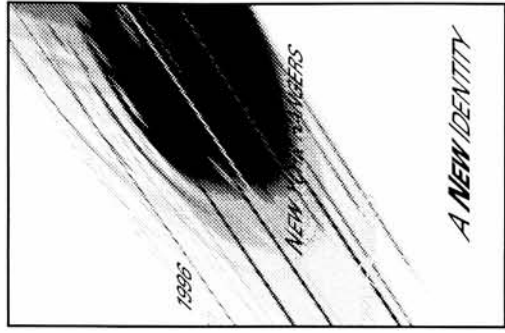
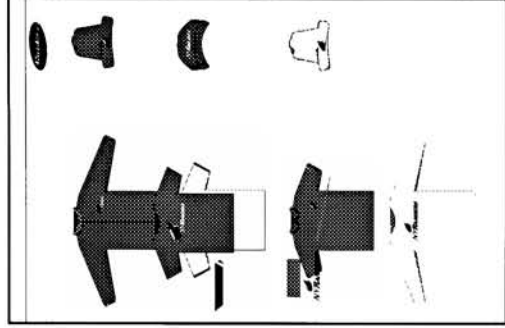
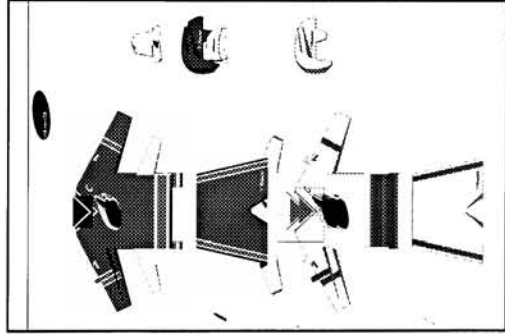
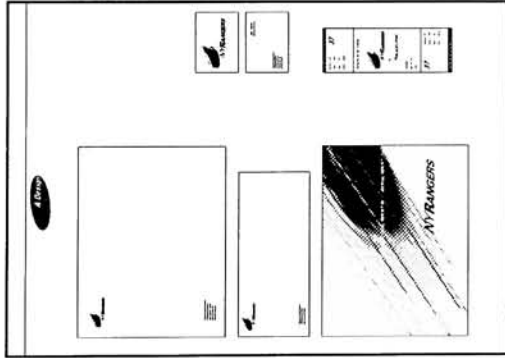
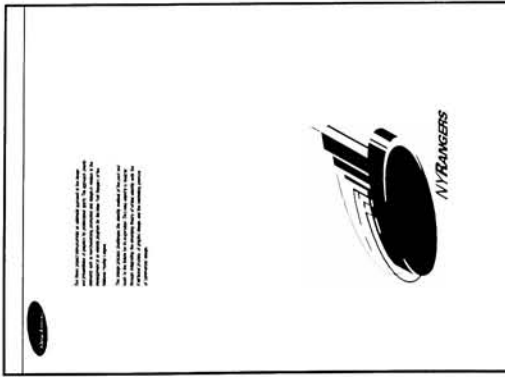


