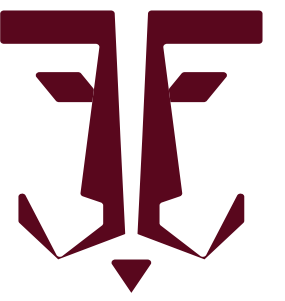




***Hustle, hit but never quit.***

# BRAND IDENTITY



# Jalandhar Lions



***Hustle, hit but never quit.***



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# Prompt

The way a company presents itself to its consumers is known as brand identity. It is the collection of all branding actions that a business engages in order to be viewed in a certain manner by its target audience. The way a brand defines itself is called brand identity. It consists of the brand name, slogan, brand voice, brand positioning, brand associations, and brand personality put together. The Indian Hockey League (IHL) is a professional field hockey league competition for Indian hockey clubs at the highest division. In the IHL, there were seven teams that competed. "Jalandhar Lions" is one of the teams. Create a brand identity for them



# Take Away

The prompt asked me to create a brand identity for Jalandhar Lions, a team from the Indian Hockey League, my mind immediately began racing. My first impressions were that this could be compared to some current tournaments. Since Jalandhar is a city in Punjab, I wanted to have some Punjabi elements in the design. Since Lions were also a part of the brand name, I decided to include a mustard yellow into the color scheme, which also works since Punjab is one of the leading producers of mustard and wheat in India.





# Visualization of Jalandhar Lions

Upon looking for inspiration from the HIL (HOCKEY INDIA LEAGUE), and the IPL (INDIAN PREMIER LEAGUE); I had a strong vision of this team and what it stood for. Despite being the national sport of India, hockey is often overshadowed in the mainstream by other sports like cricket and soccer, mainly because of the hype surrounding their respective domestic leagues, the IPL and the ISL (INDIAN HOCKEY LEAGUE). IHL could be the thing needed to spark the interest and talent for hockey in the next generation of young athletes. This was already proven possible by the PKL (PRO KABADDI LEAGUE). In India, when we think of sports, we subconsciously begin thinking about tournaments in which only men can play. Only recently have the tides begun to shift. To break this stigma, this brand was designed with no specific gender in mind so that it can be used without discrimination on the basis of gender.

# Font Family



## Brand Font

Anger Style

A B C D E F G H I J K L M N O P Q R S T U

V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

## Copy Font

Urbanist

A B C D E F G H I J K L M N O P Q R S T U V

W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

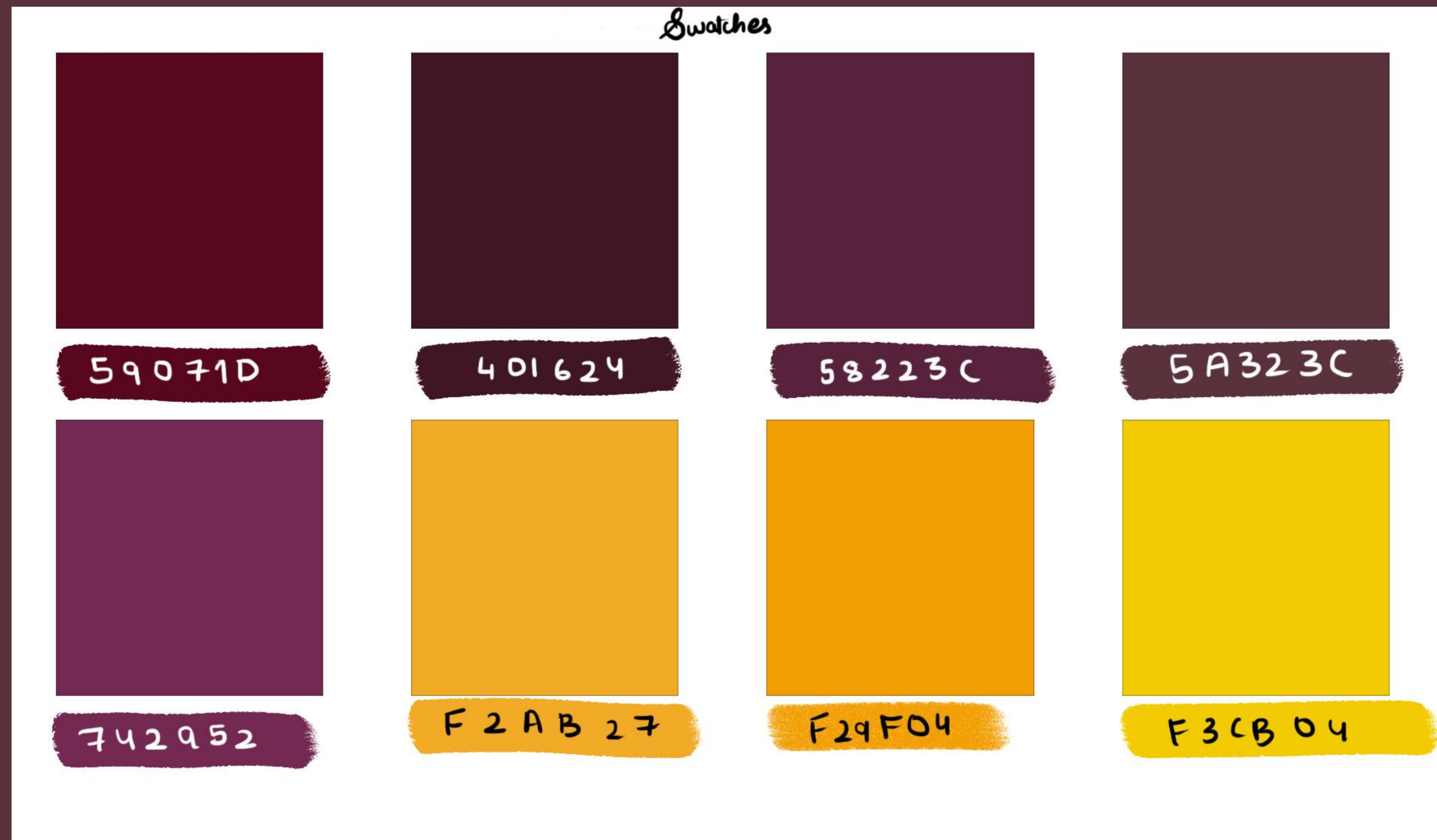
This font was chosen for its uniqueness and relation with Punjabi calligraphy. Its complexity also provides for a nice contrast between the simplicity of the logo.



