



Toronto Maple Leafs

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Corporate Identity Fall 2021



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MARK PROCESS

Toronto & Competition

Mission: Lead, Develop and promote positive hockey experiences.

The **Toronto Maple Leafs** are a professional ice hockey team based in Toronto. They compete in the **National Hockey League** as a member of the Atlantic Division in the Eastern Conference. The club is owned by Maple Leaf Sports & Entertainment, a company that owns several professional sports teams in the city.

The team's logo that is shown above is what I wanted to re-create. The logo has been changed many times but their logo right now is the 11-point leaf, outlined lines in the silhouette, and Futura Display typeface. The Maple Leafs are a part of the "Original Six" NHL teams and have won the Stanley Cup 13 times. The Maple Leafs compete with all of the teams from the NHL but their **rivalries are shown to the left. the Boston Bruins, Detroit Red Wings, and the Montreal Canadiens.**

- The Redwings logo is a simple shape with no text, yet represents the team's name well. I do think it has too much detail, but it works better than the current Maple Leaf logo.

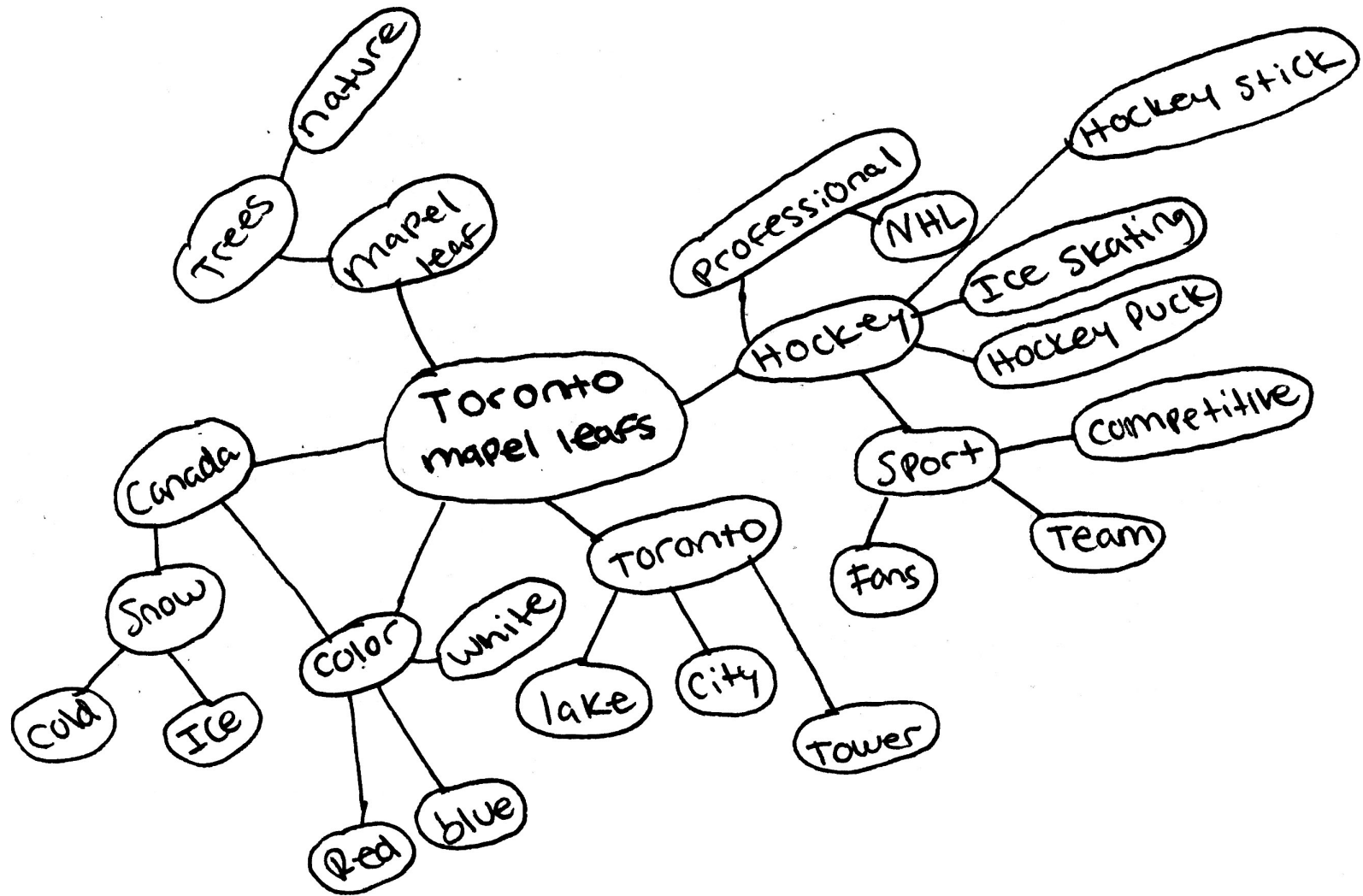
- The Bruins logo does not work well I feel like it is too outdated and does not represent Boston well. The outlined stroke and the centered letter B make the logo look generic. Which in this case I think the maple leaf's logo works better than the bruins logo.

