



# CREATING A BRAND IDENTITY

// HOW CHARLOTTE BECAME THE BOBCATS





# // INTRO

ESTABLISHING A STRONG BRAND THAT CONNECTS WITH CONSUMERS IS CRITICAL TO SUCCESS IN ANY INDUSTRY. IN THE SPORTS AND ENTERTAINMENT WORLDS, IT CAN MAKE OR BREAK YOU. AS SUCH, OUR ORGANIZATION'S VERY FIRST TASK WAS TO BEGIN THE PROCESS OF CREATING A UNIQUE IDENTITY THAT WOULD RESONATE WITH THE PUBLIC.

**A LOT GOES INTO A BRAND — MORE THAN JUST NAME AND COLORS. ATTITUDE, PERFORMANCE AND RESULTS ARE EQUALLY IMPORTANT.**

FOR THE BOBCATS, OUR BRAND IS STILL VERY YOUNG. AND THOUGH THE FOUNDATION OF OUR BRAND IS NOW SET, THIS ORGANIZATION'S IDENTITY WILL CONTINUE TO DEVELOP FOR YEARS TO COME.

THE FOLLOWING PAGES CONTAIN A VISUAL HISTORY OF THE PROGRESSION FROM NAMELESS NBA ENTITY TO A PROFESSIONAL SPORTS FRANCHISE WITH A UNIQUE, FORWARD-THINKING AND CLASSIC BRAND IDENTITY.

ALONG THE WAY, MANY PEOPLE HAVE TAKEN PART IN THE CREATIVE PROCESS. A TALENTED GROUP OF PROFESSIONALS WORKED HAND-IN-HAND WITH MEMBERS OF THE CHARLOTTE COMMUNITY TO TAKE GOOD IDEAS, IMPROVE THEM THROUGH CRITICAL FEEDBACK AND ULTIMATELY END UP WITH AN IDENTITY PROGRAM THAT REACHED ALL OF OUR ORGANIZATIONAL AND COMMUNITY GOALS.

IT'S ALWAYS TOUGH TO GAIN A STRONG CONSENSUS ON CREATIVE IDEAS AND DESIGNS, BUT WE FEEL THAT WE DID JUST THAT IN CREATING THE NEW BOBCATS BRAND IDENTITY. IN ADDITION, WE BELIEVE THAT THE BOBCATS BRAND WILL DEFINE A NEW STANDARD IN THE WORLD OF SPORTS AND CREATE A NEW SENSE OF LOYALTY AMONG THE PEOPLE OF CHARLOTTE.

JOIN ME IN A LOOK BACK AT THE FIRST CHAPTERS IN THE CHARLOTTE BOBCATS BRANDING HISTORY, AND LET'S LOOK AHEAD TOGETHER TO WHAT PROMISES TO BE AN EXCITING FUTURE FOR THIS, THE NBA'S 30TH FRANCHISE. // SINCERELY //



MAJORITY OWNER // BOBCATS BASKETBALL HOLDINGS, LLC

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“I THINK **ORANGE** IS ABOUT TO

**THE LAUNCH** // ON WEDNESDAY, JUNE 11, 2003, EXCITED FANS GATHERED IN THE HEART OF UPTOWN CHARLOTTE TO HEAR TEAM OWNER ROBERT L. JOHNSON ANNOUNCE THE NAME OF THE NATIONAL BASKETBALL ASSOCIATION'S 30<sup>TH</sup> FRANCHISE—**THE CHARLOTTE BOBCATS**. JOINED BY NBA COMMISSIONER DAVID STERN, CHARLOTTE MAYOR PAT McCrORY, AND ROBERT L. JOHNSON, THE TEAM UNVEILED ITS LOGO AND COLORS TO THOUSANDS OF FANS AT A TEAM-HOSTED STREET FESTIVAL.