# Color Palette



## The Jalandhar Lions Colors



# Taglines



## Jaladhar Lions

### Taglines

- Championships are won at practice.
- Run your dreams down!
- Hustle, hit and never quit.
- One vision, one team, one win.
- Pain is passing, Pride is permanent.
- Practice with a purpose, play with a passion
- Together Stronger.

### Taglines

- Prepare hard, win easy.
- A champion is made, not born.
- Play hard to be hard
- We about to knock you out
- Don't go through life without goals
- Winning begins in the heart
- Best in the Field.







**BRAND VOICE:** Confident, Dedicated, Youthful

**BRAND LOOK:** Strength, Teamwork

**BRAND FEEL:** Determination, Hard Work, Disciplined

**BRAND TONE:** Confident, Dynamic, Powerful, Strong

**BRAND PERSONALITY:** Tough, Hard-Working, Bold.



# Brand Mission

Extend full potential into winning every game. Ensuring all our fans disciplined, fair and honest play. Will be interactive with our fans and will be unbiased and not afraid to make the hard choices

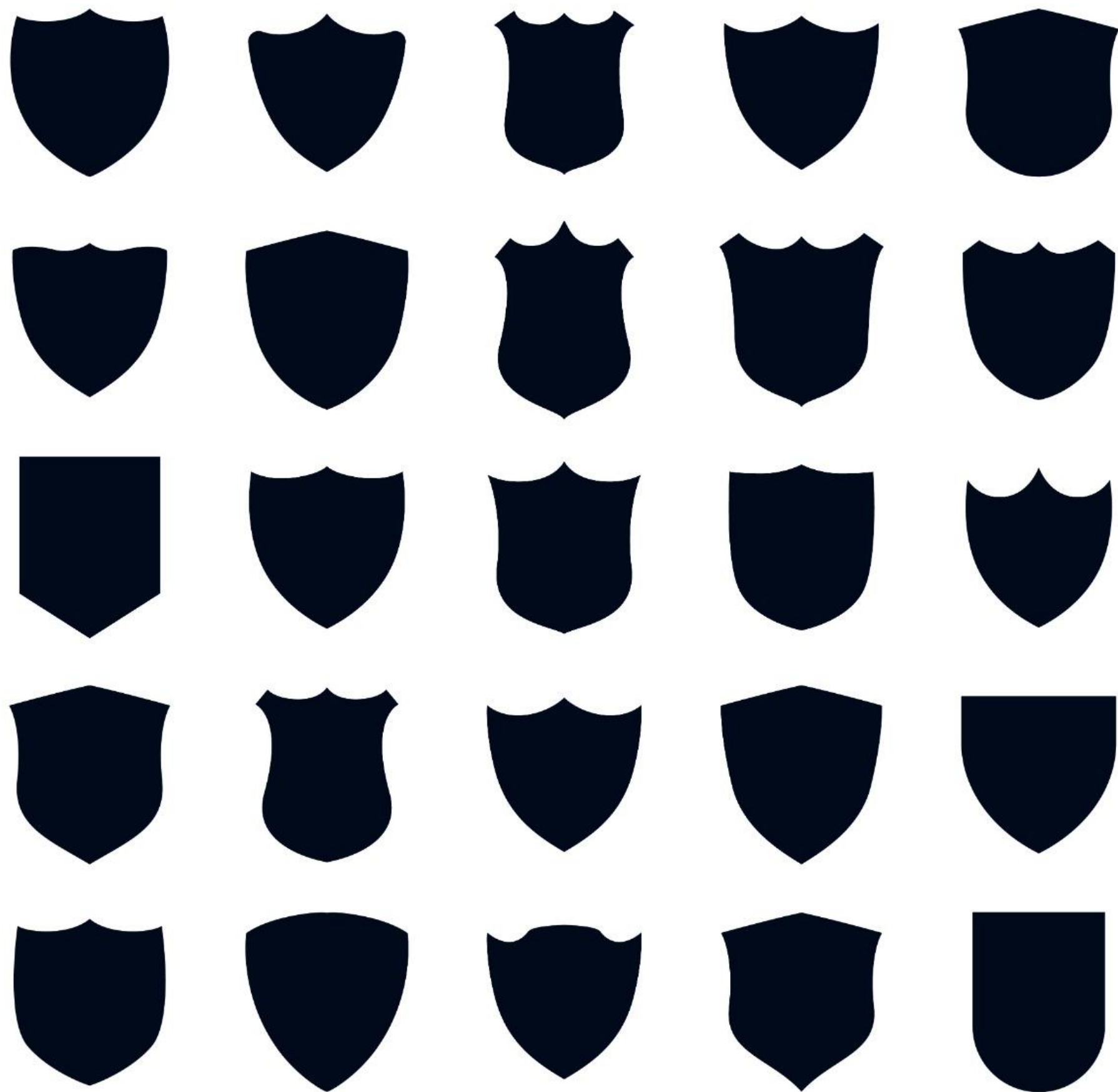
