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necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. The NHL's Seattle franchise has chosen "Kraken" as its long-awaited team name. As part of Thursday's announcement, the Kraken revealed two logos, a wordmark and uniforms. The primary logo features a green
tentacle shaped like an S, while the secondary logo puts Seattle's iconic Space Needle inside an anchor. The home uniforms feature four different colours of blue - deep sea, ice, shadow and boundless - as well as a red stripe along the edge. The road uniforms feature the same coloured trims while swapping the deep sea blue for white.
 .@NHLSeattle_have released their jersey design. What do you think? pic.twitter.com/v9aiYKckDw — Sportsnet (@Sportsnet) July 23, 2020 According to the team website, the name originated from the Giant Pacific Octopus which lives in the waters of Puget Sound near Seattle. "The Kraken represents the fiercest beast in all the world," the team's
website reads. "Too large and indomitable to be contained by man (or finned mammal). It instills one message in all opponents whether in our waters, or theirs... Abandon all hope." The "S" shaped logo pays tribute to Seattle Metropolitans, who in 1917 became the first team based in the United States to win
the Stanley Cup. The Seattle Krakken's three logos. (Seattle Krakken) Seattle Will play in the Pacific Division starting in the 2021-22 season, meaning the Arizona Coyotes will move to the Central. The league's most recent addition will give the NHL an even 16 franchises in the Eastern and Western conferences. The Oak View Group, which includes
sports executive Tim Leiweke, billionaire David Bonderman and filmmaker Jerry Bruckheimer, was granted the franchise on Dec. 4, 2018 paying a US$650 million arena renovation, with the goal being to have the building ready for the 2021-22 season. In case
you missed the news earlier today, the Seattle Kraken officially unveiled their name, logos and jerseys to the world in an event staged from the construction grounds of the team name, but the logo and jersey are absolutely incredible. I mean... just look at these
colours: That's a bad ass look no matter what the team is named. About that name... In her latest column, ESPN's Emily Kaplan pulls back the curtain a bit on just how the team came to the decision to name themselves. Check out some of these tidbits: Seattle considered the Metropolitans -- the name of the city's original pro hockey team, which won a
Stanley Cup in 1917 -- though there was some pushback from the league. The NHL has the Metropolitan Division, and commissioner Gary Bettman didn't want to change it for the sake of the new franchise. Dettmer said the team monitored a Seattle Times reader poll that garnered more than 146,144 votes. Though the Seattle Times' poll narrowed it
down to Sockeyes and Totems as finalists, Kraken had a strong showing. It's unclear who first suggested Kraken internally, though film producer Jerry Bruckheimer, another part-owner of the team, has used the mythical sea creature in his Pirates of the Caribbean movies. Fans latched on. So did Seattle's branding committee. Around Christmas 2019,
the group was all but settled on it. "We had to make sure it wasn't a cartoon character or something silly," Merrill said. "Also, it's the tradition of the sea; you don't mess around in the sea. If you mess around in 
"There's nothing more frightening than the theater and the mystery of the mind." Merrill's mental gears began spinning, thinking of Alfred Hitchcock movies in which you don't see the killer, but you know he's out there. The "S" as the primary mark is an homage to the original Seattle Metropolitans uniforms. "But while you're seeing the S, and
thinking about the Metropolitans, thinking about the colors, that negative-space tentacle is hiding there, wrapping around your ankles, ready to pull you down," Merrill explained. The logo was almost finished, but Merrill knew it needed something else. Then came the "aha" moment, provided by majority owner David Bonderman. "Bonderman was
like, 'You should put the eye right there,' and pointed to the top of the S," Merrill said. "I thought it was going to be terrible, actually. But we tried it, and it looks pretty good." For the full article, click below: Get the latest news and updates directly in your inbox. After a night of Zapruder film-like interrogation of a cryptic video, NHL Seattle
announced what many had assumed: Our new hockey team will be called the Seattle Kraken. The name draws from the region's connection to Puget Sound and a sea creature from Scandinavian folklore; the team's colors will be something called "deep sea blue" and "ice blue." You can read more about the choice and every last detail of the "S" logo