**BECOME A VERY HOT NBA COLOR."**

// **NBA COMMISSIONER DAVID STERN**

"THE NAMING ANNOUNCEMENT IS ONE MORE PART OF THE NEW AND EXCITING CHAPTER THAT WE HAVE BEGUN WITH THE NBA AND BOB JOHNSON. CHARLOTTE IS WELL KNOWN, IN PART, BECAUSE OF OUR NBA CONNECTION, AND I LOOK FORWARD TO SEEING THE NEW CHARLOTTE BOBCATS LOGOS AND COLORS THROUGHOUT THE CITY, NATION AND WORLD, BUT ESPECIALLY ON THE BACKS OF PLAYERS WHO WILL CALL CHARLOTTE HOME AND BECOME PART OF THE FABRIC OF THE CHARLOTTE AREA COMMUNITY." // **CHARLOTTE MAYOR PAT McCRORY** // "THE CHARLOTTE BOBCATS TEAM WILL BE AS ATHLETIC, FIERCE AND HARD WORKING AS THE BOBCAT ITSELF. NO ONE WANTS TO MEET UP WITH A BOBCAT IN THE WOODS, AND THAT'S THE FEELING WE INTEND TO CREATE WITH OUR NEW TEAM'S IDENTITY." // **BOBCATS TEAM OWNER ROBERT L. JOHNSON**

"IT'S BOLD, IT'S EYE-CATCHING AND CLASSY. PARENTS WILL BUY IT FOR THEIR KIDS AND FANS WILL QUICKLY WARM UP TO IT. IT'S A CLASSIC DESIGN THAT WILL STAND THE TEST OF TIME." // **CHARLOTTE OBSERVER 6.12.03** ➔

ACES.ADMIRALS.ADRENALINE.AIR.AIRBORNE.AIRMEN.AIRWAYS.  
AMBASSADORS.ARMOUR.ARROWS.ATTACKERS.ATHLETICS.ATOMS.  
AVENGERS/**AVIATORS**/AZTECS.BALLERS.BANDITS.BANKS.BANKERS.  
BANKSHOTS.BARONS.BEES.BLAST.BLAZE.BLING.BLITZ.BLUECATS.  
**/BOBCATS**/BOMBERS.BOUNCE.BREAKERS.BREEZE.BULLDOGS.BUZZ.  
CAGERS.CANNON.CARDINALS.CAROLINAS.CASH.CATAMOUNTS.CATS.  
CHALLENGERS.CHAMPIONS.CHAOS.CHARGE.CHARGERS.CHEETAHS.  
CHIEFS.CLASSICS.CLASHERS.COLONIALS.COMETS.COBRAS/**CONDORS**/  
COPPERHEADS/**COUGARS**/COURAGE.COURTJESTERS.CRASH.CROCS.  
CROWS.CROWNS.CRUSADERS.CRUSH.CRUSHERS.CRUISE.CYCLONES.  
**THE SEARCH FOR A TEAM IDENTITY STARTS WITH A GREAT NAME.**  
DAZZLE.DECLARATION.DEFENDERS.DESTROYERS.DIAMONDS.DIESEL.  
DIPLOMATS/**DRAGONS**/DRIVE.DRIVERS.DUKES.DYNAMITE.DYNASTY.  
EAGLES.ECLIPSE.ELEVATION.ELITES.EMERALDS.ENERGY.EXPRESS.  
FANTOMS.FERVOR.FEVER.FIRE ANTS.FIREBIRDS.FLAMES.FLARES.  
FLASHERS/**FLIGHT**/FLYERS.FORCE.FREEDOM.FRENZY.FURY.FUSION.  
GAMBLERS.GATORS.GENERALS.GLADIATORS.GLIDERS.GLORY.GOLD.  
GOLDRUSH.GRAYS.GREENBACKS.GREYHOUNDS.GRINDERS.GROWL.  
HELLCATS.HEROES.HIVES.HOOPS.HONEYYS.HOUNDDOGS.HOUNDS.  
IMPACTS.IMPERIALS.INTIMIDATORS.JACKALS.JAMMERS.JESTERS.  
KINGS.KNIGHTS.LANCERS.LEGENDS.LEOPARDS.LIGHTNING.LYNX.  
FANS SUBMITTED TEAM NAMES TO THE CHARLOTTE REGIONAL SPORTS COMMISSION.

