

Kansas City

Mavericks

Logo Design



KC Mavericks

The KC Breed of Hockey



KC Mavericks

The KC Breed of Hockey

The Mavericks will be changing the perception of hockey in Kansas City. They're creating something new, timeless, and successful.

They believe that professionalism is broad - it's built from the ice, the fans, and the community.



KC Mavericks

Positioning Statement

For the seekers of a fun evening out, Mavericks is the professional caliber team, that has crafted an electrifying hockey experience, so that you and your family can bond together over team and city pride all year round.



KC Mavericks

Mission

To drive the growth of a thriving hockey culture that's unique to the character of Kansas City.



KC Mavericks

Red Thread

Family Night, Excite Night.



KC Mavericks

Mavericks/Scouts: Brand Positioning



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Red Thread: Family Night, Excite Night.

Blue Collar Toughness | Independent Spirit | Modern Family Atmosphere | Professional Hockey

What We Must Own:

1. Family Nights Out.
2. The KC Sports Calendar Gap (Oct-March).
3. The Future of area Hockey.
4. A Resolve to Be Unique.

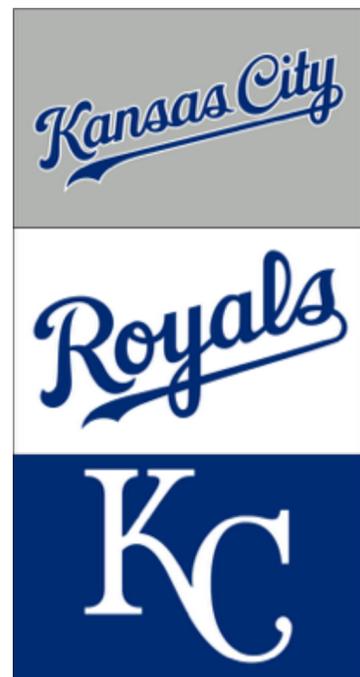
Design



KC Mavericks











BIG



Audience

Independence MO
45+
Mixed Gender
Blue Collar



Kansas City
Millennial Families
Professionals



KC Mavericks

The Hockey Fan

Travel The Unbeaten Path

Adventurous

Good At Convincing Others To Do New Things

Not Afraid To Appear Unconventional

Many Acquaintances From All Walks Of Life



The Maverick

Rebel
Cowboy
Free Thinker
Lone Dissenter
Intellectual
Artist
Nonconformist

Independent
Unorthodox
Unconventional
American Pioneer
Unbranded
Free Spirit



Rooted In The City



KC Mavericks

Color



Concept

01

Brand Evolution

American Pioneer / Free Spirit



KC Mavericks

Concept

01

The din of a thousand set of hooves, dust rising thick in the air. These iconic associations with the American West have deep roots in Kansas City's heritage as a cattle town. The majesty of the Maverick is in its independence, its fierce determination to stay true to itself in the face of this adversity. By reimagining what being a Maverick means to KC hockey, we've developed a professional, iconic mark that builds from our shared history without feeling like it's stuck in the past.



KC Mavericks



KANSAS CITY
MAVERICKS





KANSAS CITY
MAVERICKS
X







Concept

02

Brand Evolution 2

Intellectual / Nonconformist



KC Mavericks







KC
MAVERICKS







Concept

03

Modern Departure

Unorthodox / Rebel



KC Mavericks

Concept

03

This approach draws inspiration from the City of Fountains. Kansas City has long been a town full of unconventional people that do things their own way. By creating a logo that puts the city at the center, it unites free-spirited Kansas Citians in a timeless way that attracts a universal fan base. This isn't an 'Independence' or 'Missouri' team, this is a Kansas City Hockey team that everyone can get excited about.



