

just a little  
into sports...

among other things.

brainmetal

**a team's logo and brand design are more than just visual elements— they are essential to identity, unity, and long-term success. a strong brand represents the team's values, history, and ambition, creating a powerful symbol that resonates with fans, players, and the wider community.**

- **For fans, the logo is a badge of loyalty and pride. It enables supporters to express their connection to the team, whether through merchandise, social media, or game-day apparel. A consistent, memorable design builds recognition and fosters emotional attachment, becoming a symbol passed down through generations.**
- **In the community, a team's brand can serve as a cultural anchor. When the design reflects local history or values, it strengthens civic pride and community engagement. It also has economic impact, drawing local business support and increasing fan investment in experiences and merchandise.**
- **For players, the jersey and crest represent more than a uniform—they are a source of pride and motivation. Wearing the logo means embodying the team's mission and carrying the hopes of fans and the community. It marks achievement and unity, inspiring athletes to give their best.**
- **A compelling visual identity also boosts appeal to sponsors, media, and future talent. It signals professionalism and vision, supporting storytelling, marketing, and broader brand partnerships.**
- **Ultimately, a well-designed logo and brand are the heart of a team's identity—uniting fans, inspiring players, and standing as a lasting symbol of pride and purpose.**

# REFRESH, NOT A REBRAND

**a teams brand refresh is a vital step in honoring tradition, while staying relevant in an evolving cultural and commercial landscape. Unlike a rebrand, which may discard legacy elements, a refresh carefully updates the team's visual identity—refining logos, color palettes, typography, and design assets—without losing the essence of what the brand has historically stood for. This process pays respect to the past while ensuring that the brand continues to resonate with current and future audiences.**

**From a historical perspective, a brand refresh can highlight the team's legacy, milestones, and iconic visual markers in a modern, unified way. It bridges generations by bringing classic elements into contemporary formats—something especially important as digital, broadcast, and merchandise platforms expand. A refreshed brand becomes more adaptable, helping teams stand out in an increasingly competitive marketing environment.**

**In terms of publicity and marketing, a brand refresh offers a powerful narrative opportunity. It generates buzz, creates shareable content, and fuels excitement across media channels. Sponsors and partner**

**are more likely to align with a refreshed, cohesive brand that shows forward momentum and relevance.**

**Most importantly, for fans, a brand refresh is a moment of connection. It invites them into the process, acknowledges their emotional investment, and reignites pride and loyalty. New merchandise, revamped digital assets, and refreshed in-stadium experiences become touchpoints for deeper engagement. By updating without erasing, a brand refresh strengthens the emotional and visual bond between a team and its community—ensuring the brand continues to inspire for generations to come.**

## REASONS WHY TEAMS DECIDE TO UPDATE OR CHANGE ITS LOGO IN THE MODERN ERA.

### ■ **International Branding:**

Using the full club/team name instead of abbreviations or shortened phrases can help international fans instantly recognize the team.

### ■ **More Iconography**

Simpler shapes and iconic symbols make it easier for fans to identify the team and strengthen its visual identity. For example, Bristol City Football Club's robin emblem comes directly from their nickname, "The Robins."

### ■ **Digital/Physical Presence:**

Modern badges are often simplified to work better across digital platforms and physical applications. Fewer colors improve adaptability on different backgrounds, and cleaner shapes fit neatly into small-scale uses—like app icons—without losing important detail.

### ■ **Modernised badges:**

Some teams update their badge to stay visually fresh while preserving tradition. This typically means flatter graphics, cleaner lines, sans-serif fonts, and minimal embellishment—while holding onto the core elements that define the team's heritage

### ■ **Branding outside of the particular sport**

To reach a broader audience, some teams remove overt soccer/football references like "FC" and the like from their badges. This opens the door to lifestyle products, fashion collaborations, and merchandise with wider appeal. Juventus' updated badge, for example, feels more like a modern logo than a traditional crest.

### ■ **Multi-club structures**

With multi-club ownership becoming more common, visual consistency across affiliated teams is increasingly important. Shared elements—such as typography, layout, or color palettes—help signal that each team is part of the same global network.

# HOW WE CAN HELP

## CORE BRANDING & IDENTITY

### 01. Logo Suite

- Primary logo
- Secondary/alternate logos
- Monogram/word mark
- Brand Guidelines

### 02. Custom typefaces or numerals

- Color palette (primary, secondary, alternates)
- Custom font can establish team uniqueness
- Iconography and graphic motifs (e.g., lightning bolts, claws, etc.)