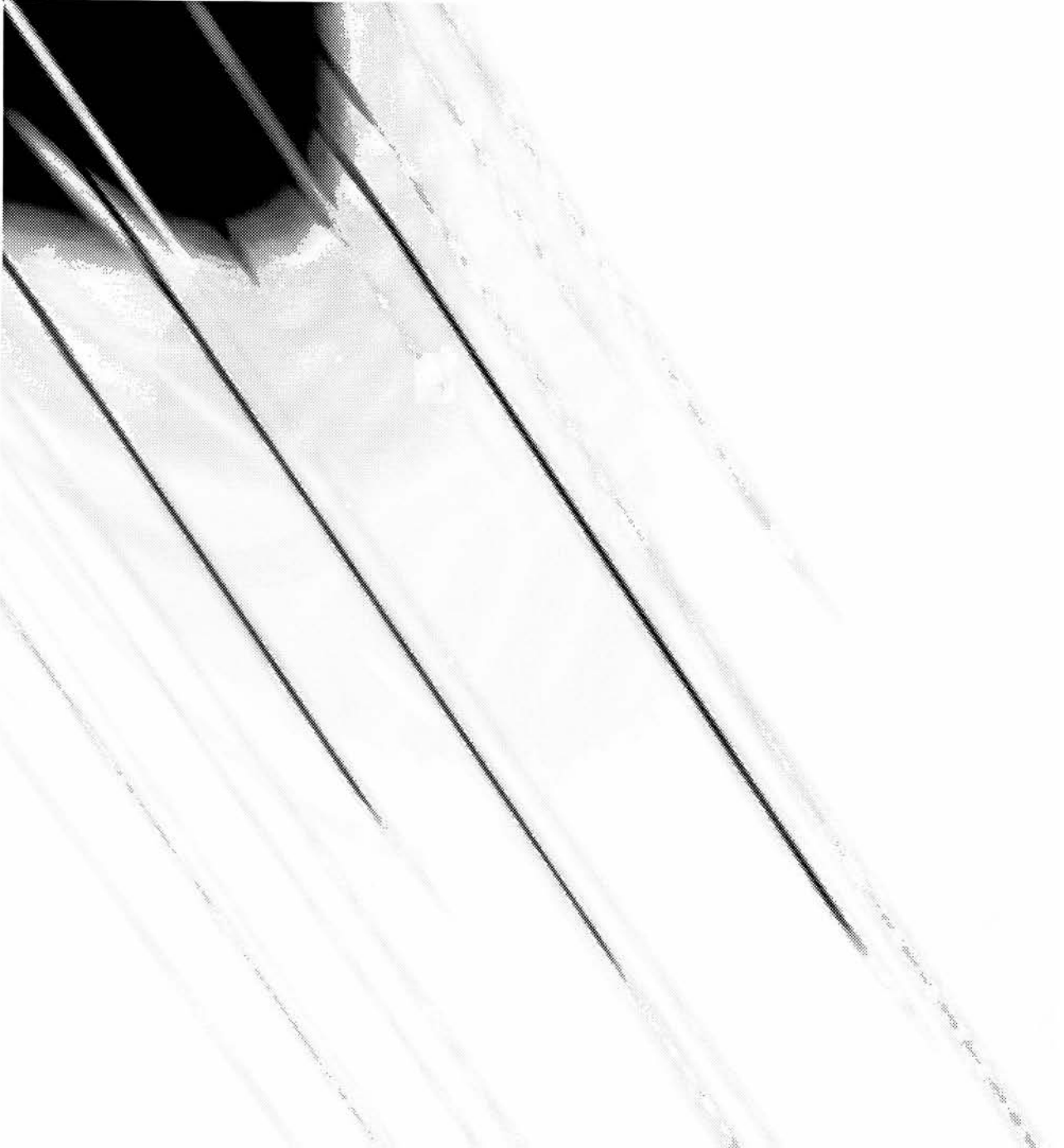
Presentation





- | | | | | |
|--------------------|---------------------|--------------|--------|--------------------|
| Identity Statement | Letterhead | Tee shirt | Helmet | Promotional poster |
| Pictureform | Business Card | Golf shirt | Jersey | |
| Logoform | Envelope | Sweatshirt | Shorts | |
| | Annual Report Cover | Baseball hat | | |
| | Ticket | Ski hat | | |
| | | Jacket | | |







Process

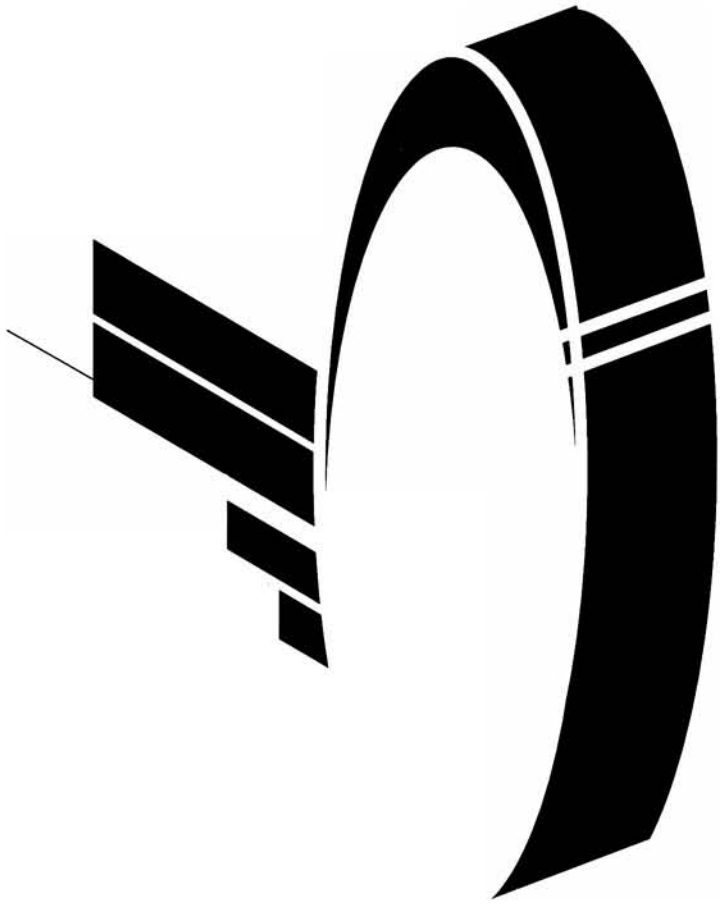
*A course or method of operations
in the production of something.*

This guide will show a chronological account of the design process for the development of a new identity for the New York Rangers.

