

NATIONAL HOCKEY LEAGUE

2023-24 EVENT BRANDING



OIL RIG

EMBLEMATIC OF THE EDMONTON AREA, AN HOMAGE TO THE TEAM'S NAMESAKE AND TO THE NICKNAME "THE OIL CAPITAL OF CANADA."

TYPOGRAPHY

20TH ANNIVERSARY NUMBERS INSPIRED BY THE "CLASSIC" LETTERING FROM THE ORIGINAL 2003 HERITAGE CLASSIC LOGO.

DIMENSIONAL FORGED STEEL TYPOGRAPHY EVOKING THE ROUGHNECKS, REFINERIES, AND OIL INDUSTRY OF CANADA.



RIBBON

CELEBRATES THE FIRST (2003) AND UPCOMING (2023) HERITAGE CLASSICS, BOTH HOSTED BY EDMONTON.

PERSPECTIVE

DRAMATIC PERSPECTIVE LOOKING UP AT THE TOWERING OIL RIGS SCATTERED THROUGHOUT THE EDMONTON AREA.

SHAPE & COLOR

HOLDING SHAPE INSPIRED BY THE EDMONTON CITY CREST.

NAVY & ORANGE PALETTE, THE TRADITIONAL COLORS OF THE EDMONTON OILERS.

COMPASS

COMPASS DIAL SERVES AS THE PRIMARY HOLDING SHAPE.

DIRECTIONAL COMPASS NEEDLE POINTS TO THE PACIFIC NORTHWEST.



TYPOGRAPHY

CUSTOM FONT FEATURES AN EVOLUTION OF THE EMBLEMATIC "WINTER" SCRIPT.

WATER LINE ILLUSTRATION ENCASED WITHIN THE "CLASSIC" LETTERING.

WATER

REPRESENTATIVE OF THE WATERFRONT THAT SURROUNDS SEATTLE.

THE NUMEROUS PIERS HAVE BECOME A UNIQUE ELEMENT OF THE CITY'S CHARACTER.

NAUTICAL ROPE

VISUALLY HIGHLIGHTS THE CITY'S RICH COASTAL HISTORY.

STAR STYLE

THE VARIETY OF ROUNDED, SKEWED, AND STYLIZED STARS EVOKES INDIVIDUALITY AND MOTION PRESENTED IN A FRESH AND ENERGETIC AESTHETIC.

COLOR PALETTE

BLUE, RED, AND WHITE ARE PROMINENTLY FEATURED AS A NOD TO THE FLAG OF TORONTO. THE YELLOW STAR AND BLACK NHL SHIELD ROUND OUT THE COLOR PALETTE, WHICH WILL BE THE FOUNDATION FOR UPCOMING ALL-STAR BRAND EXTENSIONS.



STAR / MAPLE LEAF

THE GRAPHIC COMBINATION REPRESENTS THE AMERICAN AND CANADIAN CLUBS THAT COMPRISE THE NHL, WHILE THE MAPLE LEAF IS POSITIONED IN THE FOREGROUND WITH TORONTO AS THE CANADIAN CITY HOST.

TYPOGRAPHY

"ALL-STAR" CUSTOM SCRIPT INSPIRED BY THE FREE-FLOWING, YOUTHFUL, AND FUN-NATURED TALENT SHOWCASE.

"TORONTO 2024" FONT INFLUENCED BY THE LANDMARK TORONTO SIGN LOCATED IN NATHAN PHILLIPS SQUARE.



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