

# “The Skeleton Concept”

Rebranding the Toronto Raptors

## Primary Logo

This new logo puts a different spin to the raptor brand using the concept of a skeleton and the raptor shaded white instead of red. This not only brings a fresh idea but a cleaner and more modern feel to the brand. The maple leaf on top verifies that Canadian feel as well as the claw marks solidifying the ferociousness of the raptor. The circle around once again brings that classic feel as we know with many existing logo's. Finally the logo all around is not far from the Blue Jays which has gained a lot of positive reviews with their recent brand alteration.



**TORONTO  
RAPTORS**



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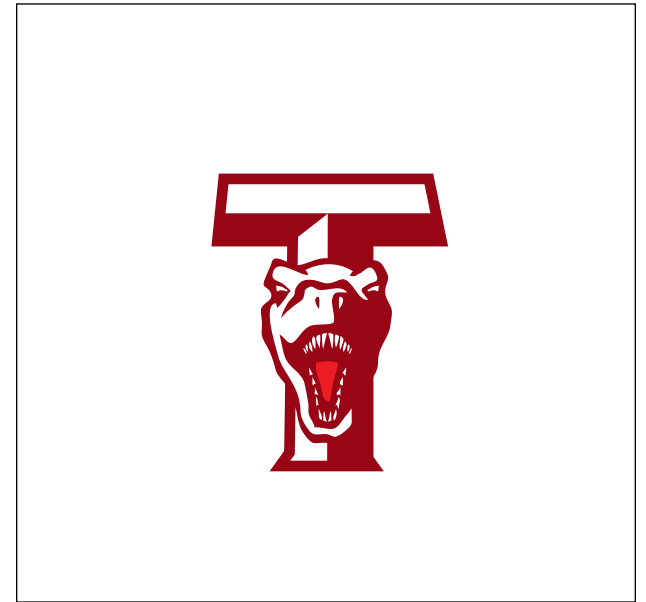
Secondary Logos



The raptor head pouncing with the tail and claws piercing through the surface.



The raptor claw marks digging into a classic basketball.



The raptor head roaring over a "T" representing the city name.

Jersey Concepts



Alternate Jersey Concepts



