LAS VEGAS SCORPIONS

photo

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01

PROPOSAL

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Topic Overview

There is so much to do and see in Las Vegas, Nevada. From shopping on the strip to catching a Raiders game, and betting at a casino, touring iconic architecture and landmarks, as well as lounging by a pool. Las Vegas is fueled by its exciting atmosphere and heavy tourism all year round. So why not add an NBA team into the mix?

Las Vegas would be the perfect city to expand the NBA franchise to as it not only hosts the Annual NBA Summer League, but it is also the gambling capital of the world. As sports betting is on the rise, it only makes sense that Las Vegas would be home to a variety of professional sports teams, which should include an NBA team.

Through design, I aim to give this NBA team a strong brand that highlights the historic city, the players, and the fans. My goal is to create a brand that the Las Vegas and NBA community will root for.

Design Opportunities

Through research on the city of Las Vegas and other NBA teams across the United States and Canada, I will design the key elements the NBA team must possess. This includes the brand, social media and website pages, merchandise, print graphics, an animated mark, a mascot, an arena, and a promotional video.

Topic Statement

Creating a new sports brand that highlights the city, the players, and the fans.

NBA

VENETIAN
TREASURE ISLAND
BALLY'S
EIFFEL TOWER RESTAURANT

02

RESEARCH

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Media Scan

I conducted a media scan to gain knowledge about the Nevada's state flag, state colors, popular sayings or mottos, local plants & wildlife, well-known architecture, and iconic landmarks. I also researched the current sports team in Las Vegas and gathered information about their colors, mascots, brand look & feel, and arenas.

The information I gathered from this online research played a key role in my brand design process. I wanted to make sure that I wasn't going to choose something for the NBA team that was already in place for another Las Vegas sports team, such as the team name, colors, mascot, mark, etc. Below is a collage of some of the information I found, including current Las Vegas sports mascots and team colors, unique architecture, and more.

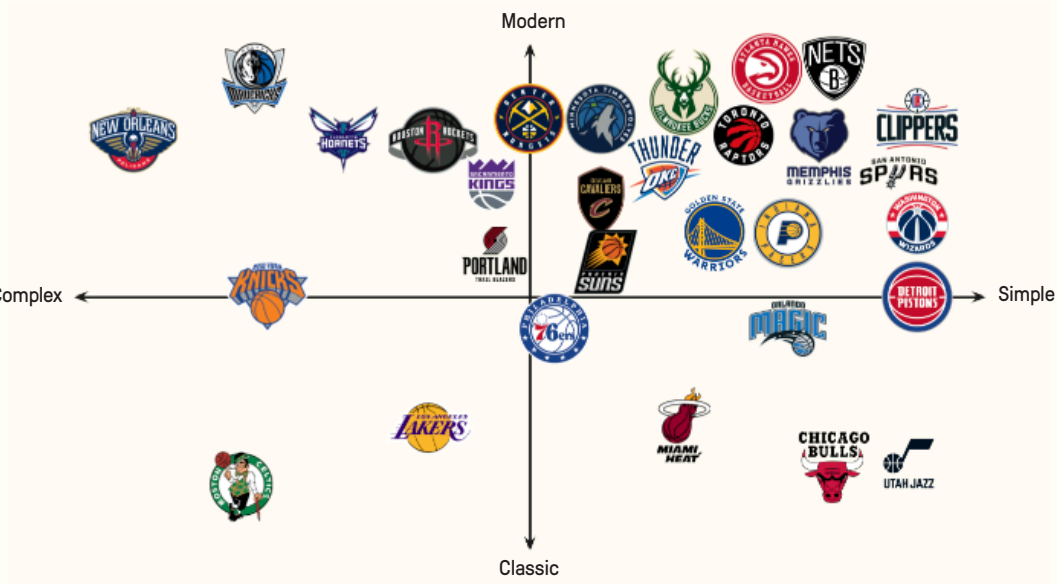
Tourism Statistics

Going in to this project, I was under the assumption that Las Vegas had high tourism rates, but I wasn't sure where all the tourists were predominantly coming from. After reading many articles and charts about Las Vegas' tourism, I gathered that in 2022 ~1.8 million people traveled from Los Angeles, ~1.3 from San Francisco, ~800,000 from New York, ~750,000 from Chicago, and roughly 700,000 or less from Dallas, Seattle, Denver, Houston, and Atlanta.

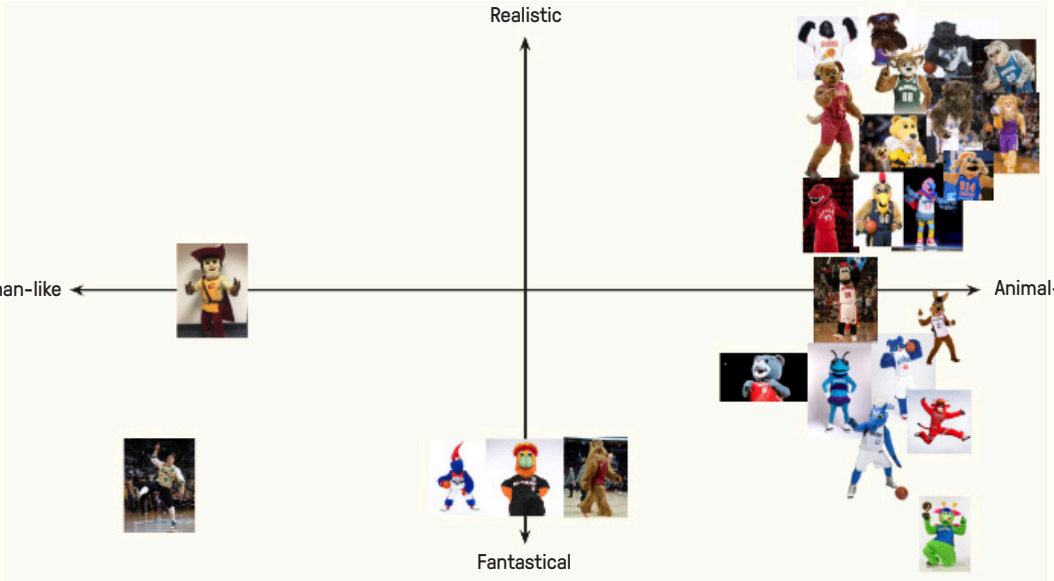
With this tourism information, I began to focus more so on these NBA teams and what their fans like and/or dislike about the them. Below is a map of the United States that shows all 30 NBA teams. By looking at the map, I was able to visualize how close in proximity each team is to Las Vegas and which teams current Las Vegas residents may tend to root for.

Cross Mapping

I examined all of the current NBA marks and placed them on a cross map. I compared each mark to one another ranking how complex or simple and modern or classic looking they were.