This design process challenges the identity method of the past and looks to the future for its inspiration. This new identity is realized through integrating the emerging theory of virtual identity with the traditional process of graphic design and the marketing premise of commercial design.

Pictureform

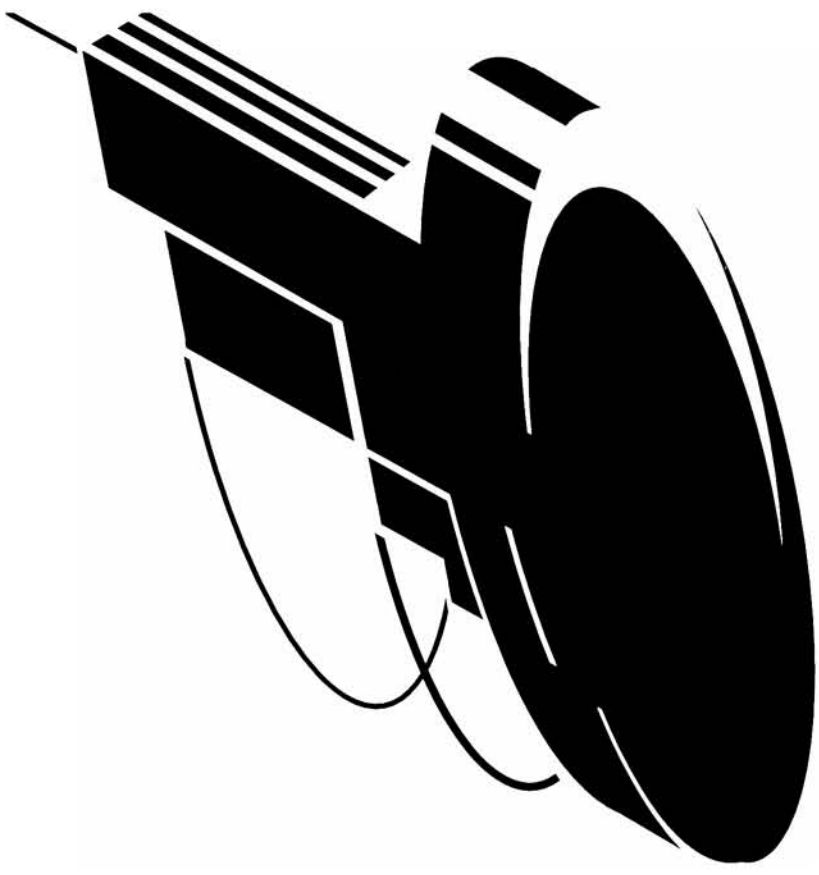
2 10 96



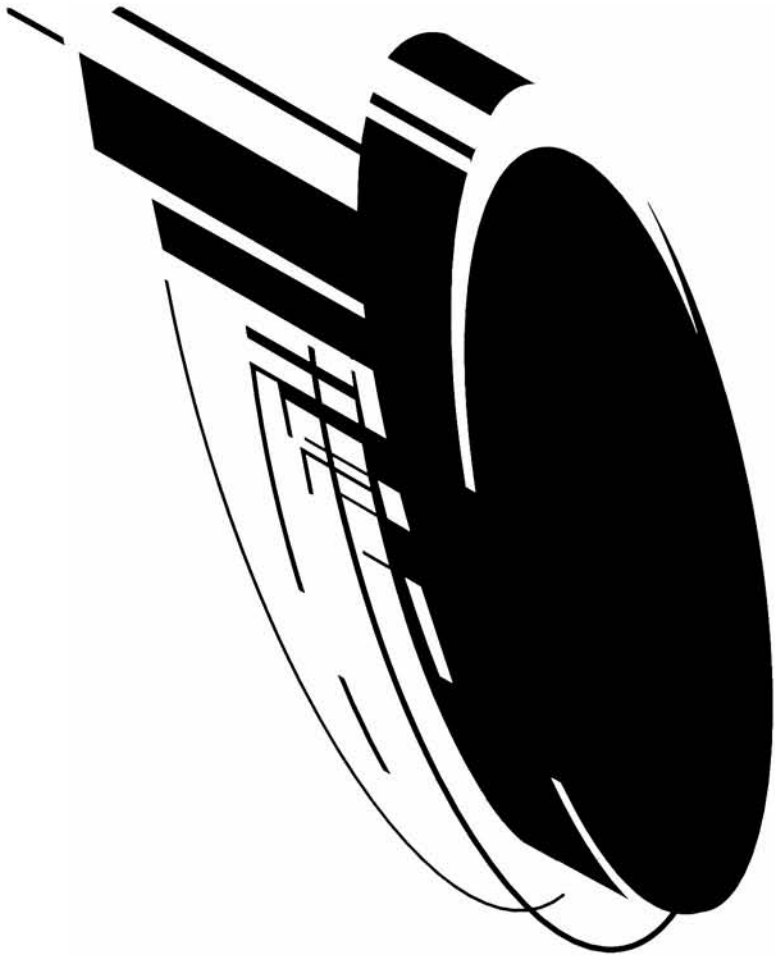
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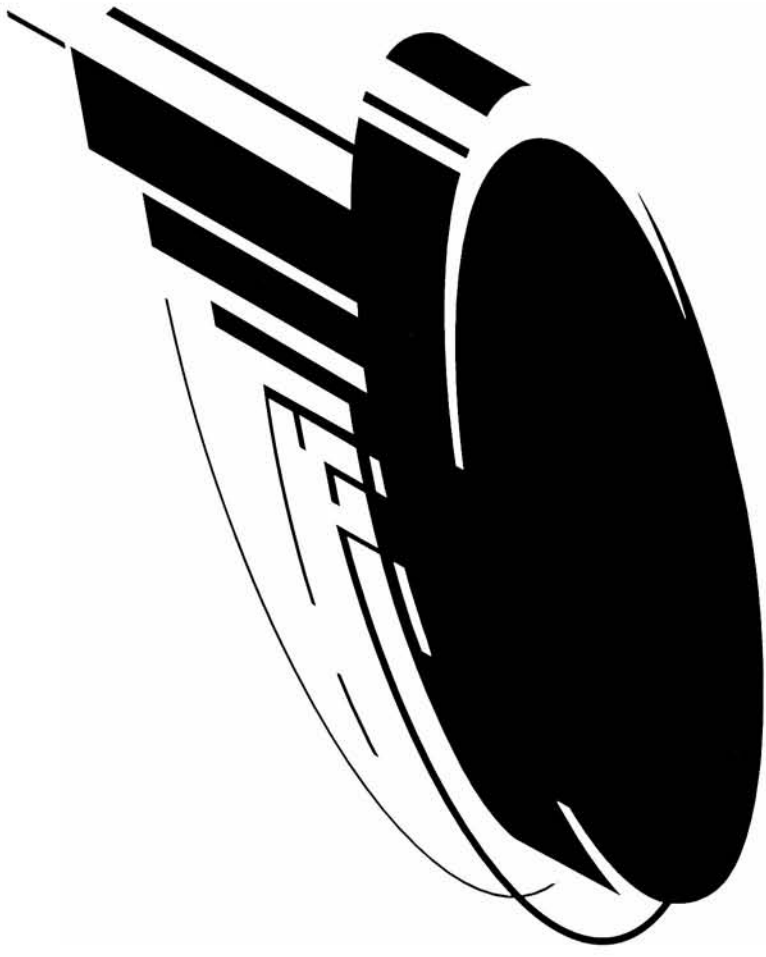
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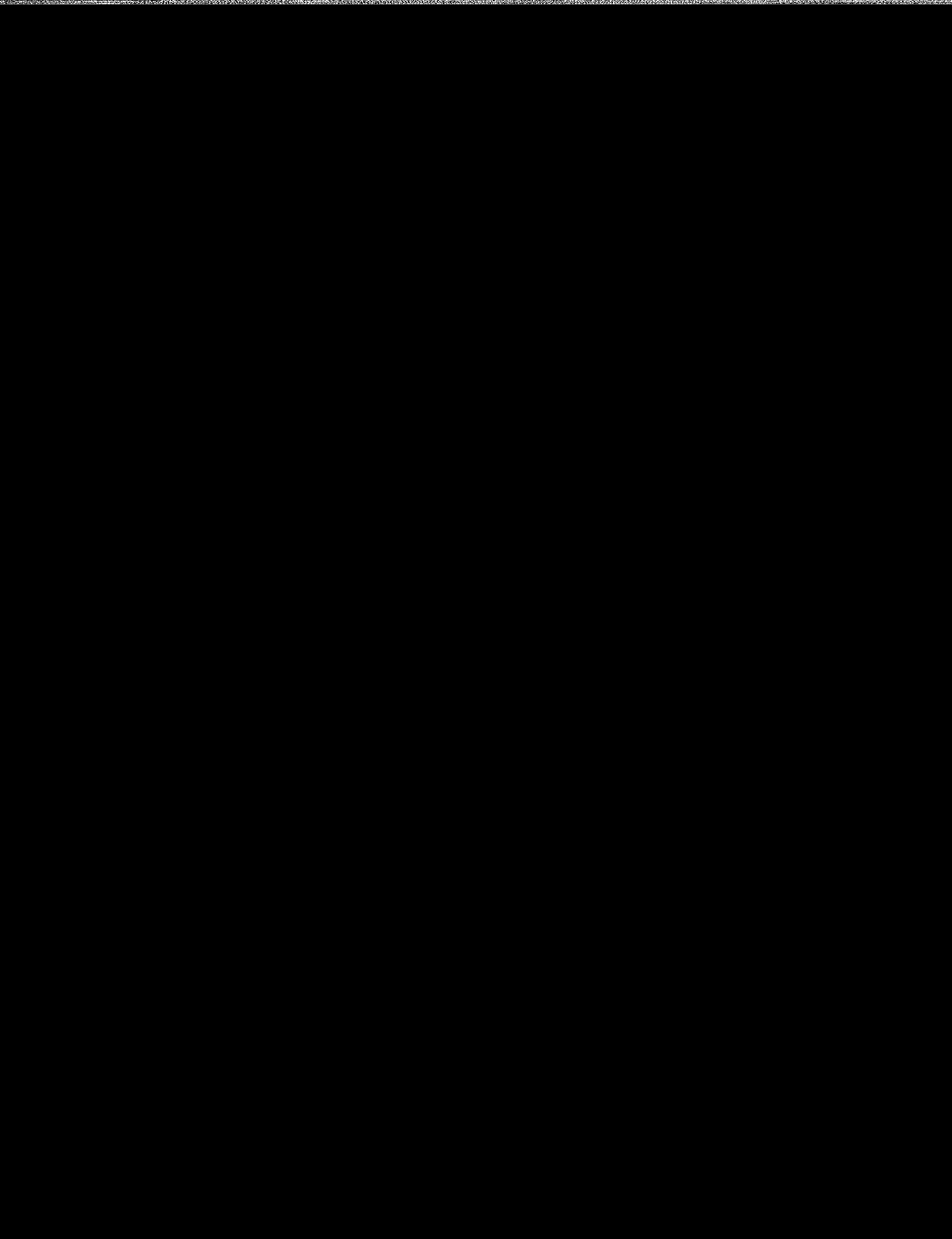


