**Design Brief: Unified Logo for Hockey Geelong & Representative Teams**

**Background**

Hockey Geelong (HG), formerly referred to as Geelong Hockey Association oversees community and representative field hockey across the Geelong region, Australia. We currently operate with 2 logos — one for the Association (HG) and one for our representative teams, the Hockey Geelong Sharks (Sharks)

We want to unify our identity under a single modern, versatile logo that reflects our values, heritage, and coastal identity.

**Current Design Elements**

The existing association logo features:

* **Three wave-like forms**, symbolizing our coastal location
* **Navy and white** to reflect the Geelong Cats and local sporting identity
* **Forest green**, a nod to our original association colours
* **Mauve**, chosen for distinctiveness among clubs using navy, green, or white

The representative team logo “Sharks” is more abstract and dynamic, often used for high-performance branding.

**Design Goals**

* Create **one modern logo** that represents both the **association** and our **representative teams**.
* Retain meaningful elements like:
  + **Coastal imagery or flow (waves)**
  + **Colour references** to Geelong: navy and white
  + **Green** as a nod to our legacy
* **Replace** the mauve with **hot pink** to:
  + Acknowledge the role of **women in hockey**
  + Align with recent popular use in uniforms (e.g. pink socks for Women’s Round)
  + Modernize and add vibrancy without dominating the palette

**Logo Requirements**

* The logo must work across multiple formats: apparel, digital media, signage, and print
* Should include a simplified version (or be adaptable) for embroidery or small-scale use
* Should be appropriate for all ages and genders
* Prefer clean, **modern shapes**, incorporating elements of **motion, unity, and growth**

**Text Elements (Optional)**

* Can include “Hockey Geelong”
* A symbol-only version should also be considered for flexibility

**Deliverables**

* Full colour logo (primary version)
* Mono (black/white) and single-colour versions
* Horizontal and stacked variations
* Vector (AI, EPS), PNG, JPEG, SVG formats

**Deadline**

* Please provide initial concepts within 10 days of project approval.



