



RICHMOND CARDINALS

Brand Identity | Advertising Design | Surface Design

Krista Miller 2023

The NHL

The National Hockey League is a professional ice hockey league in North America comprising 32 teams—25 in the United States and 7 in Canada. It is considered to be the top ranked professional ice hockey league in the world, and is one of the four major professional sports leagues in the United States and Canada.

NHL Expansions

The National Hockey League (NHL) has undergone several rounds of expansion and other organizational changes during its history to reach its current thirty-two teams: twenty-five in the United States, and seven in Canada. The newest additions to the league are the Vegas Golden Knights in 2017 and the Seattle Kraken in 2021. The league has also relocated several franchises, most recently in 2011 when the former Atlanta Thrashers became the second and current incarnation of the Winnipeg Jets.



Hockey In Virginia

As it stands, there is **no** NHL team representing Virginia. The Washington Capitals, similar to the Washington Wizards and Nationals, act as a representative of the DMV (D.C., Maryland, Virginia) on a national level.

In Virginia, there have been 24 recorded hockey teams including one AHL and ECHL team, the Norfolk Admirals.

The Virginia High School League (VHSL) does not recognize the sport officially despite popularity in Northern Virginia (NoVA) due to low southern attendance. As such, teams playing in the south participate in the Northern Virginia School Hockey League (NVSHL) to be able to compete. For Southern VA, the main point of access to the sport is the South Lakes Hockey program, a non-profit that receives no funding from local schools that makes play possible.

<https://www.southlakessentinel.com/sports/2020/02/21/why-is-hockey-not-a-virginia-high-school-sport/>



Where Southern VA Hockey Can Live

The capital of Virginia, Richmond is home to history, art, food, and college sports. Richmond prides itself on thousands of acres of outdoor and indoor recreation for year round activities, with sprawling park land by the James River to countless museums throughout. As well, with a population of 226,604 (2021), the 5th largest city in the state has been growing exponentially, leading to a potential audience for professional ice hockey.

Richmond has its own history in the sport, with the Richmond RiverDogs. Started in 2003 and playing in the Richmond Coliseum, the team replaced the ECHL Richmond Renegades. The team struggled with legal battles and failing to qualify for the playoffs. Finally, Richmond Coliseum said the team had missed a chance to renew and all operations were taken to the Chicago Hounds and replaced again by a new version of the Richmond Renegades (which folded in 2009).

<https://www.wric.com/news/virginia-news/boom-towns-the-fast-est-growing-cities-in-virginia/>

<https://www.virginia.org/places-to-visit/regions/central-virginia/richmond/?view=list&sort=qualityScore&bounds=false>

https://en.wikipedia.org/wiki/Richmond_RiverDogs



Iconic Elements of Virginia

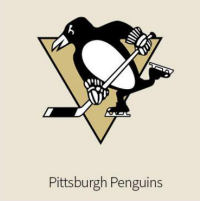
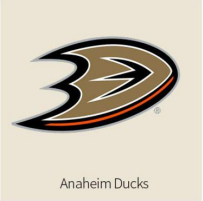
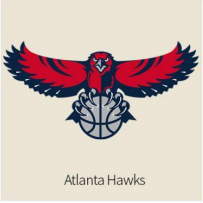
To connect to Virginians, looking at the state's most iconic parts is a must. Some visual design choices to look at are:

- Northern Cardinal
- American Revolution
- Tobacco
- Shenandoah's
- Mount Vernon
- Blue Ridge Mountains
- White Tailed Deer
- Wild ponies of Assateague
- Flowering Dogwood
- Chesapeake Bay
- James River

<https://nomadsunveiled.com/what-is-virginia-known-famous-for/>



Logo Visual Research





LOGO ANATOMY

THE SHAPE OF OUR HISTORY
Our history in the great ice game goes as deep as Puget Sound. The Seattle Mariners were the first American club to hoist the Stanley Cup. They are an eternal part of our city's history and we pay tribute to them by wearing the "S". We will aspire to bring the Cup back to Seattle in their honor.

CARVED FROM THE SEA
Seattle is a city built by the sea. Our forebears' hands cracked in the cold, salty air as they reeled in their lines and wrought their ships. The clean lines of a freshly carved vessel is a reminder of where we come from. A noble city built on the water by bold and hardened adventurers.