## TEAM KIT & APPAREL DESIGN

### 03. Uniforms

- Home, away, alternate (third kit)
- Throwback/heritage versions
- Goalie or special player variations
- Practice and training gear

### 04. Warm-up Gear & Fan Apparel

- Hoodies, tees, hats, scarves
- Pre-game warm-ups or walk-in outfits
- Branded lifestyle wear for fans

### 05. Equipment Aesthetics

- Helmet/stick/skate customization
- Gloves, pads, cleats/shoes with team branding

## DIGITAL & SOCIAL MEDIA

### 06. Social Media/Press Graphics Package

- Game-day templates (lineups, score updates, player highlights)
- Win/lose graphics, countdowns, injury reports
- Motion graphics for Reels/TikTok/X

### 07. Website Design Elements

- Team micro-site or landing page visuals
- Player profile graphics
- Ticketing UX/UI suggestions

### 08. Mobile App Design Assets

- Icons, splash screens, in-app templates
- Push notification visuals

## GAME DAY & VENUE DESIGN

### 09. In-Arena/On-Field Graphics

- Jumbotron animations
- Field/court/stadium signage
- Locker room branding
- Tunnel wraps and banners

### 10. Merchandise & Retail Design

- Merchandise packaging
- E-commerce site branding
- POP displays and signage for stores

## OPTIONAL ADD-ONS

### Mascot Design

Modernizing or creating from scratch

### Sponsorship

### Integration Design

Branded assets featuring sponsor logos tastefully



# case studies

## RENDELLE REGIMENT HOCKEY TEAM

Create a football club identity inspired by the vibrant beauty of Autumn, when the city's maple forests ignite in brilliant reds. It needed to capture the energy and transformation of the season—bold, fleeting, and unforgettable. It also includes organic shapes, layered textures, and a rich palette that reflects the falling leaves and crisp air. The result was to feel grounded in nature, evoking pride in place and symbolizing change, unity, and the passion that fuels the team.

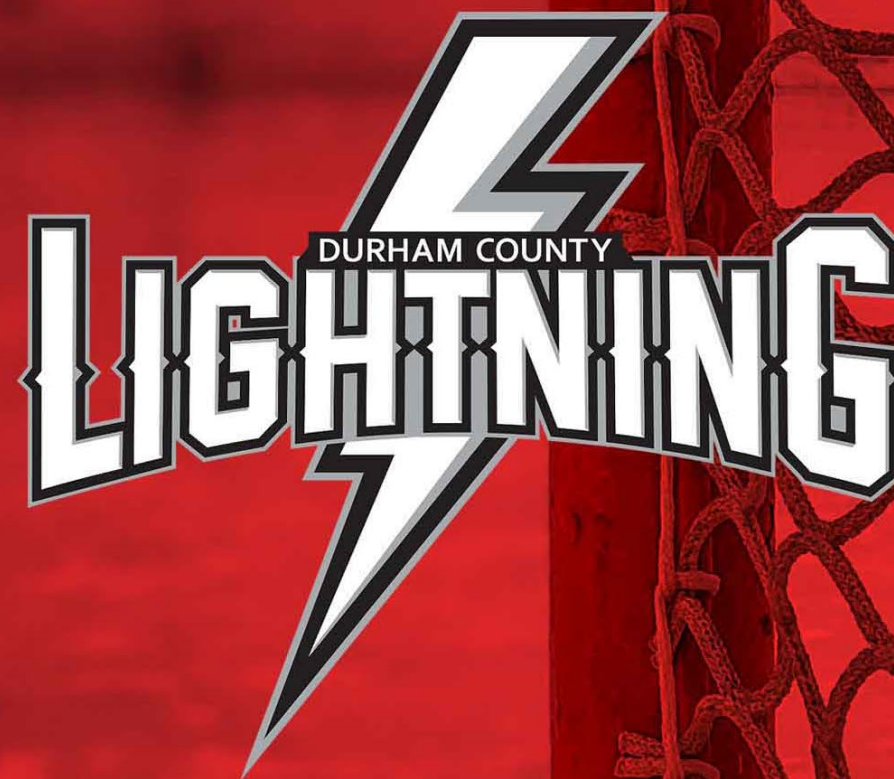


RENDELLE  
REGIMENT  
HOCKEY TEAM



## DURHAM COUNTY LIGHTNING HOCKEY TEAM

Rooted in a region infamous for intense lightning storms that occur during a brief, electrifying season. The design was capture the raw power, unpredictability, and fleeting nature of these storms—channeling energy, speed, and impact. The name, logo, and uniform should embody the storm’s spirit, turning a natural phenomenon into a symbol of intimidation and pride for players and fans alike, unique to this location’s wild, seasonal energy.



