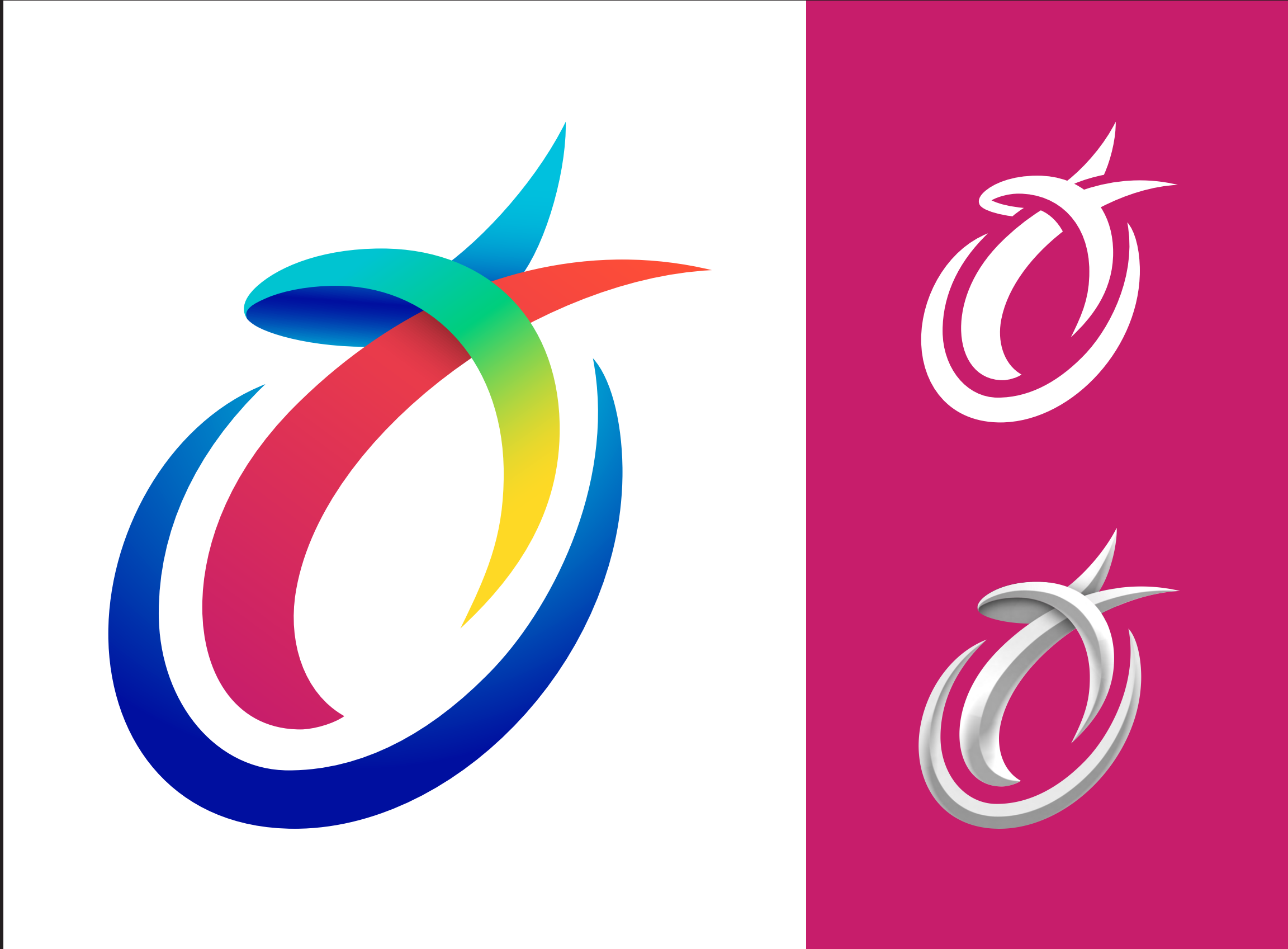




Identity is Everything.

