

ABOUT THE PROJECT

In 2020, the Cavs began the process of a brand evolution. Over the course of the franchise's 50 year history, the team has had many color palettes and many logos. This has led to a lack in brand equity. Our goal was to bring together the best parts of the Cavs' previous brands by referencing some of the most iconic moments in Northeast Ohio basketball history while setting the brand up for the future.

MY PROJECT ROLE

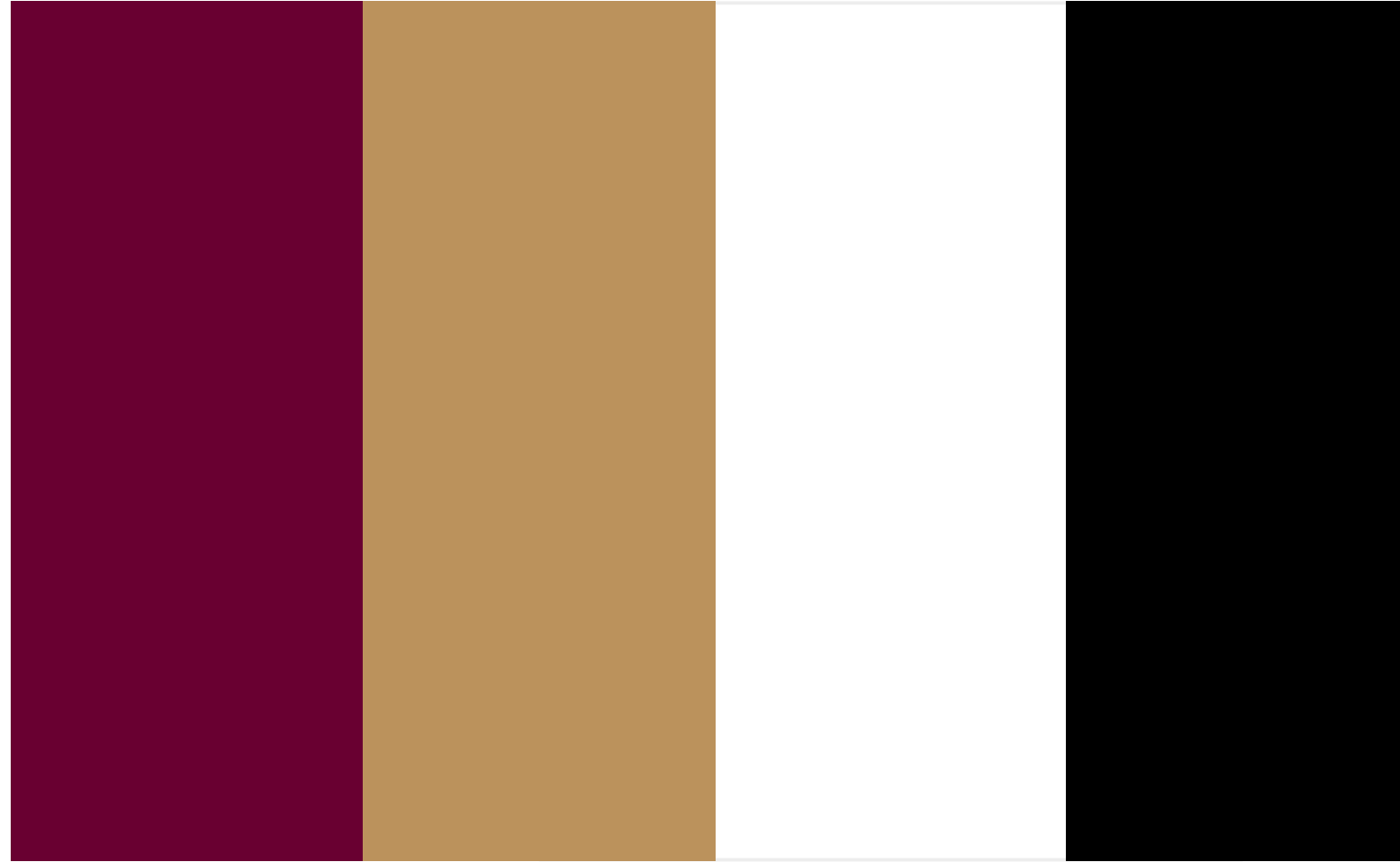
My role as designer was to lead the design and implementation of the brand evolution.

I handled the logo design, brand creative direction, jersey design and refinement, and brand roll out working with internal and external stakeholders.

PRIMARY LOGO



COLOUR SYSTEM



MISC. (ICONS, PHOTOGRAPHY, PATTERNS ETC.)



SECONDARY LOGO OR LOGOMARK (IF APPLICABLE)



TYPOGRAPHY



