

CREATIVE BRIEF

Creative Agency:

Andrew Cadle Creative

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Client:

Professional Women's Hockey League (PWHL)

www.thepwhl.com

Project Title

PWHL Team Brand Identity and Merchandise Design

Project Description

The project aims to develop brand identities for the original six PWHL teams to enhance fan engagement and create a strong sense of identity within the league. It involves creating visual identities, uniforms, merchandise, social media templates, and websites for each team.

Goals and Objectives

- Develop brand identities for original six teams and potential expansion teams.
- Foster a sense of pride and belonging among fans through team identities.
- Showcase the ability to contribute creatively to sports franchises or leagues.
- Cater to a diverse audience, including women and girls of various age groups.

Audience

The target audience includes women and girls ages 8-60, seeking role models and interested in supporting women's professional sports, particularly hockey. This demographic spans across different age groups to ensure inclusivity and broader market reach.

Messaging and Tone

The messaging will focus on unity, empowerment, and inclusivity, emphasizing the importance of team identity in sports fandom. The tone will be energetic, aspirational, and inclusive, appealing to both seasoned sports enthusiasts and newcomers alike.

Assets and Deliverables

- Branding: Logos, color schemes, typography, and brand guidelines.
- Uniforms: Home, away, alternate, retro, and bold/color rush style designs.
- Merchandise: Apparel, accessories, and other promotional items.
- Social Media: Graphics and templates for consistent branding across platforms.
- Website Mockups: Design concepts for team websites.

Stakeholders

- League executives
- Team executives
- Marketing and communication staff for each team
- Players (potentially)
- Fans for market research and focus groups

Budget

The overall budget ranges from \$10,000 to \$20,000 per team, with allocations as follows:

- Branding: \$1,000-\$5,000
- Web Development: \$5,000-\$10,000
- Merchandise: \$5,000-\$10,000 (depending on vendor and quantities)
 - Total for Brand Identities & Assets and Merchandise: \$20,000

Timeline

The project duration spans six months, with key milestones as follows:

1. Research and brainstorming on team names.
2. Creation of brand identities, including logos, mascots, and color schemes.
3. Development of website mockups and social media templates.
4. Designing uniforms and merchandise.
5. Finalization and ordering of merchandise by September 2024, in preparation for the upcoming season starting in December 2024 or January 2025.

Additional Timeline Notes:

- Brand identities, copy, and other written materials will be complete on Monday, March 11, 2024.
- From there, the design team can start creating brand assets for the first team.
- At this same time, the web development team will build a website template.
- Once the design team is done with the first team, they will move onto the next while the web development team inputs those brand assets into that team's respective website.
 - This process will repeat for each of the six teams.
- Before moving on from each stage, the Director of Marketing and/or Creative Director should meet with the respective employee/team and with the members from the franchise to approve each stage of the project.
- In the real world, September 1, 2024 would be a safe deadline for the project to be completed. In terms of this class, May 5, 2024 is that deadline.
- Standard timelines for manufacturing, printing, and delivery of merchandise is 2-3 weeks. The standard timeline for manufacturing, printing, and delivery of jerseys

and uniforms is 6-8 weeks. Both of these are the last steps of the project and will be done between September and December.

- I believe there is plenty of buffer time built into the timeline, especially at the end between when the intended due date is and when we actually need to send merchandise and uniforms off to be manufactured so if we exceed the time allotted for any given stage in the timeline, we will convene and discuss what's going on before refocusing and continuing to work towards the final outcomes.

Team Member Tasks

- Copywriters: Write each franchise's brand concept and identities.
- Designers: Create brand assets, including logos, typography, brand guidelines, social media templates, uniforms, and merchandise based on brand concepts.
- Web Developers: Build websites including these pages: Home, Tickets, Schedule, Roster, Standings, Shop, Community, News.
- Director of Marketing and/or Creative Director: Routinely check-in on team members to maintain progress, focus, and scope of brand identities.