THE EYE OF THE BEAST
If you've seen it, it's already too late. The eye of the Kraken has been affixed on its prey for some time. Its strike will be swift and devastating. Its opposition overwhelmed and unvarying. It will all be over soon.

HIDDEN IN THE SHADOWS
A single tentacle stealthily rises from below, symbolizing the deep, dark waters of Puget Sound. How many are there? How deep do they go? The real peril lies in what you don't see.

AR SPACING

MINIMUM CLEAR SPACE + 25% X
MINIMUM CLEAR SPACE + 25% Y

HEIGHT x W

MINIMUM CLEAR SPACE + 25% X
MINIMUM CLEAR SPACE + 25% Y

Minimum clear of equal 25% of the logo. The tolerance of way around the logo is the middle of the way.

DOTS

TEAM COLORS

NAME	HEX VALUE	CMYK VALUE	RGB VALUE
NEW ORLEANS PELICANS BLUE	#003366	100% 0% 100%	(0, 51, 102)
NEW ORLEANS PELICANS GOLD	#CC9933	100% 66% 33%	(204, 153, 51)
NEW ORLEANS PELICANS RED	#CC0000	100% 0% 0%	(204, 0, 0)
NEW ORLEANS PELICANS WHITE	#FFFFFF	0% 0% 0%	(255, 255, 255)
NEW ORLEANS PELICANS DARK BLUE	#000033	100% 0% 100%	(0, 0, 51)
NEW ORLEANS PELICANS LIGHT BLUE	#99CCFF	100% 66% 33%	(153, 204, 255)

