



CAROLINA PANTHERS LOGO RELEASE

For the 2012 season, the Carolina Panthers are pleased to release a refined logo and logotype, the first such change since the team entered the National Football League in 1995. The updated identity reflects a modernized version of the previous logo and logotype, and visually connects the two together.

Staying true to the roots of the panther with subtle updates reflecting a tougher, more defined panther, the evolved logo is evocative of the popular panther statues found on the grounds of Bank of America Stadium in Charlotte. The white outline around the logo has been removed to create a more dimensional feel and to keep the focus on the features of the panther.

The logotype has been refined to be a modern reflection of the Panthers brand. The new font subtly nods to the swipe of a panther, through a three-stripe element incorporated into the “A” of “PANTHERS”. The angle and graphic accents in the letters were custom created and inspired by the swift, sleek nature of a panther.

The refined identity is effective immediately and will be available on product starting in April 2012.

PREVIOUS



REFINED

