

JWEEKS CREATIVE

Present- ations





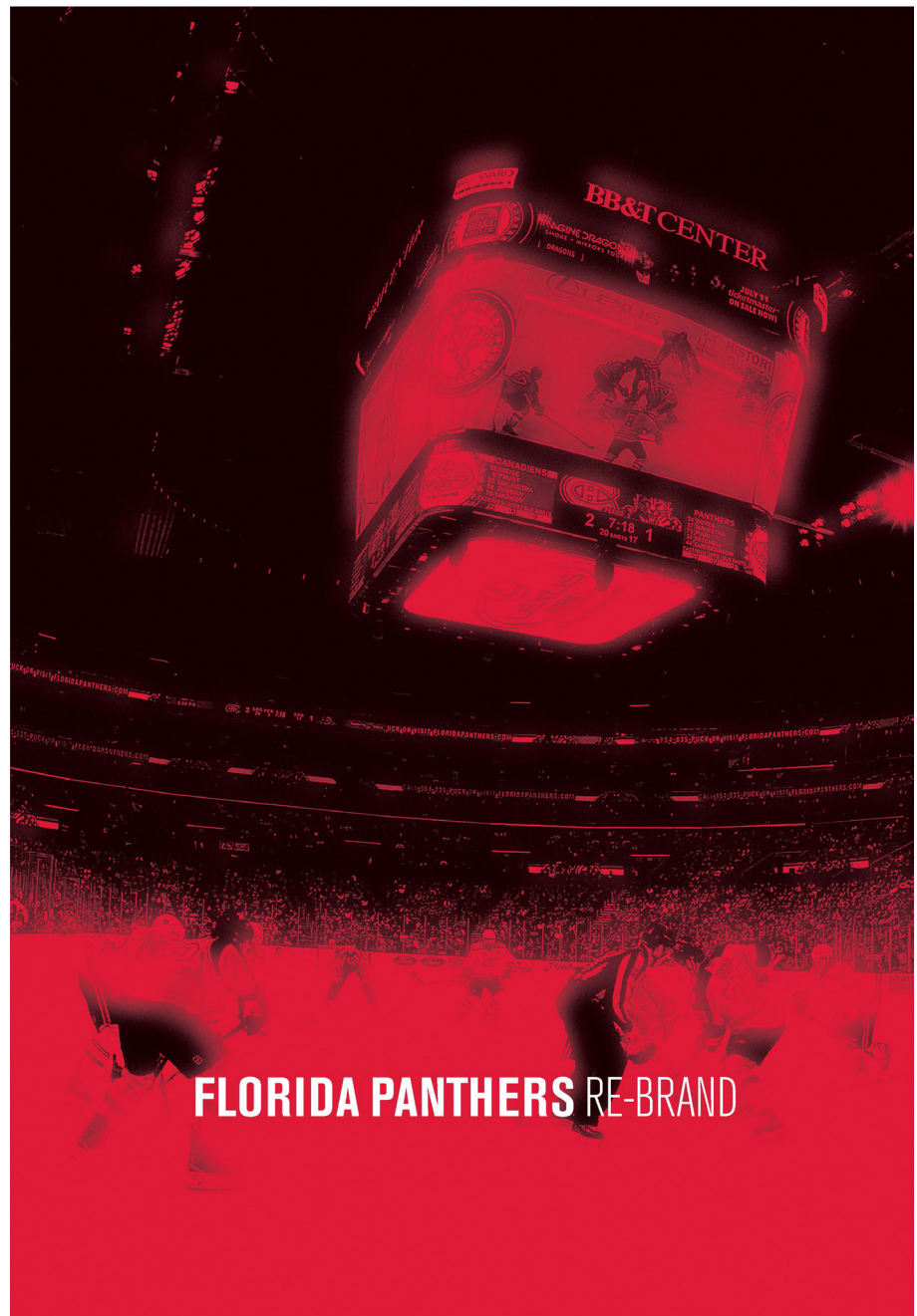
Toolkits

Reebok / NHL / Florida Panthers Re-Brand

As the success of the Adidas US college football toolkits expanded, there was a push to start designing better uniforms with a focus on smarter technology combined with compelling color blocking and graphics. 'All Light All Fast' expanded into the Adidas world of college basketball with eight teams: Kansas, Baylor, Cincinnati, Louisville, Michigan, Indiana, Kansas, Miss State, and Wisconsin.

Jason Weeks / Design

Client / NHL / Florida Panthers



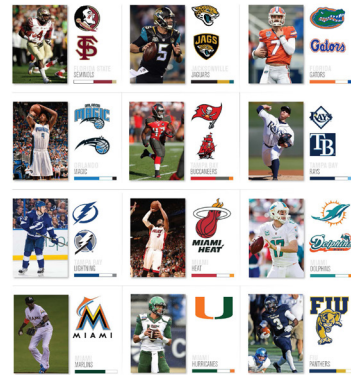
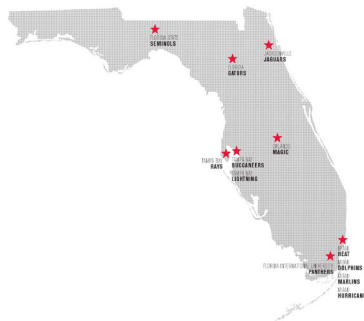


