

Team Names and Logos: A Reflection of Place

BLM
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The names and logos of sporting teams are often selected to reflect specific geographic locations, features, major economic activities, or common birds and animals that are native to the place where the team is based. These names and logos become an important part of the team's identity and serve to encourage local citizens to identify with and provide support to the team. In this context, the term "place" also brings associations and feelings that are important for the team and its fans. Local sporting teams, identified by their selected name and logo, are often a great source of pride and bring members of the community together in a common identity and show of support.

Examples:

- **Brandon Wheat Kings:** Hockey team named after the crop for which Brandon became well known in its early history. Wheat is still a major crop in the western Manitoba region.



- **Winnipeg Goldeyes:** Baseball team named after a common freshwater fish found in the Red River. Smoked goldeye is considered a delicacy by many Manitobans.



- **Thompson King Miners:** Hockey team named after mining, which is the major economic activity in this Manitoba community.

- **Ottawa Senators:** NHL team reflecting the fact that Ottawa is the capital city where the Senate, a part of the Canadian Parliament, resides.



- **Calgary Stampede:** CFL team named after a major annual event in Calgary, reflecting the historical importance of the horse in western Canada.



- **Virten Oilers:** Local baseball team named after the major resource extraction industry centered in the town of Virten in southwestern Manitoba.

- **Boston Celtics:** NBA team named after the thousands of Celtic immigrants, mainly from Ireland, who settled in Boston and vicinity in the mid-1800's.



Your hometown or community may have its own sports team named after a local activity, geographic feature, bird, or animal. -Can you give other examples of teams, either locally based or from elsewhere in North America, that are named in this manner?

Creating a Team Name and Logo

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Student's Name : _____

(You may wish to list the names on the other side if there is not enough room.)

Date: _____

1. The name of your community, town, or city: _____

2. The name you have given to the team: _____

3. Reasons for choice of name: _____

4. Illustration of your team logo (with colours).

↳ Please place on another page.

5. Explanation of logo and colours: _____

6. What kind of mascot would you have for your team? What name would you give the mascot? Provide explanations for your choices.

(Use opposite side of page if more space is needed.)