After gathering images of the current NBA mascots, I placed them on a cross map. I compared each mascot to one another ranking how human-like or animal-like and realistic or fantastical they were.



Popular Teams Scan

I decided to go more in-depth with researching the LA Lakers and the Golden State Warriors. I chose these two teams because they have a lot of social media followers, high merchandise sales, fan favorite players, and are the most watched teams.

LA Lakers

- 57 million+ social media followers
    - Instagram, Twitter, Facebook
- Sold the most merchandise in the 2022-23 season of any NBA team
- LeBron James
    - Tied for third highest paid player in NBA
    - Most popular NBA jersey sold
- 763,168 fans attended regular home games in the 2022/23 season

Golden State Warriors

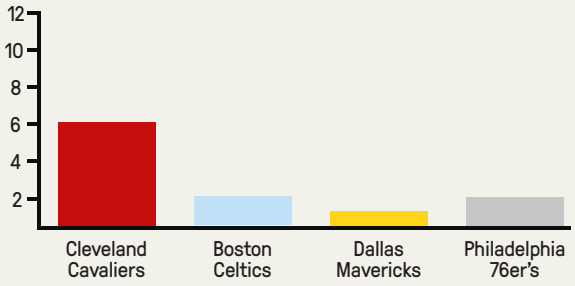
- 52.9 million+ social media followers
    - Instagram, Twitter, Facebook
- Most watched team in the 2022-23 regular season
- Steph Curry
    - Highest paid player in NBA
- 740,624 fans attended regular home games in the 2022/23 season

Digital Survey

The goal of sending a digital survey was to gain insight into people's fan experiences, specifically relating to basketball. Participants responses gave me a better understanding of what my design touchpoints should be, as well as what they feel current NBA teams lack that I can design better.

There was a total of 11 responses. At the end of the survey, participants had the option to leave their contact information to take part in the collaging activity.

What is your favorite NBA/WNBA team?



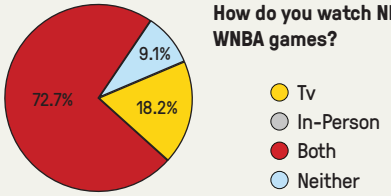
What do you like and/or dislike about your favorite NBA/WNBA team?

- "should have selected a team name that was something that was tied to the city or state of Ohio"
- "dislike constantly changing uniforms (lots of merch to buy)"
- "like the team colors & merchandise"
- "from my hometown"
- "like: connection to the city of Philly / trust the process motto"
- "Don't like how much they post on social media"

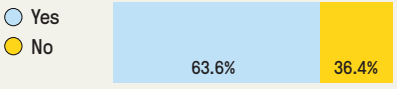
If you follow NBA/WNBA teams on social media, on what platforms and how often do you pay attention to their posts?

- "Pay more attention to posts after the game"
- "mostly after on Instagram and twitter"
- "Normally after to see the score since I primarily don't have the ability to watch 76ers games on TV in Columbus"
- "I pay more attention to their posts after the game on Instagram if they win. However, I pay more attention to Twitter during the game for faster updates"

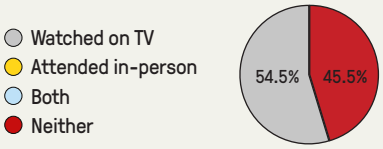
How do you watch NBA/WNBA games?



Do you follow any NBA/WNBA social media pages? (TikTok, Instagram, Twitter, etc)



Have you ever watched or attended the NBA Summer League games in Las Vegas, NV?

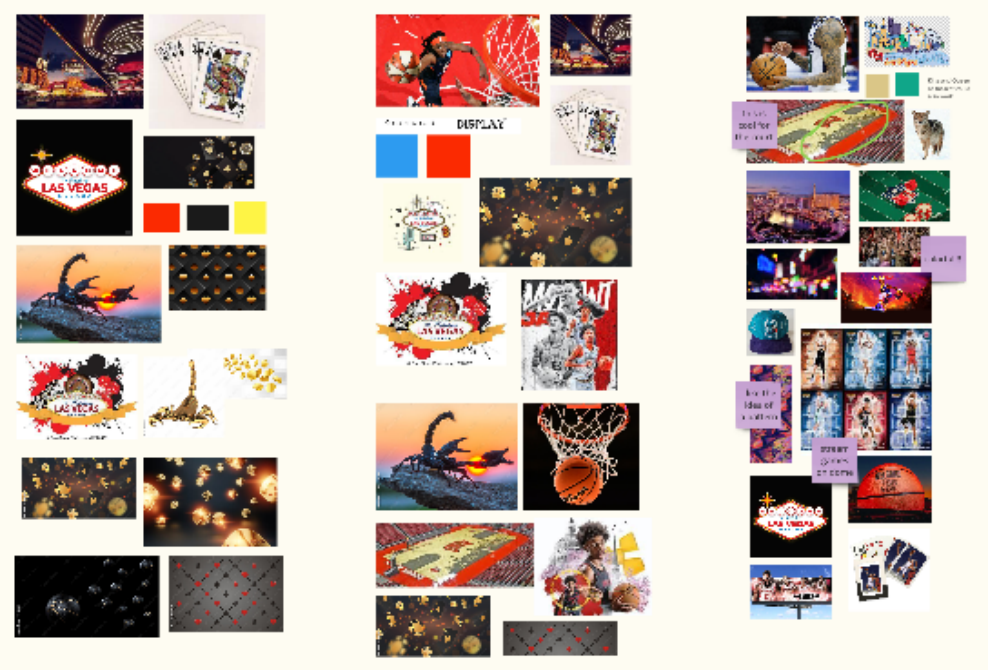


Do you think there should be a NBA team in Las Vegas?

- "Yes! While most teams just get the home team crowd, which Vegas could surely support, the visiting team could probably draw several of their fans to travel to a destination like Vegas for a game as well".
- "Yeah! I feel like any city benefits from professional sports teams. Vegas got a new NHL team, the Knights, a few years ago, and only good things have come from that that I can see".
- "I believe basketball will be a more profitable market in that city as it tends to be a more favorable sport in this region compared to hockey".
- "Yes -- it is a big, fun city, and it seems crazy there isn't already a team there. I think an NBA team in Vegas would be super fun".
- "Yes- with expansion coming in Seattle, Las Vegas is the next logical place to put a team".

Collaging Activity

After receiving survey responses and the optional participant contact information, I conducted three collaging activities through Miro. The collages numbered 1-3 were completed by the participants and the fourth collage was created by myself. The collage I generated was influential as I began to make my moodboard and the overall look and feel for my brand.