Duration of Tasks

- Brand Concepts and Identities: 2 weeks
- Visual Identity: 2 weeks per team, per designer
- Additional Brand Assets: 1 week per team, per designer
- Brand Guidelines: 1 week total
- Website Development: 3 weeks per team, per developer
- Social Media Templates: 1 week per team
- Merchandise: 2 weeks per team, per designer
- Uniforms: 2 weeks per team, per designer

Success Factors

Success will be determined by both short and long term factors. Short term goals include each individual teams' and the leagues revenue goals. If the brand identities are successful within the fanbases, ticket sales, merchandise sales, and online engagement should equate to teams reaching their goals, which in turn should amount to league-wide success. Long term goals would include the continued success of short term goals year after year, as well as the addition of expansion teams, broadcast deals, and other forms of media and merchandise deals.

Franchise Brand Concepts

Team Name Concepts

<i>Minnesota Frost</i>	Minnesota Superior	Minnesota Rangers
<i>Boston Ivy</i>	Boston Bay	Boston Whalers
<i>Ottawa Reign</i>	Ottawa Alert	Ottawa Royals
<i>Montreal Bolts</i>	Montreal Huskies	Montreal Echo
<i>New York Polar</i>	New York Bears	New York Mist
<i>Toronto Furies</i>	Toronto Hawks	Toronto Riders

On the following pages, each of the six franchises have brand concepts and identities written out for the design, web development, and social media team to follow when creating the visual identities, website, social media templates, and crafting captions and messages to fans.

Boston Ivy

Logo:

The logo for the Boston Ivy features an intricately designed, stylized ivy vine entwined in the shape of a “B”, creating a dynamic and visually striking emblem. The secondary mark is a classic circular crest, outlined with green ivy and the team’s name, logo, and date. The ivy represents growth, strength, and unity, and the team name, "Boston Ivy," is displayed in a classic and elegant font beneath the emblem, incorporating a mix of deep green and gold tones.

Colors:

The primary colors of the Boston Ivy brand are Forest Green, Ivy Green, and Gold, reflecting the team's connection to nature and the historical elegance of Boston.

Motto:

"Rooted in Tradition"

Brand Identity:

The Boston Ivy brand embodies the rich history, cultural heritage, and competitive spirit of the city. It signifies a commitment to growth, both as individuals and as a team, fostering a culture of unity, determination, and ambition. The brand identity is built on the principles of tradition, excellence, and community, inspiring fans to rally behind the team's climb to greatness.

Merchandise:

The Boston Ivy merchandise line offers a range of apparel and accessories that showcase the team's sophisticated brand identity. From jerseys and caps to scarves and jackets, each item features the emblematic ivy vine logo and team colors, allowing fans to proudly display their support for the Boston Ivy both on and off the field.

Community Engagement:

The Boston Ivy are not just a sports team; they are a symbol of growth and community for Boston. Through outreach programs, cultural events, and youth initiatives, the team actively engages with fans and supporters, making a positive impact both on and off the field. Whether they're hosting youth hockey camps or participating in local charity efforts, the Boston Ivy are dedicated to inspiring the next generation of athletes and leaders.

Minnesota Frost

Logo:

The logo for the Minnesota Frost features a stylized representation of a majestic snow owl, wings outstretched in flight, against a backdrop of swirling snowflakes. The owl symbolizes wisdom, grace, and adaptability, while the snowflakes evoke the chilly beauty of a Minnesota winter. The secondary mark is an owl flying upwards at a 3 quarter position, looking at the viewer. The team name, "Minnesota Frost," is displayed prominently beneath the owl in a modern, bold font, accented with icy blue hues.

Colors:

The primary colors of the Minnesota Frost brand are Navy Blue, Ice Blue, and Arctic White, reflecting the team's cool demeanor and frosty aesthetic. These colors are complemented by Glacier Grey, adding depth and sophistication to the overall design.

