**Building a Brand Identity**

**Directions: Your first act as team owner is to figure out all the details of your team. Before doing anything else, please save this file as “Brand Identity” to your Home (H:) Drive in your Computer Science Folder. Then neatly type the answers to the following questions and save your work.**

1. **Owner:** Susan Pugh
2. **Sport:** Basketball
3. **Team Name\*:** Miami Sharks
4. **Color Scheme: Teal and Black**
5. **Description of Team:** The Miami Sharks will be a WNBA team in Miami, Florida. The WNBA does not have a team in this area of the country, and I feel that the city of Miami has been so supportive of the Miami Heat that they would also support a women’s basketball team. We will share the sports arena with the Miami Heat for the first two years (by playing on different dates) until we can buy or build our own facility.



**Miami**

1. **Logo\*:**
2. **League Name:** WNBA (Womens’ National Basketball Association)
3. **Coach’s Name:** Lisa Leslie
4. **Slogan\*:** We are going to hammer our competition!
5. **Stadium/Arena/Field name, Address, phone number, e-mail address, and website\*:** American Airlines Arena, 601 Biscayne Blvd. Miami, FL 33132, 786-777-4667, [www.wnba.com/sharks](http://www.wnba.com/sharks)

**Design your logo in the space below. When you are finished, group it all together. Right click on it and “Save as Picture” to the Home (H:) Drive in your Computer Science folder. Also, insert the picture file into question #6 on the previous page.**



**Miami**