1 2 3

4

Personas

After analysis of research, I was able to determine my possible target audience into three categories. These personas then guided my team values and what I was going to incorporate into my designs.

Super Fan

Joseph M. | 23 | Las Vegas, NV | Entry Level Accountant

- In charge of his friend groups annual March Madness bracket
- Watches NBA games on TV
- Wishes there was a team representing his home city
- Enjoys the basketball game clips & score graphics on social media

NBA Fan Level

Distance from Las Vegas
2 miles

Visiting Fan

Rachel K. | 29 | Columbus, OH | Marketing Director

- In Las Vegas for a work trip alone
- Played college basketball at Ohio State
- Has attended a few NBA games, but doesn't watch on TV
- Looking to buy a shirt commemorating her trip to Las Vegas

NBA Fan Level

Distance from Las Vegas
2000 miles

Aspiring Fan

Sam E. | 12 | Reno, NV | Middle School Student/Athlete

- Has only been playing basketball for a year
- Watches NBA games on TV but wants to go to an in-person game
- Isn't a fan of any specific team, just likes watching them play
- Isn't opposed to start to watch basketball content on social media

NBA Fan Level

Distance from Las Vegas
450 miles

WELCOME
TO Fabulous
LAS VEGAS
NEVADA
YESCO

03

BRAND

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Team Values

I chose the following values for the Las Vegas team based off of the NBA's values, "lead with integrity, be the fan, create community, and innovate with intention", as well as the feedback I received from my research.

Pride
Encourage fans to be proud of the team that they are rooting for.

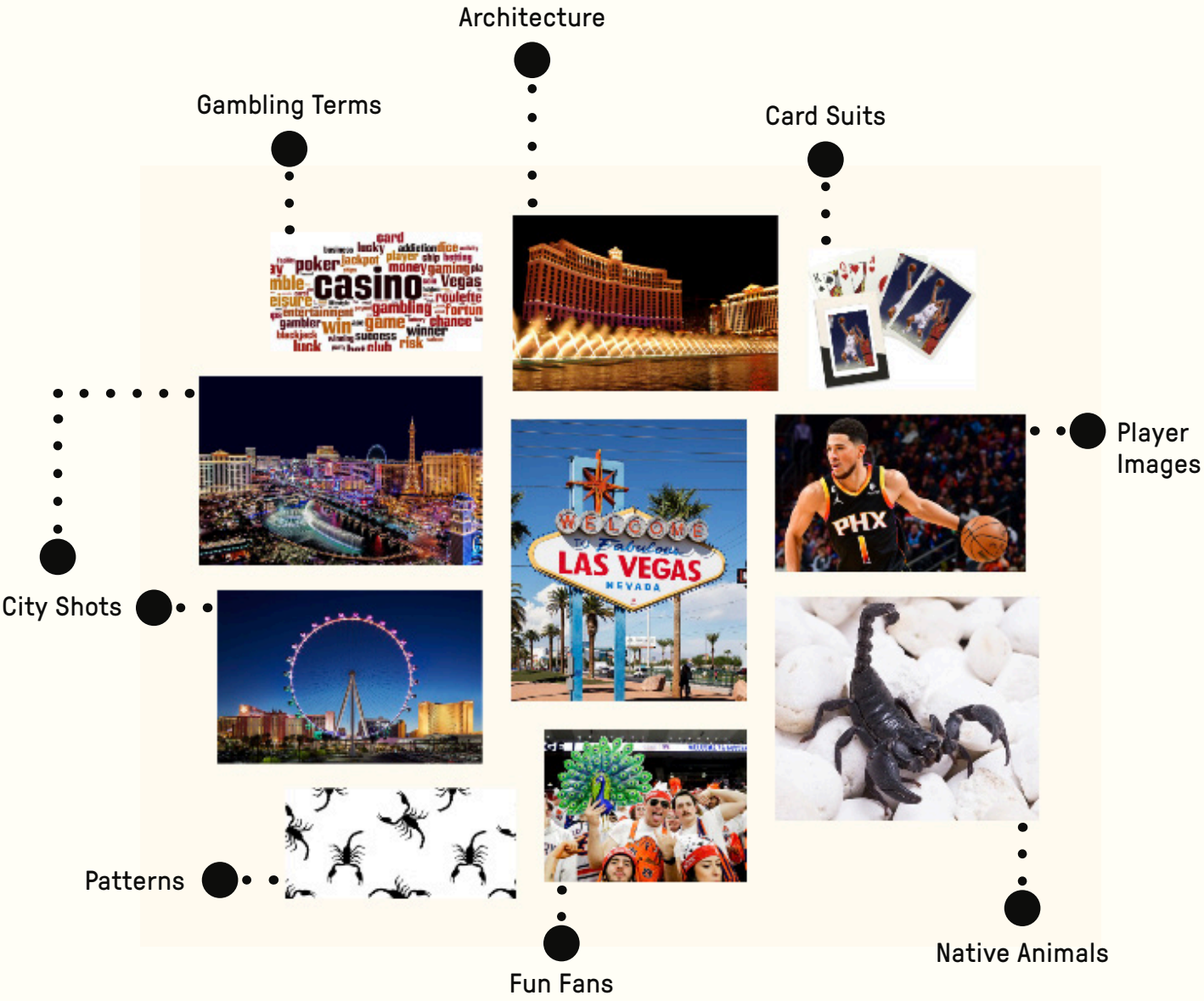
Sense of Community
Bring individuals of all different backgrounds together through the love of basketball & Las Vegas.

Fun
Provide a safe and exciting game experience for fans & athletes alike.

Inspiring
Inspire younger generations to get involved in the NBA community.

Moodboard

I created a collage of what I want the team's brand to incorporate. With this, I made sure to tie the city, players, and fans into the design as mentioned within the topic statement.