# Brand Vision

To win every game. To win the IHL. To become the most popular IHL team. To have a strong fan following. To be known for their Discipline, Sincerity, Determination, Strength, Confidence and Team work.



# Rough Sketch 1

After my research, I found out an interesting fact about sports logos, not specific to any single one of them. Most of their logos are either circular or on a shield. Hence I sketched out a variety of shields and modified them to see which one I like the best. I didn't want my shield to be too detailed since that can take away from the logo itself on it.





# Logo Ideation

After deciding which shield I preferred, I made several iterations of the final logo. After deciding which one I liked the best, I copied and pasted it over all the different shields to see which one I liked the best, but ultimately decided to continue with the original design.





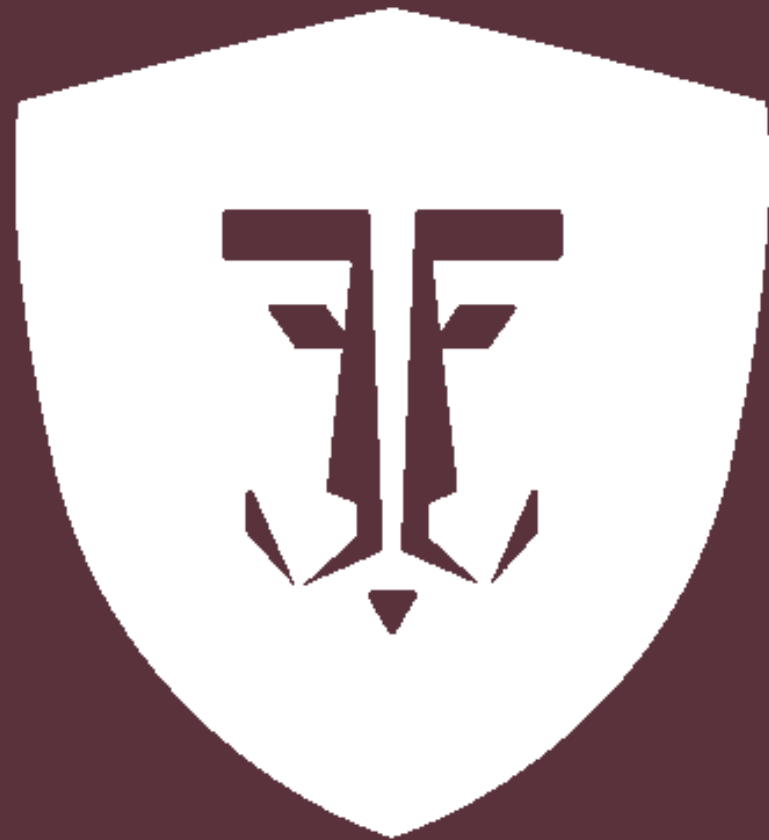
# Logo Iteration



Here, you can see that this is when the font debuted in the logo. I also tried out various different color schemes out. Since most sports teams have a bright, vibrant color to associate with them so that they leave a mark in the consumer's mind. This is very close to the final design.



