

GREAT SPORTING

EXTREME

RACE

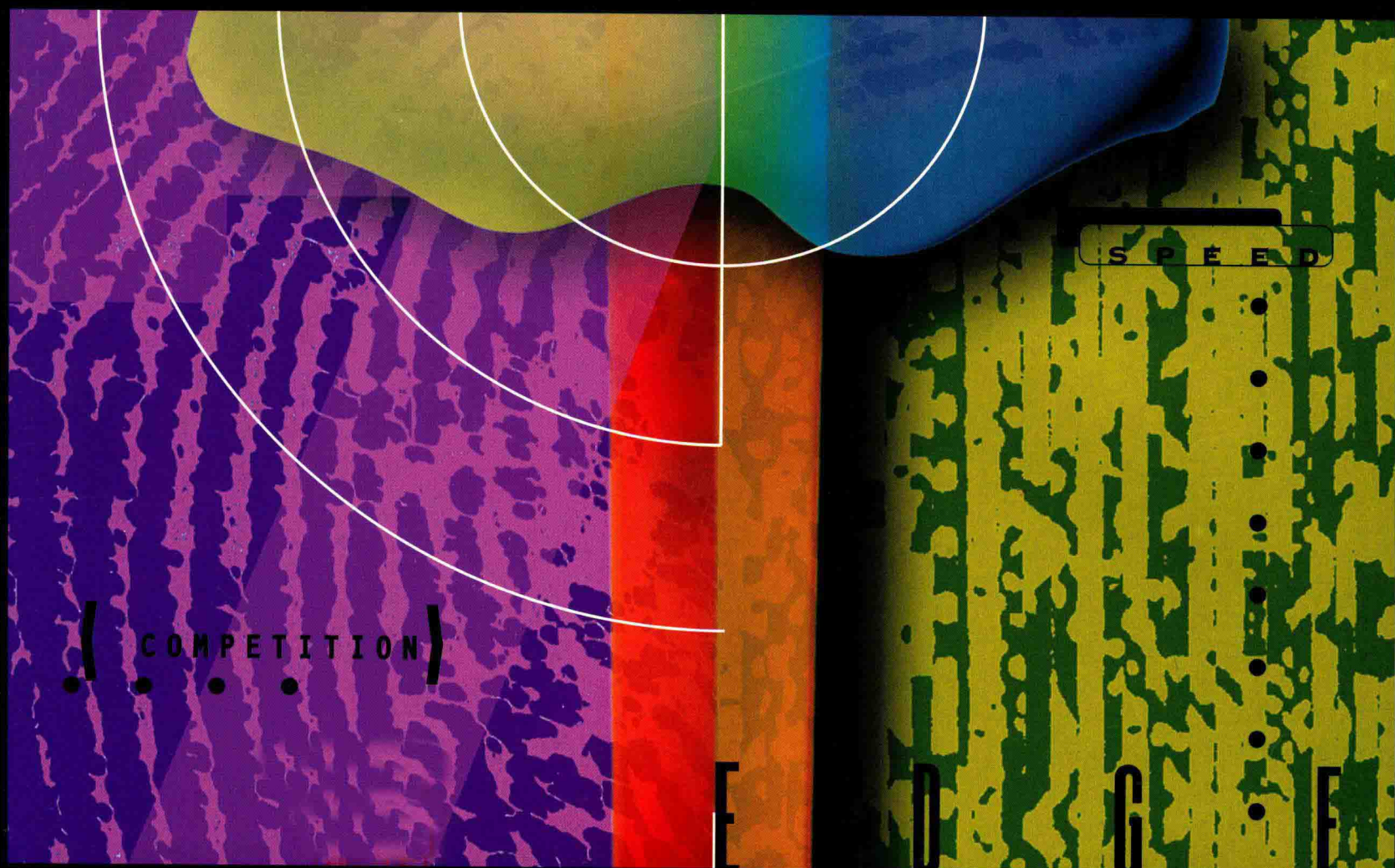
GRAPHICS

SPEED

COMPETITION

FEEDBACK

GREAT SPORTING



GRAPHICS



ROCKPORT PUBLISHERS, INC.
DISTRIBUTED BY NORTH LIGHT BOOKS