here. Reports had indicated that there were likely 13 candidates: Cougars, Eagles, Emeralds, Evergreens, Firebirds, Kraken, Rainiers, Renegades, Seals, Sea Lions, Sockeyes, Whales, and Totems. (Sadly, "Metropolitans," a nod to the city's professional team from a century ago and a certain city magazine, did not make the cut.) Here's what
some Seattle Met staffers thought of the selection. Benjamin Cassidy, associate editor: Call me a simpleton, but the alliterative quality of "Seattle Sockeyes" can't be topped. Announcers would love to hang on that "eyes" ending, too. Trust me: As a University of Michigan fan, I hear "Buck-eyyyyyes" in my sleep after all those Ohio State touchdowns
Stefan Milne, arts editor: I'm pro Kraken. Ridiculous? Of course. But embrace it. Sports are ridiculous, especially one in which it's been acceptable—encouraged!—for players to get in fist fights while wearing ice skates. Zoe Sayler, digital editor: As someone who has been told she looks fantastic in jewel tones, I'm obviously pro Emeralds—but I'll root
for any Seattle sports team whose entire aesthetic isn't based around a universally unflattering shade of green. Allison Williams, deputy editor: I would have been down for the Seattle Count on Seattle to undersell ourselves before the
team is even formed. The Kraken are making waves this NHL postseason. Seattle is in the midst of the franchise's first playoff run. The Kraken knocked out the defending Stanley Cup champion Avalanche in the first round and are currently battling the stars in the second round. The team has one of the most unique nicknames in hockey. While the
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Seattle's vice president of marketing, said to ESPN in 2020. "But throughout this whole process, it's been a rallying cry for fans. We heard it everywhere. It's what kept coming up over and over again." The organization was adamant about having fans involved in the process of selecting a team nickname. The Kraken popped up early in the process and
fans ran with it. According to Andy Jassy, a part owner of the team and the CEO of Amazon Web Services, the team looked at over 1,200 names and conducted a "real exploration" on more than 100. The club also monitored a Seattle Times reader pool, which had more than 146,000 votes. "It's a very unique and unusual name in sports, because almost
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mascot in North American professional sports to be a troll. The club also did not want to use a Kraken as the mascot because no one is actually sure what it looks like. The NHL's newest team finally has its name: the Seattle Kraken. The expansion
franchise unveiled its nickname Thursday, ending 19 months of speculation about whether the team might lean traditional or go eccentric with the name for the league's 32nd team. "The Kraken is a name born of the fans. It was suggested and championed by the fans," Seattle CEO Tod Leiweke said. In opting for the sea creature of Scandinavian
folklore, Seattle bypassed options like Sockeyes, Evergreens or Metropolitans, the last of which would have been a nod to Seattle's hockey history. There was even a push from some fans for the team to try to acquire the Thunderbirds name from the local junior team. But Kraken was a clear favourite among fans, who rallied around the name soon
after the expansion franchise was awarded in December 2018. The enthusiasm has grown since as the team built toward its debut for the 2021-22 season. It's edgy and sounds menacing. And it gave the franchise a clear brand going forward. 'Authentic and noble'" I think that we felt like this is so authentic and noble, and we hit all the main things that
we really wanted that we feel really strongly that this is the right choice," Heidi Dettmer, Seattle's vice-president of marketing, told The Associated Press. "I've totally fallen in love with this brand and I think our fans will." Seattle also unveiled its primary colours, which will be a deep dark blue — almost black — and a lighter shade of blue as a
complement. Seattle fan Max Rubin, despite his NY Islanders jersey, showed his support for the Kraken name when the team's expansion was announced in 2018. (Associated Press) Unlike with the last NHL expansion team in Las Vegas, there should be no trademark issues with Kraken. The Vegas Golden Knights ran into problems with the U.S. Army
and it took several years for the trademark battle to be settled. The unveiling of Seattle's name has been expected for months, only to have it run into delays. It was first thought to be targeted for late last year in the hope of products hitting the market prior to the holiday season. Then the NHL All-Star break in January was thought to be a possibility.