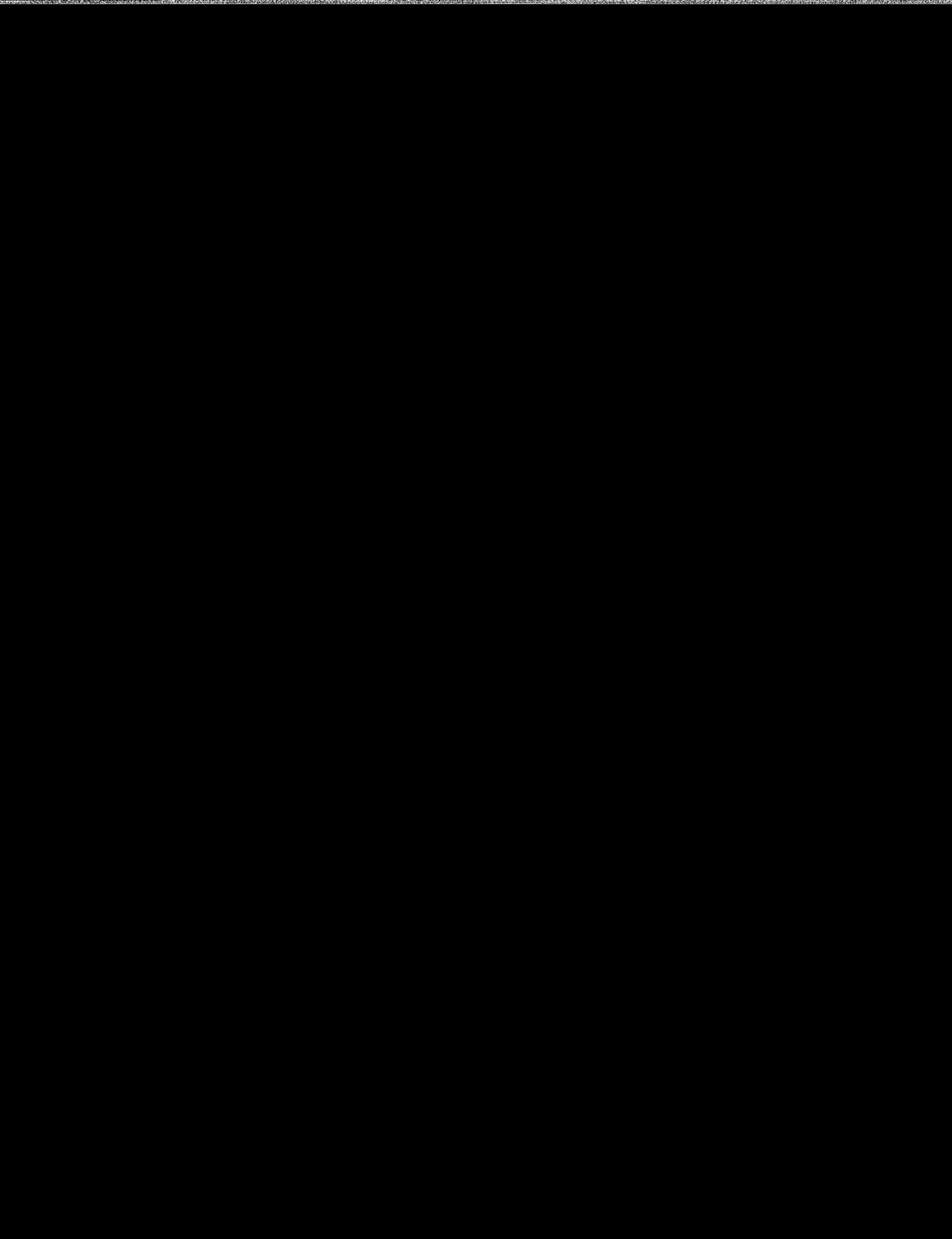
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NEW YORK **RANGERS**





