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Welcome to the NBA: Battle Born Horns

A. Rodriguez

University of Nevada, Las Vegas

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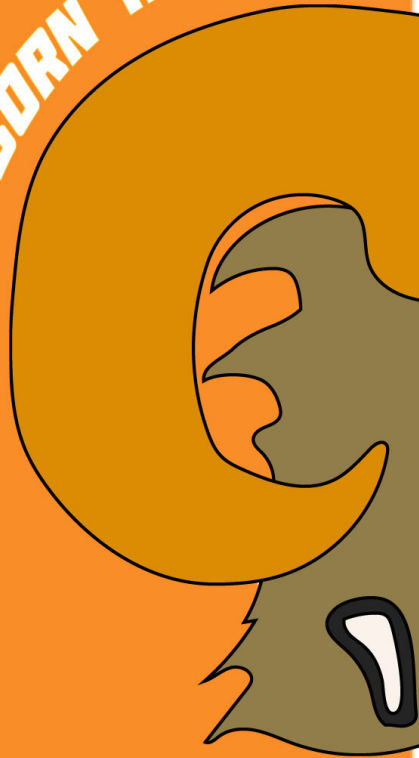
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**WELCOME
TO THE
NBA**

**BATTLE
BORN
HORNS**



BATTLE BORN HORNS



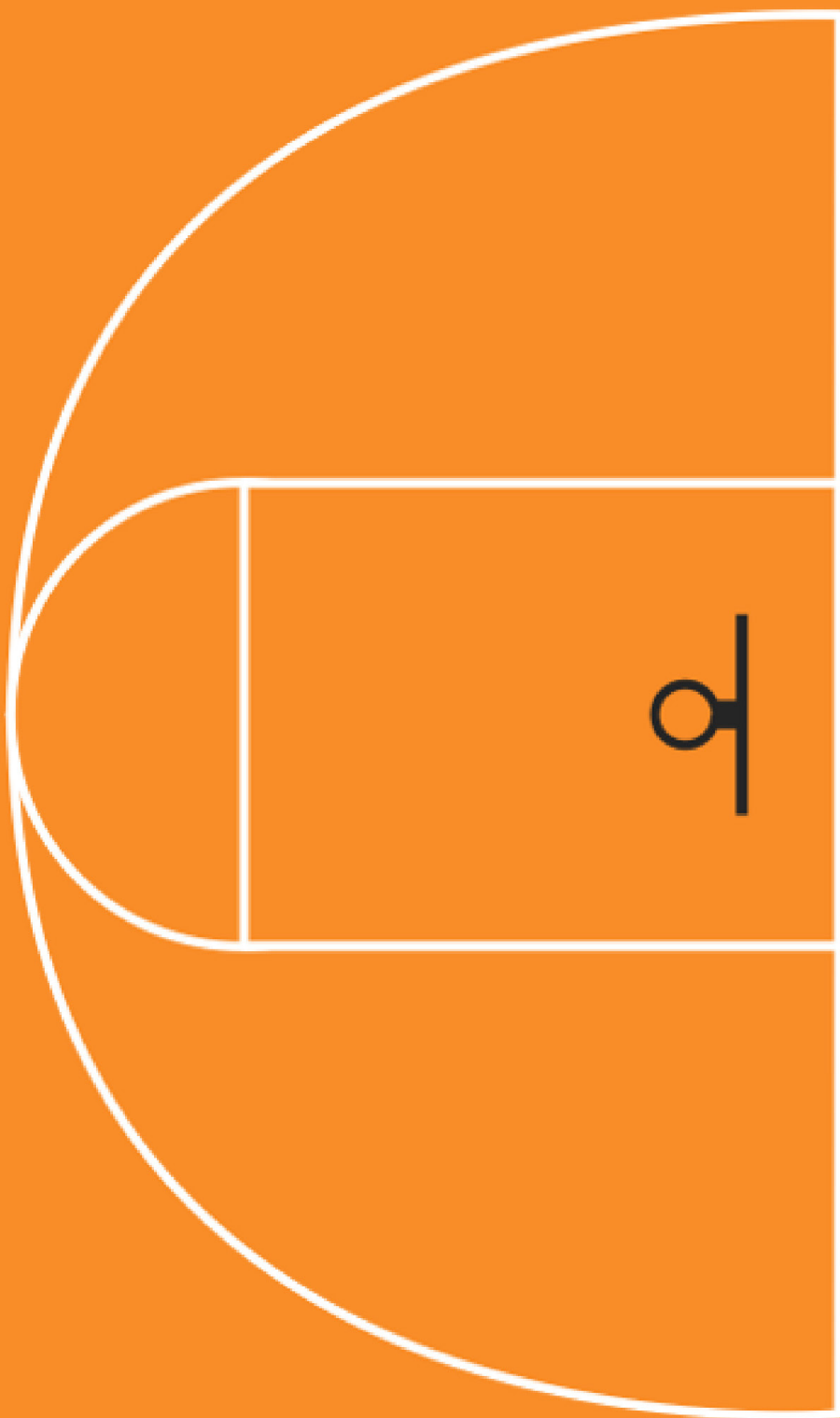


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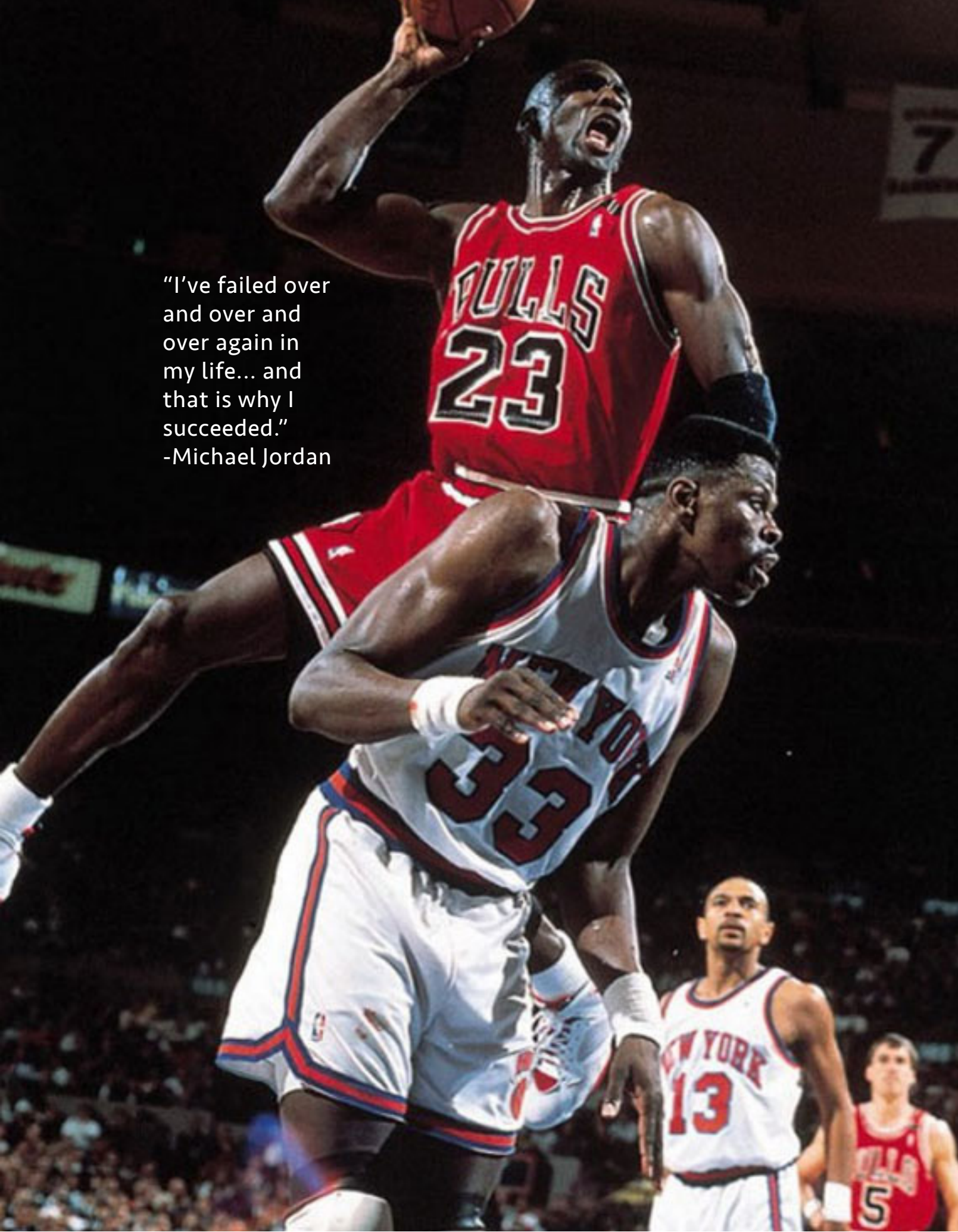
TYPE

COLOR

4 IMAGERY



"I've failed over
and over and
over again in
my life... and
that is why I
succeeded."
-Michael Jordan