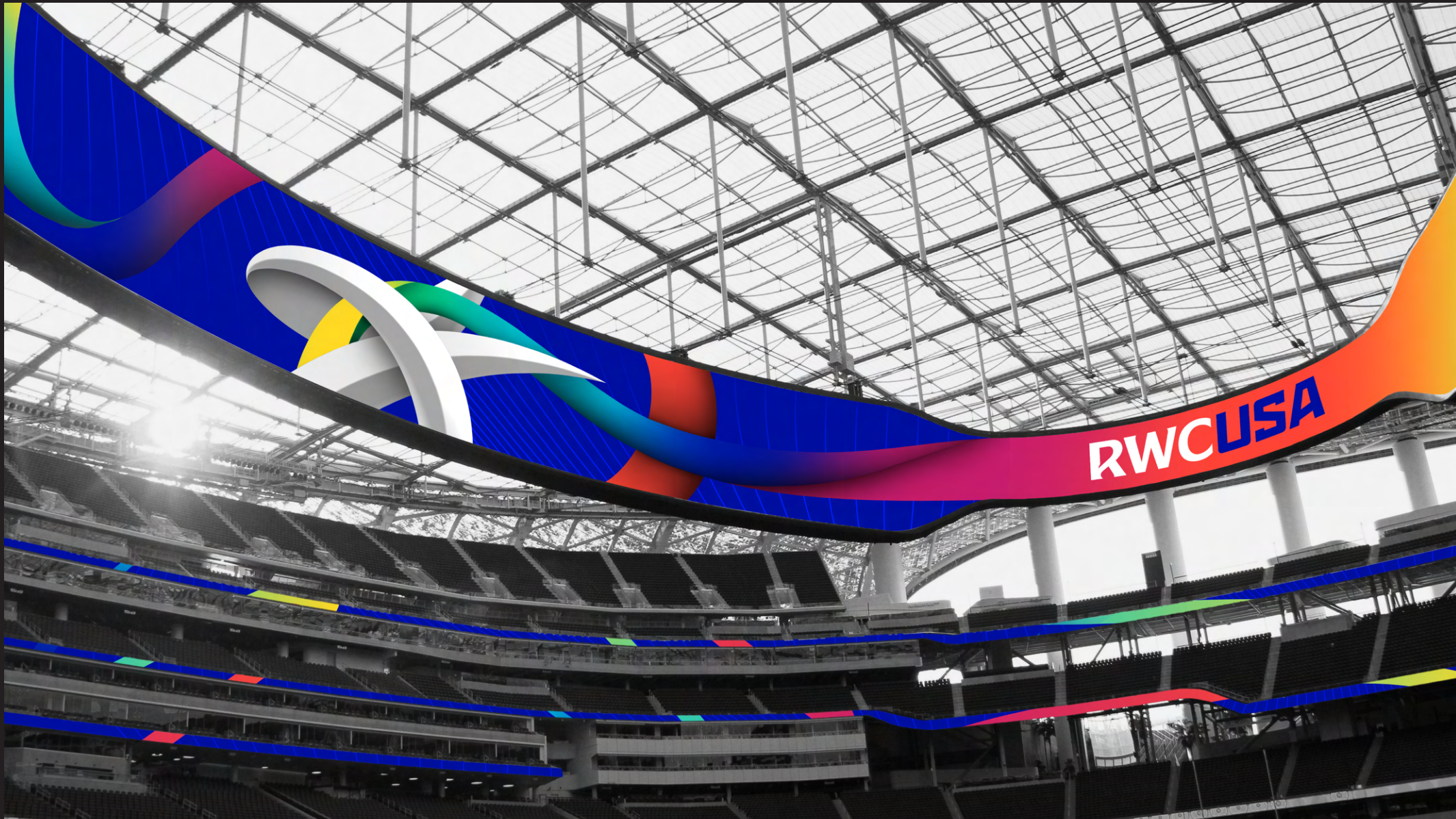
2031 Rugby World Cup





**RUGBY
WORLD CUP**
USA 2031







LINEOUT

NEW YORK HOUSTON MIAMI
