



ALL STARS SPORTING GOODS

by

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Overview

Established in 1925, All Stars Sporting Goods has earned a reputation as a venerable retail establishment. Under new management, the store seeks to embrace a contemporary aesthetic to resonate with a younger demographic while maintaining its esteemed clientele. The goal is to offer superior sports products and an unforgettable shopping journey.

Vision: At All Stars Sporting Goods, patrons can anticipate an immersive shopping experience, where they can test products in simulated environments guided by our knowledgeable staff.

The client envisions a modern logo that embodies the store's mission and vision. The logo should feature the business name alongside a symbol, designed to be versatile for various media platforms.

While the current customer base skews towards older men, the business aims to attract a broader audience, specifically adults aged 25–45, irrespective of gender, while ensuring existing patrons remain engaged.

Scope of Project: This entails designing a logo in both monochrome and color variants, selecting appropriate fonts and color palettes, and creating stationery items



Logo Design

Logo color



Logo Black and White





Type Specifications

Source Sans Variable

Color Specifications



97c 75m 42y 32k
17r 60g 89b



0c 0m 0y 100k
35r 31g 32b



Logo Usage

Do's



Do use the correct logo



Do keep area surrounding the logo free from text and graphics



Do use the logo in black and white

Dont's



Don't use the wrong color



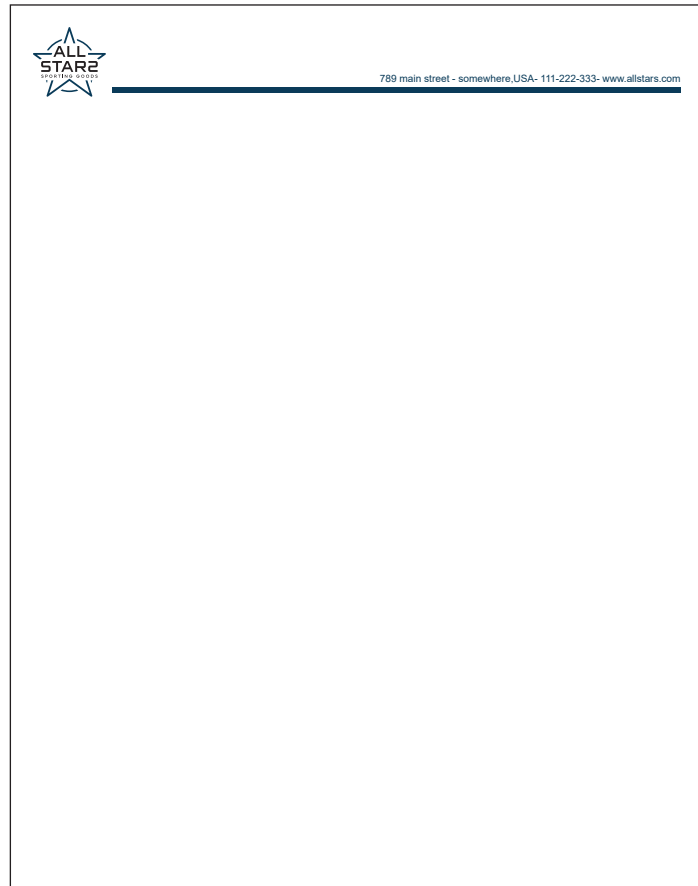
Don't stretch the logo



Don't rotate the logo



Stationery



letterhead



Stationery



business card



envelope



Rationale

The newly designed logo for All Stars Sporting Goods skillfully blends tradition with modernity. The logo features a clean, temporary typeface alongside a redesigned star, evoking the store's long-standing tradition of excellence while resonating with today's consumers. The sharp, geometric lines of the star symbolize precision and a futuristic outlook, appealing to the younger demographic. The logo's adaptability across different platforms and sizes makes it a robust symbol for the brand's progressive yet enduring identity.