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### Logo Evolution

There are a lot of different teams in the NBA that have changed their logo over time, for many different reasons. Some choose their logo just because it looks cool or they like the color scheme, but some teams take it further and actually have a reason behind their logo. One of the teams that do this is the Brooklyn Nets. Over the years the Nets have changed their logo a lot and seem to be going in a different direction than they were years ago.

In 1967 the Brooklyn Nets name wasn't even the same. The Stadium Talk article stated "They were the New Jersey Americans and their logo was a red, white and blue shield, with a red, white and blue basketball in the center and "N.J. American" spread across the top of the shield, There are three white stars on each side of the shield" (Derek Tahara, Stadium Talk, September 24, 2018). I think they had the name the " New Jersey Americans" because they had just joined the American Basketball Association. They were in a league with only ten other teams in it, I think they were competing for the fans, More fans means more income for the team. I think they thought the American flag colors and American in their name would give them a boost to be a favorite in the league. The 1967 Brooklyn Nets logo made a long trend of other



N.J. Americans Nets Logo, Source: [www.NBA.com](http://www.NBA.com) Nets logo History

logos that followed the Color Scheme. In the Yahoo sports article, it stated, “ The franchise’s inaugural logo set the stage for decades of design”, ( Shaun Powell, NBA.com, October 7, 2018).

The team changed the name a year later, Too “ New York Nets” after moving to Long Island. The team also took a different approach with their logo as well. In the Sports HQ article,

it said, “ They replaced the American shield with a large “NY” in red letters and “nets” in a blue cursive wordmark with a basketball player playing in the color black”,( Jesse Dorsey, Bleacher Report, September 24, 2012 ). As you can see they took a different approach with this logo,



logo,Source:Chris Creamer's Sports logos

with taking the American off their name. Other teams felt it would be unfair because they used the league name to boost themselves and

thought they would be getting favoritism because people thought they were the league's team.

Since 1962 the New York Nets have tried to incorporate the colors red, white, and blue to give people the idea that they were America's team. In 1972 the New York Nets started over with a new stadium, new uniforms, and a new logo. This new logo incorporated a version of the

previous logo and had a cursive typeface. The clothing that the Nets had at this time, not only represented them but America because of the colors they used. This type of advertising helps the team in two major ways. The first way was it gave them lots of fans, the second way was that a lot of players wanted to play there because they wanted the affections from the



Nets 1977 Logo, Source:Sports Logo History

fans. In 1977 the Nets moved to New Jersey and dropped the NY from the

logo because of the move, the change didn’t last for long, in 1978 the logo was changed again. It

was a whole new design and it lasted for a decade. This was a circular logo and had the state name and the shape of it, it still had red, white, and blue as its colors.



Nets 1990 logo, Source:  
The best and worst NBA  
logos

In 1990 the logo became modernized their logo. Teams were getting more creative with their logo, and players on the Nets wanted something new and modern. The Nets came up with the red, white, and blue gradient with “Nets” in all caps, floating above a basketball that shared the same color scheme as it did in its ABA days. In 1997 the Nets went with a three-dimensional shield concept, they also kept the basketball that was part of every franchise logo except the 1968 logo. The most important thing about this logo is that they changed the logo color scheme. They used a navy blue, with a darker red, and added silver and gray to the outlining of the shield.

The current Logo shows a transition, The team moved from New Jersey to Brooklyn. This was a start to a new era and they thought this logo would say that. This logo had a black and white color scheme and a minimalist look on their uniforms. This logo had more of a straightforward approach. It was designed by Timothy morris he’s a primary designer for Jay-z. Jay-z is from Brooklyn and felt that the logo represented were he was from well. This was really different for the whole organization because since they never had a famous person design the logo it was always multiple owners deciding these things. The Fox Sports article stated “ It takes confidence to design a logo this stark, this obvious. Black and white. A basketball. A “B”. It’s barely anything, and it's perfect. They pulled it off”, ( Nate Scoot, Fox Sports, Apr 11, 2017). This design was so simple yet said so much, it represents change and new beginnings. Jay-z states “ The new logo demonstrates confidence in the new direction”, (Jim Edwards, Business Insider, July 8, 2017). I think with this logo he accomplished exactly what he wanted too, and it

changes the whole vibe of the team. Personally I think this was the best logo created so far, I feel in the rest of the logos they had too many things going on and some didn't even seem as if they were for a basketball team. This new logo really started change for the nets, they have been winning ever since this logo was created. I'm also very interested to see what they do next with the logo since they have changed it so many times I'm sure they will change it again. The nets note that the identity is based on New York City subway signage from the 1940s and 1950s. Something else found interesting is Jay-Z really pushed for the "B"

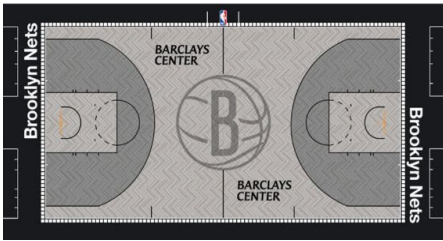


Subway Signage , Source: Nyc subway signs

in the logo because it was a tribute to his wife. I don't think that should've been the way he used the "B" in the name, but overall I think it's a great logo. In TorrBlog it stated " well geez... maybe it's because they placed the "B" directly over a basketball. Do you know the abbreviation for Brooklyn is? "BK" ( Torr, Torr Blog, May 14, 2012). I feel the logo would have been better if they used the abbreviation of Brooklyn. The logo should represent Brooklyn to the fullest, not Beyoncé. Also, a lot of Timothy Morris's previous designs follow this same design and it makes me feel this is how Jay z like things and I don't think Timothy Morris is really allowed to be creative. Morris has worked on projects like Team Roc which look similar to the Brooklyn nets logo and a lot of different album cover he made. At the start of the 2019-2020 NBA season, the nets completely rebranded themselves with new uniforms and a court. The concrete gray jersey features hand-drawn "BKLYN" letters across the chest. His signature stars run down the jersey's left side as a contemporary twist on one of the team's most iconic throwback looks. NETS" is

spelled out down the left side of the shorts, and the team's secondary logo sits on the right thigh.

As with all Nets uniforms, the jersey will feature the Infor patch on the top-left chest. The new



court with weathered wood and concrete grey was built to represent playgrounds throughout the Borough. They believe that the palette

they used shows the grit and determination of Brooklyn. The

designer of the new Brooklyn nets jersey is Eric Haze. He is an

American artist, graphic designer, and art director. His favorite

style is graffiti, Haze was drawn to art through his father's friend's

pop art collection and meeting Elaine de Kooning who gave Haze

oil paints while she painted a portrait of Haze and

his sister in 1971. Eric has said his style was created by living in New York

when he was doing graffiti it was a search for his identity as an artist. The

direction that the Brooklyn Nets are going in will change the league for

better. Some teams are starting to gain ideas from the Nets, people believe

that the nets are revolutionary for using a gray court, and using that type

for their jerseys. The league commissioner even said that he stands behind

the team and their decision and hopes other teams start to be more creative

when designing new jerseys and courts. I'm excited to see what teams

design for the next season.

Nets current court, Source: NBA.com



Nets new jerseys for the 2019-2020 season, Source: Eric Haze website

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