OKC SEATTLE LOS ANGELES

SCRUM KNOCK-ON

TRY! 2031 RWWC HALFTIME

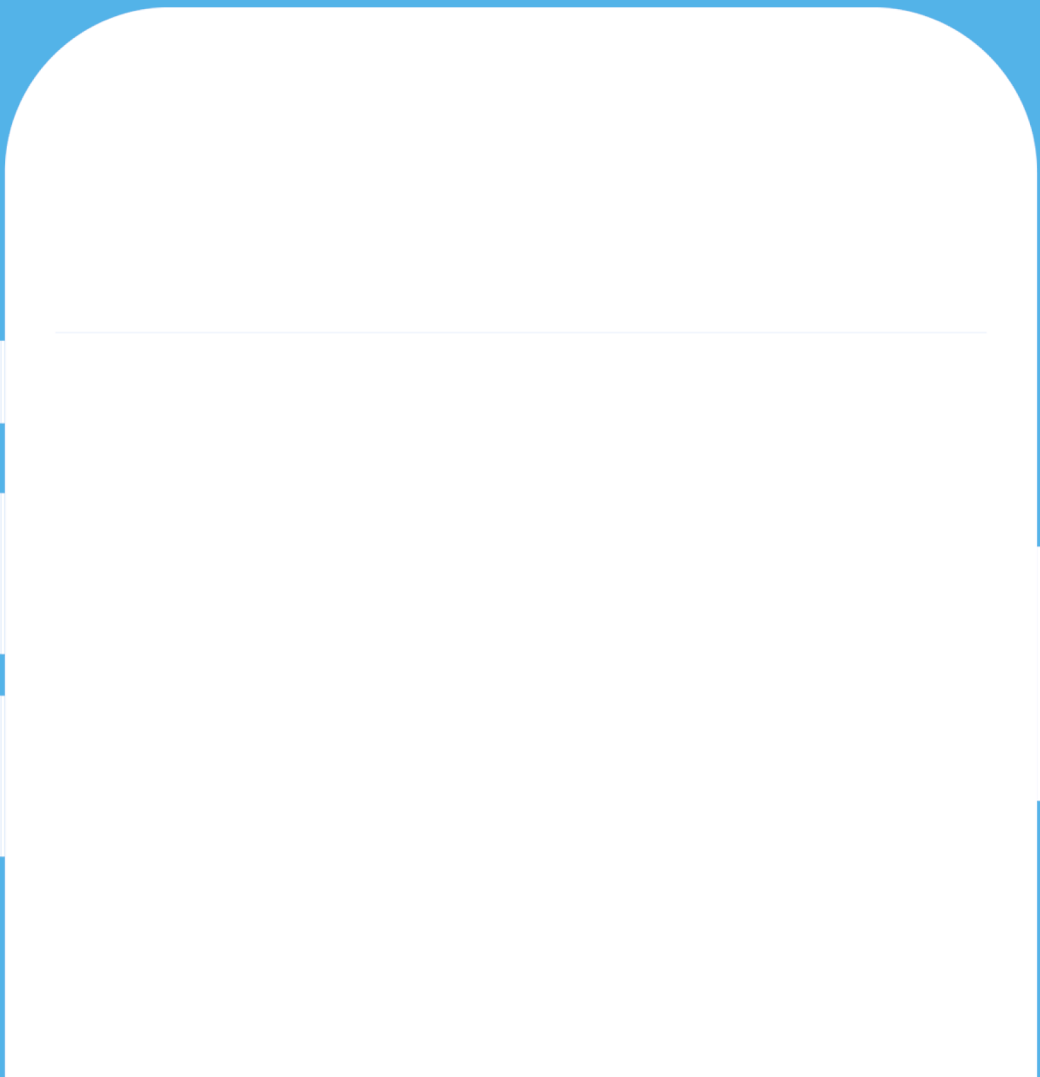
