

Practitioner's Statement

## ***Hunter Valley Hornets***

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The design brief for my second Folio/Practical project involved creating an innovative corporate identity concept for a new Australian Football League team; I eventually decided to base the new franchise in the Hunter Valley in New South Wales. I wanted the mascot and uniforms to be unique, exciting and eye-catching.

My project began by critically analysing the logo and guernsey designs of the AFL's current eighteen teams. From there, I devoted a lot of time and energy to trying to establish suitable locations for an alternative team, and then establishing appropriate mascot concepts. After seriously considering the "Byron Bay Sharks", I ultimately decided upon Newcastle in the Hunter Valley region as my location.

I chose the Australian Hornet as an original AFL mascot; I was influenced by the aggressiveness of the insect and the unique honeycomb shape. I opted for the strength and power of a symmetrical logo which is dominated by a stylised black and yellow hornet. The wings, arms/legs, eyes and antennae have all been exaggerated to enhance the aggressive appearance. The insect features an Australian Rules football as the abdomen to define it is an AFL team. The hornet is depicted hovering in mid-flight, grasping the ball; this pose suggesting a "if you want the ball, you'll have to come and get it" vibe to opposing teams. It is then framed by a hexagon (symbolising honeycomb), a shape that is unique to existing AFL logos.

I utilised the ultimate contrast of a complementary pair from the colour wheel as the chosen palette for the team; a vibrant purple (Pantone 527) and Deep Yellow were selected, with minor accents of black, white and red also used.

The typography I chose features two fonts "Battlestar" (HORNETS) and "BankGothic Md Bt" (HUNTER VALLEY). Battlestar is a bold, uppercase, sans serif font; its sharp edges and unique inline are symbolic of the points and stripes of a hornet. I also added a black contour around this line of text, and highlighted the centre with the same Deep Yellow as the logo. The 'Hunter Valley' text is also strong, upper case typography, befitting an AFL team.

Finally, various elements of the logo graphics were applied to a range of three guernsey designs. This section of my project consisted of creating a traditional home strip, an away jumper and a guernsey to be worn during the AFL's annual Indigenous Round. The home jumper features a familiar composition of purple, yellow and black hoops. The away guernsey however, displays a traditional V-shaped layout that has been altered to resemble the striped sting of the hornet.