CINCINNATI, OHIO

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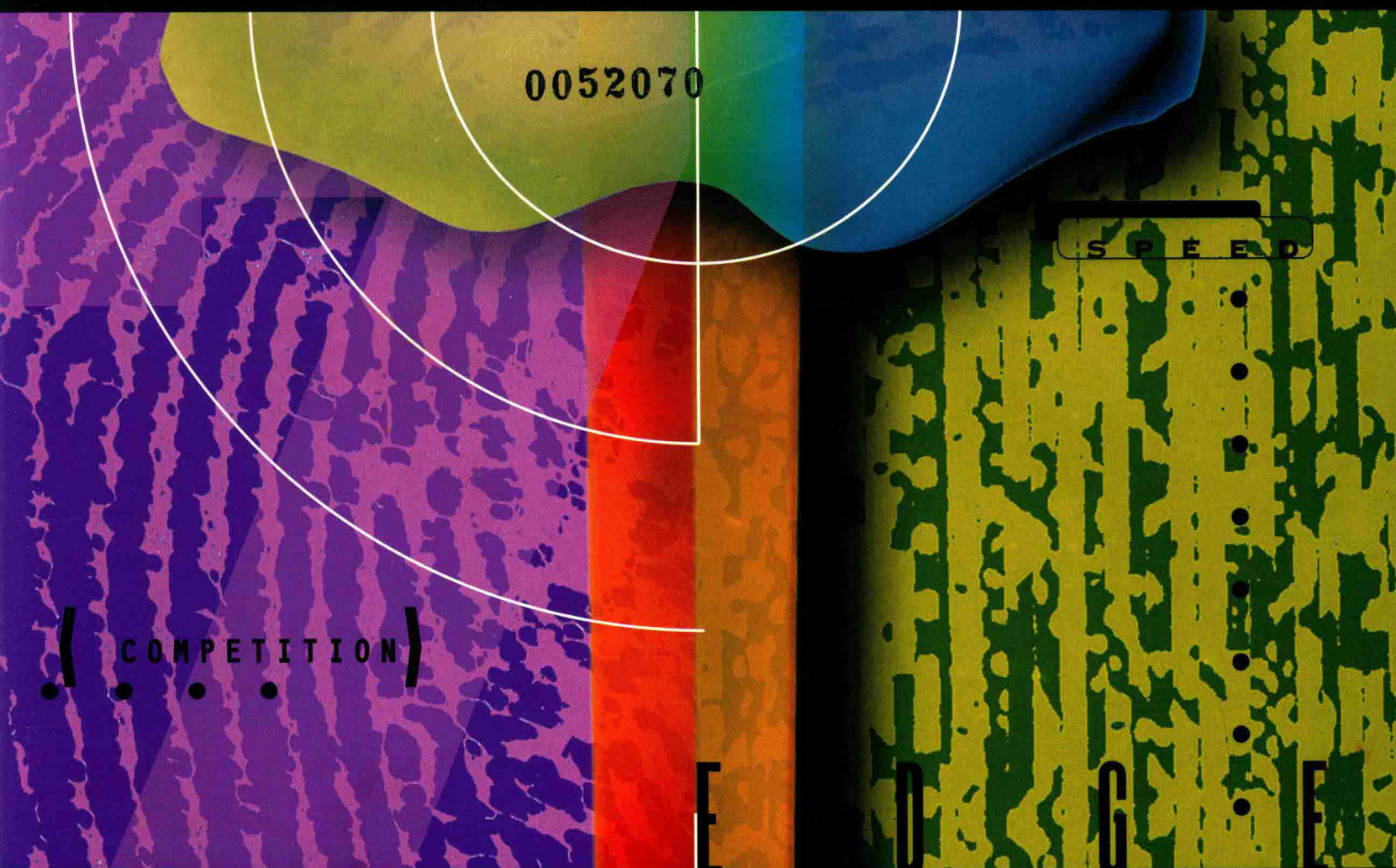
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G R E A T S P O R T I N G