40:00 80:00 ——— FULLTIME

Houston Metro





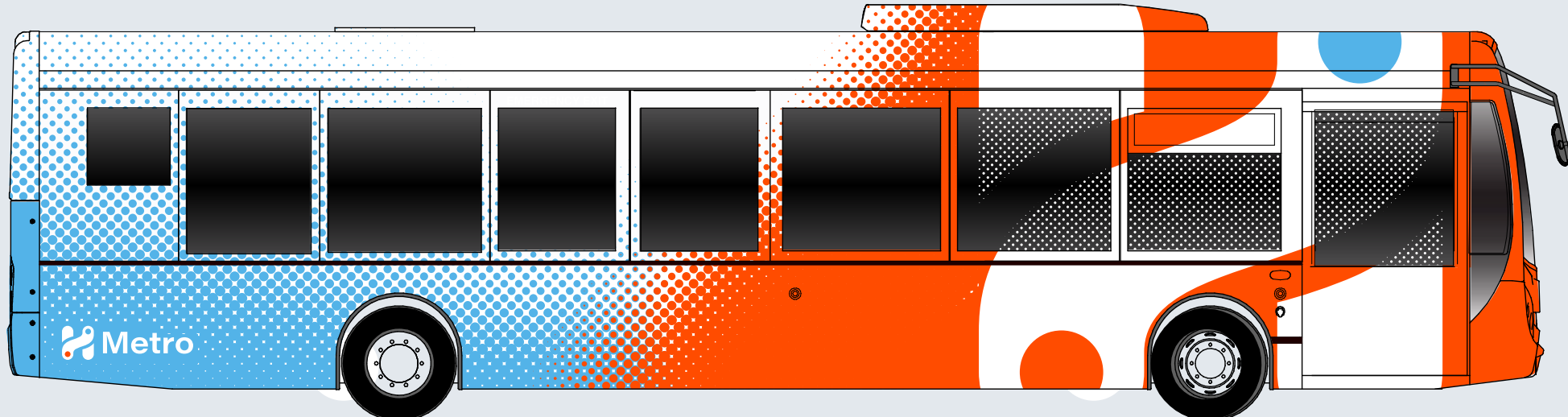
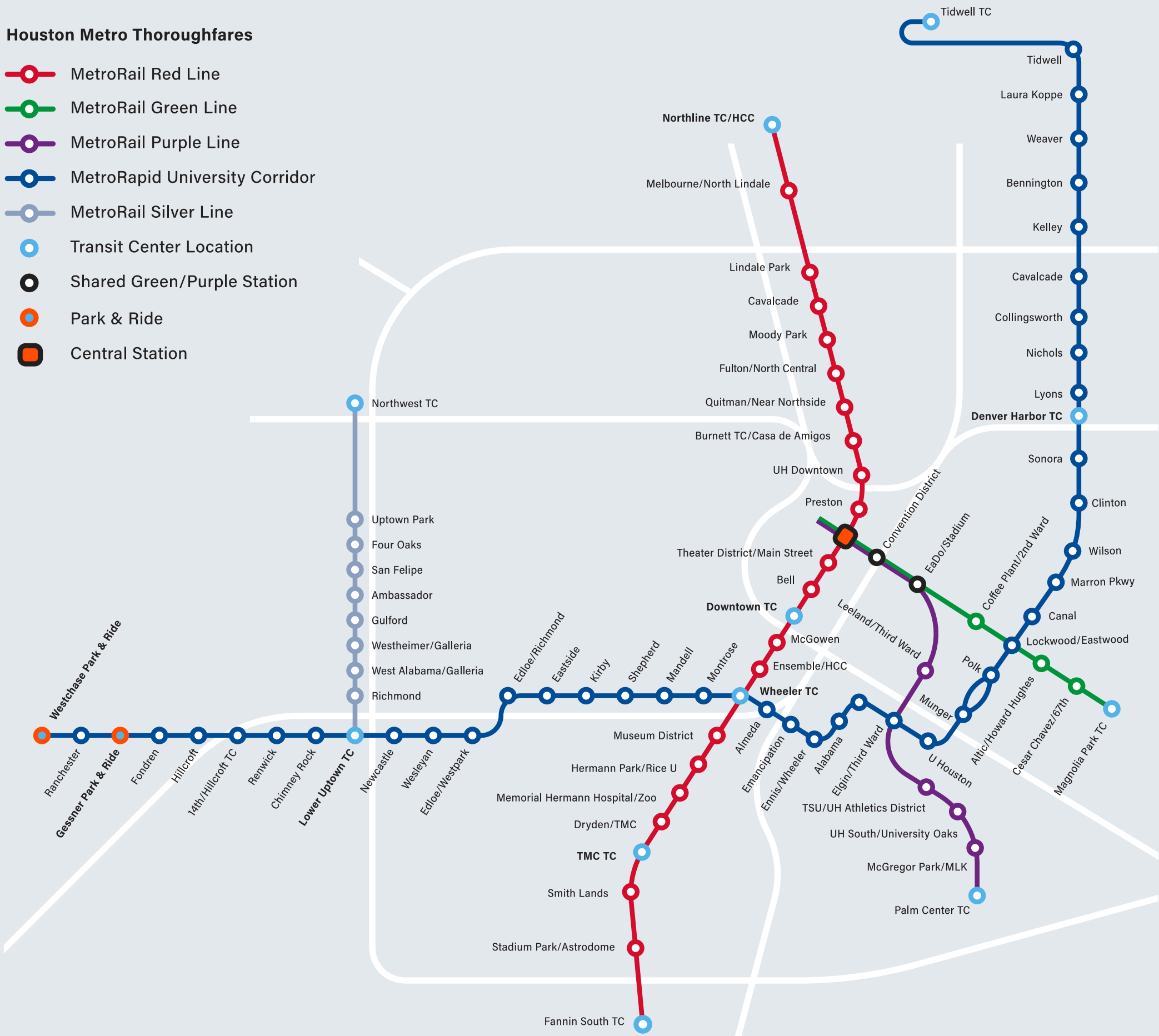
Metro