DURHAM  
COUNTY  
LIGHTNING  
HOCKEY TEAM



## TITANS OF AFRICA FOOTBALL ORGANIZATION

Titans of Africa re-brand was to strengthen its mission of growing NFL Football in Ghana. The new system reflects power, unity, and cultural pride—merging the bold spirit of the sport with the rich heritage of Africa. Elements wanted were to include those of strength, movement, and ambition, drawing from traditional African patterns, colors, and symbolism while maintaining a modern, athletic edge. The redesign positioned Titans of Africa as a pioneering force that empowers communities, builds talent, and creates lasting impact through the game of football across the continent.



TITANS  
OF AFRICA  
FOOTBALL  
ORGANIZATION

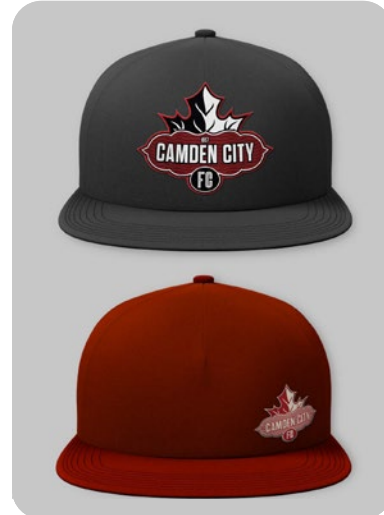
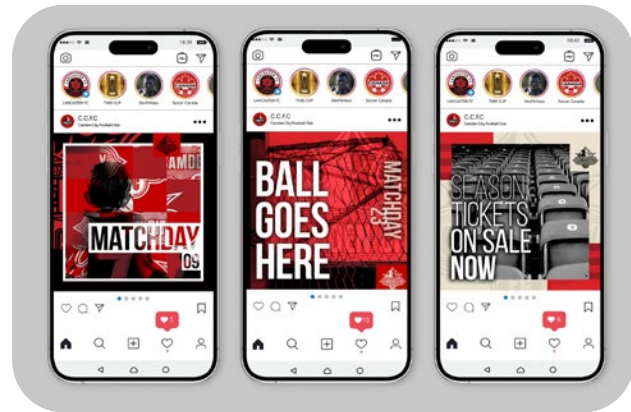
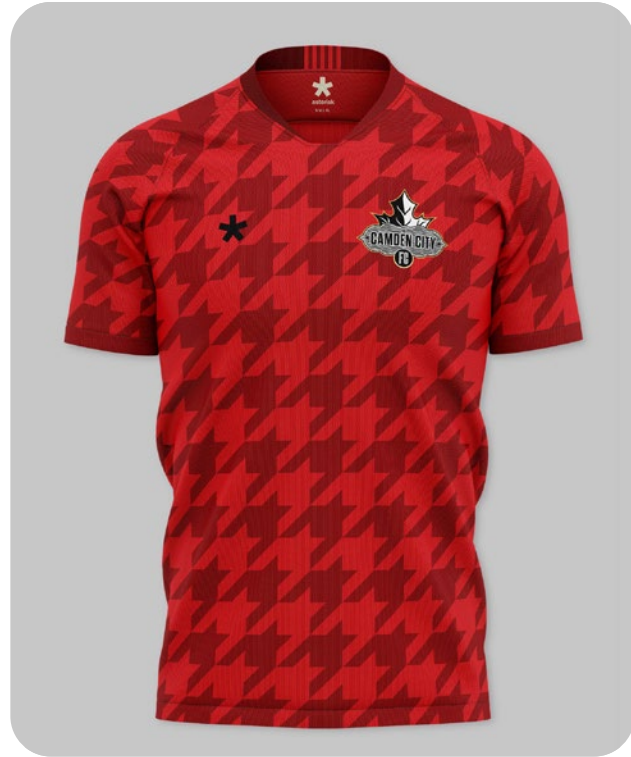


## CAMDEN CITY FOOTBALL CLUB

Create a football club identity inspired by the vibrant beauty of Autumn, when the city's maple forests ignite in brilliant reds. It needed to capture the energy and transformation of the season—bold, fleeting, and unforgettable. It also includes organic shapes, layered textures, and a rich palette that reflects the falling leaves and crisp air. The result was to feel grounded in nature, evoking pride in place and symbolizing change, unity, and the passion that fuels the team.