G R A P H I C S

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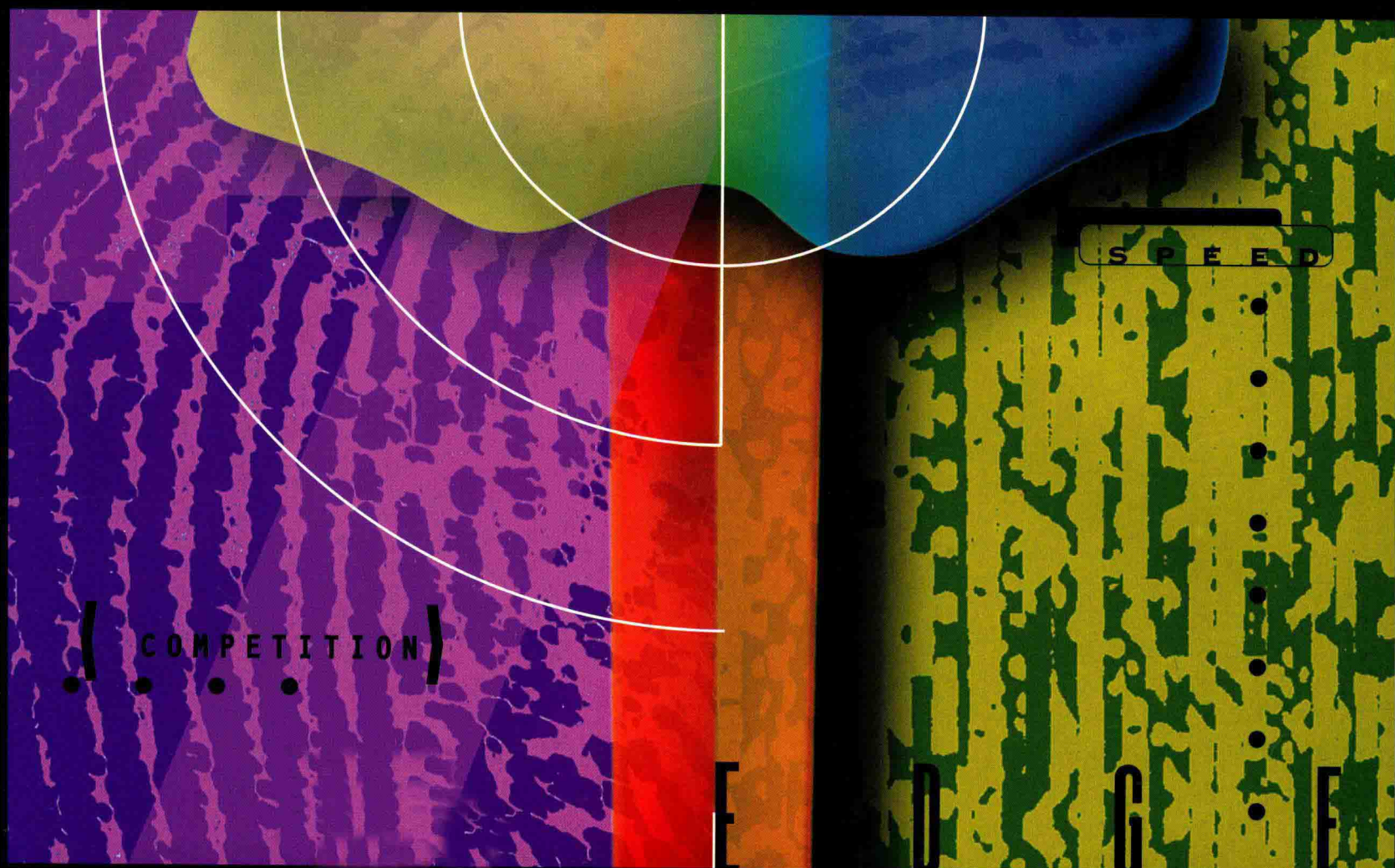
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THE KEY TO SPORTS GRAPHICS

BY JACK ANDERSON, PRINCIPAL
HORNALL ANDERSON DESIGN WORKS

**"Years ago, it was groovy.
Yesterday, extreme.
Today, it's fresh."**

The vocabulary adjusts for the moment. It changes to retain momentum and intrigue.

So it is with sports graphics the most ephemeral category in the world of graphic design. Unlike a corporate identity program that is created to have timeless appeal, sports graphics are seasonal. Temporary. They are created specifically for a brief existence. The designers involved are frequently deemed "on the cutting edge."

But what makes for successful sports graphics? How do you help manufacturers boost product sales? How do you know if the look you develop for the season will be a hit?

Like all areas of graphic design, there is a science behind the art. Specific criteria are discussed and established before design begins. Research into the sport and into the industry and its trends is crucial. After more than a decade of working with the marketing teams of top sports products manufacturers, our firm has developed several criteria that we automatically address during the design development process:

CREATE GRAPHICS THAT WORK IN TWO VERY DIFFERENT ENVIRONMENTS.

Sports graphics create the most marketing impact when developed to work in two very different environments. The selling environment offers an opportunity to distinguish the product from competing products and immediately affect the consumer's buying decision. The "use" environment plays an important marketing role by providing the chance to establish and to maintain the brand/product image. Reviewing the graphics' effectiveness in both environments is key to producing the hardest working and most successful images.

DEVELOP GRAPHICS TO ATTRACT TIGHTLY DEFINED TARGET MARKETS.

Every good designer knows that winning graphics are created to attract a certain audience. In sports graphics, this consideration must go one step further. Each product within a line must target a very specific consumer group. It isn't enough, anymore, to create a graphics program aimed at the generic bike rider. Today, products must be focused for the highly proficient mountain biker, or the weekend racing warrior, or the recreational street cyclist. The consumer's age, culture, and disposable income are all important considerations in the development of sports graphics.