MetroRapid & MetroRail

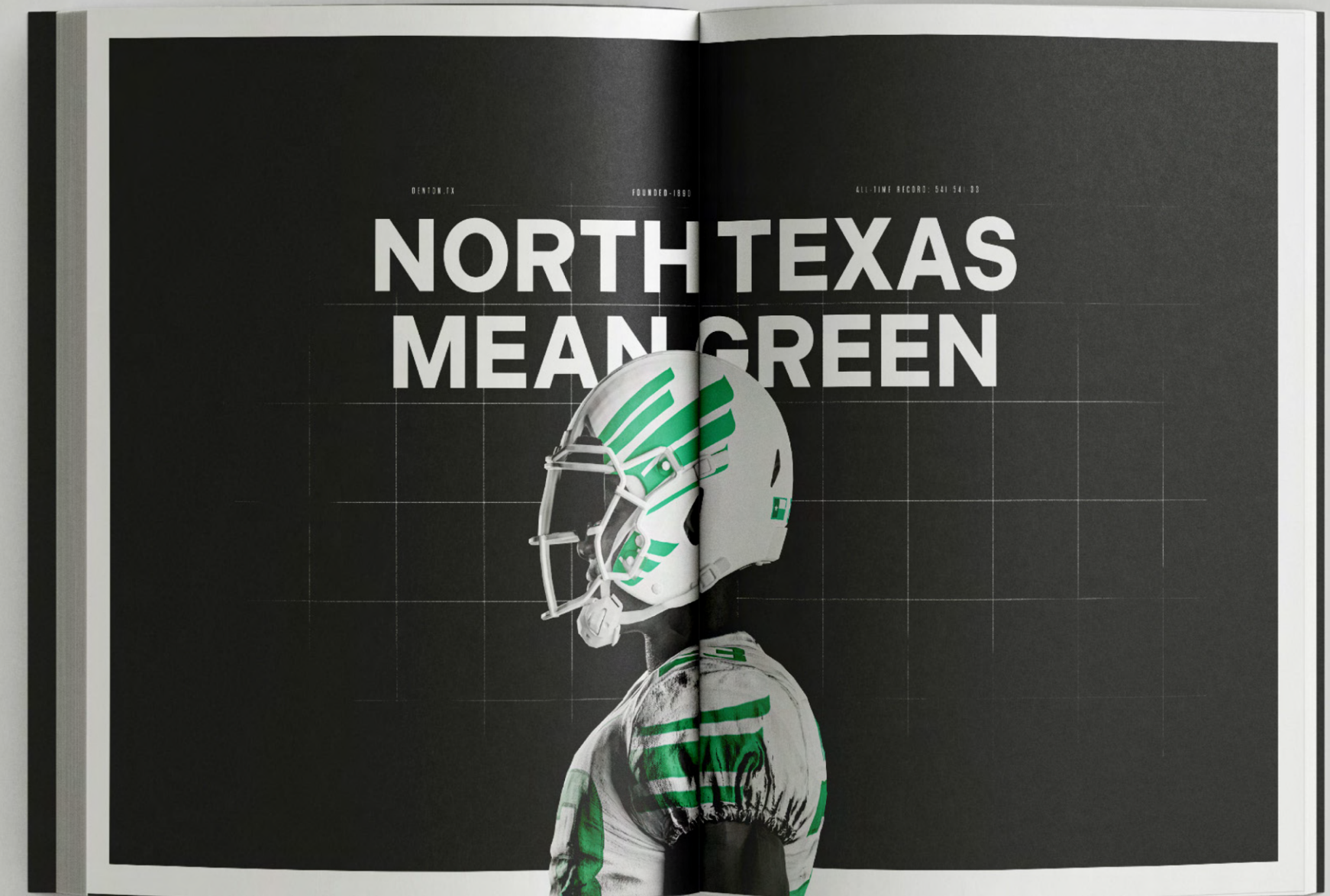
Houston Metro Thoroughfares

- MetroRail Red Line
- MetroRail Green Line
- MetroRail Purple Line
- MetroRapid University Corridor
- MetroRail Silver Line
- Transit Center Location
- Shared Green/Purple Station
- Park & Ride
- Central Station



Diving to the Pylon





LIGHT
MODERNITY
ENERGETIC GREATNESS

AWAY UNIFORM SET
TO THE 5



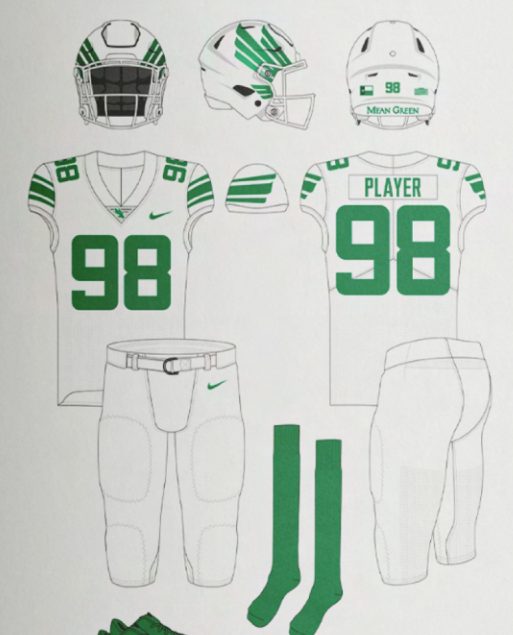
Helmet

The helmet design is a tribute to a trip of what they currently miss, as the away green design looks similar to the "The Roadster" design, which goes as far back as the first ever helmet, with the number 13 on the front carrying over to them today. However, it was unique to the Philadelphia Eagles. The current take for the Mean Green is a blend of a classic winged helmet formula with the logo above the design.

NORTH TEXAS MEAN GREEN

Away Uniform Strategy

Helmet	Jersey	Pants	Socks
Green/White	Green	White/Green	Green



98

PLAYER 98



MARKET ANALYSIS

TO THE 30

Stepping on Tons

UNT's identity certainly cannot stand out on the gridiron without a serious reimagining of their brand. Part of this is understandable: North Texas is a mid-tier Group of 5 program fighting for relevance amongst other mid-tier Group of 5 programs. There's only so much a limited budget can do to when your manufacturer will not set aside time, money, or resources to help differentiate yourself from your competitors. It's not without a lack of trying, however, that UNT has taken its situation. In 2017, the Mean Green were the first to use

a custom sleeve pattern retro-fitted from the Oregon Ducks, which soon became a catalog order. After it was abandoned and reintroduced as the number feature, the design element has yet to be used by another FBS program. This, however, does not overshadow the co-opting of design elements from numerous programs and the limited options of a catalog. Nor can a team establish a brand when encroaching on someone else's color space, which UNT has done after seven different changes to their green and addition of secondaries.

The Perfect Number (or confusion)

The number 75 holds great significance to both programs. While the number is retired at UNT in honor of the great one Green Marshall dedication it is to the 1970 plane crash that killed all 75 passengers.



Where Did You Go?

At one point in time, North Texas had outgrown numbers on their uniforms. In 2003 and 2005, the Mean Green wore a set that featured their old was lost. It was replaced by a catalog set in 2007 and they haven't looked back.



