



SEATTLE PWHL CONCEPT

GOAL

Create a unique and stand out visual identity that has a connection to the rich culture of Seattle.

By: Megan Shomaker
meganshomaker.com

Hi I'm Megan!

- I am a graphic designer based out of Kirkland, WA.
- Currently role: Production Designer @ Siegel+Gale, a global branding agency.
- 4 years of experience in the creation of visual identities and applying them through guidelines, websites, digital and print asset toolkits, and more.
- I love hockey and am so excited for a PWHL team in my hometown!



WOMEN'S PRO SPORTS BRANDING

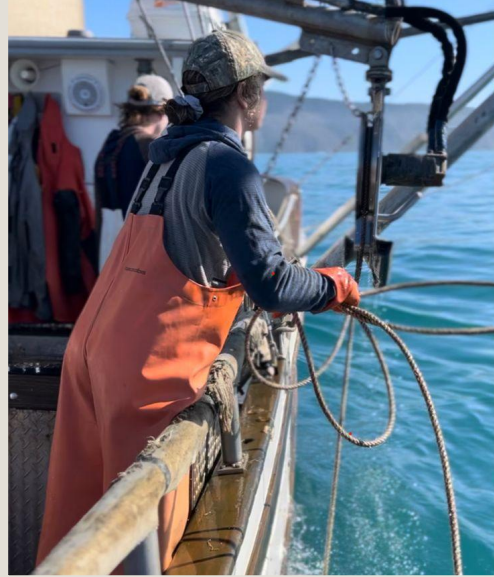
- Previously the WNBA was the main example of women's pro sports, but their branding for many teams appear very dated and flat.
- Recent development of the Women's Elite Rugby inaugural six elevated branding in women's pro sports. Bringing in modern logo styles and expanding color palettes.



PNW THEMES

A variety of possibilities to draw from to bring the brand's connection close to home.

- Sea/ocean
- Trees
- Rain/wind
- Aviation
- Technology
- Fishing
- PNW mythology/lore

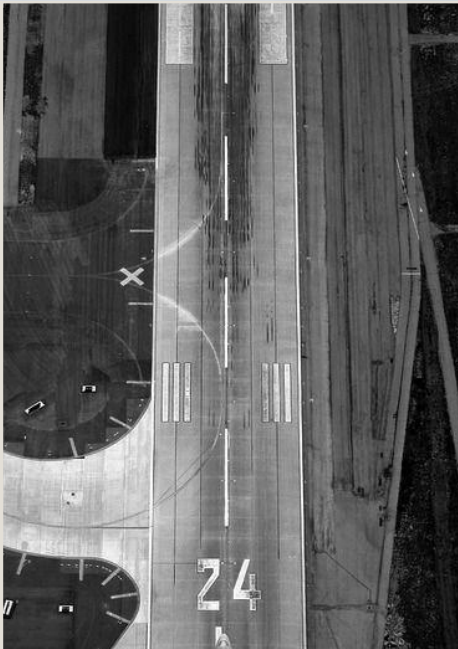




APPROACH

Seattle has a rich history in aviation with Boeing dating back to the early 1900s. Women played a large role in the company from the very beginning and were considered trailblazers in aviation.

- Rosie the Riveter
- Boeing employed 30,000 women in 1944



SEATTLE WASP

WWII Women Airforce Service Pilots –> W.A.S.P.s

- The W.A.S.P. were the first women to fly U.S. military aircraft.
- Civilian pilots who flew aircraft, trained other pilots, and tested new aircraft.
 - ◆ Towed targets pilots for gunnery practice.
 - ◆ Flew many Boeing aircraft including B17 Flying Fortress and B29 SuperFortress

LOOK AND FEEL

WWII Women Airforce Service Pilots -> W.A.S.P.s

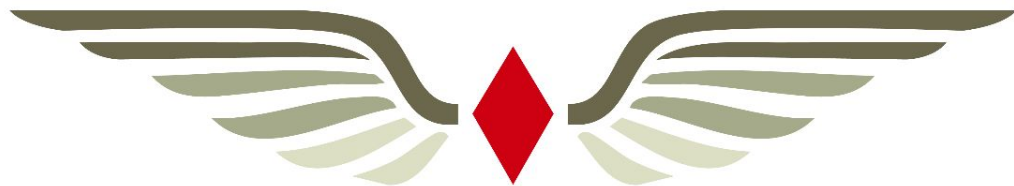
- Militant, structured
- Tough, strong
- Trailblazer

→ **Alt name option:**

- ◆ Seattle Fortress
- ◆ Seattle Bombers
- ◆ Seattle Mustang
- ◆ Seattle Machinists



SEATTLE WASP



PRIMARY: FULL COLOR

SEATTLE WASP

WORDMARK



SECONDARY: FULL COLOR

Primary Logo Anatomy

Our wings, with a diamond at the center, echo the strength and unity of the W.A.S.P.s. We carry forward their legacy of fierce determination and progress.



Hidden homage

The top feathers align with the diamond to form the subtle 'W', symbolizing the fierce mentality, strategy, and teamwork of the Wasp on the ice.

Grace with grit

The dynamic pair of wings mirrors the swift, forward momentum of the team—relentless, and always on the attack.

Six feathers, one wing

Together the Seattle Wasp create a unified force on the ice; represented by the six feathers on each wing.

Sky's the limit

The W.A.S.P.s of WWII wore a pair of silver wings with a diamond in the center on their uniforms. The diamond shape was originally designed to represent a traditional heraldic woman's shield.

