

Annotated Bibliography

Big Picture

[Book] The Language of Graphic Design - Richard Poulin

Poulin, Richard. *The Language of Graphic Design : An Illustrated Handbook for Understanding Fundamental Design Principles*. Beverly, Ma, Rockport Publishers, 2011, ebookcentral.proquest.com/lib/sae/reader.action?docID=5613323.

- In this comprehensive guide, Richard Poulin breaks down the core principles of graphic design through practical examples and detailed explanations. The book covers essential concepts like balance, contrast, hierarchy, and typography, offering a strong foundation for understanding how visual elements work together. This source has been instrumental for my project by providing insights into designing cohesive and effective logos that convey meaning and identity. Poulin's emphasis on visual language has helped shape the creative direction of the new SLA athletic logos. The detailed illustrations and step-by-step explanations make this resource particularly valuable for a student-led design initiative.

[The Importance of Branding in School Athletics](#)

Sports Graphics. "The Importance of Branding in School Athletics | Sports Graphics Blog." *Sportsgraphicsinc.com*, 2024, www.sportsgraphicsinc.com/blog/entryid/117/the-importance-of-branding-in-school-athletics. Accessed 14 Jan. 2025.

- This article highlights the significance of branding in school athletics, emphasizing its role in fostering school spirit, increasing student engagement, and creating a unified identity for athletic programs. It explores how professionally designed logos and merchandise can leave a lasting impression on both internal and external audiences. This source has been crucial for understanding the broader impact of rebranding SLA's athletic logos. By showcasing real-world examples of successful school branding initiatives, the blog provides practical strategies and ideas that can be applied to the *Rockets Refresh* project. Its focus on community connection aligns well with the project's goals.

Logo Inspirations

[Duke Blue Devils Logo Trademarks](#)

"Trademarks and Licensing" *Duke University Blue Devils*, <https://trademarklicensing.duke.edu/logos.pdf>

Toledo State Branding Guidelines

"Toledo Athletics Branding." *University of Toledo Athletics*, utrockets.com/sports/2023/3/30/toledo-athletics-branding.

TCU Brand Identity Standards

"Brand Central | Logo Identity Standards." *Tcu.edu*, 2025, brand.tcu.edu/logo-identity-standards/. Accessed 14 Jan. 2025.

- [For the past three sources] These sources were key inspirations for the *Rockets Refresh* project, shaping the design of SLA's athletic logos and branding. Duke University's trademark guide provided insight into creating iconic, recognizable logos that reflect a school's identity while maintaining versatility across different mediums. The University of Toledo's branding, particularly its rocket-themed logo, served as a creative foundation for designing SLA's new rocket logo, helping capture the energy and dynamism of athletics. TCU's logo identity standards inspired the creation of a bold and professional wordmark for SLA, ensuring consistency and impact across all branded materials. These guides collectively informed the project's visual direction.

How to Create a Sports Team Logo (And Why You Should)

"How to Create a Sports Team Logo (and Why You Should)." *ThemeBoy*, 3 Feb. 2016, www.themeboy.com/blog/create-sports-team-logo/.

- This article provides a step-by-step guide to designing effective sports team logos, focusing on the importance of simplicity, scalability, and relevance to team identity. It emphasizes the role of color psychology and typography in creating logos that resonate with audiences and foster team pride. For the *Rockets Refresh* project, this resource was invaluable in refining the design process, particularly in choosing colors and fonts that align with SLA's athletic identity. The practical advice on balancing creativity with functionality helped ensure that the new logos would be versatile and visually appealing across various applications, from merchandise to digital platforms.

Designing the Logo

Learn Illustrator

"Adobe Learn." *Adobe.com*, 2024, www.adobe.com/learn/illustrator.

- This resource serves as a comprehensive guide for mastering Adobe Illustrator, a key tool used in the *Rockets Refresh* project. The tutorials and tips provided on this platform cover essential design techniques, such as creating vector graphics, working with layers, and manipulating shapes and colors. These skills will be crucial in designing professional-grade logos for SLA's athletic program. The step-by-step instructions and video demonstrations helped streamline the creative process, ensuring the logos were precise, scalable, and visually cohesive. By offering practical insights into

industry-standard software, this source played an essential role in the technical execution of the project.