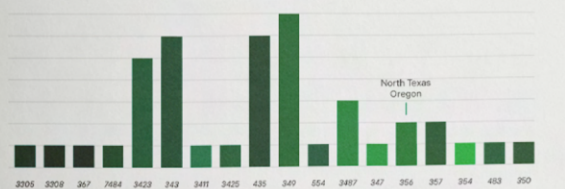
From The Machine

ITC Machine is a block typeface that really exploded onto the sports landscape in the 1970s. The Miami Dolphins incorporated it into their 1978 rebrand, while Colorado made it popular by placing it on "7" while the Fire have moved away from their 7th look, the Buffs have extended the first service at sports. Because of its staying power, designers at Nike have added it to their list of catalog items, where it's being used by numerous programs. The typeface's rigidity and ability serves a useful detriment to the North Texas brand, however, as numbers are the primary identifier on a football uniform. Although it's not creates motion to flow with the ball, its hard corners do nothing to fit with the current worldview.



DIVING TO THE PYLON

GREENS IN NCAA DIVISION I



356 C

7225 C

Color Changing Cists

There are 42 NCAA Division I teams that use green as a primary color, and only one that shares its specific Pantone with UNT. However, it's the University of Oregon. Even those unrelated with branding knew the Ducks to change uniforms, as the project for Nike they've been able to create a brand as the "fading edge apparel team", right down to color changing cists. However, their apple green has become a fixture of their modern set. Coating down, the winged helmet became a trend again in college teams to the Ducks. To get the Mean Green out of the cross-hairs of one of the most powerful brands in college athletics while allowing them to use their signature Diving Eagle, it's necessary to modify the green yet again to something fresh.



LIGHT
MODERNITY
ENERGETIC GREATNESS

DISPLAY CASE
INDUCTION



Diving Eagle on the uniform

Another aspect of modern uniform templates comes from the ability to highlight all your brand elements. North Texas has a strong diving eagle logo, and it was important to add this to ensure brand consistency and elevation. For a school without much consistency, it's hard to build equity by using your brand elements in prominent places. It also creates a direct connection between helmet and the sleeve stripe without coming across as derivative of another idea.

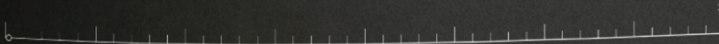
Back of Helmet

Starting in the 1980s, the North Texas battle flag is a prominent symbol of the school. The rebranded Texas flag uses two shades of green, either forest and Kelly or Kelly and lime depending on the version. The former is referred to as the back of the helmet, as is the player's number for identification and the "Mean Green" trademark used by the existing brand. These elements remind players of the traditions they uphold.



23

MEAN GREEN



F.U.S.E.

INTRODUCTION

Some Key Terms

Uniforms are a specialized medium, going as far as their own industry. Here are some terms that will be used in this book that might prove useful.

- Collar
- Chest Logo
- Maker's Mark (Nike, Adidas, Under Armour)
- Front Numbers
- Nameplate (usually reserved with)
- Name-on-Back
- Number-on-Back
- TV Numbers (usually reserved with)
- Sleeve caps (stripes design on sleeve)
- Sleeve cuffs
- Helmet Bumpers (usually features artwork)
- Helmet Decal (either type or brand design)
- Facemask

Uniform shown on Nike Mark Speed Template

A Brief History

For the adult viewer, a uniform template is perhaps the most important basis for design. Greater than any one element, the template is the deciding factor of what is capable to implement. Its seams can offer freedom or limit the designer, whom has to delicately balance the vastness of creation with the nature of construction. Nike the most important force in uniform design, redefining the medium with the Oregon Ducks in 1995. Over the course of the last 25 years, Nike has made immense strides in both materials and the uniform design itself, pushing what is possible with a jersey. After over 15 years of folding, Nike landed on the Pro Combat line in 2010, which pushed the absolute limits of what fans were willing to sit up with on a jersey. The gaudy designs were made for the purpose of exploiting, and the template offered variety and much-needed ingenuity. The template didn't come without its fair share of problems, however, as it was maligned for a noticeable reflective seam on the oversized collar known as "Yin-Ying", and often featured discoloration from sweat on alternating panels due to the different materials used.

The successor line for Nike, the Mach Speed, incorporated mesh fabric down the center of the chest to help the player's shoulder pads and new machine-cut perforation on specific cut panels to increase the jersey's breathability. While the Pro Combat was worked on for the price, with the subsequent Speed Machine, Hypercool, and Elite 61 uniforms becoming mainstays in college football, the Mach Speed was a harder sell. Its odd shoulder caps and inadequate pants design left the door open for an heir to the uniform template throne.

