

Cleveland Indians

Facility Brand Identity
System





Facility Brand identity System

Client:

Cleveland Indians

Scope of Work:

Brand Consulting

Brand Identity System

Specialty Sign System

Objective: Establish and implement the identity for a new major league baseball park to be compatible with the team brand identity.

Strategy: Develop and create a unique facility identification for a new major league baseball park and a series of related logos to be used for identification of other venues within the complex.

Tactic: Create a symbol system for all special use, directional and identification signs within the baseball park. The design also focused on facility identification, broad public recognition and high visibility during game day broadcasts.

Results: The identity holds high recognition worldwide. The series of related symbols remain in use even after the name of the facility changed.

