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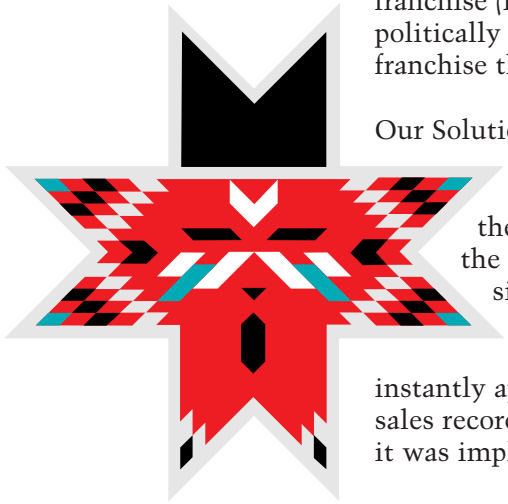


street-wise business communication design

**Graphic Design as a Business Strategy**

**When You're on a Winning Team,  
It's Written All Over You...**

Our Challenge: To create a new primary identity for the local AAA baseball franchise (Indianapolis Indians) that was unique, merchandise-friendly and politically sensitive. Secondly, to create a secondary (or cap logo) for the franchise that simplifies the look and communicated the location of the team.



Our Solution: A full, politically correct "brave" face/primary logo was developed. Based on a Navaho quilt pattern and stylized to create an exciting, bold mark that recalled Native American art—abandoning the stereotypical images the team used in the past. Also, incorporating the basic face elements of the primary logo, the cap logo need to be simpler for use on caps and other smaller merchandise. Two upper case Is (Indianapolis Indians) converge in perspective to form the shape of an arrow. Major League Baseball marketing officials instantly approved of this identity system and it subsequently set merchandise sales records over the course of the next five years. Originally designed in 1988, it was implemented in 1993 and is still in use today.

INDIANAPOLIS

**INDIANS**