Simply Untouchable

When it was debated with Oregon ahead of the 2019 NCAA Fiesta Bowl, the Nike Vapor Untouchable immediately set the standard for what a uniform template should be. The jersey felt like a throwback to the days of dunnies, the woolen material used before nylon, with its simple silhouette and minimal seams. The collar was once again back to a normal size, with a new connecting mesh that offered the player breathability. The template would catch on early in the college ranks, with most major programs making the switch in 2016. Nike created a modified version later that year for lower-level programs, with under the jersey stitching and larger flatter sleeve caps to help the uniform stay onto the shoulder pads while being made with lower quality materials. The NFL adopted the template in 2017, making it the undisputed king of football uniform templates.

A False Prophet

The Nike Vapor F.U.S.E. debuted with Oregon in 2019 to mixed reviews by those in the industry. The streamlined design of the VU was gone, and replacing it was a template that looked to be made specifically for that year's Ducks design. Four large side panels with diagonal stitching replaced the single seam on each side of the untouchable, and the new collar featured an angled and shield-like design for a more armored look. Total overall panels jumped from 8 to 15 with the update, and the collage stitch reached into where numbers are traditionally placed. For these reasons, it's widely regarded as a step back in both aesthetics and function. So, I will not use this template for my project and stick with the VU.

Vapor Untouchable – 2022 Oklahoma Sooners Home Jersey

Vapor F.U.S.E. – 2023 Oklahoma Sooners Home Jersey



8

1

SOONERS

18

1

SOONERS

18

Perfect Perforation

Nike's practice of innovation was present on the untouchable as a big step with laser-cut and perforation built into the jersey's front panel. The feature created breathability while mimicking seams, letting the jersey move with the athlete.



Looking Sharp

The collar of the Untouchable was replaced with this detailed design for a more aggressive look. However, it also overpowers many elements of actual design and takes focus away from the team's brand identity.



Into The Seams

The Vapor Untouchable has just 2 seams for the entire body, making the cut both invisible in design and player movement. The less restrictive design was adapted to the high-flying style of football entering all levels of the sport.



Get Low, Low, Low

The extra seam below the neckline causes problems for placement of both patches and numbers. The patches have to move up near the shoulder while the numbers are moved to an uncomfortably low position, forcing unbalanced space.



DIVING TO THE PYLON



Leonardis Mead



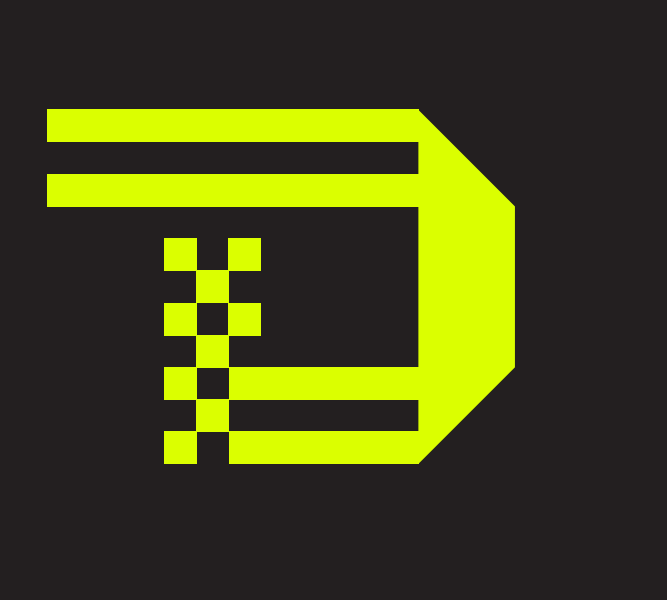


Logofolio





Cleveland Browns



Dashboard



Cohu



Mississippi State



Huey Long Kingfish



Brazil National Rugby Team



New Mexico Lobos



Huey Long Kingfish



Baldwin Tigers



Dix Coney Island



Paisley Rooster Boutique



Dallas State Colts/Fillies



University of Florida-Keys



Detroit Lions



Brooklyn Jays



Chicago Cubs Rugby



National Neon Sign Museum



Kansas Jayhawks

Thank y'all!