Team Marks

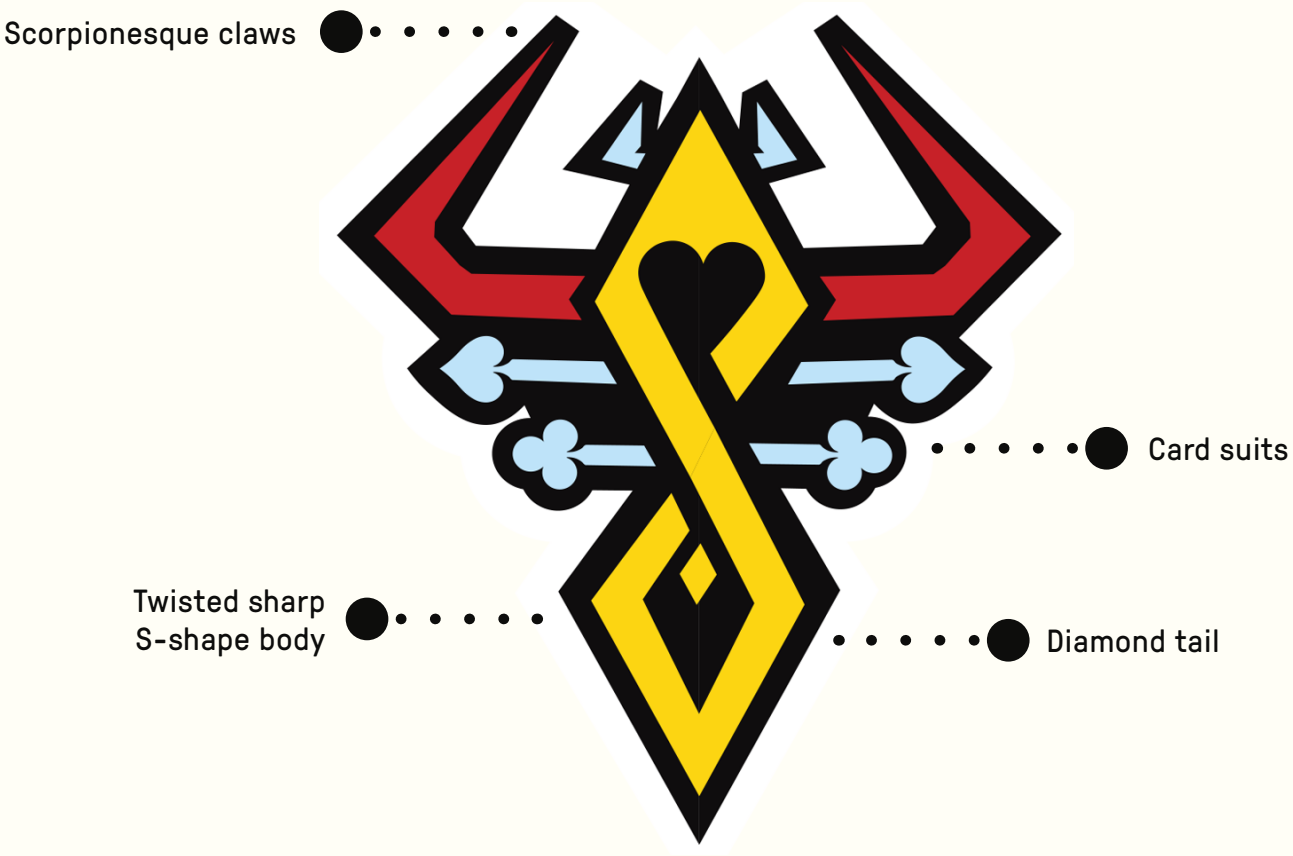
I chose the following values for the Las Vegas team based off of the NBA's values, "lead with integrity, be the fan, create community, and innovate with intention", as well as the feedback I recieved from my research.

Primary Mark

Primary Wordmark

Uniform Wordmarks

Mark Color Variations


Scorpionesque claws
Card suits
Twisted sharp
S-shape body
Diamond tail

Sharp pointed letterforms
LAS VEGAS
SCORPIONS
Arch shape to mimic a
scorpions curved tail

Typefaces

Wordmark & Uniform Typeface

GIN

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

GIN

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

Headline Typeface

Monument Extended

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

Monument Extended

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

Body Copy Typeface

GT Pressura

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

GT Pressura

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

GT Pressura

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

Colors

Night
CMYK: 73/68/66/84
RGB: 16/15/15
Hex:#0F0D0D

Floral White
CMYK: 0/0/4/0
RGB: 255/254/244
Hex:#FFFCF2

Silver
CMYK: 22/17/18/0
RGB: 198/198/198
Hex:#C6C6C6

Engineering Orange
CMYK: 15/100/100/6
RGB: 198/14/14
Hex:#C60E0E

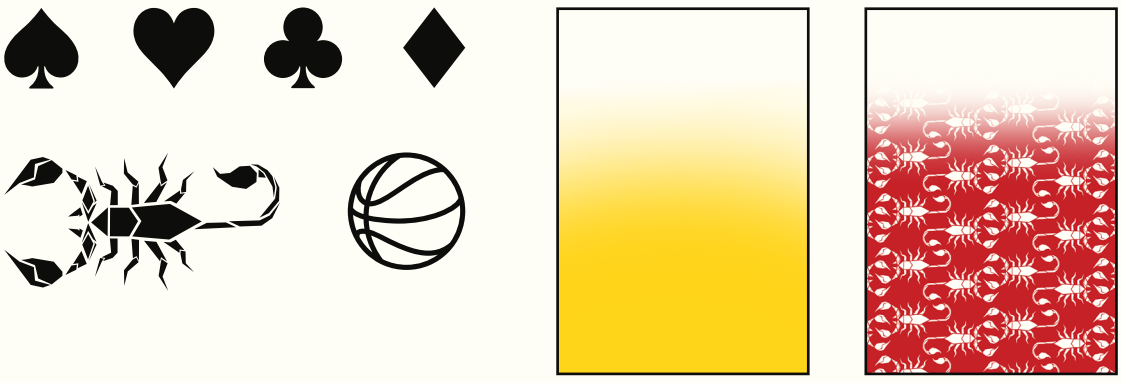
Columbia Blue
CMYK: 23/2/0/0
RGB: 190/225/247
Hex:#BEE1F7

Gold
CMYK: 1/14/97/0
RGB: 255/213/25
Hex:#FFD519

Design Elements

I designed various patterns utilizing the primary mark, a scorpion icon, and card suit icons shown in the brand colors. I wanted to make sure there was variety in the designs as the pattern can be utilized across digital and printed works.

As seen in the above patterns, I have also designed a scorpion icon and card suit icons (below). Other design elements utilized throughout the Scorpions brand include one color gradients and pattern gradients.