CAMDEN CITY  
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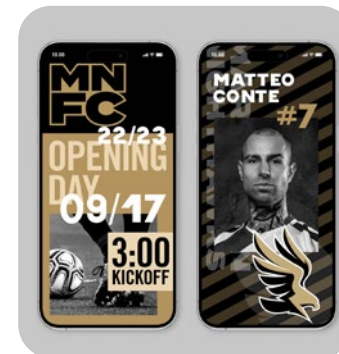


## MARINGTON NIGHTHAWKS FOOTBALL CLUB

Create a football club identity inspired by the vibrant beauty of Autumn, when the city's maple forests ignite in brilliant reds. It needed to capture the energy and transformation of the season—bold, fleeting, and unforgettable. It also includes organic shapes, layered textures, and a rich palette that reflects the falling leaves and crisp air. The result was to feel grounded in nature, evoking pride in place and symbolizing change, unity, and the passion that fuels the team.

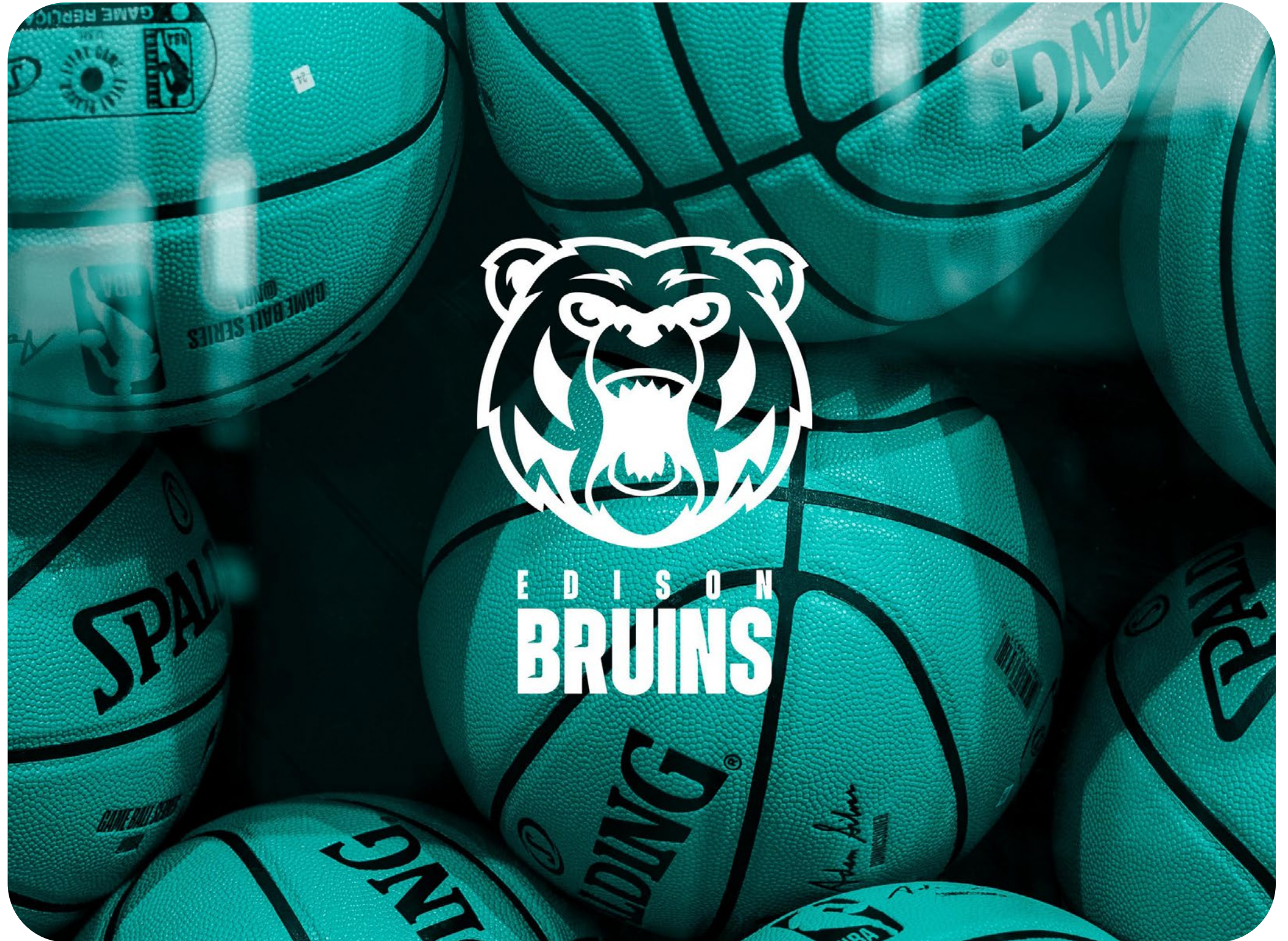


MARINGTON  
NIGHTHAWKS  
FOOTBALL CLUB

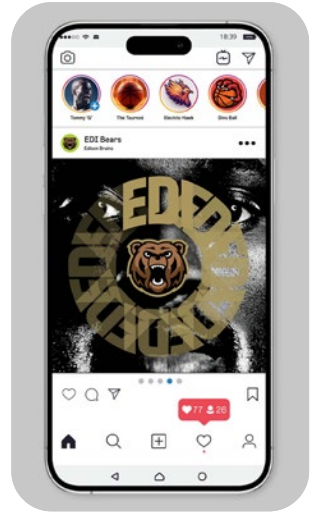


## EDISON BEARS BASKETBALL TEAM

Create a bold and distinctive brand identity for a basketball team inspired by the town's mascot— a bear—and its natural connection to a well-known local area where these animals live and hibernate. The design was to embody the strength, resilience, and territorial dominance, reflecting both ferocity in competition and the grounded pride of the community. Elements and inspiration included the rugged landscape, seasonal cycles, and the powerful silhouette of the animal. This identity should unite fans and players under a fierce, unmistakable symbol rooted in nature, heritage, and the enduring spirit of the town's wild heart.