TIE THE GRAPHICS IN WITH OTHER PRODUCTS IN THE SAME INDUSTRY.

Although the graphics must be unique, it is critical that the overall image and color palette correspond with other hard and soft goods products for the sport. Fashion-conscious consumers lead the pack in sales and demand that all components of their gear complement each other.

RESPECT THE INDUSTRIAL DESIGN FORM.

The graphics must enhance the technical benefits of the product structure. Technological features should be made readily apparent with graphic treatments. This makes the salesperson's challenge of highlighting the product's features much easier to meet.

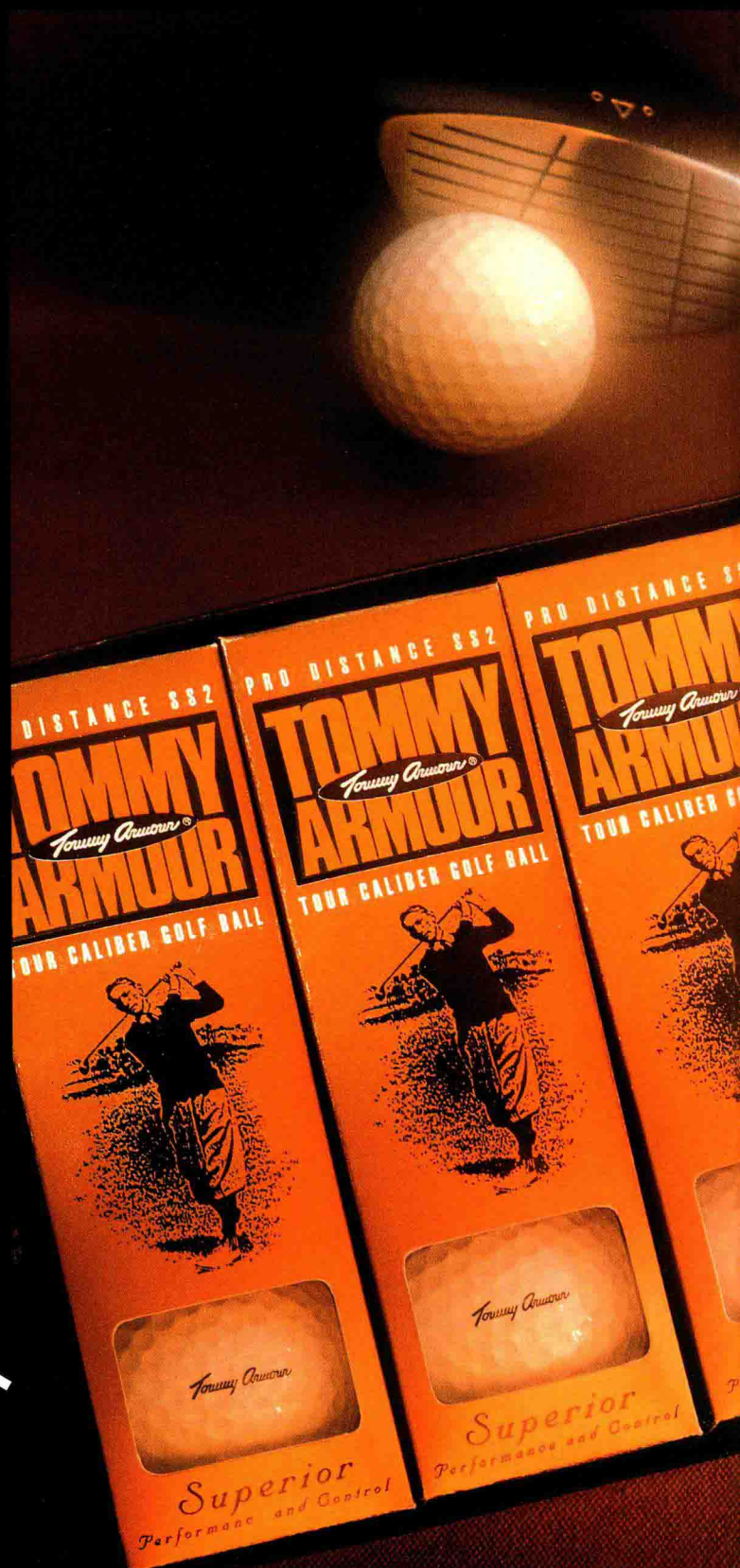
BE A SPORTS ENTHUSIAST.

The more you understand about the art in each sport and its challenges, the more able you will be to create effective graphics. This understanding will help you reflect the action and intensity of the sport. Firsthand experience with the sport is definitely helpful. When possible, this experience will increase your understanding of the consumer's purchasing criteria.

CREATE AND MAINTAIN MARKET EQUITY.

As with all merchandising graphics, you must also create definite brand and product line awareness and leverage any existing market equity.

As an avid sports enthusiast, this is a category of graphic design that I find particularly appealing. The changing nature of the trends, the audiences, and their needs keeps our design team fresh and continues to push our skills and creativity to the next level. This stimulating process not only benefits our sports clients, it also keeps us growing and looking at all projects with a new perspective. The challenges of creating dynamic and successful sports graphics are great, and, with intense research, exploration, and creativity, the rewards are many.



Golf
 PRODUCT/PURPOSE
 Logo for international consumer packaging
 CLIENT
 Tommy Armour Golf
 DESIGN FIRM
 Michael Stanard, Inc.
 ART DIRECTOR
 Michael Stanard, Marc Fuhrman
 DESIGNER
 Marc Fuhrman

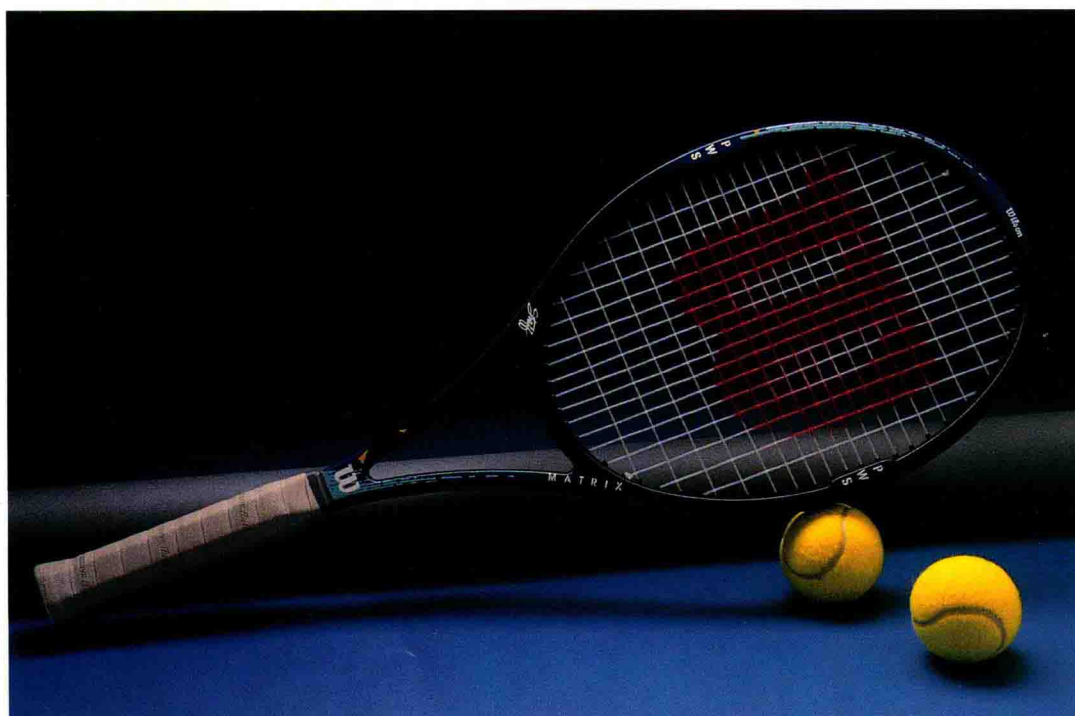
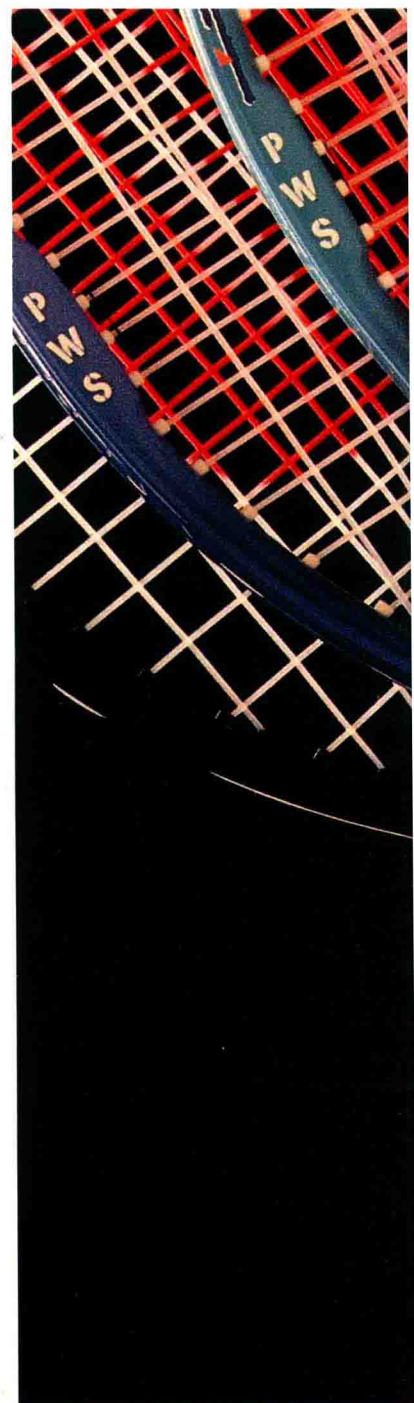
Logo was created using Macintosh software,
 traditional design techniques, and offset printing.





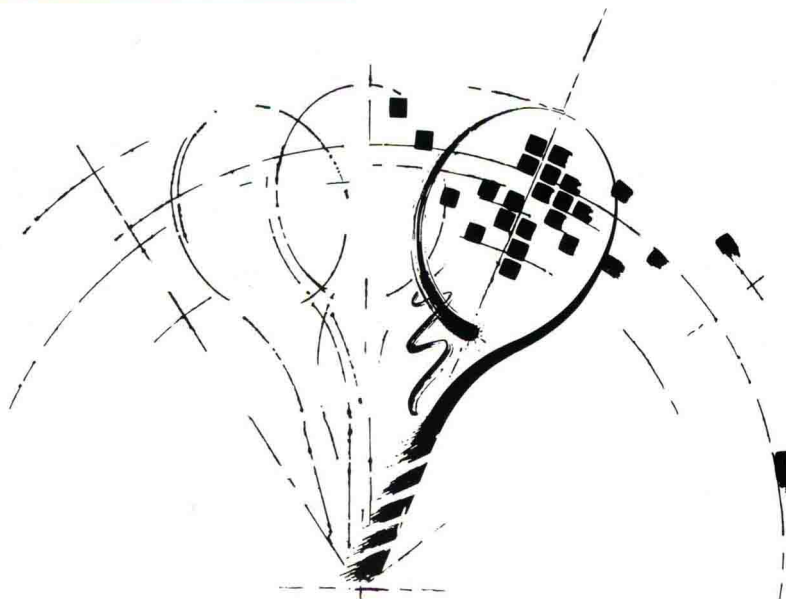
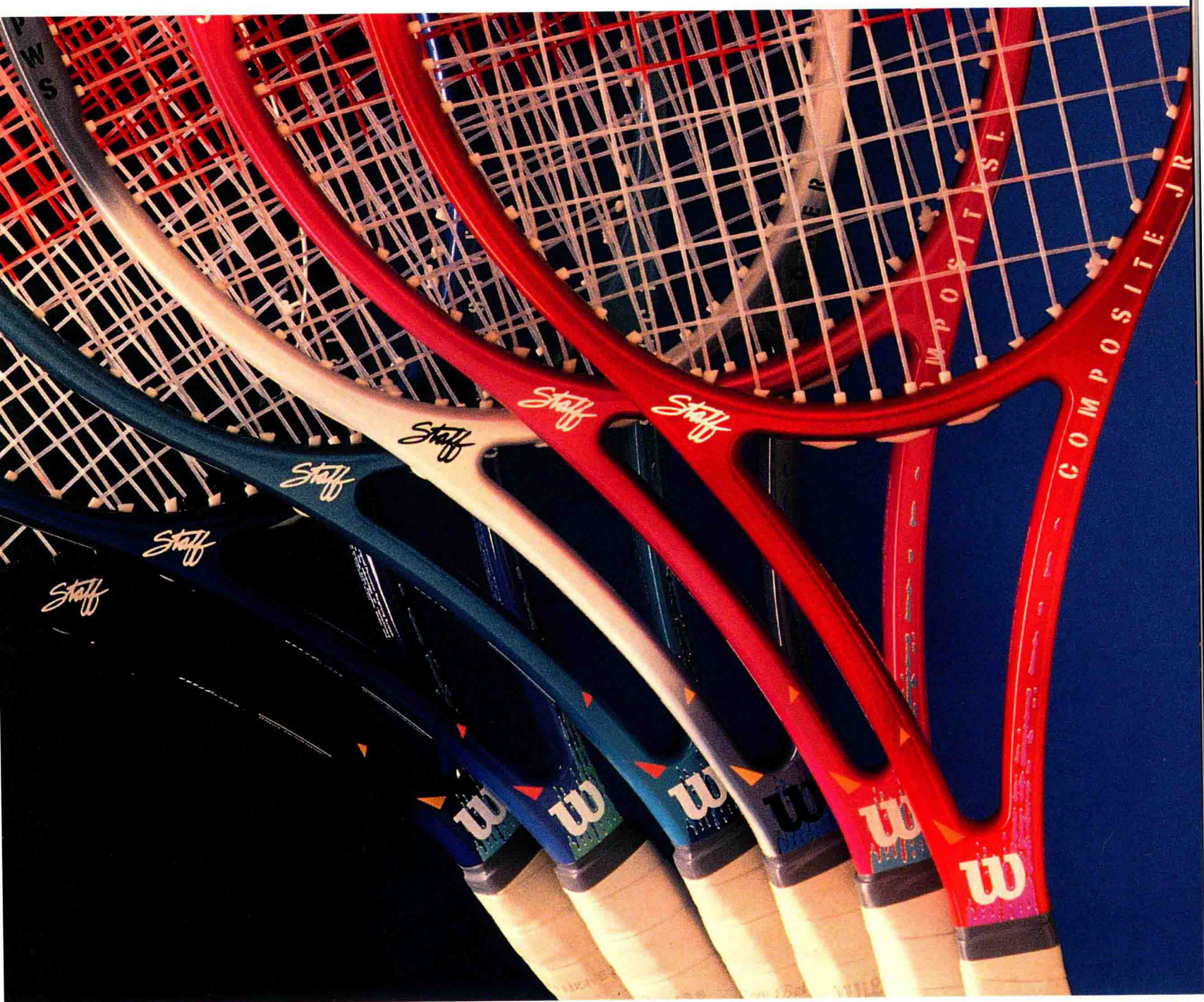
Tennis
PRODUCT/PURPOSE
Tennis group logo
CLIENT
South Bay Junior Tennis
DESIGN FIRM
Julia Tam Design
ALL DESIGN
Julia Chong Tam

Image was drawn by hand
and developed in Adobe Illustrator.



Tennis
PRODUCT/PURPOSE
Tennis racquet
CLIENT
Wilson Sporting Goods Company
DESIGN FIRM
Hornall Anderson Design Works
ART DIRECTOR
Jack Anderson
DESIGNER
Jack Anderson, Julie Lock

Design was created using
conventional methods.



Tennis

PRODUCT/PURPOSE

United States Tennis Association logo

CLIENT

Cellular One

DESIGN FIRM

Hornall Anderson Design Works

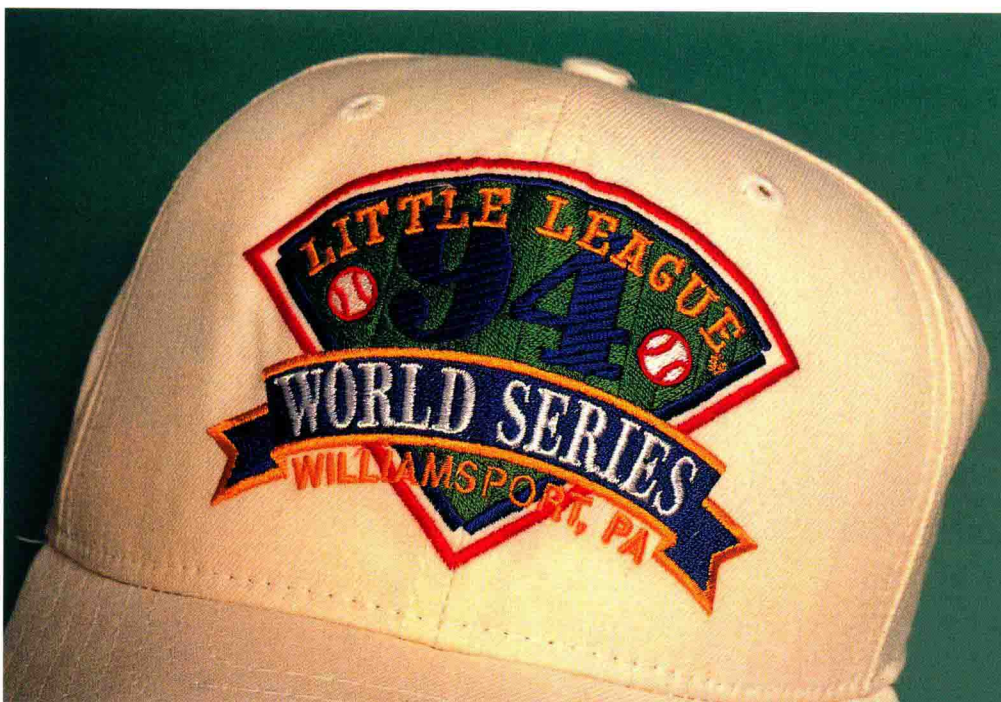
ART DIRECTOR

Jack Anderson

DESIGNER

Jack Anderson, David Bates

Design created with a hand-drawn illustration and a calligraphic brushstroke.



Baseball (Little League)

PRODUCT/PURPOSE

Baseball hats and other items

CLIENT

Little League Association

DESIGN FIRM

Anspach Grossman Portugal Inc.

ART DIRECTOR

Ken Love

DESIGNER

Amber Schowalter

Design created in Adobe Illustrator
and applied on various products.



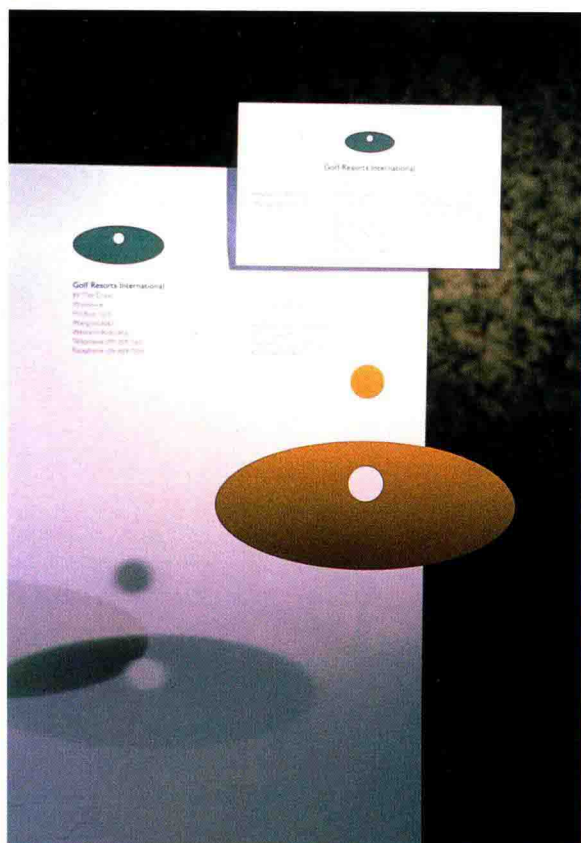
Softball
 PRODUCT/PURPOSE
 Logo for uniforms
 CLIENT
 Hustlers Softball Team
 DESIGN FIRM
 Alfred Design
 ALL DESIGN
 John Alfred

Logo was created in Adobe
 Illustrator and was 2-color silk-
 screened on a softball jersey.



Baseball
 PRODUCT/PURPOSE
 Uniform logo
 CLIENT
 Tri-Star Pictures film *The Natural*
 DESIGN FIRM
 Mike Salisbury Communications Inc.
 ART DIRECTOR
 Mike Salisbury
 DESIGNER
 Dwight Smith
 ILLUSTRATOR
 Brian Sisson

Logo was applied to jackets, hats, and
 uniforms with embroidery.



Golf
PRODUCT/PURPOSE
Corporate identity
CLIENT
Golf Resort International
DESIGN FIRM
Cato Design Inc
DESIGNER
Andrew Stumpf

Logo was created using Adobe Illustrator. Offset printing was used for the 2-color letterhead, with the golf ball symbol white foil-stamped.



Golf/Country Club Sports
PRODUCT/PURPOSE
Logo
CLIENT
DFS Group
DESIGN FIRM
Sackett Design Associates
DESIGNER
Mark Sackett, Wayne Sakamoto
ILLUSTRATOR
Mark Sackett, Wayne Sakamoto

A freehand drawing was scanned into Adobe Photoshop and combined with typography using Adobe Illustrator and QuarkXPress.



Golf
PRODUCT/PURPOSE
Logo for golf-influenced clothing store
CLIENT
Eagle Moor
DESIGN FIRM
Hornall Anderson Design Works

ART DIRECTOR
Jack Anderson
DESIGNER
Jack Anderson, Mary Hermes, David Bates
ILLUSTRATOR
Nancy Gellos

Logo was created traditionally.

Golf
PRODUCT/PURPOSE
Golf ball packaging
CLIENT
Wilson Sporting Goods Company
DESIGN FIRM
Lipson-Alport-Glass & Associates
ART DIRECTOR
Sam J. Ciulla, Tracy Bacilek
DESIGNER
Andy Keene

This design system was created using Adobe Illustrator. The package structure was printed using offset lithography printing.