MAGNETS.MAJESTICS.MAJESTY.MARVELS.MAYHEM.METROS.MINT.  
MINERS.MONARCHS.MONEY.MOUNTAINEERS.MUSKETS.MUSTANGS.  
NATIONALS.NBA.NAVIGATORS.NETTERS.NEUTRONS.NEWSOUTH.NITROS.  
OAKS.OLYMPIANS.OUTERBANKERS.OWLS.PANDAS.PANHANDLERS.  
PATRIARCHS.PATRIOTS.PHANTOMS.PHASE.PILOTS.PIONEERS.PIPERS.  
PIRATES.PIRRAHAHS.PITBULLS.PLAYERS.POWER.PREDATORS.PRIDE.  
PRINCES.PROS.PROTECTORS.PROWL.PROWLERS.PUMAS.PYTHONS.QUEST.  
QUICKSILVERS.RACERS.RAGE.RAMBLERS.RAMS.RATTLERS.  
REBELS.REBOUNDS.REDWOLVES.REGALS.REGENTS.REGULATORS.  
REIGNS. RENEGADES. REVENGE. REVOLUTION. REX. RHYTHM. RIDGE.  
**OVER 1250 NAMES WERE SUGGESTED BY THE CHARLOTTE COMMUNITY.**  
RIPTIDES.ROADRUNNERS.ROAR.ROX.ROUGHNECKS/**ROYALS**/RUSH.  
SABERS.SABERTOOTH.SCAVENGERS.SCORPIONS.SENTRY.SHADOWS.  
SHAKERS.SHARKS.SHARPSHOOTERS.SHOCK.SHOCKWAVE.SHOOTERS.  
SWISH.SIZZLERS.SKY.SKYKINGS.SKYSCRAPERS.SLAM.SLAMMERS.  
SMOKE.SMOKIES.SOLDIERS.SOUL.SOUTHPAWS.SOVEREIGNS.SPEED.  
SPEEDSTERS/**SPIDERS**/SPINNERS.SPIRIT.SQUALLS/**STALLIONS**/STARS.  
STEALTH.STINGERS.STINGGRAYS.STORM.STRIKERS.SUPERNOVAS.  
SWARM.SWISH.TALONS.TARDEVILS/**THUNDERBIRDS**/TERMINATORS.  
THUNDER.THUNDERBOLTS.TORNADOS.TOWERS.TRADERS.TRAFFIC.  
UNITED.VENOM.VIPERS.WEB.WHALERS.WILDCATS.WINGS.ZOOM.  
ROUND BY ROUND, FOCUS GROUP BY FOCUS GROUP, THE TOP 10 NAMES WERE CAREFULLY CHOSEN.

# FLIGHT // DRAGONS // BOBCATS

**“I’M GOING WITH THE CHARLOTTE FLYING-DRAGONCATS.”**

// ED TAPSCOTT, PRESIDENT OF BOBCATS BASKETBALL HOLDINGS, LLC., ON WFNZ SPORTS RADIO

AFTER ADDITIONAL RESEARCH, FAN FEEDBACK, CREATIVE INPUT AND TRADEMARK SEARCHES, THE FINAL 3 NAMES FOR THE NEW CHARLOTTE FRANCHISE WERE IDENTIFIED. PRIMARY LOGO TREATMENTS WERE CREATED AS THE NEXT PHASE OF THE IDENTITY PROCESS TOOK SHAPE.

// ED TAPSCOTT AND BERNIE BICKERSTAFF, GM & HEAD COACH OF THE CHARLOTTE BOBCATS

RECOGNIZABLE NAME

+

GREAT LOGO

+

UNIQUE COLOR

+

DISTINCT UNIFORM

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# BRAND SUCCESS.

