



ROCKHOUNDS BASEBALL

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Media Release

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RockHounds Unveil New Logo Package

Franchise's 50th Anniversary Season Will Open in April With A New Look

When the RockHounds take the diamond in April, it will mark the start of the franchise's 50th anniversary season and the team will mark the occasion with a new look and image.

The club today unveiled a new logo package for the 2022 season.

The new design is the first change to the team's branding since the RockHounds / Oakland A's era began in 1999.

"The RockHounds logo we've had for the past 23 years has served us well," said assistant general manager Jeff VonHolle. "We think now is the perfect time to modernize the marks of the RockHounds by freshening up the logos to today's industry standards."

"The new primary logo is a contemporary look that keeps the spirit of the primary logo we've had since the late 90's," VonHolle said, "with a more professional appearance."

NEW PRIMARY LOGO



NEW ROCKY ROCKHOUND
FULL-BODY LOGO



The RockHounds' new logo package was designed and produced by Dallas-based Torch Creative (torchcreative.com). The rebranding will also include new team caps and uniforms (home, road and alternate) which will be unveiled at a future date.

"We felt it was time to update our primary logo and image," said RockHounds general manager Monty Hoppel. "And, at the same time, to build more secondary images that can be used, not only on apparel, but for promotional purposes including print, digital and outdoor signs."

Hoppel added the new logo package gives the team "a fresh look while, at the same time, maintaining the RockHounds name and mascot."

The club's new logo package also includes multiple secondary logos (see Rocky, above, and page 2).

"The new secondary logos do a terrific job of representing not only the RockHounds brand, but also the oil industry, the economy and the hardworking nature of people in West Texas," VonHolle said.

The RockHounds open the 2022 season ... their 23rd as the Double-A affiliate of the Oakland A's ... on Friday, April 8, at Amarillo. The team's home opener is Tuesday, April 12, with the 'Hounds hosting the Corpus Christi Hooks at Momentum Bank Ballpark.



FRANCHISE EST. 1972

DOUBLE-A AFFILIATE OF THE OAKLAND A'S SINCE 1999

TEXAS LEAGUE CHAMPIONS 2005 * 2009 * 2014 * 2015 * 2016 * 2017





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Notes on the RockHounds' new logo package & rebranding.



Primary Logo

- Updated to a more contemporary look
- Hard hat Rocky wears is updated and represents the working spirit of West Texas and the Permian Basin
- New Rocky has ears – as hound dogs have long floppy ears
- Bat on Rocky's shoulder now doubles as a rock hammer ... the primary tool of a rockhound
- Dog tag features a star, representing the state of Texas

Secondary Logo: "M" Logo

- Unique "M," formed by two rock hammers



Secondary Logo: Rocky

- Rocky wearing overalls and boots, representing hard-working West Texans
- Tail is now present, as hound dogs have a long tail

Secondary Logo: Paw Print

- Unique Paw print, made up of oil drops – representing the West Texas oil industry



Secondary Logo: Baseball / Hard Hat

- Baseball specific, with a ball wearing the hard hat



Historical Notes

The franchise was "born" as the Midland Cubs in 1972. As was common at the time, the team used the nickname of its Major League parent club during its first two affiliations (the Cubs from 1972-84 and Angels from 1985-98).

When the Oakland A's became the parent club (in 1999), the franchise adopted the RockHounds name, giving the team an identity tied directly to West Texas.

Over the past two decades, in particular, minor league franchises have overwhelmingly chosen to brand their teams with nicknames unique to their individual markets. Entering the 2022 season, only 14 of Minor League Baseball's 120 affiliated clubs (Low-A, High-A, Double-A and Triple-A) use their MLB parent club's team name.



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