# Elements of the logo



Elements of the Jalandhar Lions Logo

## Lion

The geometric shapes come together to form a resemblance of a lion.



## Hockey Sticks

The nose portion and the mouth form hockey sticks, to signify the sport

## The Letters J & L

The eyebrows, nose and mouth of the lion come together to form the letters J & L



# Graphic designs



***Hustle, hit but never quit.***

# T-shirt design



Jalandhar Lions

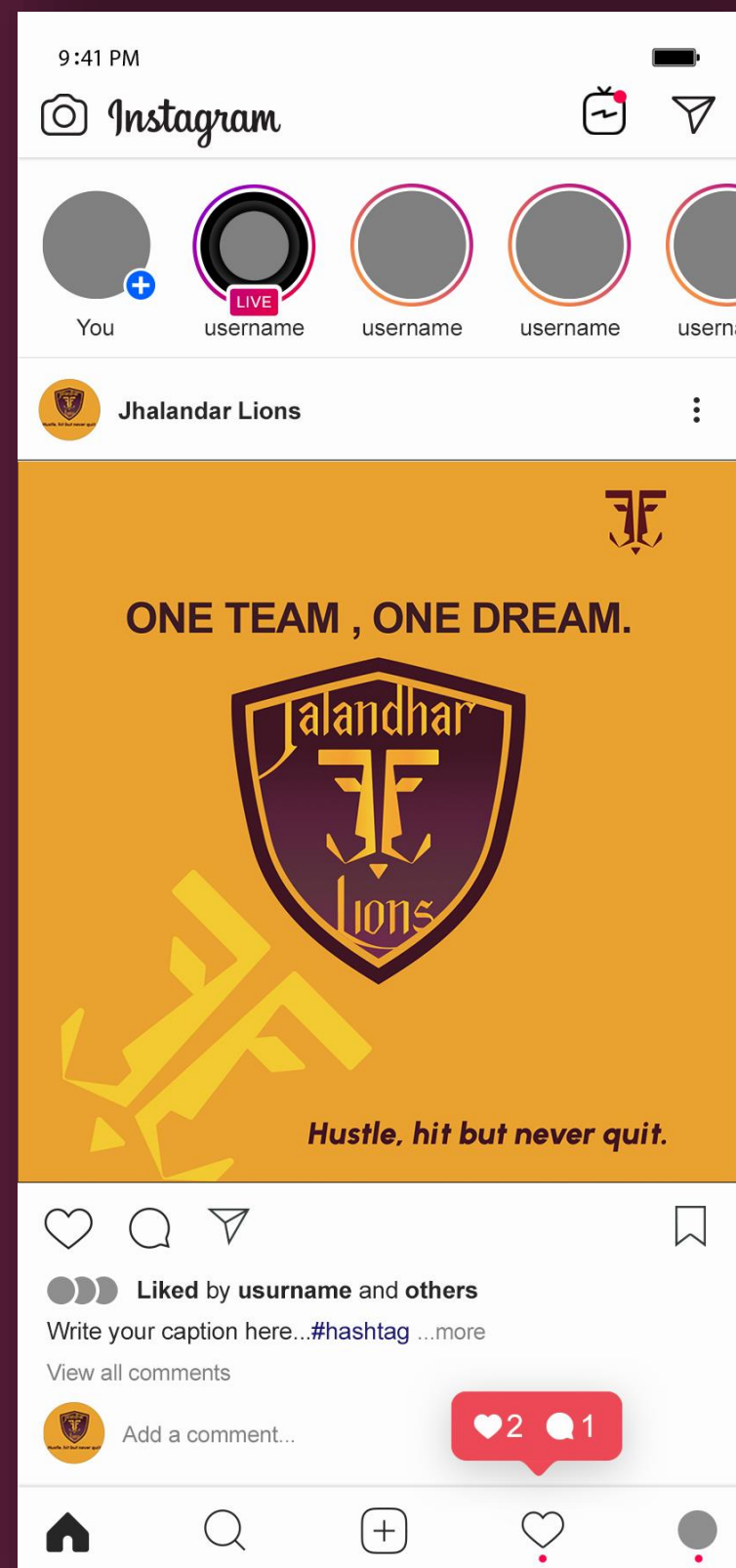




# Banner design



# Social Media Posts





# Thank You!

## Made By Darsh Jha

Grade 9-A, SRM Public School

This competition really made me appreciate the thought that goes into creating brand identities.

Thank You Design Championship!

All resources used are royalty free.

Software used: Slides, Adobe Photoshop and Adobe Illustrator, PowerPoint, Adobe CC.

No crediting is required.