- The Montreal Canadiens logo also feels like it does not work well. The C represents Canada and the H represents hockey. Looking at the logo I did not recognize what the letters stand for, which makes me think that this logo also does not represent the team well. Viewers could look at it and not understand the meaning behind it.

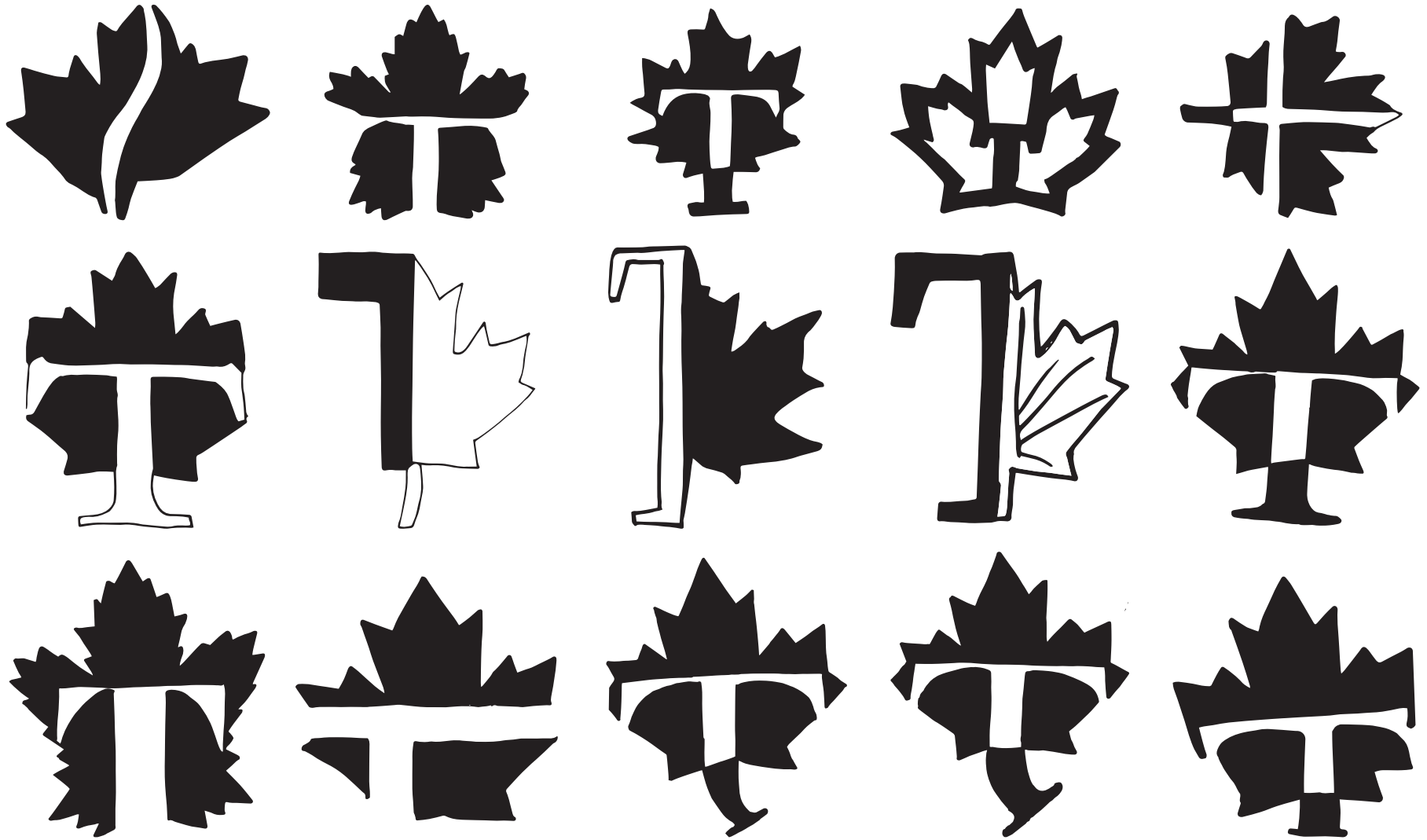


The reason for the redesign of the Toronto Maple Leaf's mark is due to its lack of **visual satisfaction and the typographical errors**. The main aspect of the original mark is the typography. The type is a simple typeface that appears to have a curved title and a noncurved caption. The outcome is a stale mark that is simple and represents the maple leaf well but it is not visually interesting. I wanted to **fix the typography** that is inside of the mark because I believe it does not work well. I