SEATTLE WASP



PRIMARY: DARK MODE

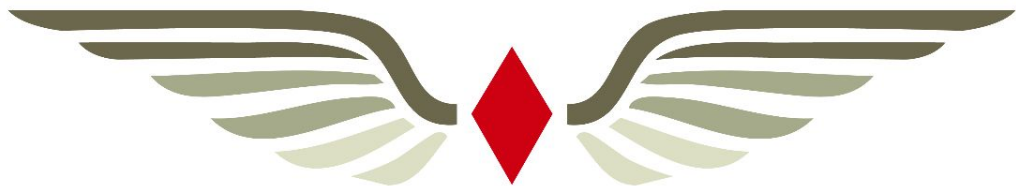
SEATTLE WASP

WORDMARK: DARK MODE



SECONDARY: DARK MODE

SEATTLE WASP



PRIMARY

SEATTLE WASP



ONE COLOR

SEATTLE WASP



ONE COLOR

Custom diamond-patterned numbers designed to align with the stylistic standards of other PWWL team jerseys.



COLOR

Green and beige colors palette associated with the WWII military

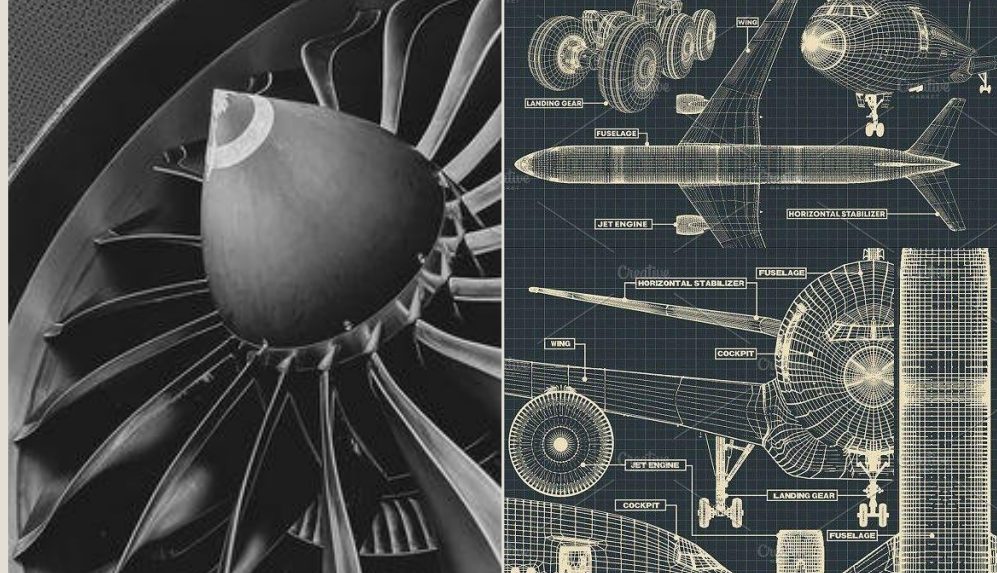
- Pops of red, connect to shark face P-40 and original WASP logo (red, white and blue)
- Unique green shade, unused in current pro hockey teams



PATTERNS + TEXTURES

Opportunity to bring in aviation motifs throughout brand, especially through use of patterns.

- Military uniform insignia
- Smoke trails
- Dashboard dials
- Turbines
- Runway markings
- Blue prints
- WASP diamond
- Stencil font

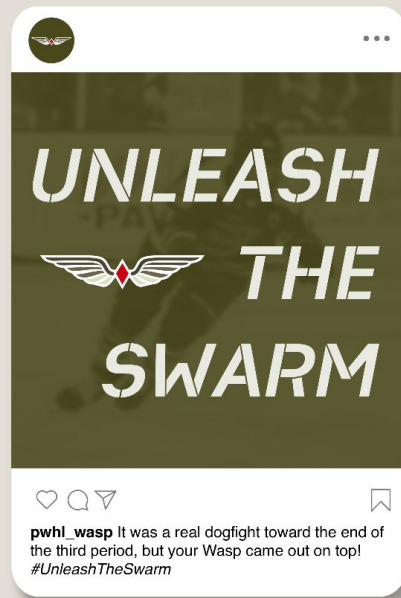


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SOCIALS

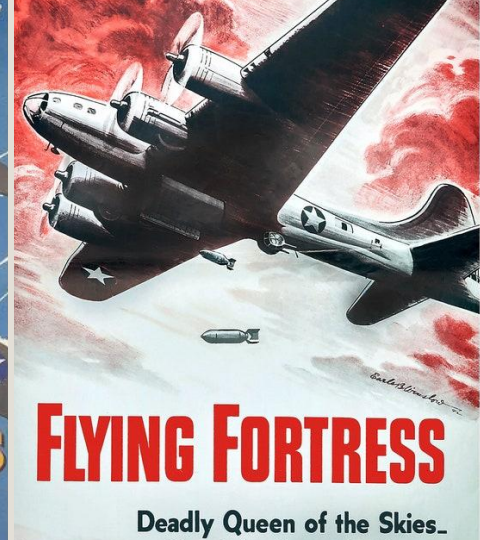
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- Bringing aviation slang into the brand voice can fuel storytelling in media and in person.
- Themed events like "First-Class Fan" nights for season ticket holder events can further bring the concept to life.
- This approach builds a distinct, immersive experience that invites fans to join "The Crew".



+MORE

- WWII poster styles
- Wasp mascot
- Bring in aviation through terms and slang in social media or through theme nights.





Thank You

PWHL Seattle

Megan Shomaker

megan_shomaker@comcast.net

meganshomaker.com