TYPOGRAPHY

MAIN BODY / TIGHTER BOLD
ARCADEFONKLMNOPQRSTUVWXYZ
1234567890

MAIN BODY / REGULAR
ARCADEFONKLMNOPQRSTUVWXYZ
1234567890

MAIN BODY / LIGHTER
ARCADEFONKLMNOPQRSTUVWXYZ
1234567890

HEADLINE EXAMPLE
SEATTLE
KRACKEN

Primary on Dark

Primary on Dark

Primary 1 Color on Dark

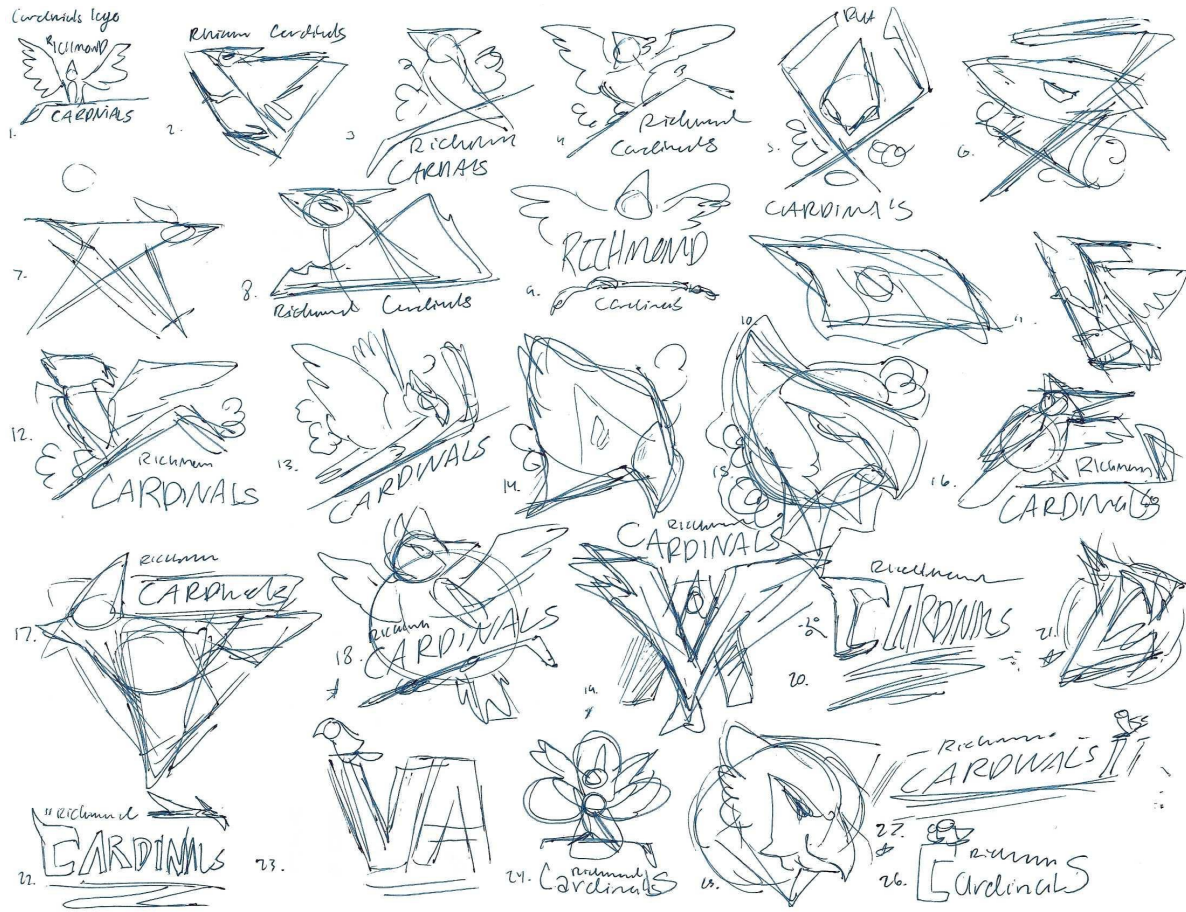
Primary 1 Color on Dark

Primary on Light

Primary on Light

Primary 1 Color on Light

Primary 1 Color on Light



Wings
 Points to wing detail
 Cardinals have broad wings except on the top

Need mark
 References trees & Virginia's lumber industry

Secondary outline

In the combo logo
 The bird isn't complete - keep room open for type to read clearly on

Type logo
 Use imagery similar to the cardinal on the C & the S

Circle
 Reference the Virginia flag
 Maybe another ring on the alt??

VA Grip type
 Speak to the state
 Implied letter forms



Head Motif

From main logo
 For smaller branding moments / on jerseys
 Head maintains the slant of the logo

"C" Motif

Taken from the type logo
 Used for smaller branding moments
 Alt jersey logo??

Dogwood Logo
 Shoulder patch secondary logo
 Speaking to the state flower
 Used smaller elements to minimal branding points



Type only logo

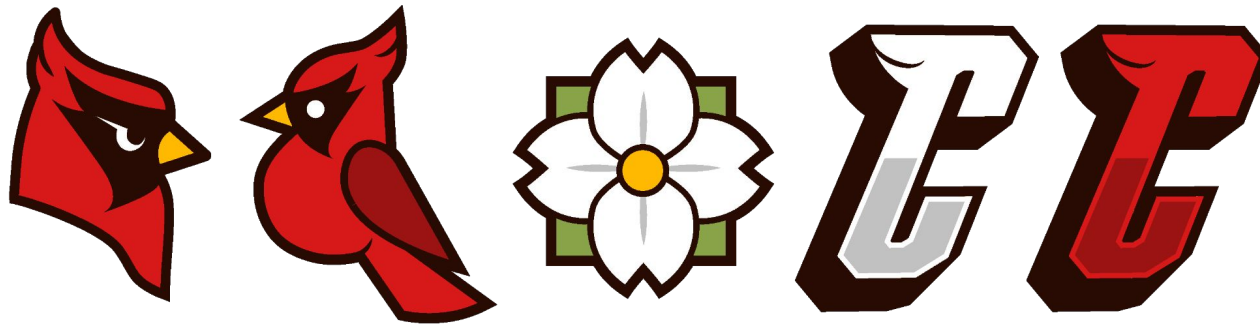
Used if the cardinal isn't possible / alt
 Stick pins up in this design
 Cardinal is on top of stick

Mini Cardinal
 Used in limited moments
 Social, type logo, merch
 Maybe alt shoulder patch??









BRANDING BREAKDOWN



THE NORTHERN CARDINAL

Designated as Virginia's state bird in 1950, this backyard songbird is well loved by residents of the state. To represent the Old Dominion, the striking red and sharp wings of the Northern Cardinal is the face of VA's national hockey team.

THE GREEN OF THE TREES

Beyond government, higher education, and ports, a major part of Virginia's economy comes from the selling of timber. The state is covered by 62% forest, so the cardinal rising from the green of the trees represents this part of Virginia's identity.

GOLD BELT OF HISTORY

Stretching diagonally across Virginia, the state was once home to active gold and gold-pyrite mines. Peaking in production in 1848, gold was mined along the 140 mile long "Gold-Pyrite belt" until 1947. The cardinal sits upon a golden hockey stick as a reference to this golden belt.

DOWN TO THE LINES

While the cardinal speaks to the overt and the green and gold to the historically minded, this detail is for the trained eye. Within the tape of the stick, the lines form a VA - directly calling out to Virginia itself.



Icon Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABOLITION OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABOLITION REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Stratos

Typefaces



Text Logo



Line Only Logos



Secondary Logo

#0B1919

#9E1313

#280C04

#8CA748

#C4C4C4

#FFFFFF

#FFBC00

Palette





Home Jersey



Away Jersey



Alt Jersey







**VIRGINIA IS FOR
HOCKEY LOVERS.**

JOIN THE FLOCK
FALL 2025

NHL AHL

**BREAKING
NEW ICE
IN RVA**

JOIN THE FLOCK
FALL 2025

NHL AHL

JOIN THE FLOCK

FALL 2025

33
**PEKKA
NIEMINEN**

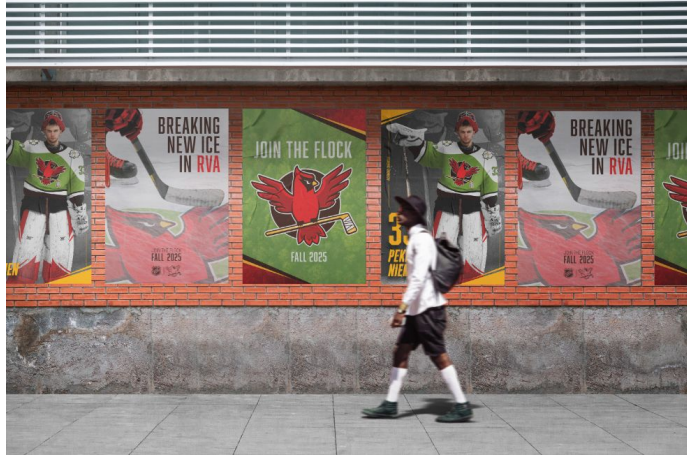
JOIN THE FLOCK
FALL 2025

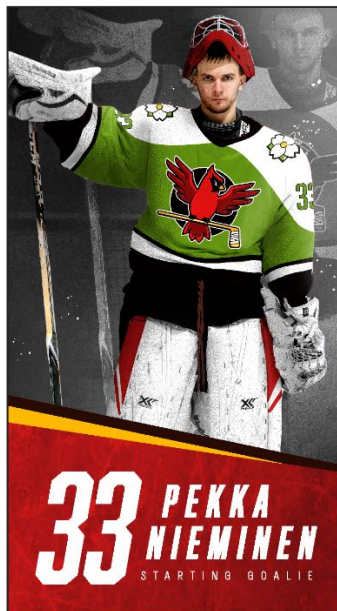
NHL AHL

**RICHMOND
CARDINALS**

**JOIN THE
FLOCK**

NHL AHL







BRANDING BREAKDOWN



THE NORTHERN CARDINAL
 Reimagined as Virginia's state bird in 1986, the cardinal's wings and beak have become symbols of the state. To represent the 800+ counties, the wings of the bird were designed to resemble the Northern Cardinal in the form of the cardinal's beak.

THE GREEN OF THE TREES
 Beyond greenery, higher elevations, and parks, a major part of Virginia's economy comes from the logging industry. The state is estimated by 80% to have, on the central ridge from the Great Smoky Mountains National Park, the largest hardwood forest in the world.

GOAL BEYOND HISTORY
 Striking diagonally across Virginia, the state was once known as a major gold and silver mining area. Mining production in 1985 peaked at 100 million pounds of gold and silver. The cardinal, seen as a golden bird, was used as a reference to the golden bird.

DOWN TO THE LINES
 While the cardinal is the state bird, the green and gold of the Virginia state flag is the state's color. The cardinal is the state bird, the green and gold of the state flag is the state's color. The cardinal is the state bird, the green and gold of the state flag is the state's color.

Alphabet: ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 Secondary Logo: RICHMOND CARDINALS

Color palette: #001919, #9C1313, #200C04, #BCA749, #C4C4C4, #FFFFFF, #FF8C00



1000px



Home Jersey



Away Jersey



Alt Jersey

