

# 10

# QUESTIONS

TO KICK-START YOUR SPORTS  
BRANDING PROJECT



# SO IT'S TIME TO REBRAND?

Congratulations! The prospect of a rebranding, complete with logos and other identity assets, creates a unique buzz of excitement. It can also create anxiety around ensuring how to best go about the process. Fear not. The following 10 questions are intended to make what might appear to be an obtuse and confusing creative process easier to understand.

These questions help frame the all-important brand story your new logo and identity will represent. Some questions are straightforward, some require a bit of honest thought. In the end, they provide the launching pad for what will become your awesome new brand.



*Let's Get Started!*

# 1

## What is the primary driver (or drivers) behind your need for a new logo?

A clearly stated articulation of the problem – the “why” – behind the need for a new logo is an important first step in creating a mark that communicates with purpose. Reasons for a change can include “Our merch sales need a shot in the arm,” to “Our current logo doesn’t express who we are anymore,” to “Our new A.D. wants a new look.”

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# 2

## Use three to five adjectives to describe your personality and style.

A pretty straightforward question essentially asking “who are you?” How do your fans know you? Examples of adjectives you might use include: *Fun-loving, Traditional, Heroic, Roughish, Goofy & wacky, Modern, Historic, Patriotic, Hard-working, Humble, Brash.*

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# 3

**Identify 3 – 5 sports logos that represent the kind of voice similar to your club.**

**Identify 3 – 5 sports logos that represent a drastically *different* kind of voice than your club.**

Identifying other logos with similar and dissimilar voices to your preferences is a helpful means of gaining insight into your tastes and perceptions, understanding how you think and establishing some common creative ground.

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# 4

**What are some unique qualities distinct to your community? Why are they important to your market?**

A critical aspect to any sports identity is a proper representation of place. A strong sense of local identification is key to creating fan loyalty. Some aspects to consider include local or regional history, geography, industry and culture.

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# 5

## To whom are you speaking? Who are your fans?

What are some quantifiable demographic categories that describe your fan base? Different demographics oftentimes have different needs. Understanding these needs on the front end will help to better craft a relevant message to these groups. Demographic categories can include: age, geography, income, and family status. (Please note! Stating “everybody” is not an option!)

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# 6

## Who is your competition? How are you different from your competition?

You compete against everything from other professional, collegiate, and high school teams to amusement parks to movies to Xboxes. Identifying the competition in your market allows you get have a better sense of the kind of messages competing with yours. Understanding who they are and how you’re different allows you to refine your message for better reception in the marketplace.

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# 7

## What are some identifiable growth opportunities in your market?

Are there emerging demographic categories in your market? Emerging cultural trends? Is there a new major employer in the region delivering new jobs? New market developments may suggest revisions to your message that can open doors to new opportunities.

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# 8

## How are you currently perceived by your fans? By your sponsors & advertisers?

This is an important question: how does your market see you? Do they like you or not like you, do they think you're a first class organization, do they even know you exist? Why do they have that perception? Do both groups see you the same way?

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# 9

## Do those perceptions need to change? If yes, how?

If you answered the previous question in terms that do not require change, then great, please proceed directly to question #10. If, however, your club's perception does require changing, take a moment to consider how. Having a clear vision of how you want your club to be perceived is an important part of the creative process.

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# 10

## Why should your fans, sponsors, or advertisers care about your club?

Wow, that's a harsh question, ain't it? Sports at all levels are littered with examples of teams that have either folded or moved because fans didn't care about them. Your logo serves as the point of first contact and introduction to the good reasons why they *should* care. A clear articulation of why your fans, sponsors, and advertisers should care provides a solid bottom line to your messaging that says "In the end, this is why it matters."

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**Now that you've framed your brand story,**

it's time to put pencil to paper and bring that story to life!

John Hartwell creates sports logos that tell your story, connect with fans, and help drive your bottom line.

Your bold new story is begging to be told.

Hartwell Studio Works can help.



Want to talk about these questions? Need help thinking through your answers? Give me a call, let's chat.

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For more sports branding insight, listen to the Hartwell Studio Works Sports Branding Podcast.

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