KC Mavericks

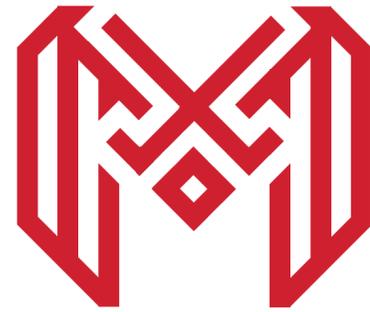
Build A Family Icon That Breaks The Stereotype



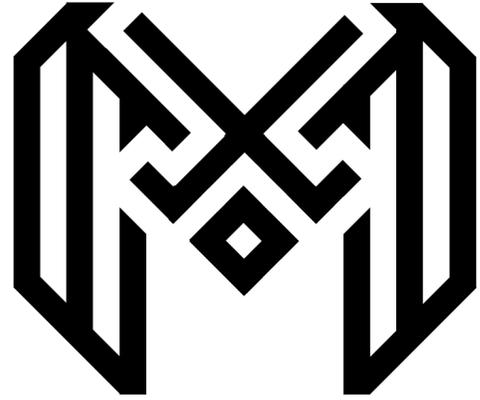
KC Mavericks

THIS IS KOC HOCKEY





KANSAS CITY
MAVERICKS

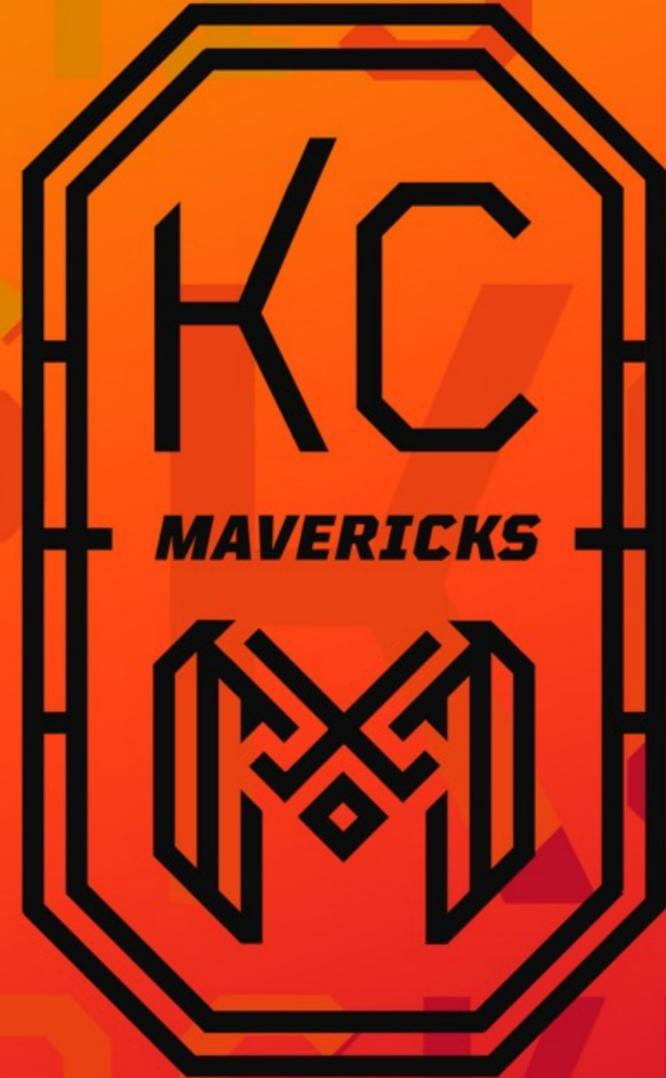


KC

MAVERICKS

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HOCKEY



THIS IS KCC HOCKEY



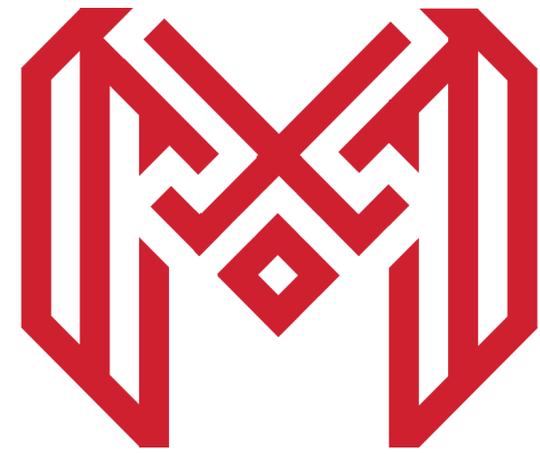
AVERICKS



HOCKEY
THIS
IS KC
HOCKEY
THIS

NEW
SEASON
STARTS
OCT 28









01



02



03

Thank You



KC Mavericks