



the primary logo

The Ottawa Senators new primary logo features a forward facing, **aggressive** Centurion soldier in full war regalia, including a **battle helmet** and **cape**.

The soldiers face is concealed in **Eclipse Black** for two reasons: to hide his identity as all soldiers fight as a **team**, not individuals, and to give him a darker, more **sinister** tone

The soldiers helmet has been given a 3 dimensional treatment to make it stand out against a more subtle background, while his cape is meant to inspire a feeling of **billowing in the wind** before a battle.