LAS VEGAS
SCORPIONS

04

APPLYING THE BRAND

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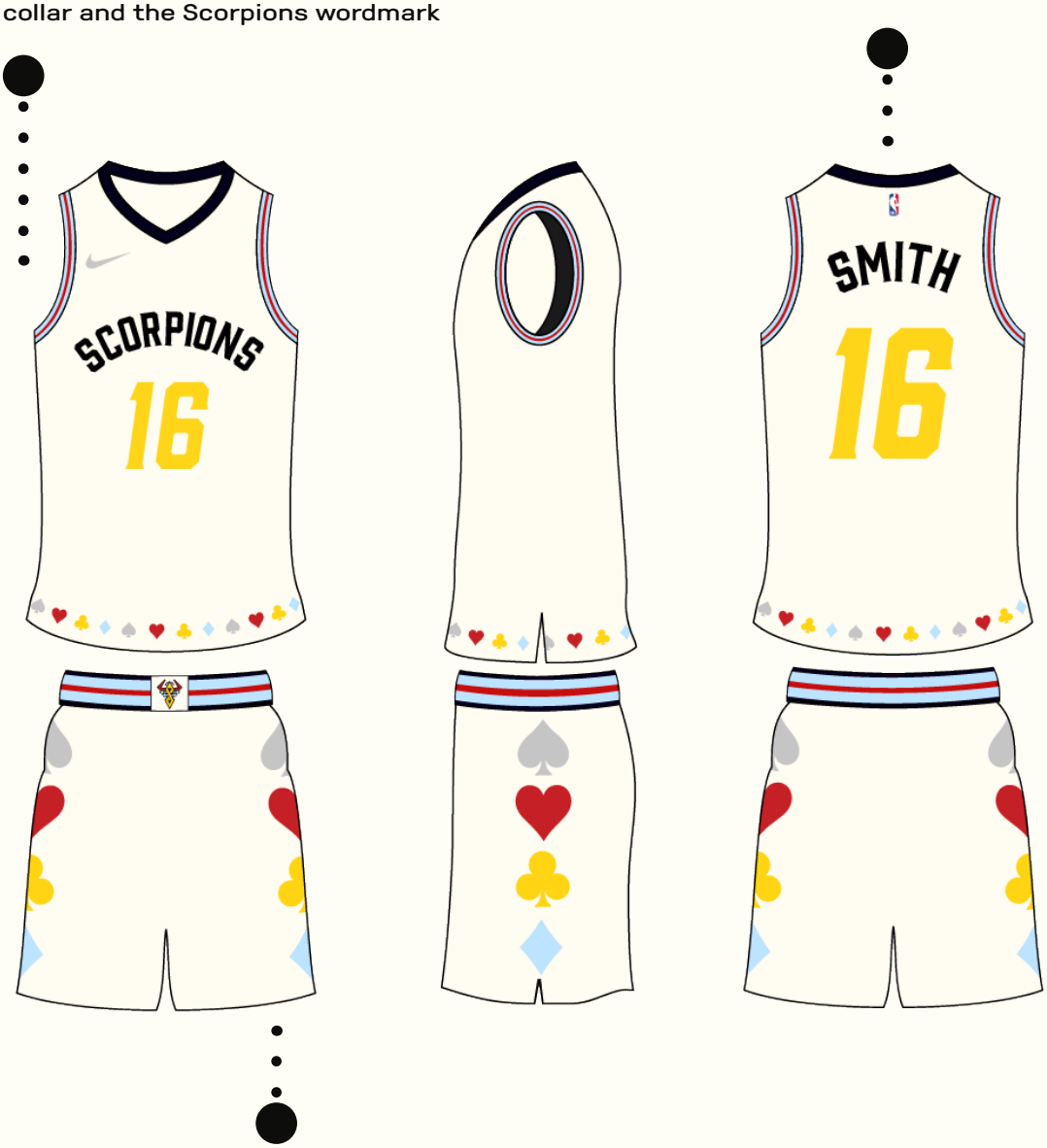
Home Jersey

White jersey with stripes around shoulders & waistband with a black collar and the Scorpions wordmark

Card suit icons running along the bottom of the jersey's top



Primary mark on the center of the waistband with card suit icons going down both pant legs

Away Jersey

Black jersey featuring stripes around shoulders & waistband, a yellow collar, & a yellow gradient resembling the Bellagio fountain at night with the Las Vegas wordmark

Star on back of top pulled from the iconic Las Vegas sign

Primary mark on left side of leg

Pattern going down the top & shorts leg inspired by the Paris hot air balloon in Las Vegas

Player Merchandise

These items are only available to the athletes. Players recieve an exclusive backpack, water bottle, and warm-up jacket alongside the general merchandise.

Fan Merchandise

Fans can show off their pride for the Scorpions! Fans have a wide variety of merchandise to shop from, including hats, t-shirts, sweatshirts, cups, stickers, and a lanyard.