EDISON BEARS  
BASKETBALL  
TEAM

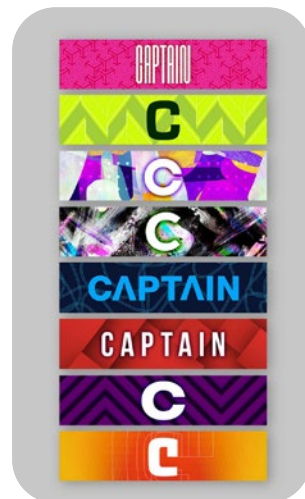
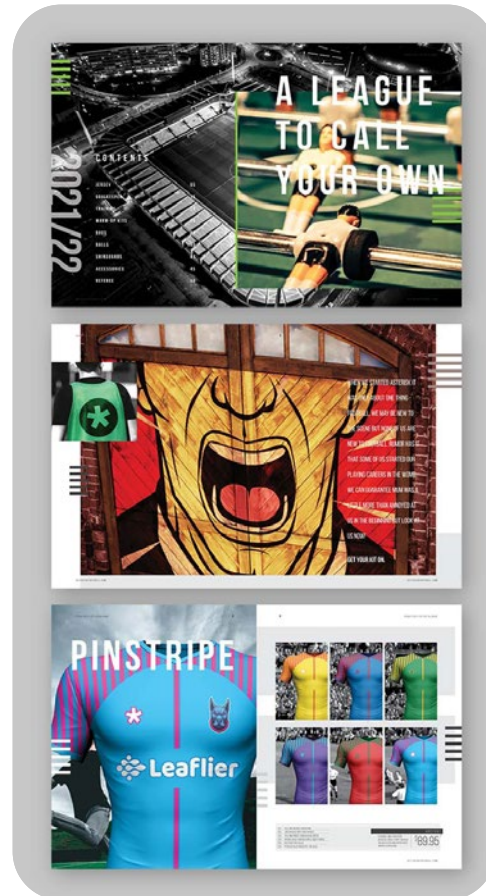


## ASTERISK SUPPLY WEAR

A football apparel company specializing in providing high-quality, ready-made team kit designs for clubs at every level. Each year, they launch a fresh catalogue featuring bold, modern, and classic styles that reflect the evolving culture of the game. Teams can easily select from a curated range of jerseys, shorts, and socks—designed for performance, comfort, and visual impact. With options to add logos, numbers, and names, they streamline the kit selection process without compromising identity. The annual catalogue ensures teams always have access to the latest trends, helping them look unified, professional, and game-ready every season.



**ASTERISK  
SUPPLY WEAR**



## THE YELLOW JERSEY PROJECT

Rooted in a region infamous for intense lightning storms that occur during a brief, electrifying season. The design was capture the raw power, unpredictability, and fleeting nature of these storms—channeling energy, speed, and impact. The name, logo, and uniform should embody the storm’s spirit, turning a natural phenomenon into a symbol of intimidation and pride for players and fans alike, unique to this location’s wild, seasonal energy.



THE  
YELLOW JERSEY  
PROJECT



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