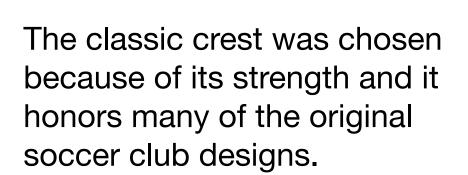
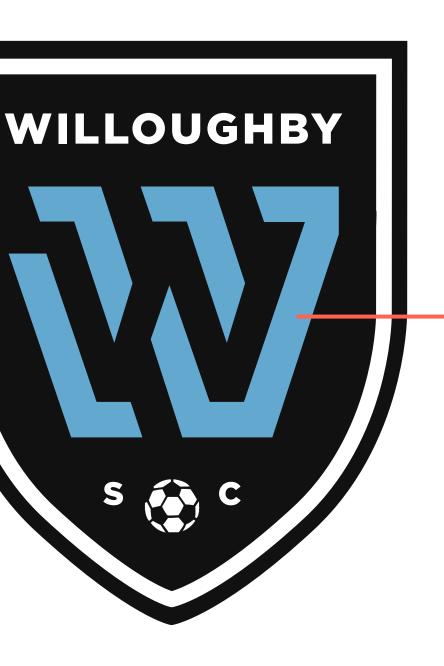




Use of bold typography creates strength and allows for easier recognition/readability





The goal of the updated logo was to incorporate simplicity, strength and beauty into a modern crest that would be easily recognizable and something that players/ coaches/parents would be proud to wear.

Quick explanation behind the design:

- 1. The main W is supposed to resemble the look and feel of crashing waves (which is a nod to Lake Erie)
- 2. In addition to waves, the top of the W represents claws/talons to incorporate a level of strength.
- 3. The W is actually two W's on top of each other (light blue and then the black between the blue) to showcase the inner and outer strength of our players.