LAS VEGAS
LAS VEGAS
SCORPIONS

LAS VEGAS
SCORPIONS

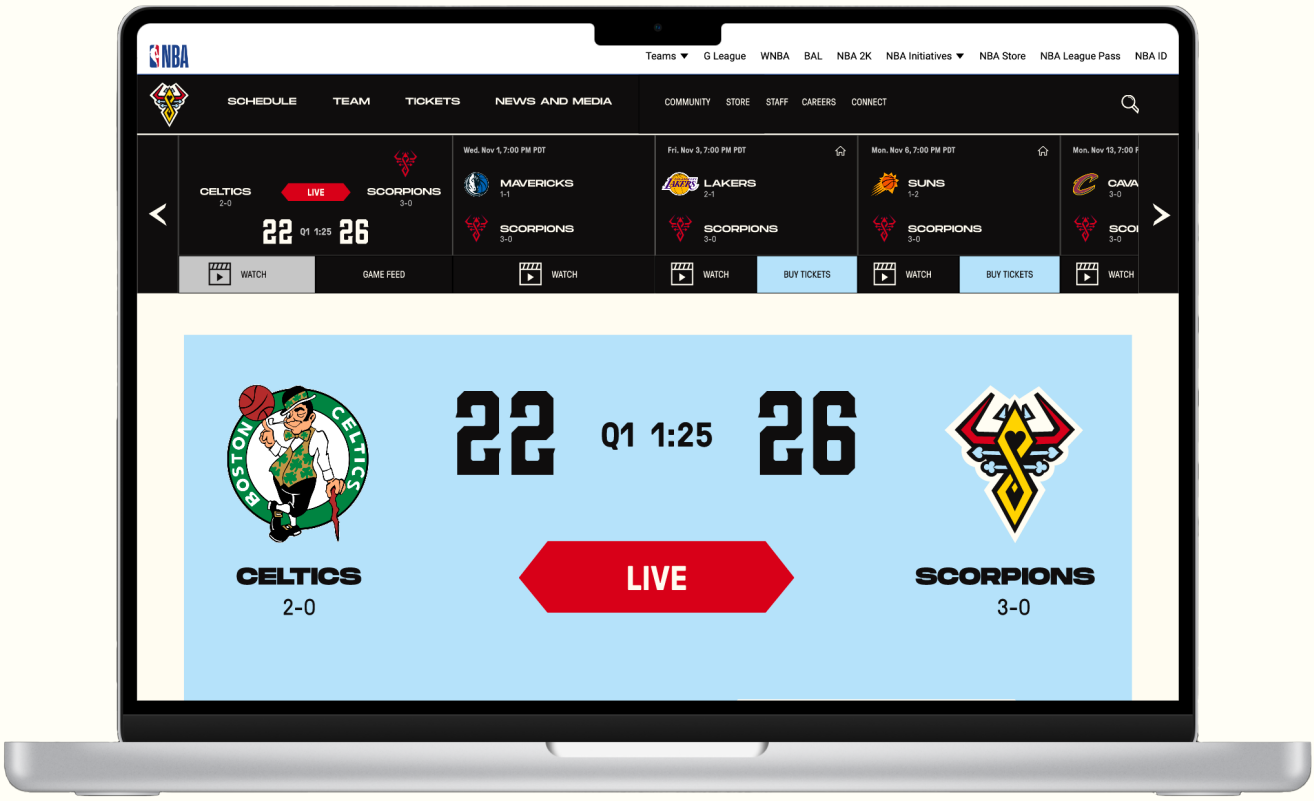
CURRY
30

LAS VEGAS
SCORPIONS

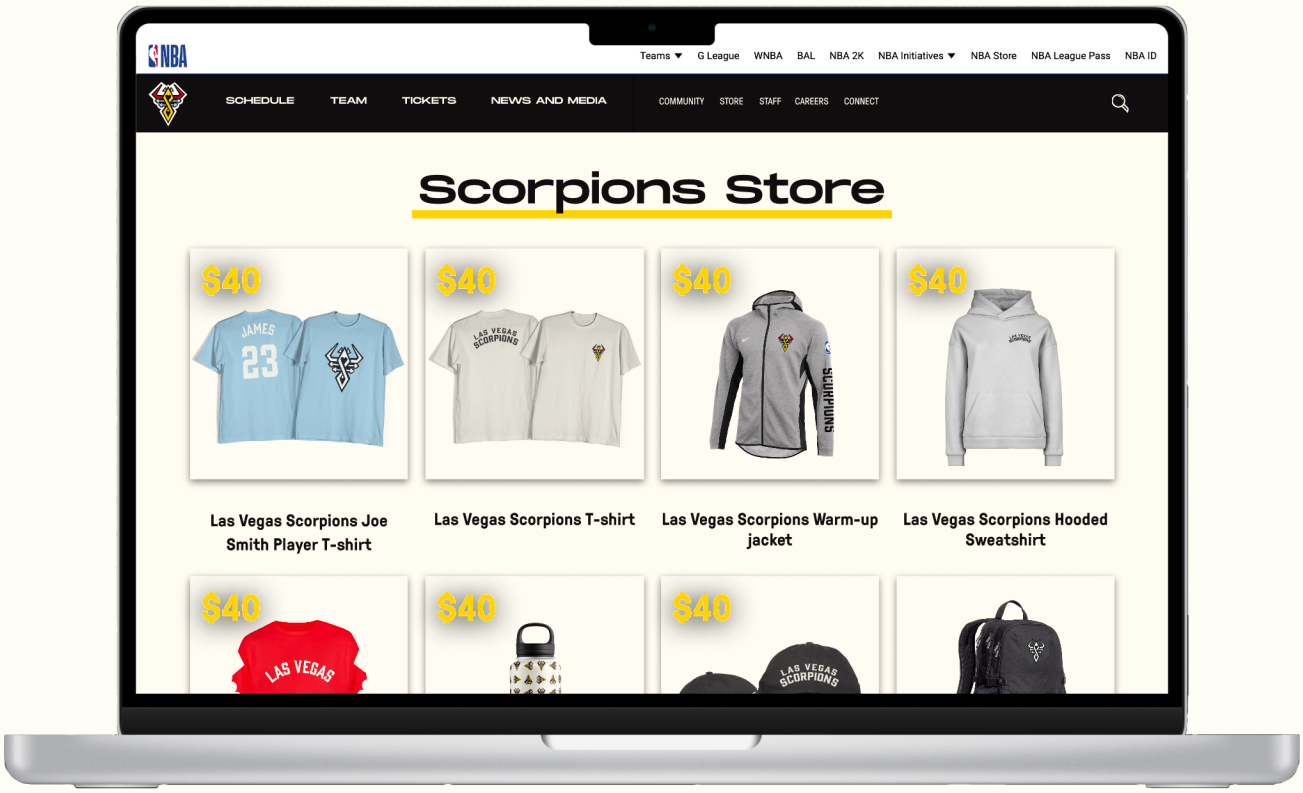
Social Media Campaign: Team Website

The Scorpions team website follows a similar format that many other NBA teams follow with a moving bar showcasing past and upcoming games at the top, as well as an online store and roster.