wanted to use only a T instead of the whole text in the leaf and I wanted to change the leaf details as well because I think the leaf looks too generic.









Emily Osselborn | Logo Sheet | Corporate Identity



Oswald Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Avenir

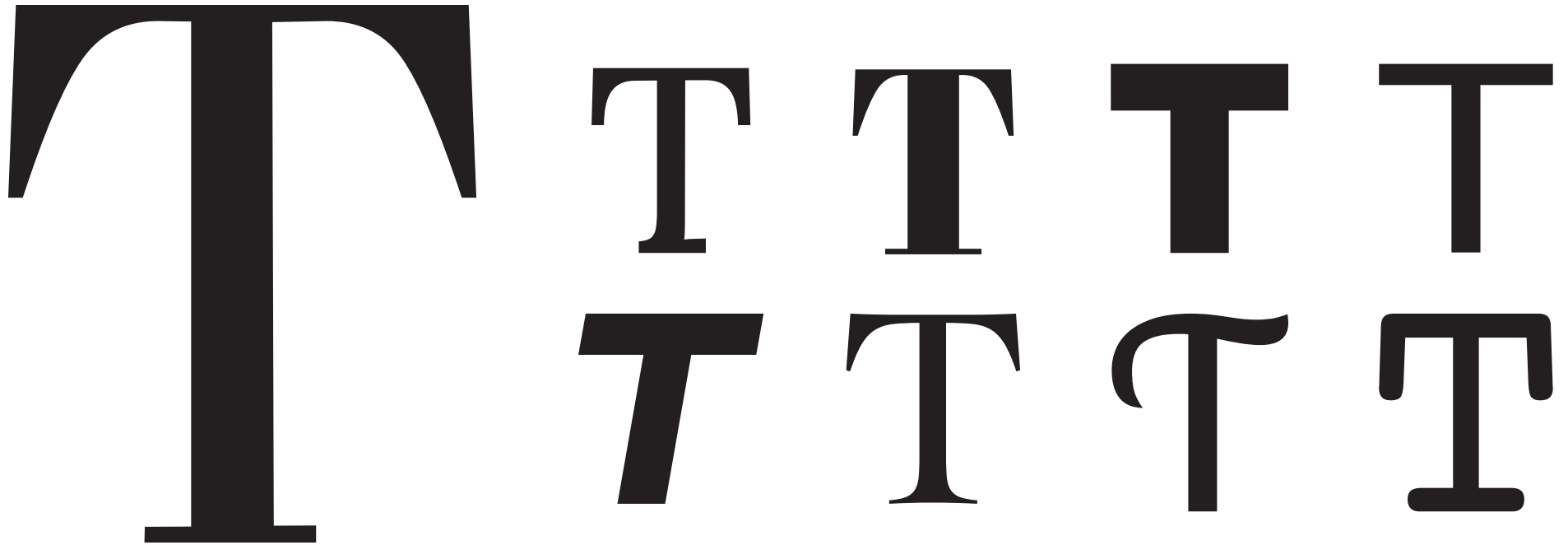
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

These typefaces were chosen for my project because they all have an aesthetic that can represent sports. The main text I used for my logo was **Oswald**. The heavy narrow type goes well with a sports logo because it is not too bold, it is simple, and readable. With research I looked at what other typefaces go with Oswald and that's why I used the other typefaces in my applications and designs. I wanted to go for a **more modern and simple design**. I believe these typefaces made that possible.

