

"ALL FLY" CAMPAIGN VISUAL BREAKDOWN

"All" / SCRIPT

"All" is inviting and inclusive, uniting team, fans, city, and region as one. It takes skilled and passionate individuals with a shared vision to achieve levels of greatness, which is what our goal is as an organization

The font used in this application is sleek and raw, sophisticated and unrefined. The pairing of this font in tandem with how "Fly" is treated stands strategically at the intersection of sport and fashion.

BRICK TEXTURE

The use of brick is to convey a message of strength, development, and structure. These are essential pieces of the foundation from which champions are made.



WAVE PATTERN

The pattern, though rooted in current trend, is evocative of the patterning that can be found on the surface of a hornet's nest. The blends of color within are a fashionable play on our teal and purple.

Together, these elements speak to the fluid nature of the game, as well as our ability to adapt.

"FLY" / FONT

In this instance, our official Swarm font is utilized in a way that is a departure from our conventional approach. Italicizing the font follows the motion of a Hornet, moving forward with purpose.

The weight of the font allows for it to house a vast assortment of imagery, pattern, and color, determined by theming or the type of energy we aim to evoke.

On the court, the word "FLY" speaks to the the modernized game of basketball and its up-tempo style of play. Off the court, to be fly means to exude confidence through lifestyle, fashion, and swag.

DIVER

Our "Diving Hornet" logo is forward-facing and in Attack Mode. Having this authenticator implemented in an overt way informs our audience that this is an official Charlotte Hornets message across numerous channels.