SUCCESSFUL SPORTS IDENTITIES ARE:  
MEMORABLE, MARKET RELEVANT, ADAPTABLE & TIMELESS.





## BIRDS, JETS, AND WINGS WERE VISUALS EXPLORED FOR FLIGHT.

THE NAME CHARLOTTE FLIGHT TESTED VERY WELL IN FOCUS GROUP SESSIONS. THE NAME RESONATED WITH CHARLOTTEANS THROUGH ITS CONNECTION TO NORTH CAROLINA'S LICENSE PLATE TAGLINE, "FIRST IN FLIGHT." // FLIGHT ALSO CONNECTED TO THE ATHLETICISM OF BASKETBALL PLAYERS AND THEIR ABILITY TO DEFY GRAVITY AS THEY LEAP TO THE BASKET. // ULTIMATELY, THE FLIGHT IDENTITY DID NOT OFFER ENOUGH FLEXIBILITY FOR THE FINAL LOGO DESIGN.





## DRAGONS WENT FROM MODERN TO MENACING TO MEDIEVAL.

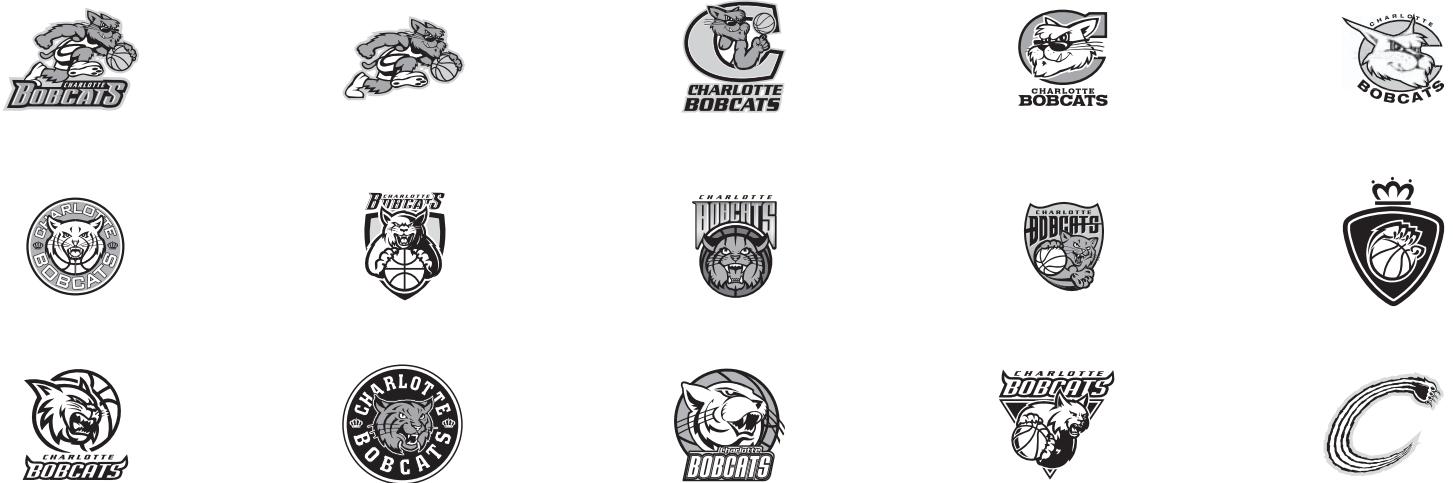
THE NAME CHARLOTTE DRAGONS PROVIDED GRAPHIC DESIGNERS CREATIVE FREEDOM TO EXPLORE MANY WHIMSICAL IDEAS. // WITH A MYTHICAL AURA, DRAGONS INSPIRED LOGOS THAT WERE BOTH SINISTER AND PLAYFUL, APPEALING TO ALL AGE GROUPS. // AS DRAGONS DID NOT HAVE AN INDIGENOUS CONNECTION TO THE CHARLOTTE REGION AND THE CREATIVE DIRECTION SEEMED TOO DISCONNECTED, THIS IDENTITY WAS PASSED ON.