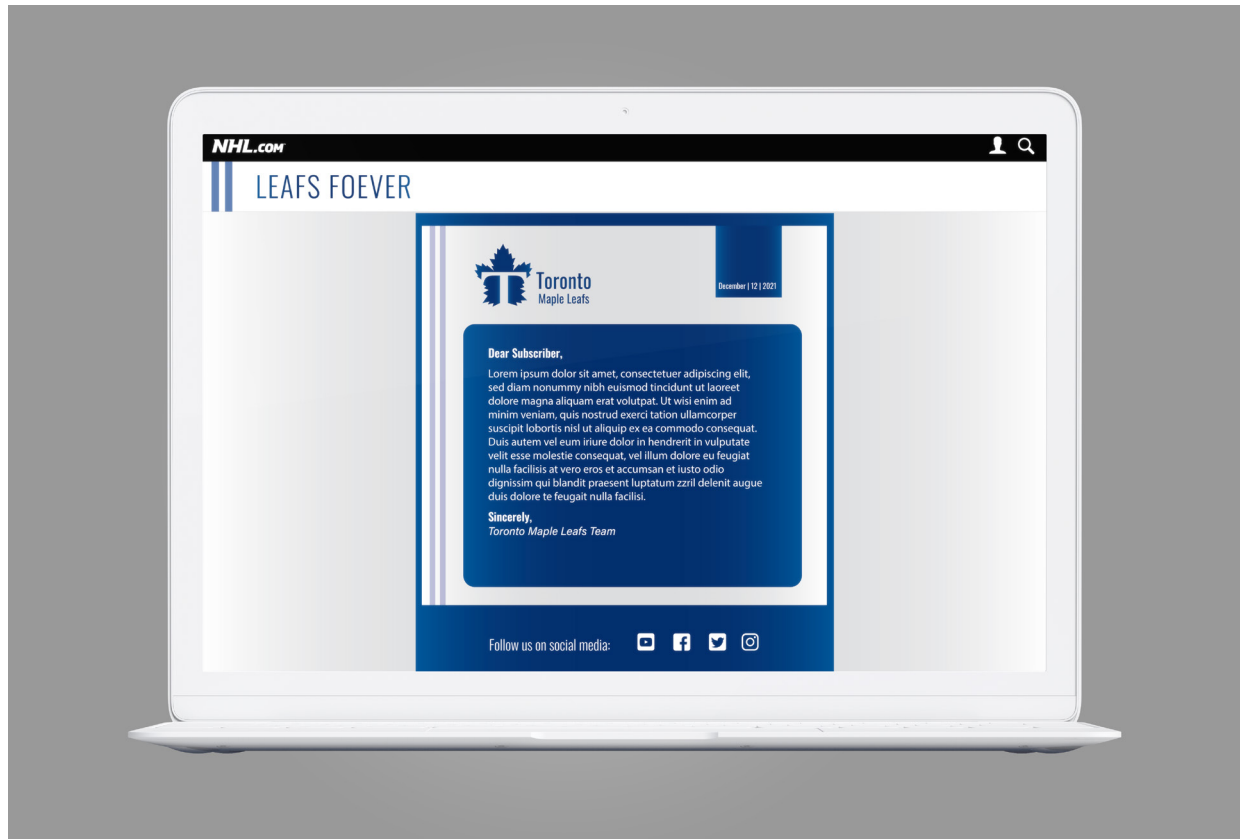
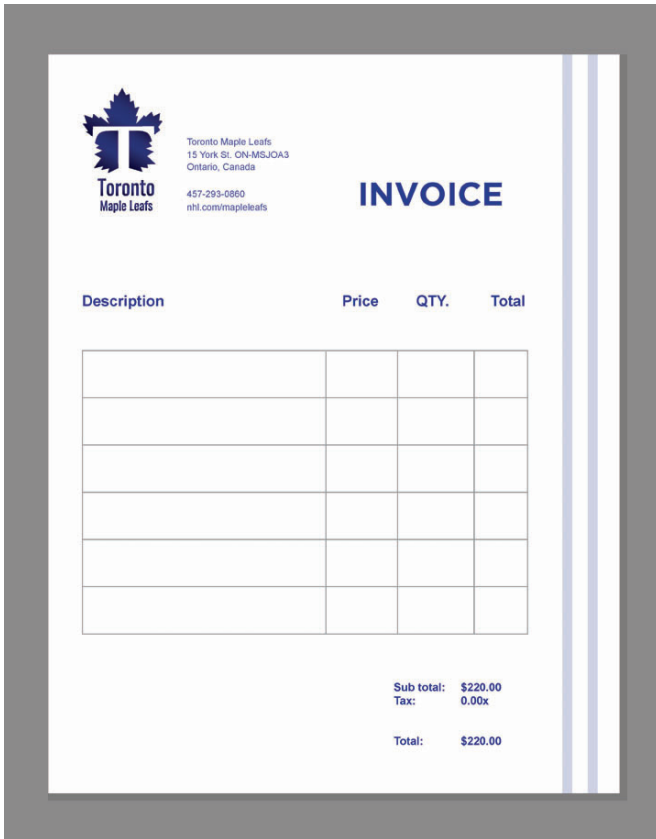


