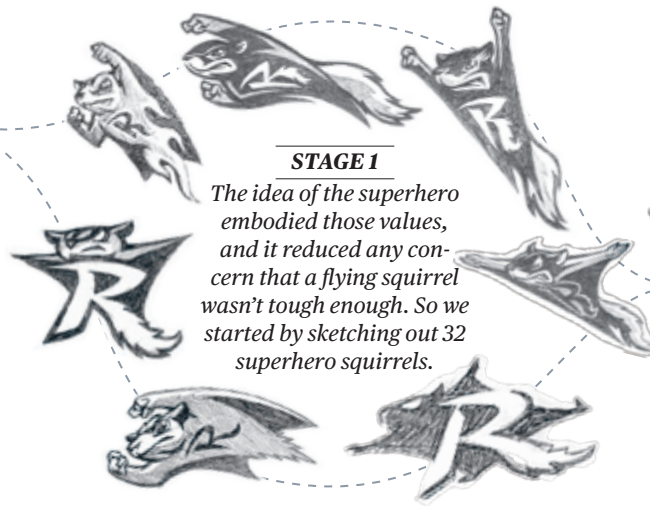


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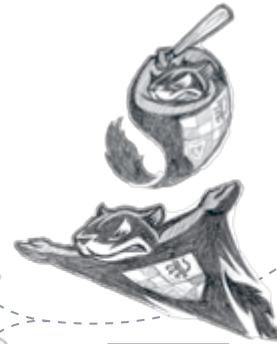
The Evolution of the Flying Squirrel

In 2009 the Connecticut Defenders relocated to Richmond, Va., and were renamed the Flying Squirrels after a 6,000-entry name-the-team contest. Two themes ran through many submissions: symbols of power (generals, monuments) and rebellion (renegades, rebels). Plan B walks through the design process:



STAGE 1

The idea of the superhero embodied those values, and it reduced any concern that a flying squirrel wasn't tough enough. So we started by sketching out 32 superhero squirrels.



STAGE 2

Hearing that the King of England told his explorers in Virginia to bring him "the squirrel that flies" for his Royal Zoo, we added three Royal Zoo-inspired sketches.



STAGE 3

The staff loved the squirrel and the R-tail, so that's the direction we headed in. We scrapped the coat-of-arms concepts because it would be difficult to embroider. The next step was digitizing the Flying Squirrel sketch. We tried an Old English "R" chest emblem. With a head too big and arms too short, we refined him.



STAGE 4

Then Chuck Domino thought we should ditch the comic-book eyes for something a little more beady and realistic. We tossed in the idea of an acorn logo.



FINAL LOGO

We readjusted the squirrel's proportions and applied the R-tail emblem. After looking at several color stories, red, gray, and black won out. Embodying Virginia's fighting spirit, the logo ushered in the 2010 inaugural season.