## CREATING A UNIQUE LOGO WAS CRITICAL FOR THE BOBCATS.

THE BOBCATS LOGO DEVELOPMENT MOVED IN THREE DISTINCT DIRECTIONS (AGGRESSIVE, ANIMATED, ABSTRACT) EXPLORING A WIDE ARRAY OF POSSIBILITIES. // ACTUAL BOBCAT TRAITS SUCH AS AGGRESSIVENESS AND ATHLETICISM WERE INCORPORATED AND A SIDE PROFILE WAS DECIDED UPON. // THE CREATIVE DIRECTION ALLOWED THE CHARLOTTE BOBCATS LOGO TO UNIQUELY DISTINGUISH ITSELF FROM ALL OTHER “CATS” LOGOS IN PRO AND COLLEGE SPORTS.





## BOBCATS PROFILE LOGO EVOLVED WITH FOCUS ON DETAILS.

5 GRAPHIC ENHANCEMENTS IMPROVED THE BOBCATS ORIGINAL SKETCH. // QUICK: DEPICTED BY THE SPEED LINES ON THE BOBCATS PROFILE // DETERMINED: DRAWN FROM THE PUPIL IN THE EYE OF THE BOBCAT // AGGRESSIVE: SUGGESTED BY THE PINNED BACK EARS ON HEAD // FEROCIOUS: TEETH AND GRIMACING MOUTH PREPARED FOR ATTACK // STRONG: STRONG JAW AND THICK NECK ON BOBCAT FOR POWER.