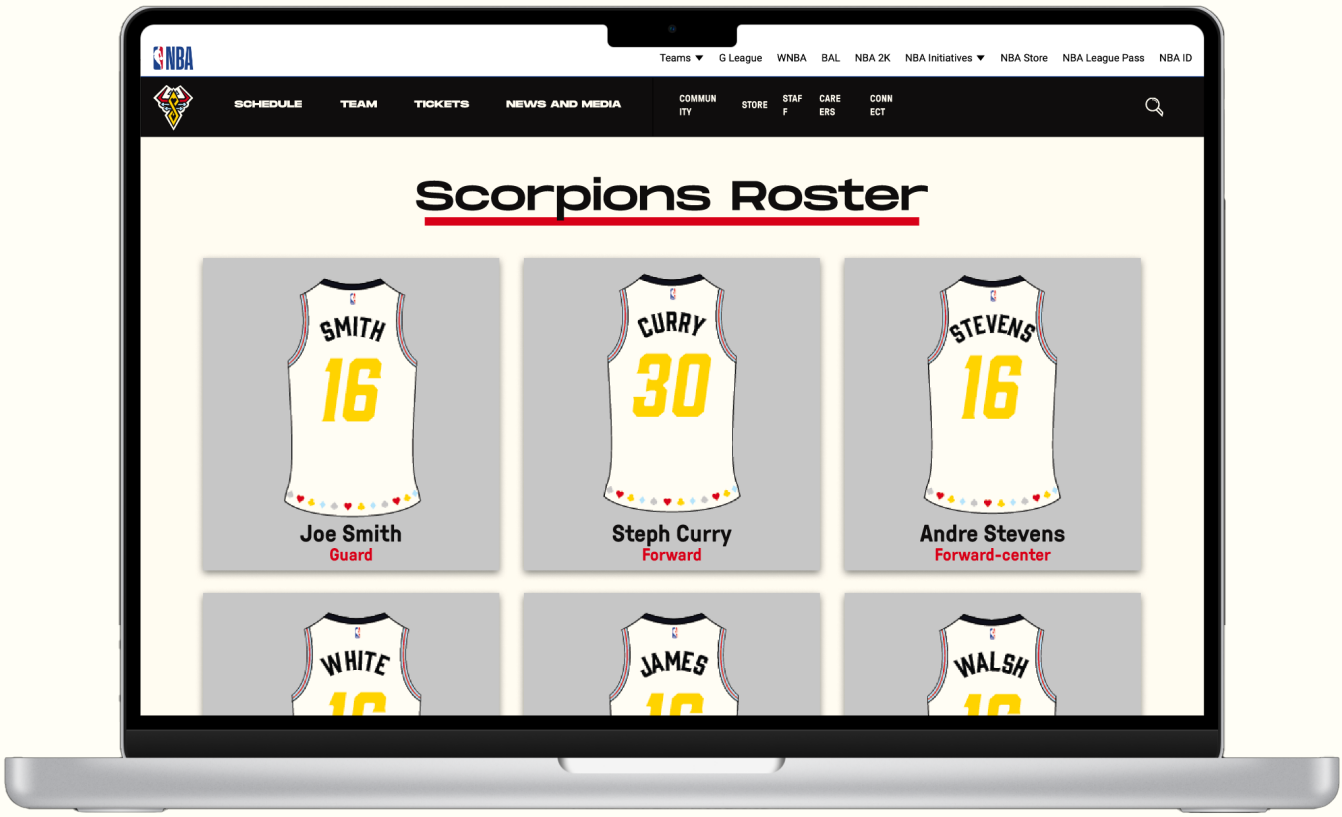
Landing Page



Store Page



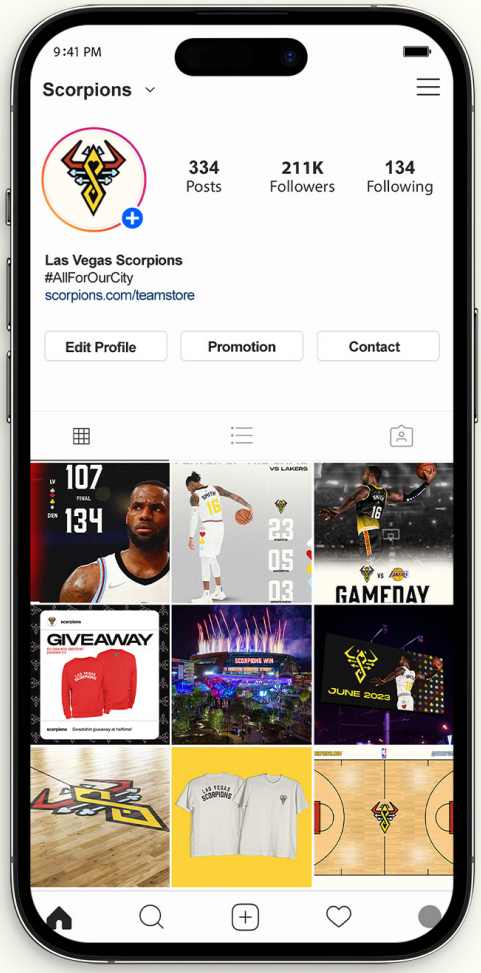
Roster Page



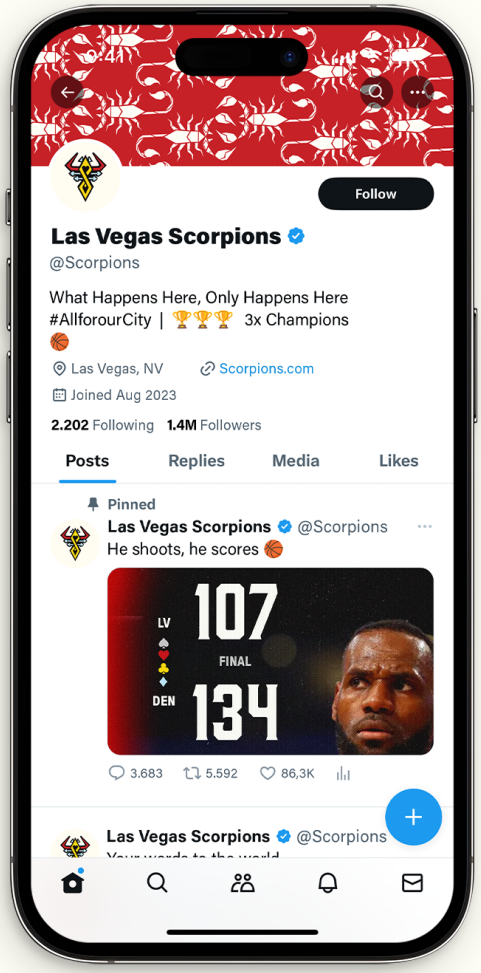
Social Media Campaign: Social Media Profiles & Sample Posts

Along with the team's website, fans can keep up with the Scorpions on Instagram and Twitter. On each platform's feed, there will be giveaway alerts, game updates, and more posted.

Instagram Profile



Twitter Profile



Instagram Posts

Instagram Stories

Animated Mark

The following images are animation captures of Scorpion's primary mark. This three second animation can be utilized in any of the team's video content to strengthen the videos branding.