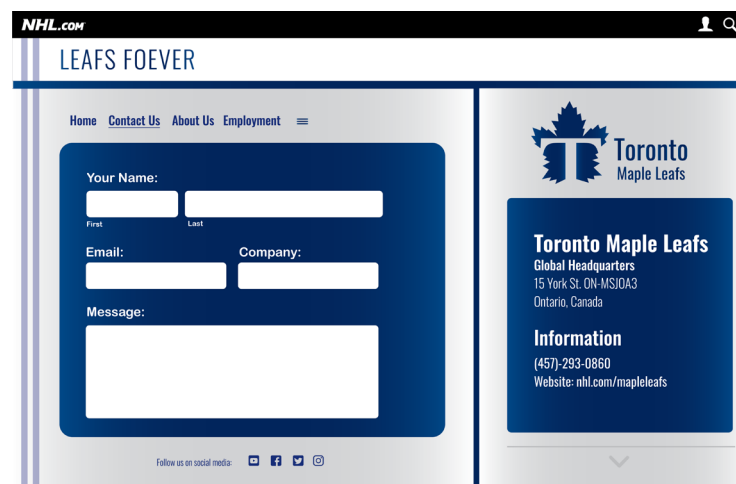
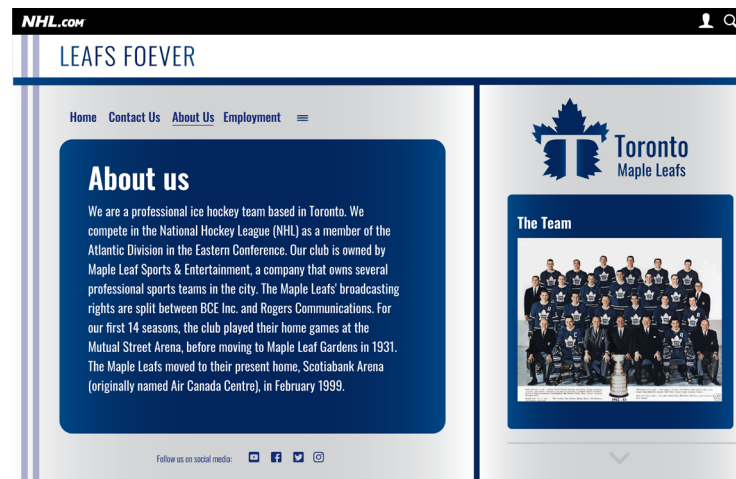




APPLICATIONS















Toronto Maple Leafs

| | | |
|---|--------------------------|--|
|  | Nov 21 2021 | Toronto vs New York Islanders 7:30-10:30pm ET UBS Arena |
|  | Nov 24 2021 | Toronto vs San Jose Sharks 10:30-1:30pm ET SAP Center Arena |
|  | Nov 26 2021 | Toronto vs Los Angeles Kings 10:00-1:00pm ET Staples Center Arena |
|  | Nov 28 2021 | Toronto vs Anaheim Ducks 8:00-11:00pm ET Honda Center Arena |
|  | Nov 30 2021 | Hockey Fights Cancer Night Game 8:00-11:00pm ET Scotiabank Arena |