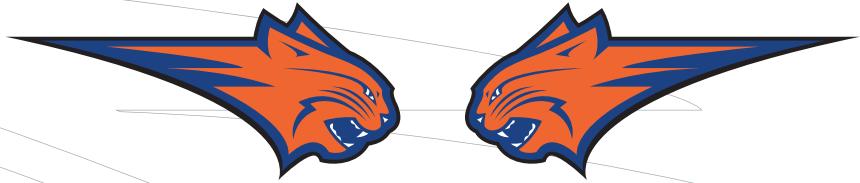
C H A R L O T T E

# BOBCATS

EXTENDS SEAMLESSLY INTO



PRIMARY MARK



PARTIAL MARKS



# IDENTITY

## SECONDARY APPLICATIONS.



SECONDARY MARK



HOME UNIFORM WORDMARK  
& CUSTOM NUMBERS



ROAD UNIFORM WORDMARK  
& CUSTOM NUMBERS



**CHARLOTTE BOBCATS ORANGE HAS BECOME A BRAND OF ITS OWN.  
BOBCATS BLUE, BLACK & SILVER EXTEND THE COLOR PALETTE.**



**DESIGNERS FOCUSED  
ON 8 ATTRIBUTES TO  
DEVELOP A SUCCESSFUL  
ON-COURT IDENTITY**

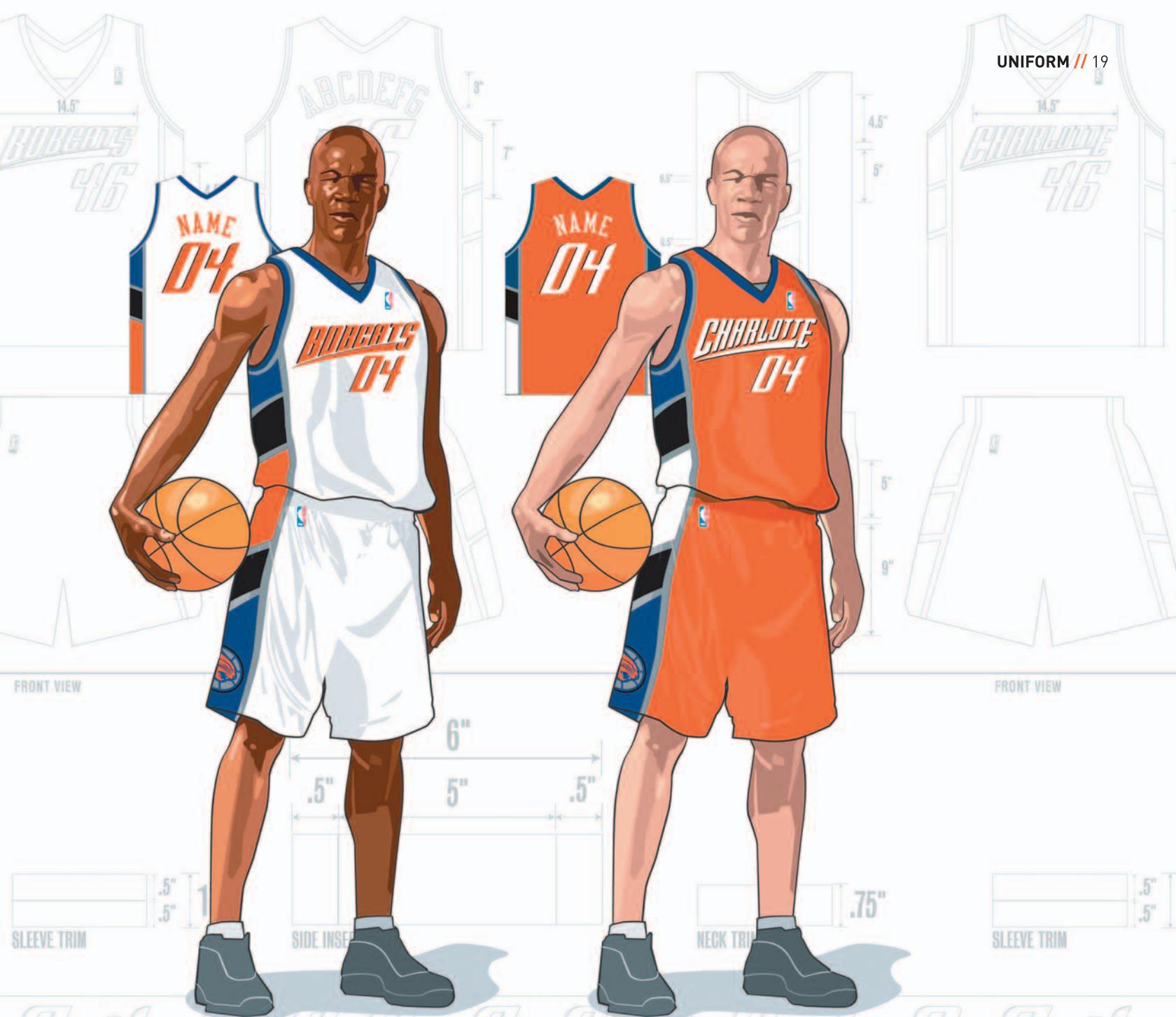
- 1 // UNIQUE STYLE/COLOR
- 2 // SOPHISTICATED
- 3 // PERFORMANCE ORIENTED
- 4 // BROADCAST FRIENDLY
- 5 // PRODUCTION ABILITY
- 6 // MASS AUDIENCE APPEAL
- 7 // PLAYER FRIENDLY
- 8 // LONG SHELF LIFE



## LIKE THE LOGO PROCESS, MANY UNIFORM DESIGNS ARE EXPLORED.

NBA TEAM UNIFORM DESIGN AND OUTFITTING BEGINS AFTER THE TEAM LOGO AND COLORS ARE FINALIZED. // BOBCATS FASHION AND BRAND DESIGN CONSULTANTS CONTRIBUTED EQUALLY TO THE UNIFORM DESIGN DEVELOPMENT PROCESS, MIXING BOTH SILHOUETTE UNIQUENESS WITH STRONG GRAPHIC SOLUTIONS. // THE BOBCATS HAVE A UNIQUE LOOK THAT STILL RETAINS A CLASSIC NBA FEEL.