A New Identity

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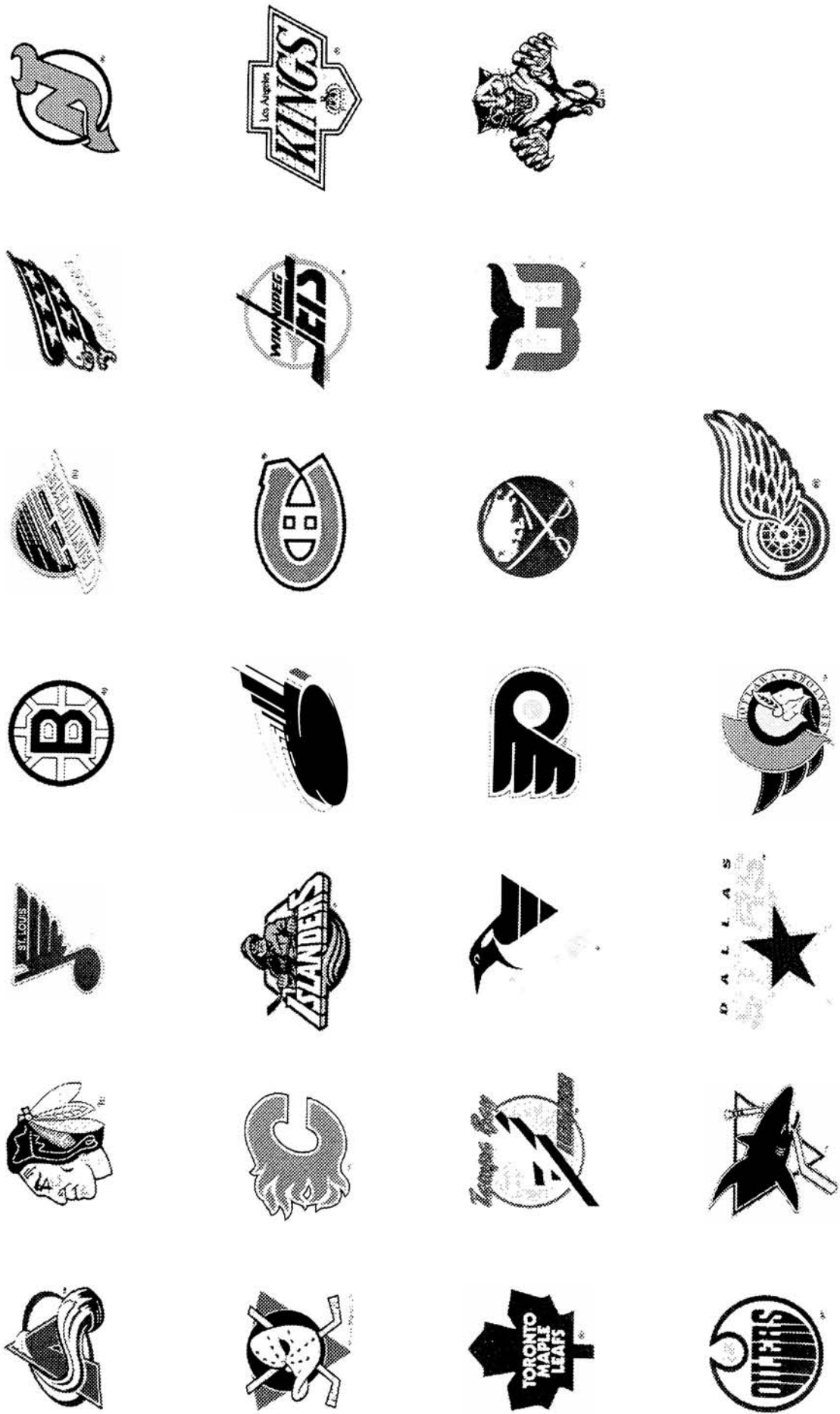
NYRANGERS

A Virtual Identity

4 10 96



A Comparison



Conclusion



This thesis project has given me the opportunity to see professional sports, not only as a passion of mine, but as an industry. An industry which prior to this project did not fully acknowledge nor understand the positive effects graphic design could have upon it. I believe my attempt to merge the values of traditional graphic design and commercial design with the emerging theory of virtual identity was successful, and am confident that the knowledge I have gained about identity during this project will allow me to express valid and substantiated opinions about the topic in the future. I am more than satisfied with the effort I have put forth and feel I have more than sufficiently met the requirements of a Master of Fine Arts degree. This project will be presented to the National Hockey League with the idea of possible implementation into its present identity structure, coupled with the hope that the work I have done will positively influence the way professional sports identity is designed and presented for years to come.

