

Practitioner's Statement

Southern Sharks logo and branding

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The design brief was to design franchise branding for a new AFL team based in Tasmania. The requirements of the AFL franchise were that the team is to be thematically based on sharks, in particular, the *Great White*. This sports team icon for inspiration works well as it is well-known for its ferociousness and having the tag of being the hunter, not the hunted. Also, the team had to appeal to a younger generation as they are more likely to support new teams and will help build the club membership in the future. The design branding graphics include a logo, a mascot and three guernseys - home, away/clash and indigenous round.

The process included mind mapping and research of related subjects, which lead to the analysis of a variety of sporting logos, AFL Guernseys, and mascots to distinguish what the key elements of existing brand graphics are. I spent time sketching a variety of sharks from a mixture of angles to see what would be most suited to incorporate into a logo. I developed the logo, Guernsey and mascot by exploring and experimenting the possible compositions, colour schemes and typographic elements.

The intended purpose of marketing is to target a younger generation to become fans and members. The branding needed to be friendly but fearsome. A cartoon mascot basis was chosen as it appeals to youth. A shark for team identity reasoning is that they are ferocious animals. The Great White is an apex predator, aggressive, the biggest shark of all and cannot swim backwards. This implies strength and forward movement, which is wanted in a team's identity and philosophy. The visual aesthetics of the logo are heavily considered in the use of curves that relate to the dorsal fin. The cropped shark with the head and teeth prominent, displays aggression, strength and intimidation. Colour selection included meaning; Regal Blue represents the cold and deep water surrounding Tasmania and the Grassy green symbolizes the forestation of trees and lushness of flora due to high rainfall throughout Tasmania.

The transformation of the logo onto the home and away guernseys is to show the unifying of the elements together with the wrapping of the shark around the Guernsey. The indigenous guernsey incorporates three elements: the 'tree of life' influenced by Aunty Beverly Wingard (indigenous elder artist) through the use of line and branching direction on the jumper, the blue transferred into waves with dots that graduate in opacity to nothing as this assisted in the flow of lines onto the back and the eight large circles representing the eight indigenous communities coming together as one.

The mascot is wearing the team's outfit for club identification and the oversized head is for recognition from any distance.

Overall I believe that my designs are relatively successful with the logo having a clear purpose and meaning. What worked very well is the variety of the 3 Guernsey designs and how they have subtle similarities between each other but contrast nicely with colour weighting. Overall I am really satisfied with the use of a subtle fin-like curve that is prominent across all five designs.