Motto:

"Rise Above the Chill"

Brand Identity:

The Minnesota Frost brand celebrates the resilience, teamwork, and unwavering spirit of its athletes. It embodies the grace and elegance of winter while embracing the challenges and opportunities that come with competing at the highest level. The brand's identity is built on the principles of perseverance, camaraderie, and excellence, inspiring fans to embrace the chill and rise above adversity with grace and determination.

Merchandise:

The Minnesota Frost merchandise line features a range of apparel and accessories designed to showcase the team's bold brand identity. From jerseys and beanies to scarves and gloves, each item incorporates the iconic snow owl logo and team colors, allowing fans to proudly display their support for the Frost both on and off the ice.

Community Engagement:

The Minnesota Frost are more than just a sports team; they are a symbol of resilience and unity for the community. Through outreach programs, charity events, and youth initiatives, the team actively engages with fans and supporters, making a positive impact both on and off the ice. Whether they're hosting skating clinics or participating in environmental conservation efforts, the Minnesota Frost are dedicated to inspiring the next generation of athletes and leaders.

Montreal Bolts

Logo:

The logo for the Montreal Bolts features a stylized lightning bolt set against a backdrop of swirling clouds, evoking a sense of energy, power, and movement. The lightning bolt is bold and dynamic, symbolizing the team's speed, agility, and electrifying style of play. The team name, "Montreal Bolts," is displayed prominently beneath the emblem in a modern, sleek font, reflecting the team's forward-thinking approach and commitment to excellence.

Colors:

The primary colors of the Montreal Bolts brand are Midnight Navy, Electric Teal/Blue, and Sunshine Yellow representing the team's dynamic and vibrant energy. These colors are accented with Thunder Gray, adding depth and contrast to the overall design.

Motto:

"Strike with Force"

Brand Identity:

The Montreal Bolts brand celebrates the excitement, intensity, and passion of sports, inspiring fans to unleash their inner champions and embrace the thrill of competition. It embodies the values of teamwork, perseverance, and innovation, fostering a culture of excellence and camaraderie both on and off the field. The brand's identity is built on the principles of empowerment, inclusivity, and community, empowering individuals to chase their dreams and make a positive impact in the world.

Merchandise:

The Montreal Bolts merchandise line includes a wide range of apparel and accessories designed to showcase the team's dynamic brand identity. From jerseys and hats to t-shirts and hoodies, each item features the iconic lightning bolt logo and team colors, allowing fans to proudly display their allegiance to the Bolts both on and off the field.

Community Engagement:

The Montreal Bolts are more than just a sports team; they are a symbol of unity and inspiration for the community. Through outreach programs, charity events, and youth initiatives, the team actively engages with fans and supporters, making a positive impact both on and off the field. Whether they're hosting youth clinics or participating in environmental conservation efforts, the Montreal Bolts are dedicated to empowering individuals and building a brighter future for all.

New York Polar

Logo:

The logo for the New York Polar features a stylized depiction of a majestic polar bear standing on an iceberg, with the New York City skyline in the background. The polar bear represents strength, resilience, and adaptability, while the iceberg and skyline evoke the team's connection to the Arctic and its home city. The team name, "New York Polar," is displayed prominently beneath the emblem in a bold, modern font, reflecting the team's dynamic and energetic spirit.

Colors:

The primary colors of the New York Polar brand are Arctic Blue, Silver, and Glacier White, representing the team's cool and icy identity. These colors are complemented by Midnight Black, adding contrast and sophistication to the overall design.

Motto:

"Relentless on Ice"

Brand Identity:

The New York Polar brand embodies the power and resilience of its athletes, inspiring fans to embrace their inner strength and overcome any obstacle. It celebrates the diversity, energy, and ambition of its home city, fostering a sense of pride and unity among players and fans alike. The brand's identity is built on the principles of determination, excellence, and community, empowering individuals to push beyond their limits and achieve greatness.

Merchandise:

The New York Polar merchandise line includes a range of apparel and accessories designed to showcase the team's dynamic brand identity. From jerseys and beanies to scarves and water bottles, each item features the iconic polar bear logo and team colors, allowing fans to proudly display their allegiance to the Polar both on and off the field.