THE BOBCATS UNIFORM // **PROGRESSIVE + CLASSIC** // FEATURES.

NUMERALS

LIKI MNO PQRSTU VWXY 7

ABCDEFGHIKLMN



FRONT VIEW



FRONT VIEW



EMEKA OKAFOR POSITION FORWARD // HT./WT. 6-10 / 252 LBS. // BIRTHDATE 9/28/82 (HOUSTON, TX) // COLLEGE CONNECTICUT '04 // NBA YRS ROOKIE // ENTRY DRAFTED BY CHARLOTTE WITH 2ND OVERALL PICK IN 2004, NBA DRAFT



SLEEVE TRIM



SIDE INSERT



NECK TRIM



SLEEVE TRIM

1ST DRAFT PICK // EMEKA OKAFOR // MODELS THE NEW UNIFORM.





#### UNIFORM DESIGN GOALS + OBJECTIVES

DURING THE DESIGN AND FABRICATION PROCESS, THE TEAM, REEBOK AND THE NBA TOUCH ON 6 KEY POINTS TO GUARANTEE A PLAYER'S MAXIMUM PERFORMANCE:

## ABSOLUTE COMFORT + INNOVATIVE DESIGN = MAXIMUM APPEAL.

**1 // DIAMOND MESH INSERTS** THE UNIQUE PANEL INSERTS ALLOW A GENEROUS AMOUNT OF AIR FLOW INTO THE SIDE OF THE UNIFORM AND SHOWCASE THE BOBCATS SECONDARY LOGO.

**2 // BACK V-NECK** ALLOWS MORE FREEDOM IN MOVEMENT THAN OTHER NBA JERSEYS BY PROVIDING A WIDER NECK OPENING.

**3 // SHIMMER FABRIC** INCORPORATES REEBOK'S PLAY DRY TECHNOLOGY, AN ADVANCED MOISTURE MANAGEMENT SYSTEM THAT REDUCES SWEAT RETENTION IN FABRIC TO LIGHTEN UNIFORM.

**4 // KISS-CUT TACKLE TWILL** THIS TYPE OF LETTERING SIGNIFICANTLY LIGHTENS AND REDUCES STIFFNESS ON PLAYER JERSEYS. THE MATERIAL IS NOT LAYERED THUS REDUCING LETTER AND NUMBER FONT BUILD UP ON THE UNIFORMS.

**5 // HIDDEN SEAMS** ALLEVIATES SKIN IRRITATION AGAINST A PLAYER'S BODY BY COVERING INTERNAL GARMENT THREAD.

**6 // V-NECK INSERT** ASSUMED TO BE AN ORNAMENTAL DETAIL, THIS INSERT STRENGTHENS THE NECK CONSTRUCTION OF THE JERSEY.

1 // COMFORT

2 // DURABILITY

3 // BREATHABILITY

4 // MOISTURE CONTROL

5 // LIGHTNESS

6 // FLEXIBILITY





## COURT AND MASCOT DESIGN EXTEND TEAM BRAND IDENTITY.

A TEAM'S BRAND IDENTITY IS PARAMOUNT TO PROVIDING FANS AN "EMOTIONALLY-ENGAGING EXPERIENCE." FROM THE TEAM MASCOT AND COURT LOOK TO THE DANCE TEAM OUTFITS, ARENA THEMING AND OTHER INTERACTIVE ELEMENTS, THE BOBCATS HAVE BUILT A FOUNDATION FOR A FUTURE OF MEMORABLE EVENTS.



## **BRAND ARCHITECTS**

**CARY MITCHELL DESIGNS // CHARLOTTE, NC**

**CHARLOTTE BOBCATS // CHARLOTTE, NC**

**GAMEPLAN BRANDING GROUP, INC // CHICAGO, IL**

**NATIONAL BASKETBALL ASSOCIATION // NEW YORK, NY**

**REEBOK // CANTON, MA**



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