INTRODUCTION



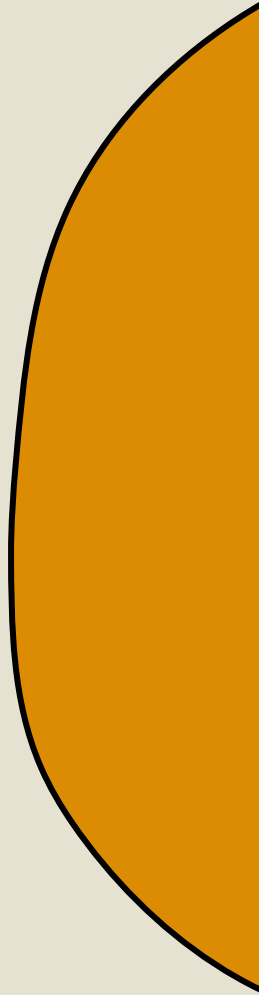


I would like to introduce to you the Nevada Battle Born Horns a new team joining the National Basketball Association. Our goal is for our franchise to help the great state of Nevada and it's citizens with more jobs of employment and bring them a premeire basketball league for their entertainment. There are currently 30 teams in the NBA League 29 in the U.S. and 1 in Canada. The Battle Born Horns franchise will be marking it's territory and joining the NBA League making it their 31st team.

THE BRAND

BATTLE B

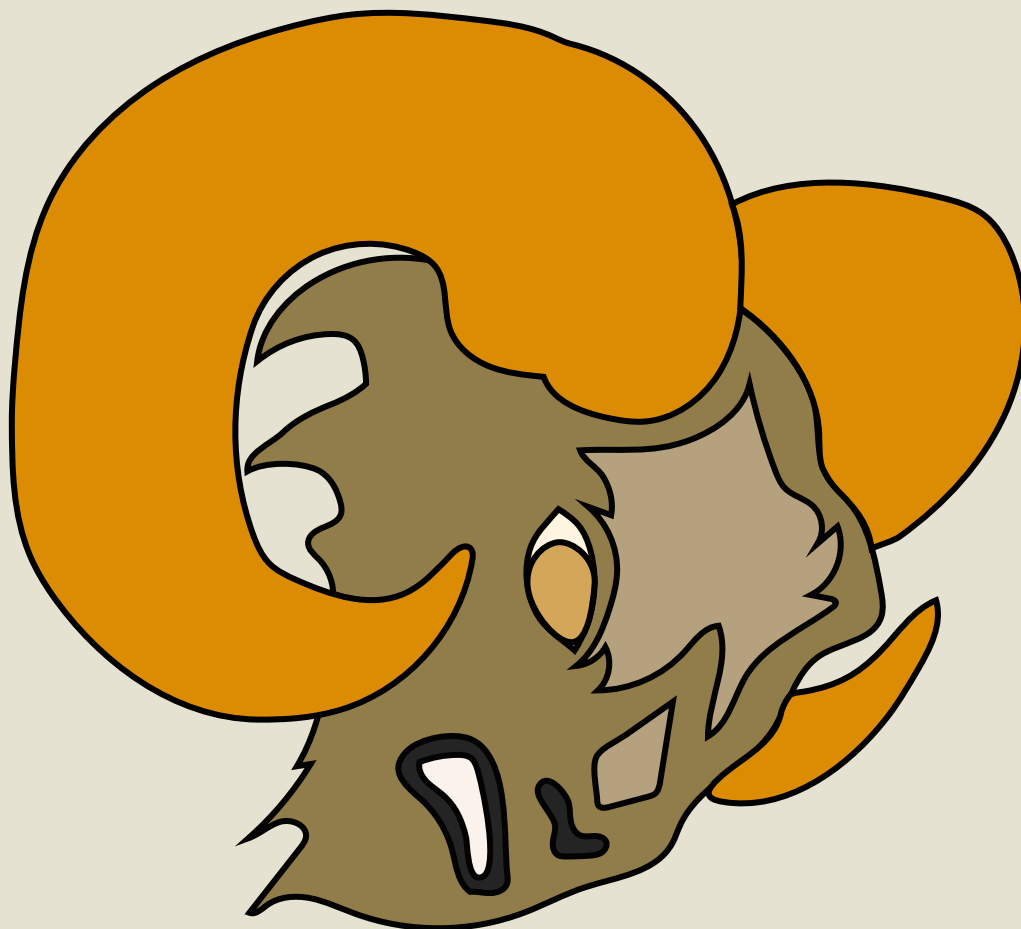
I've researched information combining key elements of Nevada from using the state flag colors in our uniforms to the states animal as our logo.