Community Engagement:

The New York Polar are more than just a sports team; they are a symbol of inspiration and unity for the community. Through outreach programs, charity events, and youth initiatives, the team actively engages with fans and supporters, making a positive impact both on and off the field. Whether they're hosting youth hockey clinics or participating in environmental conservation efforts, the New York Polar are dedicated to empowering individuals and strengthening communities.

Ottawa Reign

Logo:

The logo for the Ottawa Reign features a powerful queen wearing a crown, symbolizing strength, power, and royalty. The Queen's hair flows dynamically around the crown, evoking a sense of movement and energy. The secondary mark is a shield adorned with intricate patterns inspired by Ottawa's rich history and heritage. The team name, "Ottawa Reign," is displayed proudly beneath the emblem in a bold, regal font, representing the team's dominance and authority in their sport.

Colors:

The primary colors of the Ottawa Reign brand are Crimson, Royal Purple, and Noble Gold, reflecting the team's regal identity and symbolizing victory and prestige. These colors are complemented by Rich Burgundy, adding depth and sophistication to the overall design.

Motto:

"Crowned in Victory, United in Strength"

Brand Identity:

The Ottawa Reign brand embodies the spirit of royalty and excellence, inspiring fans to embrace their inner champions and strive for greatness in every aspect of their lives. It celebrates the resilience, determination, and unity of its athletes, fostering a sense of pride and belonging among players and fans alike. The brand's identity is built on the principles of leadership, integrity, and community, empowering individuals to rise above challenges and achieve their fullest potential.

Merchandise:

The Ottawa Reign merchandise line includes a range of apparel and accessories designed to showcase the team's majestic brand identity. From jerseys and scarves to hats and hoodies, each item features the iconic lion logo and team colors, allowing fans to proudly display their allegiance to the Reign both on and off the field.

Community Engagement:

The Ottawa Reign are more than just a sports team; they are a symbol of unity and inspiration for the community. Through outreach programs, charity events, and youth initiatives, the team actively engages with fans and supporters, making a positive impact both on and off the field. Whether they're hosting leadership workshops or participating in environmental conservation efforts, the Ottawa Reign are dedicated to empowering individuals and strengthening communities.

Toronto Fury

Logo:

The logo for the Toronto Fury features a sleek and powerful depiction of a roaring lioness, symbolizing strength, ferocity, and the unstoppable force of nature. Her mane billows out behind her, resembling flames, representing the fiery passion and intensity of the team. The secondary mark is a "TF" emblazoned within a fiery ball. The team name, "Toronto Fury," is emblazoned boldly beneath the lioness in a modern, dynamic font.

Colors:

The primary colors of the Toronto Fury brand are Crimson Red and Arctic White, representing the team's fiery spirit and cool determination. These colors are accented with Thunder Grey, adding depth and sophistication to the overall design.

Motto:

"Roar with Fury"

Brand Identity:

The Toronto Fury brand embodies the fierce determination and unwavering resilience of its namesake. It celebrates the strength, skill, and passion of the athletes who wear the jersey, inspiring fans to rally behind their team with unwavering support. The brand's identity is built on the principles of empowerment, unity, and excellence, fostering a sense of pride and belonging among players and fans alike.

Merchandise:

The Toronto Fury merchandise line includes a wide range of apparel and accessories designed to showcase the team's bold brand identity. From jerseys and hats to scarves and hoodies, each item features the iconic lioness logo and team colors, allowing fans to proudly display their allegiance both on and off the ice.

Community Engagement:

The Toronto Fury are more than just a sports team; they are a symbol of strength and inspiration for the community. Through outreach programs, charity events, and youth initiatives, the team actively engages with fans and supporters, making a positive impact both on and off the ice. Whether they're hosting youth hockey clinics or participating in community service projects, the Toronto Fury are dedicated to empowering the next generation of athletes and leaders.