

Tri-State Coal Cats

Visual Brand Identity

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Table of Contents

Design Strategy

Pg. 4

Visual Brand Identity

Pg. 5-16

Design Strategy

The ethos behind the Tri-State Coal Cats

The overall objective for the Tri-State Coal Cats visual brand identity is to ensure that the look speaks to the location of Tri-State (West Virginia, Kentucky, and Ohio). Rooted in West Virginia, the coal mining motif is a strong representation of the home state and region. The alliteration/wordplay of Coal Cats makes for a one-of-a-kind team name across all sports. The design system follows suit. Through research of other cat and miner visuals, each placement and object of our identity is strategically illustrated to have a look of our own, to stand out. Moving forward, you will see a completely unique, custom, and unified visual brand identity for our Tri-State Coal Cats baseball organization.

Visual Brand Identity



Primary Lockup



Primary Roundel



Primary Cap Mark



Secondary Cat Mark



Tertiary Paw Mark



Numeral Set



Wordmarks



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The Coal Cat

Based upon the extensive history of West Virginia being the largest coal-producing state in the region, the Coal Cat mark is comprised of a rigid, rock-like texture to emulate a chunk of coal mined from the earth.

The three whiskers also act as an articulated form of baseball's tradition of **eye-black**. *This very motif could wear very well on the player's faces.*





Primary Roundel

Each team in the Appalachian League has traditional roundel logo that represents the club. To follow suit, a Tri-State Coal Cats roundel features the Coal Cat, location and mascot name, and baseball stitches to cap off the entire look.





Primary Cap Mark

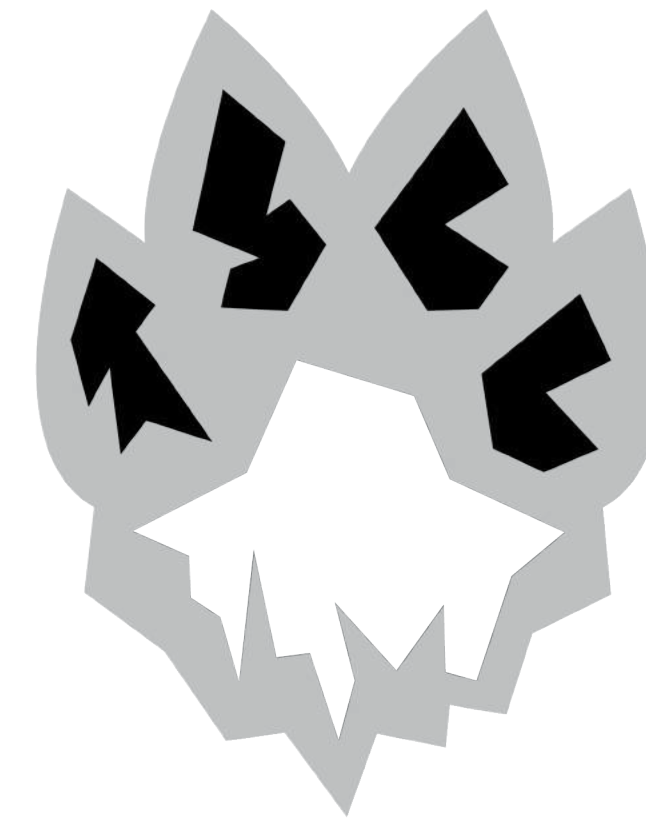
Hitting on the miner motif further, the T of the TS monogram is a pick axe tucked seamlessly into the S, truly representing the history of the region.





Tertiary Paw Mark

Borrowing from the Coal Cat mark, the paw mark shares the rigid rock-like texture. While the toes of the paw may have that same rigidness, they actually spell out TSCC, repping the team name's abbreviation. (T)ri-(S)tate (C)oal (C)ats



The logo for Tri-State is written in a bold, black, cursive script. The letters are thick and rounded. A bright green outline follows the shape of each letter, creating a double-line effect. The 'T' and 'S' are particularly prominent. A small trademark symbol (TM) is located at the bottom right of the wordmark.

Tri-State™

The logo for Coal Cats is written in a bold, black, cursive script, matching the style of the Tri-State logo. The letters are thick and rounded with a bright green outline. The 'C's and 'S' have a distinctive shape that incorporates a pickaxe motif. A small trademark symbol (TM) is located at the bottom right of the wordmark.

Coal Cats™

Wordmarks

The visual identity is not complete without the wordmarks to represent on the fronts of the jerseys. A custom, bold script for both Tri-State and Coal Cats to be adorned on the players' chest. The C's and S take visual hints of the cat's claws coming from the tertiary paw mark giving a total unique look customary to only the Tri-State Coal Cats. Present in each wordmark is a pick axe, bringing together the primary cap mark (TS) and to extend the motif of a West Virginian coal miner.

0 1 2 3 4 5 6 7 8 9

Custom Numeral Set

A 0-9 custom numeral set to match the full visual brand identity. A careful combination of beveled edges and round corners make for the perfect balance; beveled edges representing the rigid-style of the coal cat, and the round corners sharing features from the script wordmarks.

Coal Black

Cool Gray

Pantone 425C

Marshall Green

Pantone 354C

White

CATCH YOUR COAL CATS
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