[Adobe Illustrator for Beginners | FREE COURSE](#)

Envato Tuts. “Adobe Illustrator for Beginners | FREE COURSE.” *YouTube*, 15 Apr. 2020, www.youtube.com/watch?v=Ib8UBwu3yGA. Accessed 24 Aug. 2020.

- This video course provides a beginner-friendly introduction to Adobe Illustrator, focusing on essential tools and techniques for creating digital designs. The tutorials cover key features such as working with shapes, text, and layers, as well as tips for designing clean and scalable graphics. For *Rockets Refresh*, this resource is and will be instrumental in building foundational skills for designing SLA's athletic logos. The step-by-step approach allowed for quick application of concepts, making it easier to experiment with and refine the new logo designs. This accessible and engaging course was a vital starting point for the technical aspects of the project.

[Learn Photoshop](#)

“Adobe Learn.” *Adobe.com*, 2024, www.adobe.com/learn/photoshop.

- This resource offers a detailed guide to using Adobe Photoshop, focusing on its tools and features for creating and editing professional-quality designs. The tutorials cover essential skills such as working with layers, applying effects, and refining images, which were crucial for enhancing the visual elements of the SLA athletic logos. For the *Rockets Refresh* project, Photoshop was particularly useful in finalizing logo mockups, preparing designs for merchandise, and ensuring consistency across different applications. The clear explanations and practical examples provided by this platform made it an indispensable tool in the creative and production phases of the project.

Merchandising

[How to Create a Custom Team Apparel Store Online](#)

Gusweiler, Tim. “How to Create a Custom Team Apparel Store Online (2025).”

Jerseywatch.com, Jersey Watch, 29 Apr. 2021,

www.jerseywatch.com/blog/build-an-online-store-sports-team. Accessed 14 Jan. 2025.

- This resource offers a detailed guide to using Adobe Photoshop, focusing on its tools and features for creating and editing professional-quality designs. The tutorials cover essential skills such as working with layers, applying effects, and refining images, which were crucial for enhancing the visual elements of the SLA athletic logos. For the *Rockets Refresh* project, Photoshop was particularly useful in finalizing logo mockups, preparing designs for merchandise, and ensuring consistency across different applications. The clear explanations and practical examples provided by this platform made it an indispensable tool in the creative and production phases of the project.

Possible Custom Apparel Site (for pop-up)

“Design Custom School Spiritwear T-Shirts, Hoodies & Team Apparel by Spiritwear.com.”

Www.spiritwear.com, www.spiritwear.com/.

- This website provides an all-in-one platform for designing and ordering custom school apparel, including T-shirts, hoodies, and team uniforms. It offers tools for creating personalized designs and bulk-ordering merchandise at competitive prices. For my project, this resource may serve as a key reference for understanding the production and pricing process for school spiritwear. The platform’s examples of customizable apparel helped inform decisions about the types of merchandise to include in SLA’s refreshed athletic store. Additionally, it provided insight into managing bulk orders and choosing high-quality materials that align with the branding of the new athletic logos.

Prep Sportswear - Science Leadership Academy Rockets Apparel Store

“SLA Rockets Fanthread Men’s Origin Hooded Sweatshirt.” *Prepsportswear.com*, 2024, www.prepsportswear.com/school/us/pennsylvania/philadelphia/science-leadership-academy-rockets?schoolid=3358358&sscid=11k9_fqk7&utm_source=shareasale. Accessed 14 Jan. 2025.

- The current SLA merchandise store on Prepsportswear.com offers a wide array of apparel options, but its overwhelming selection and inconsistent logo designs make it difficult to establish a strong, unified brand identity. The abundance of customization choices and generic layouts dilute the visual impact of SLA’s branding, leaving a cluttered and unfocused impression. For the *Rockets Refresh* project, this store exemplifies the need for streamlining the merchandise offerings and introducing cohesive, high-quality logo designs. By reducing options and focusing on a more intentional aesthetic, the refreshed store aims to enhance accessibility, boost school spirit, and create a stronger connection to SLA’s athletic identity.