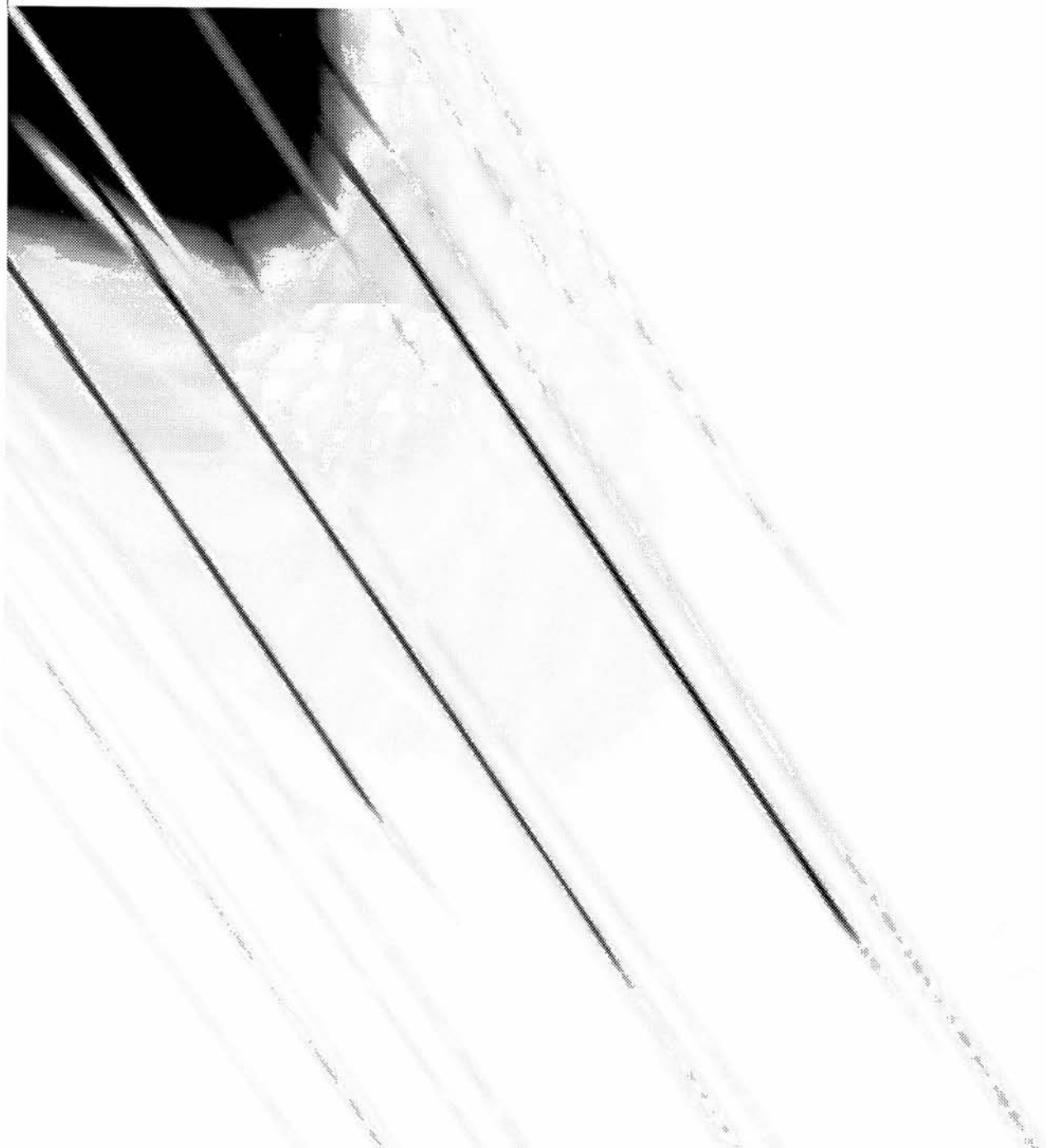
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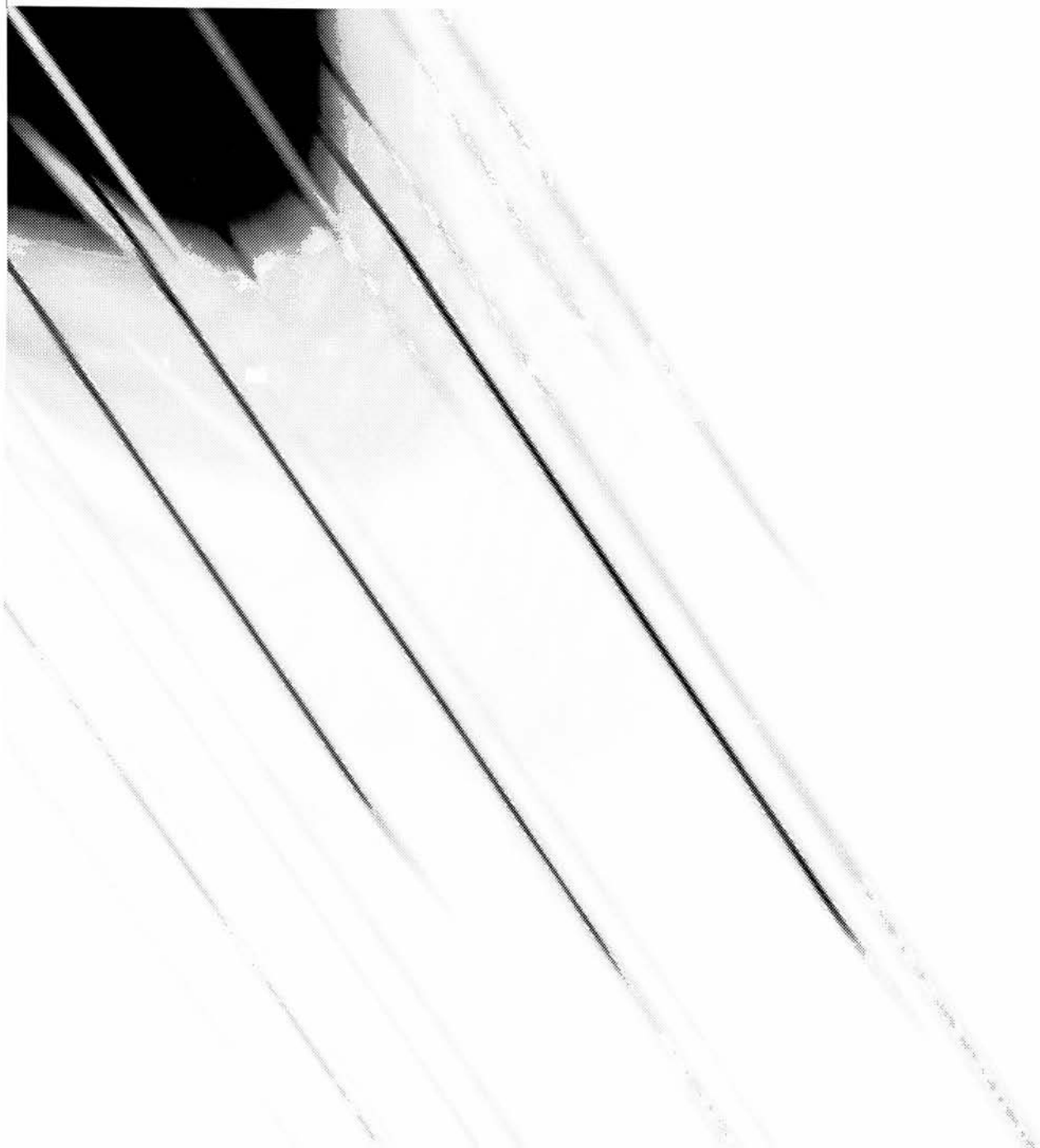
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Ambush marketing	<i>this term applies to companies that identify with sporting events and the activities without paying the tariff of sponsorship.</i>
Ancillary markets	<i>an alternative profit center that develops away from the main entertainment, but capitalize upon the excitement of an athlete and competition.</i>
Big market	<i>being located in one of the large cities in the United States, New York, Chicago, Los Angeles, etc.</i>
Classicizing Commercial	<i>creating a look which duplicates something from the past.</i>
Expansion	<i>design created with only the merchandising of that design taken into account.</i>
Franchise	<i>the introducing of new franchises into a particular league or association.</i>
Identity	<i>authorization given by a manufacturer to a distributor or retailer to sell the manufacturer's product.</i>
Inventory	<i>the distinctive mark given to an individual or corporation.</i>
Marketing	<i>the concept that separates and categorizes the opportunities that property rights holders use to formulate levels of sponsorships. Signage, logo/image right etc. to deal with the selling and promotion of merchandise.</i>
MLB	<i>Major League Baseball</i>
NBA	<i>National Basketball Association</i>
NFL	<i>National Football League</i>
NHL	<i>National Hockey League</i>
Nostalgia	<i>any longing for something far away or long ago.</i>
Raptor	<i>a carnivorous dinosaur having talons or claws which are used to seize and devour its prey.</i>
Salary cap	<i>the limit on the amount of money a particular team can spend to form their club.</i>
Small market	<i>being located in a smaller city which does not receive a substantial income from their sports teams.</i>
Vintage	<i>characterized by lasting interest or importance; time honored; venerable; classic.</i>