BORN HORNS



LOGO



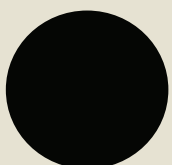
#917d49



#d98d28



#b4a07b



#030303



BATTLEBORNHORNS



While designing the logo I decided to chose the last sketch seen below. I decide to go with this logo because, The personality of the bighorn sheep shows it's competitiveness and domance.

I specifically chose this logo due to it's dimensional attributes which highlights the logos characteristics.



Molot

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789!/?#**

**"IF YOU DON'T FALL HOW ARE YOU GOING TO KNOW
WHAT GETTING UP IS LIKE." - STEPHEN CURRY**

Seravek

ABCDEFGHIJKLMNOP
QRSTUVWXYZÀÁÊÏ
abcdefghijklmnpqrst
uvwxyzàå&123456789
0123456789o(\$£€.,!?)

"I'll do whatever it takes to win games, whether
it's sitting on a bench waving a towel, handing
a cup of water to a teammate, or hitting the
game-winning shot." - Kobe Bryant

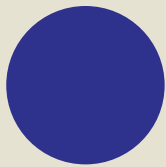
SF SPORTS NIGHT
NS UPRIGHT

BATTLE BORN HORNS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789!?"

"IT'S HARD TO PLAY WELL, BUT IT'S EASY TO WORK HARD." KEVIN DURANT

COLOR



R:48
G:51
B:140
#2f328b
Uniform



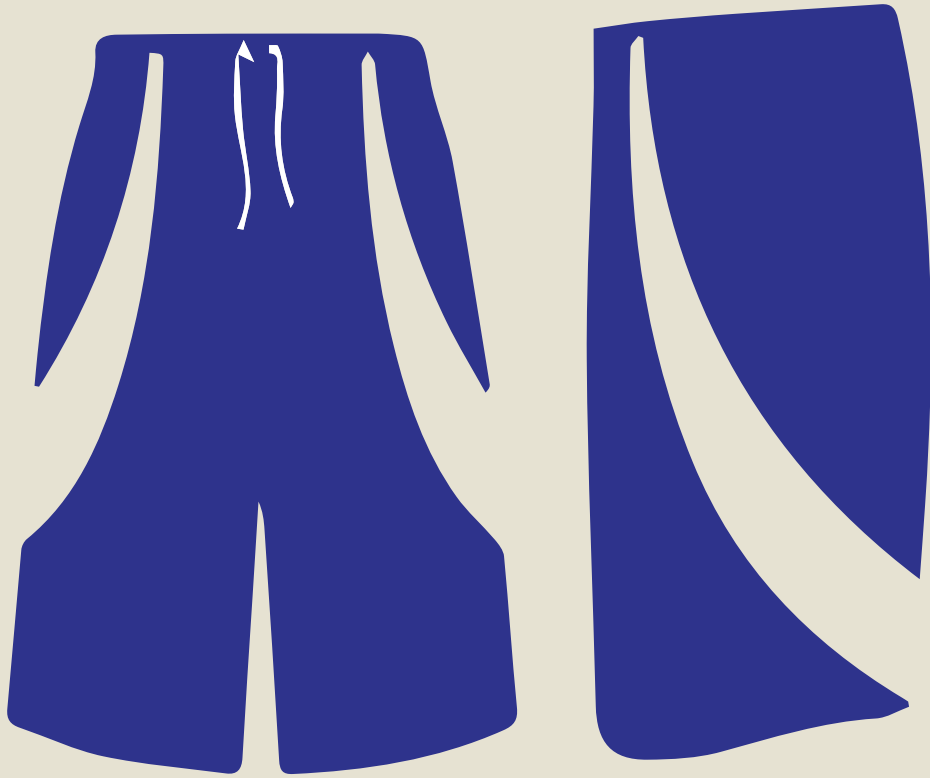
R:253
G:183
B:20
#fcb614
Text



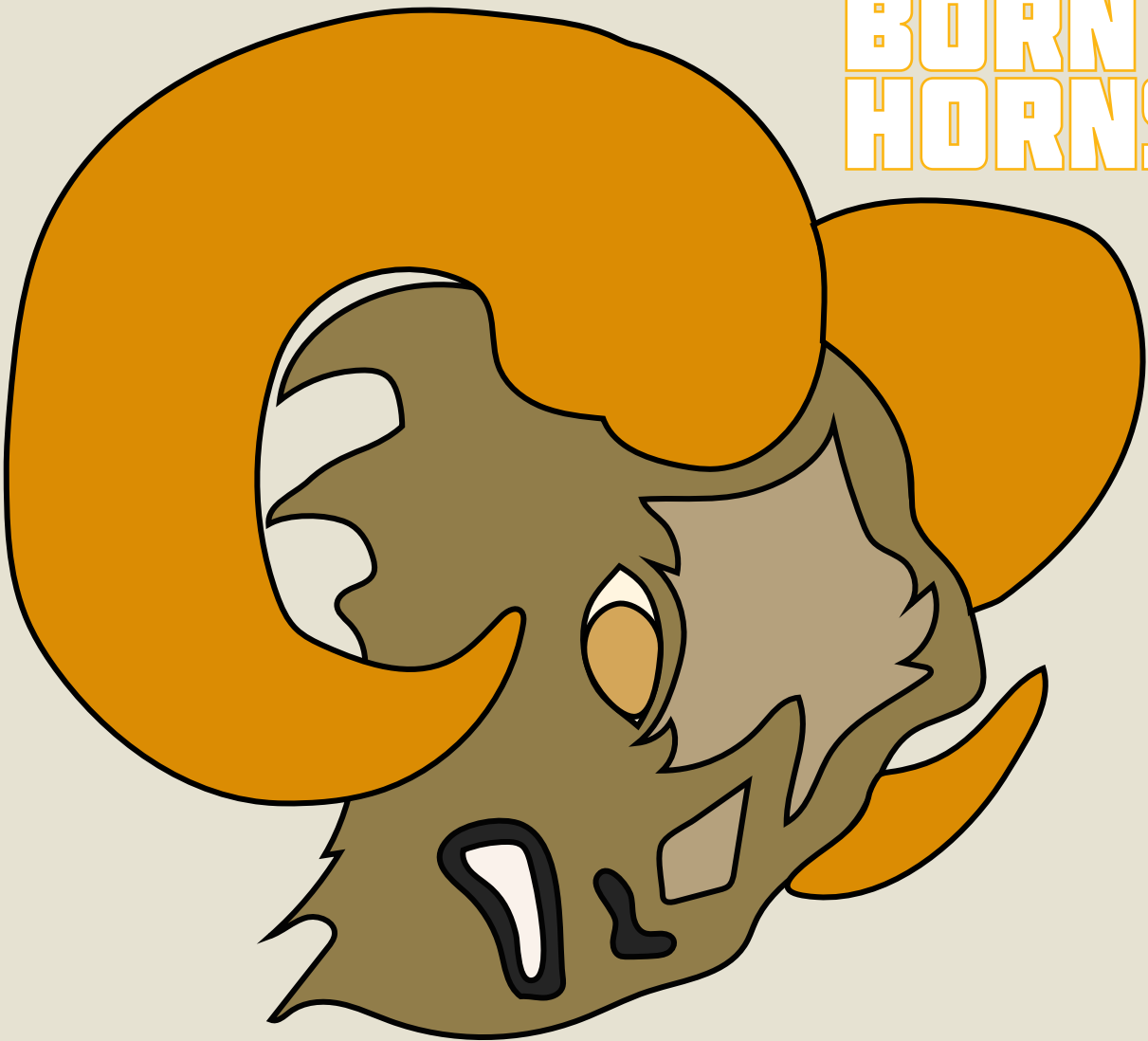
R:0
G:0
B:0
#030303
Outline Trim



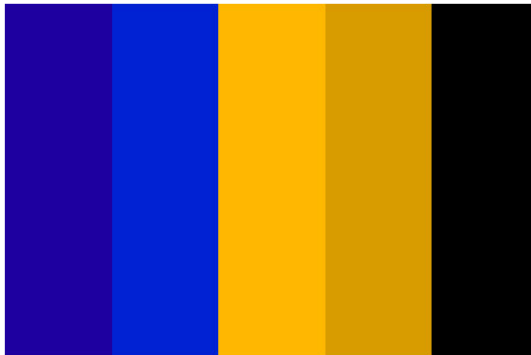
IMAGERY



BATTLE
BORN
HORNS




NBA Battle Bo



orn Horns



A full-page photograph of LeBron James in a Cleveland Cavaliers jersey, number 23. He is looking upwards with a focused expression. The background is a blurred crowd of fans, many wearing yellow shirts. In the top right corner, there is a quote in white text.

“You can’t be
afraid to fail, it’s
the only way
you succeed,
you’re not gonna
succeed all the
time and I know
that.”
- LeBron James