Toolkits

Reebok / NHL / Florida Panthers Re-Brand



Reebok |  **FLORIDA SPORTS**
SPORTS (AND BY TEAM AGENT)

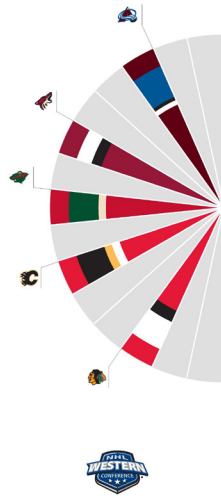




Toolkits

Reebok / NHL / Florida Panthers Re-Brand

Reebok | **LEAGUE COLOR STUDY**



Reebok | **FLORIDA PANTHERS**
CURRENT TEAM KIT

PRIMARY MARK

SECONDARY MARK

WORD MARK

FLORIDA PANTHERS

HOME UNIFORM

AWAY UNIFORM

1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ



Toolkits

Reebok / NHL / Florida Panthers Re-Brand

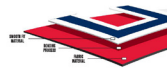
Reebok |  **HOCKEY UNIFORM REVOLUTION**
FOR THE FUTURE

Reebok
EDGE
UNIFORM SYSTEM



SMOOTHFIT

- 100% POLYESTER
- 4-WAY STRETCH
- 100% POLYURETHANE
- 100% POLYURETHANE
- 100% POLYURETHANE



ADVANCED CRESTING

- 100% POLYESTER
- 4-WAY STRETCH
- 100% POLYURETHANE
- 100% POLYURETHANE
- 100% POLYURETHANE



Reebok | 





Toolkits

Reebok / NHL / Florida Panthers Re-Brand

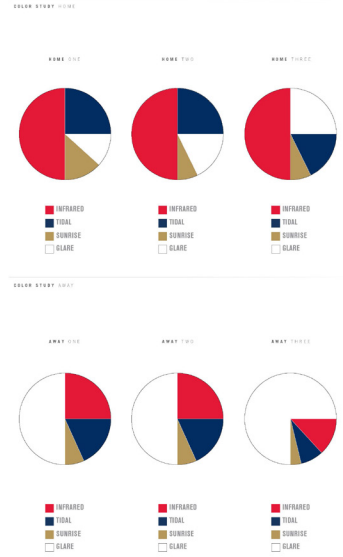
Reebok | **PROPOSED COLOR STUDY**

INFRARED - PMR 100
A GLOWING PAIR OF EYES STRIKES THE FLORIDA NIGHT

TIDAL
THE MYSTICAL COLOR OF DARK AS LANTARNS

SUNRISE
GOLDEN CLOUDS - GLOW EYES ON THE HORIZON

GLARE
THE WHITEHOT BRIGHT LIGHTS OF THE COLDEST GAME



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Toolkits

Reebok / NHL / Florida Panthers Re-Brand

NEO

Reebok |



ALPHA

Reebok |





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SIGNATURE

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Toolkits

Reebok / NHL / Florida Panthers Re-Brand

Reebok | 
CONCEPT 1
UNIFORM EXPLORE

PRIMARY IDENTITY



NAME AND NUMBER SYSTEM



PRIMARY IDENTITY



NAME AND NUMBER SYSTEM



Reebok | 
CONCEPT 1
UNIFORM EXPLORE

HOME UNIFORMS



AWAY UNIFORMS





Toolkits

Reebok / NHL / Florida Panthers Re-Brand

Reebok | 
CONCEPT 2
UNIFORM EXPLORATION

PRIMARY IDENTITY



PRIMARY IDENTITY



NAME AND NUMBER STYLE



NAME AND NUMBER STYLE



Reebok | 
CONCEPT 2
UNIFORM EXPLORATION

HOME UNIFORMS



AWAY UNIFORMS





Toolkits

Reebok / NHL / Florida Panthers Re-Brand

Reebok | 
CONCEPT 3
UNIFORM EXPERIMENTATION

PRIMARY IDENTITY



PRIMARY IDENTITY



NAME AND NUMBER STYLE



NAME AND NUMBER STYLE



Reebok | 
CONCEPT 3
UNIFORM EXPERIMENTATION

HOME UNIFORMS



AWAY UNIFORMS





Toolkits

Reebok / NHL / Florida Panthers Re-Brand

Reebok | 
CONCEPT 4
IDENTITY EXPLORE

PRIMARY IDENTITY



NAME AND NUMBER STYLE



PRIMARY IDENTITY



NAME AND NUMBER STYLE



Reebok | 
CONCEPT 4
IDENTITY EXPLORE

HOME UNIFORMS



AWAY UNIFORMS





Toolkits

Reebok / NHL / Florida Panthers Re-Brand

Reebok | 
CONCEPT 4
IDENTITY EXPLORATION

PRIMARY IDENTITY



NAME AND NUMBER STYLE



PRIMARY IDENTITY



NAME AND NUMBER STYLE



Reebok | 
CONCEPT 4
IDENTITY EXPLORATION

HOME UNIFORMS



AWAY UNIFORMS



JWEEKS CREATIVE

