



# CASE STUDY THE BIRMINGHAM BARONS

## BACKGROUND

Located in a traditionally football-crazy market dominated by two powerhouse Division I college programs, the Birmingham Barons sought to raise their local profile and create market distinction in 2009 with their first brand refresh since the Michael Jordan years.

## PROCESS

Leveraging over 100 years of organized baseball history in Birmingham, Hartwell Studio Works dug deep into a research effort that included a review of the Barons' archives and visits to historic Rickwood Field, the oldest, continuously used baseball stadium in the United States.

## RESULT

The new Barons identity reflects the traditional baseball values of Birmingham's rich history with the sport, including design cues from the Birmingham Black Barons of the Negro Leagues. The new identity was enthusiastically received by the Birmingham market, which helped the Barons to enjoy a 25% increase in in-store team merchandise, including an 8¢ per capita improvement.

"Creating a new, fresh and energetic logo and uniform scheme was extremely important to us. John Hartwell not only did a fantastic job in accomplishing this but he made the whole process easy and fun. The new identity has been enthusiastically embraced by our sponsors, season ticket holders, fans and local media."

*Jonathan Nelson  
General Manager  
Birmingham Barons, LLC*



Primary Mark



Secondary Mark

