

# Brand Explanation

THE UNIVERSITY OF THE BAHAMAS MINGOES LOGOS



## The Brand

The Majestic Flamingo concept is the marriage between institutes identity and the need for student to have to courage to be different. The flamingo on our logo proudly represents the institutions royal blue as its feathers, and this aligns the mascot with the flamingo silhouette displayed on the University of The Bahamas shield logo.

## Typography

The secondary sans-serif true type Intramural was selected to complement the primary typeface and directly tie back to the University's identity. Intramural font provides great versatility and legibility in print and electronic applications. It may be used as headline and body copy for athletics department marketing and support verbiage (i.e., specific sport marks , event tickets, brochures, etc.)

## Name

Flamingo was shortened to MINGOES business after brainstorming with team captains at the College of The Bahamas during the brand research stage of the concept design. Athletes fell in love with it the fact that it is original, as we are the only MINGOES in the world (the "E" a tribute to our colonial heritage). The practice of shorten flamingo to Mingo is very common, however 'mingo' is also a Native American tribe. MINGOES also is two syllable like UB (short for University of The Bahamas), hence the chant " U-B MIN-GOES "

## Attributes

Serenity, Respect, Service, Discipline, Unity and Courage.

These attributes remind our teams that their sacrifice and training is for the advancement of the institution and the future of athletics within this great nation, The Bahamas. Although this blue flamingo, shorten to MINGOES, can be viewed as a creative work of art, it borders reality as it origins were inspired by research and studies about adult flamingos breeding. As an adult flamingo lose their pink pigmentation when feeding its young, this same way, the administration, athletes and supporting students share individual success for the success of the department, victory by our teams and University's support. We all give time and energy every game, to elevate and inspirer young generations to choose to share their talents and win alongside fellow Bahamians at the University of The Bahamas. We are rare breed and the flock is above the individual, we elevate others through good sportsmanship and togetherness on and off the field, court, or track.

## Colour

Colour plays a critical role in strengthening the overall impact of the Mingoos' identity. It is perhaps the most significant identifier that the University uses. The consistent use of colour is a vital part of communicating the University's brand. The colored wading bird is meant to represent an authentic and intellectual concept that stimulates both sides of the brain, as flamingo commonly known pink complexion is the result of nurture, not nature. As flamingoes are given their complexion those their lifestyles, FURY, the mascot's name, is a rarebreed of the bird, gaining its colour due to the strength of its institutional pride.

## The Open Wings

Detached from the body on the Primary Logo, these opened wings represent the need to always be ready to fly higher or defend our identity.

## Angry Snare

A flamingo is an aggressive bird that does better in large crowds. We prepare our teams to succeed on a global scale and are always ready to soar. This aggressive nature inspired the name FURY for the mascot.