



Hartwell Studio Works is excited to offer professional sports branding services to the member schools of the Georgia High School Association.

This PDF file is a resource to help define sports branding terminology and provide a basic overview of athletics identity options.

Visit www.HartwellStudioWorks.com for a complete look at our work. Contact John Hartwell at john@hartwellstudioworks.com or by phone at 404 543 8825 to get started on your new sports brand identity.

PRIMARY MARK



MASCOT MARK



WORDMARK



LIGATURE



SECONDARY MARK



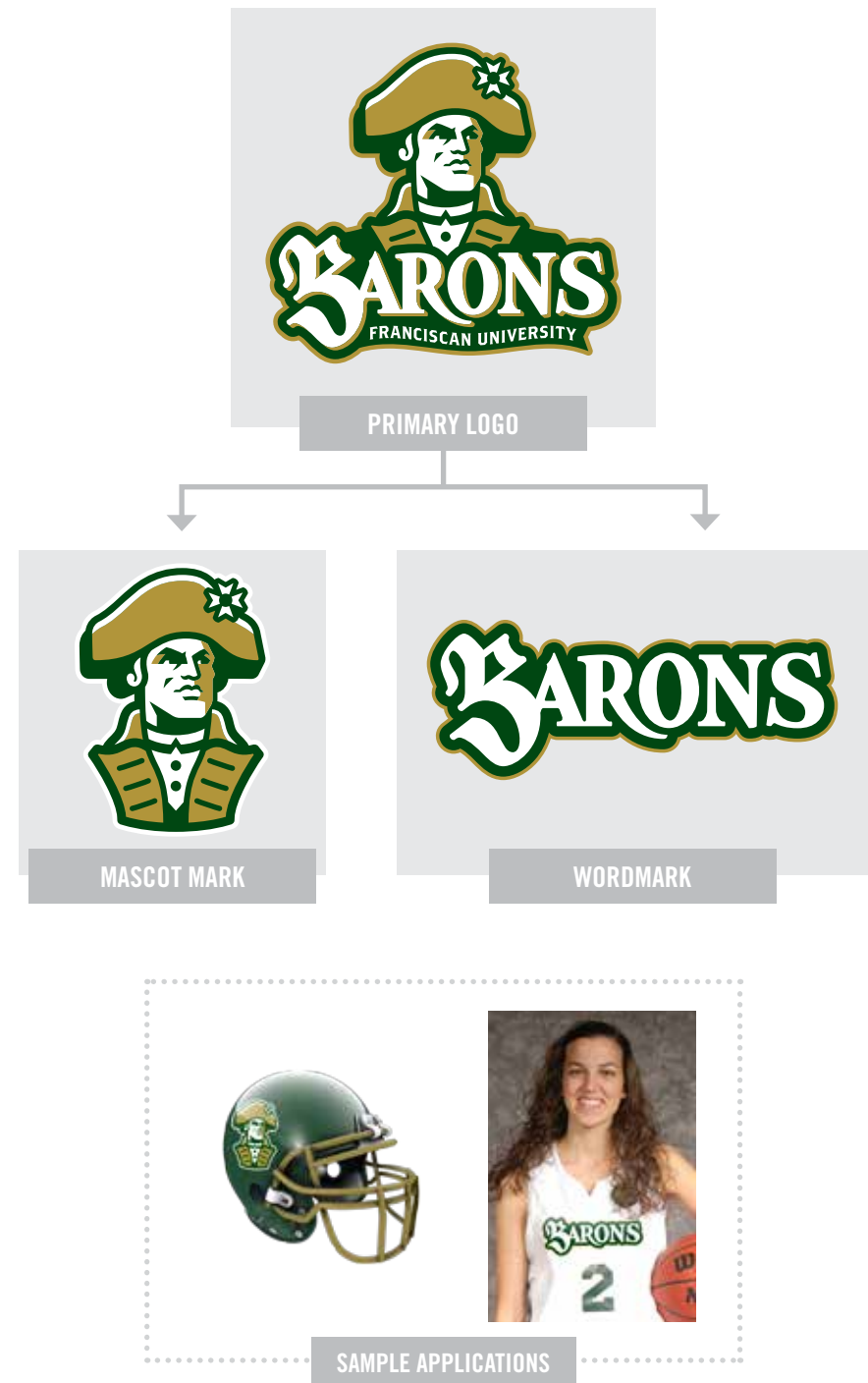
The BASIC PACKAGE

Hartwell Studio Works is offering a “Basic Package” to GHSA members for their sports branding needs.

The Basic Package includes the development and execution of three logos: a primary logo, a mascot mark, and a wordmark. The primary logo will be the combination of the mascot mark and the wordmark. The Basic Package will include separate files for each logo.

Process will include:

- Kickoff meeting
- Visual research
- Initial presentation of three concepts for consideration
- Selection of one concept for further development over three rounds of revision
- Execution of logos as industry-standard vector .EPS files, delivered in color and black & white variations.





ADDITIONAL SERVICES & LOGOS

The Basic Package may be expanded upon with a broader creative process or with additional logos.

A broader creative process can include presentation of more initial concepts or additional rounds of revision. This allows for more client input and a wider ranging consideration of ideas.

Additional logos can add flexibility to a sports brand identity by providing for a more robust family of spirit marks.

Fees for a broader creative process or additional logos would be quoted according to an agreed upon scope of work.



LIGATURE



SECONDARY MARK



ADDITIONAL WORDMARKS