

Philadelphia Flying Phoenix

New Team Logo and Uniform Design Presentation 10

April 4, 2018_ PFP Logo Design_ For Team Members

Philadelphia Flying Phoenix

Goals Today_

Steering Committee, BOD and Coaching Staff has reviewed and approved the following logo and shirt design.

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Aesthetics: Guidelines Established

Attributes driving PFP logo design and team identity:

- 1) Strength, high performance, sleek, fast and efficient
- 2) Athletically elite, focused team players with a presence
- 3) A powerful, contemporary and memorable image
- 4) Imposing and commanding presence
- 5) Bold, striking and immediately recognizable
- 6) Phoenix Rising is symbolic theme
- 7) Colors: Red and Black are primary identifying colors and a Pink Ribbon for ATW
- 8) Mental toughness, tenacity
- 9) Sturdy, enduring, forceful
- 10) Positive energy and vitality

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Logo Design and Shirts

