

re-building the brand



*Aggressive curves and natural looking strokes combined with a solid, robust central helmet create a sense of **motion and strength** which is repeated throughout the brand identity*

THE OTTAWA SENATORS: A TEAM THAT NEEDS A DEFINED BRAND AND LANGUAGE, BUT ALSO A TEAM THAT NEEDS TO EMBRACE ITS TRADITION AND AGE. BY TAKING THE BEST OF WHAT THE CURRENT BRAND HAS TO OFFER AND COMBINING IT WITH THE HISTORY AND TRADITION OF THE SENATORS FRANCHISE, WHAT WE END UP WITH IS A NEW BRAND IDENTITY.

THE NEW PRIMARY LOGO TAKES ITS INSPIRATION FROM THE CURRENT SENATORS LOGO, HOWEVER IT HAS BEEN UPDATED TO FEEL MORE DIRECTIONAL AND DYNAMIC. THE SENATORS 'CENTURION' HEAD, HAS BEEN GIVEN AN UPDATED FEEL WITH A MUCH MORE AGGRESSIVE STANCE. THE GOLDEN MASK HAS BEEN GIVEN A MORE 3-DIMENSIONAL LOOK BY USING TWO DIFFERENT SHADES OF GOLD, AND THE RED CAPE IS MEANT TO LOOK AS THOUGH IT IS BILLOWING IN THE WIND ON THE EVE OF BATTLE.

THE NEW PRIMARY LOGO GIVES A FEELING OF STRENGTH AND STABILITY FOR THE FUTURE, WHILE MAINTAINING ITS CONNECTION TO THE HERITAGE OF THE TEAM. VINTAGE WHITE ON THE AWAY UNIFORM HAS BEEN USED TO CONTINUE THAT CONNECTION TO THE PAST EVEN WHEN THE TEAM IS PLAYING IN THE CONFINES OF ANOTHER TEAMS ARENA, AS WELL AS TRADITIONAL STRIPING PATTERNS REMINISCENT OF THE ORIGINAL SENATORS UNIFORM. HEAVY USE OF VISIBLE STITCHING IN BOTH UNIFORMS IS ANOTHER HAT TIP TO THE PAST WHEN JERSEYS WERE HAND MADE AND NO ATTEMPT WAS MADE TO HIDE THAT FACT.