

## Tri-City Gators – 2022 Logo Project

**Name in logo:** Tri-City Gators

*Alternative: Tri-City Gators Football & Cheer*

### **Describe your organization and target audience:**

Tri-City Gators is a non-profit youth football and cheer program for children ages 5-14. The target audience is primarily parents of youth ages 5-14 who want to get their children involved in an athletic program like tackle football or cheerleading. Secondary audiences include adults who may be interested in coaching or volunteering with the organization, community leaders, and individuals and/or businesses for fundraising purposes.

### **Tell us what you have in mind:**

We're looking for a refresh of our current logo – making it look more 3-dimensional and have the gator look like he is holding a sign that says Tri-City Gators. If possible, make the gator look more “tough” – we like to say “fear the swamp” but don't want the gator to end up looking scary or like Godzilla.

Our organization's colors are blue and orange, like the Florida Gators colors. We'd like to explore a vertical (stacked) and horizontal option. Additional language for the horizontal option might be to add “Football & Cheer” but not required.

If image of gator doesn't face forward, it should face to the right.

The logo design should be done in a manner so that it can be applied across different media – online, print, and on promotional items including shirts, jerseys, stickers, etc.

Below are versions of our current logo:





Below are some logos we like:





