

Hockey logo hat trick

Three Canadian teams don new identities

WHEN the current NHL campaign began, players from all 30 teams skated onto the ice sporting a new form-fitting Rbk Edge Uniform System. And while all teams had to make some jersey modifications to accommodate the mandatory lightweight garb, seven teams, including three Canadian squads – the Vancouver Canucks, Calgary Flames and Ottawa Senators – took the opportunity to revamp their on-ice look.

For the Senators, it was a two-year-long process of updating its trademark, which features a menacing Roman soldier glaring out from players' chests.

The team felt the soldier image tied in nicely with its fan base, dubbed the Sens Army, but informal feedback revealed some problems. "My kids thought he looked depressed. And there was a part of the design under one of the eyes that some people said made it look like he was crying," says Jeff Kyle, Senators VP of marketing.

The Sens began working on modifications with Reebok's design team before contacting Ottawa-based Acart Communications, a marketing agency they've been using since 2003. (Vancouver and Calgary relied on Reebok and their own in-house design teams to handle their jersey makeovers.)

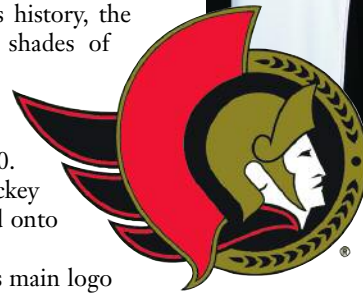
"We didn't want a revolution, we wanted an evolution," says Acart account manager

Craig Cebryk. "There are a lot of what I'd call subtle improvements." Acart senior art director Kerry Cavlovic headed-up the process. "I wanted to focus on the gaze, make sure he was looking right at you," she says. Otherwise, "it was just refining things – making the cape and plume a little more defined and we took the facial colour out to give it more contrast," not to mention eliminate the teary eyed look.

Geography and history lessons seem to be common themes to the redesigns. The Canucks retained its relatively new orca crest but added the word Vancouver above it. In a nod to the team's history, the jerseys are in the same shades of blue, green and white that the players sported when the club first skated into the league in 1970. The Canucks' original hockey stick logo is also plastered onto the shoulders.

Calgary too retained its main logo – a flaming letter "C" which is a variation on predecessor Atlanta's flaming A logo – but added the Alberta and Canada flags to the players' shoulders.

The Senators also linked to team history, adding an "O" shoulder patch on a "barber pole" background that reflects the uniforms



The Ottawa Senators recruited Acart Communications to help modify its new logo, above

of the team's 1917 to 1934 incarnation. *The Globe and Mail* ran a poll on its website asking readers to pick their favourite Canadian redesign. The Canucks jersey won with 29% of the vote.

– Allan Britnell

Become a certified tree hugger

Forest Stewardship Council of Canada creates program for designers

WANTING to do his bit for the environment, designer Bernard Hellen approached the Forest Stewardship Council of Canada to find out how he could become FSC certified. Since designers can't become certified, his query led to the development of the FSC Experts program, which enables designers and other professionals who specify FSC-certified paper and printing to play a greater role in the FSC certification process.

The FSCX program and designation is an online course and exam that educates and then tests participants on their knowledge of

forest certification practices and principles, as well as FSC requirements, resources and processes. Once they pass, applicants receive an FSCX resource kit, a logo to market their designation and are listed as an expert on

the FSC Canada website. A \$75 fee is required to take the examination.

FSCXers are expected to endorse and purchase FSC-certified products and services and participate in environmentally friendly practices. FSC is launching an award to recognize experts who show exceptional leadership in promoting environmental and social responsibility.

Designers have the power to influence their clients' purchasing decisions and therefore have a responsibility to advocate sustainable forest management practices in the marketplace, says Hellen, principal of Traffic Marketing + Design in Toronto. "I don't want to even think about how many trees I've been responsible for chopping down."

Every client he's ever introduced to FSC gets really excited about its program. An FSCX designation, he believes, will only help to initiate more of these conversations. **Contact:** www.fscCanada.org/FSCX.htm



Participants can market their designation with the new FSCX logo