1

2

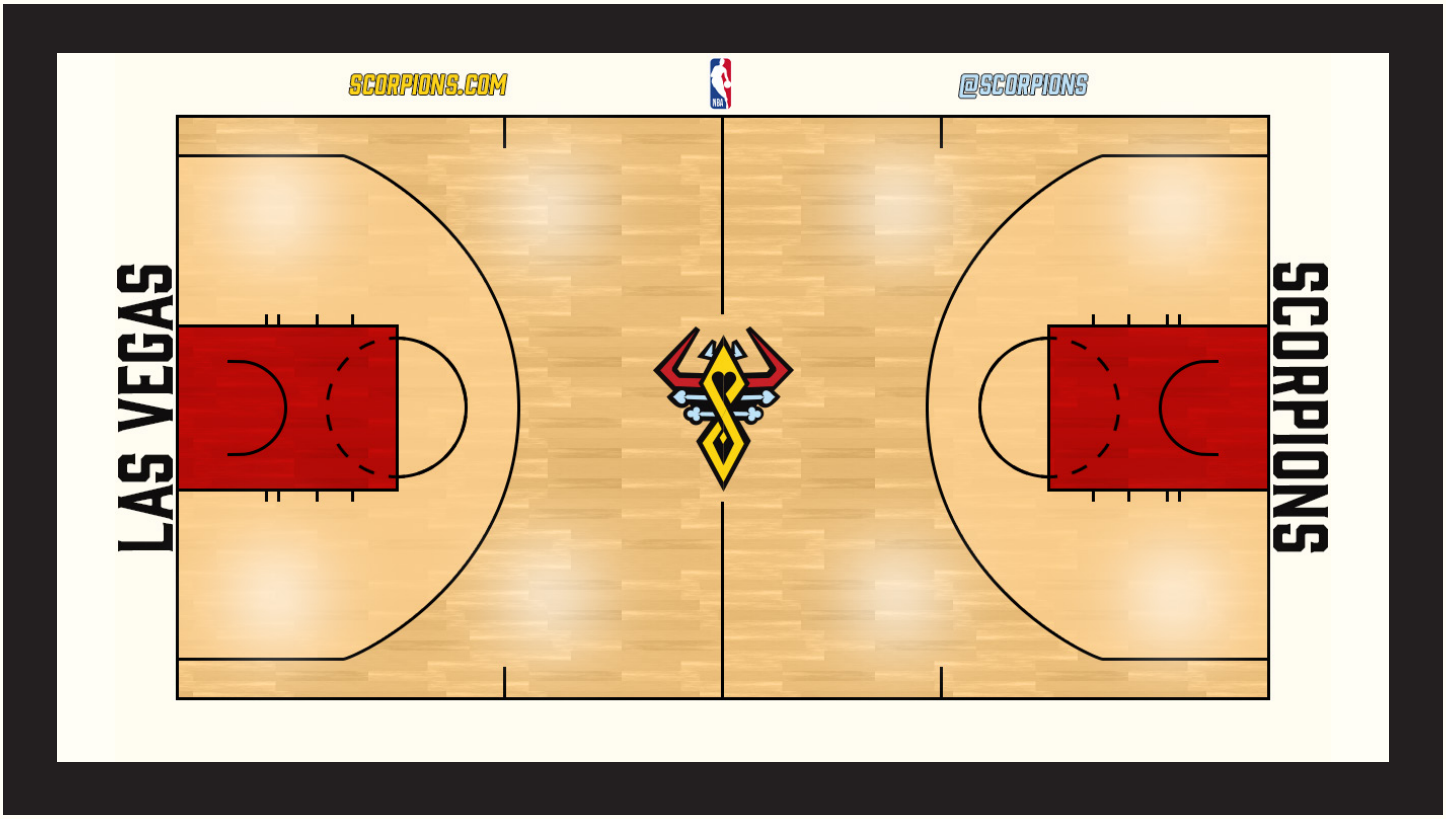
3

4

Scan QR code to watch the full animation on YouTube

Court

The Scorpions will play at the T-Mobile arena. The NBA compliant basketball court features the team's social media handle, @Scorpions, as well as the website URL, Scorpions.com. The tri-color primary mark is located in the center with "Las Vegas" and "Scorpions" at either end of the court.



Mascot

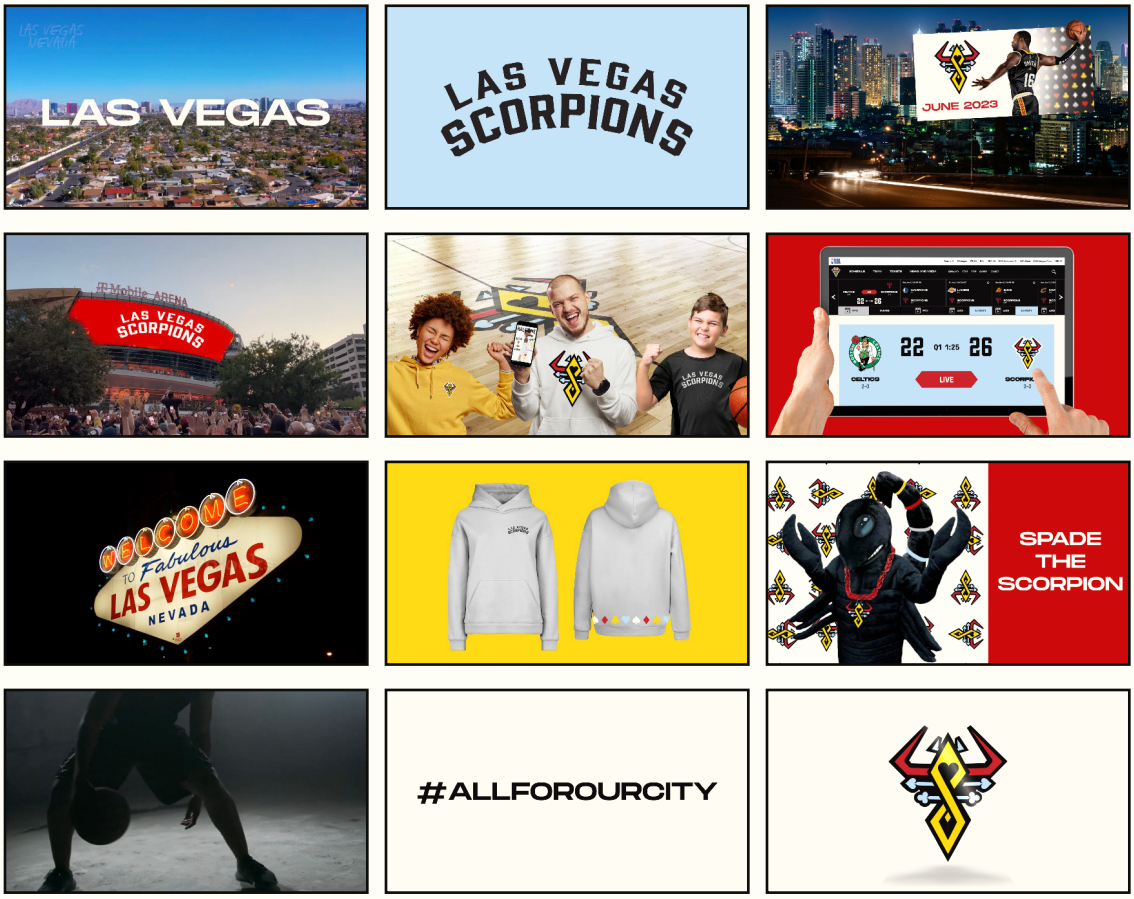
Spade the scorpion is the team mascot. Spade wears a big red chain necklace featuring the tri-color primary mark. The mascot's tail has four brand colored bands on its tail with a diamond shape tail end drawing back to the primary mark.

Billboard

Billboards hinting at an NBA team coming to Las Vegas can be found around the city. The billboards showcase an athlete wearing the home jersey with one of the patterns behind them and the primary mark with an announcement date to the left.

Explanation Video

The following images are video captures from Scorpion's explaination video. The video introduces Las Vegas to the new NBA team and all the fun it has to offer potential fans.



Scan QR code to watch the full explaination video on YouTube

T-Mobile ARENA
SCORPIONS WIN

Dana Richardson

The Ohio State University | Department of Design
Visual Communication Design Senior Thesis
Autumn 2023