

# EVOLVE<sup>★</sup>

06.06.18

## NUGGETS BRAND IDENTITY EVOLUTION

### EVOLUTION NARRATIVE

- The new marks and uniforms reflect THE CURRENT ERA of Nuggets basketball
- The Nuggets have changed and evolved, like the city of Denver over the last 50 years
- The rebranding is EVOLUTIONARY not REVOLUTIONARY
- The new marks and uniforms are a nod to the Nuggets' past while allowing the team and its fans to look forward and reflect the evolution of the city and the team

## NEW MARKS

### PRIMARY ICON

- Nuggets main logo
- Featured most prominently
- Used in most cases unless global mark is required
- Twin crossed pickaxes represent power and defense
- The team's namesake is represented by the gold "nugget" positioned above the pickaxes
- The updated basketball beneath gives the logo a more modern feel
- The white (top) side of the basketball represents snow while the yellow (bottom) signifies gold discovered under the Rocky Mountains
- Used on Association Edition and Icon Edition uniforms



### GLOBAL ICON

- Used only on an international level
- The team name is highlighted in a circle around the Primary Icon
- Used for activations that require the team city and name to be included
- Includes two "glints" of gold on sides



### SECONDARY LOGO A

- Simplified pickaxe logo
- Used on uniforms in less prominent positions
- Uses combined ball and pickaxes from Primary Icon to create a clean mark capturing the hard-working spirit of Mile High Basketball



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## NEW MARKS continued

### SECONDARY LOGO B

- Modern Skyline logo
- Featured on Statement Edition uniforms
- Re-imagines the iconic Denver Skyline Logo made famous by the 1980s Nuggets



### SECONDARY LOGO C

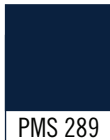
- Borrows the two-tone basketball from the Primary Icon and surrounds it with the inscription “Mile High City Basketball”
- Symbolizes the sport of basketball’s central role in Denver’s identity
- Features “glints” of gold from Global Icon



## NEW PALETTE

### MIDNIGHT BLUE

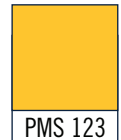
- The color reflects Denver’s clear midnight skies
- Navy was worn by the Nuggets from 1993-2003
- While the light blue has become synonymous with the team since 2003, Midnight Blue is more in line with the team’s 1993-2003 color palette



PMS 289

### SUNSHINE YELLOW

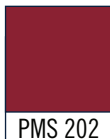
- Traditionally, the Nuggets have used yellow to represent gold, as they do with the current logo
- The color also reflects the more than 300 days of sunshine Colorado sees annually
- Yellow or gold was introduced as a team color in 1971 and has been present in all Nugget uniforms since



PMS 123

### FLATIRONS RED

- Colorado translates to *colored red* in Spanish
- The color ties the team to the red sand stone soil reflected in the Colorado River, tying the team to its home state
- In 1861, following the discovery of gold at Pikes Peak, the territory was named Colorado and designated the 38th state in 1876
- Red or burgundy was featured as an accent color by the ABA/NBA merger year (1970s) and again from 1993-2002



PMS 202

### SKYLINE BLUE

- Traditional blue used by the Nuggets in the 1970s
- A truer blue to the Colorado flag
- Creates contrast in the skyline logo
- Used as a primary color in the Statement Edition uniform



PMS 7687

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## NEW UNIFORMS

### 2018-19 NIKE UNIFORMS

The **Association Edition** is the team's traditional home white uniform and will feature a "Flatirons Red" Nuggets wordmark across the chest. This will be the first time the Nuggets have featured a predominantly red wordmark on their uniforms since the 1970s.

The **Icon Edition** uniform is navy and will function as the team's dark color primary uniform and can be worn both at home and on the road.

Both the **Association Edition** and **Icon Edition** uniforms feature a new mountain peak design incorporated into the shorts. Both include a triple strip making up the waistband that is joined by a secondary simplified pickaxe mark at the buckle.

The "Skyline Blue" **Statement Edition** uniform serves as the team's alternate uniform and proudly displays "Mile High City" on the front of the jersey. This inclusion is the first of any of Denver's seven professional sports teams to prominently feature the city's nickname on a uniform.

The **Statement Edition** uniform will include the Nuggets new Modern Skyline mark on the buckle of the waistband of the shorts. All three new uniforms will continue to feature the Western Union jersey patch that debuted in 2017.



ASSOCIATION EDITION

ICON EDITION

STATEMENT EDITION