Then came the COVID-19 pandemic, where the initial epicenter in the U.S. was the Seattle area. Dettmer said the name itself was chosen right around the first of the year. The time since has been spent on finalizing the primary and secondary logos while working with the league's uniform provider, Adidas. Nic Corbett, the director of NHL relations
with Adidas, said the primary logo is a Kraken tentacle shaped into an 'S' and is a nod to the Seattle Metropolitans logo. The Metropolitans were the first American team to win the Stanley Cup in 1917. "We needed a mark that was noble and (Seattle GM) Ron Francis was someone who kept hitting that home," Corbett told the AP. "It has to be noble, it
has to be strong."WATCH | Rob Pizzo previews the East and West seeding tournaments: In part 1 of 10, Rob Pizzo looks at the Bruins, Lightning, Capitals and Flyers to see who may come out with the #1 seed. The Dallas Stars are hoping to steer clear of another NHL offseason's watery depths for a few more weeks. To avoid heading home before
claiming another Stanley Cup, the Stars must defeat the Seattle Kraken in the second round of the NHL playoffs. But before the puck drops Tuesday night for Game 1 at American Airlines Center, let's answer the question some fans may have about the NHL's newest expansion team. What is a Kraken and why did a hockey team choose it as a name? Get
the latest D-FW sports news, analysis and opinion delivered straight to your inbox. Plus, Kevin Sherrington's A La Carte. The city of Seattle was awarded an NHL expansion franchise in late 2018, and didn't reveal the team's name until July 2020. The nearly 20-month, fan-involved process to land on "Kraken" ran through over 1,200 other potential
names, with the organization doing a "real exploration" on more than 100, according to ESPN. "Seattle's a city with a deep maritime history," Kraken general manager Ron Francis said at the time of the name reveal. "I think this name embodies a connection with the sea and a curiosity of what lies beneath it. It's a natural tie to Seattle and the Pacific
Northwest. "In theory, it reflects the power and aggression in the game of hockey. We're hoping that's the kind of tenacity our players show every time they take the ice." things to know about Stars-Kraken series: Different type of test for Dallas in Round 2The curiosity of "what lies beneath" and the creativity of choosing such a mythological team
name also caught eyes outside of the sports realm. Upon the announcement of the team name, Alex Fox wrote an article for Smithsonian Magazine breaking down the science behind the mythical "Kraken" and the very real animal its based upon. "The kraken's more ancient origins are in Nordic folklore. The earliest written reference to the kraken goes
all the way back to 1180, according to paleontologist Rodrigo Brincalepe Salvador," Fox wrote. "Salvador writes that the kraken is 'perhaps the largest monster ever imagined by mankind.' ... The kraken was said to patrol the northern seas surrounding Norway, Iceland and even Greenland where it periodically surfaced to destroy ships with its mast-
sized arms or suck vessels down to briney oblivion in a colossal whirlpool."Recent adaptations of the mythical beast were most widely seen in the Pirates of the Caribbean movie franchise. "Many speculate that the historical accounts associated with the kraken are some feverish retelling of sightings of the real but mysterious giant squid, Architeuthis
dux," Fox said. "Though the actual giant squid is nowhere close to the tall tales of Nordic sailors, Seattle's newly anointed hockey franchise will trade both in the kraken's mythos as well as its tentacled reality. ... Here's hoping the team's mascot is just as legendary." Spoiler: Early returns on the mascot are not as enthusiastic. Buoy, who debuted to
 mixed reviews at the beginning of the 2022-23 season, is a Seattle sea-troll who lives in the caverns of Climate Pledge Arena, according to the team. Share — copy and redistribute the material for any purpose, even commercially. The
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or where your use is permitted by an applicable exception or limitation. No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. The Kraken, a mythical sea creature of immense power and
mystery, became the namesake of Seattle's NHL franchise through a meticulous and secretive process. When the team was awarded an expansion franchise in 2018, fans were immediately captivated by the idea of the "Kraken". The name also featured in a mysterious handwritten message on the team's office door, which read - "Release the Kraken".
The team's owners, including then-Amazon Web Services CEO Andy Jassy, embarked on an extensive search for the perfect name. They considered historical options. It began gaining traction, and the league expressed its support. To engage fans in
the decision-making process, the team launched an interactive portal and gathered feedback from fans regularly. They even monitored social media to gauge sentiment and reactions regarding potential names. The Kraken name stood out due to its uniqueness and strong connections to Seattle's maritime history and Pacific Northwest folklore. This
mythical sea creature, said to reside beneath the ocean's surface, embodied the mystique, intensity, and power that the team wanted to convey. Ultimately, Seattle chose the Kraken as its NHL franchise's name, embracing the creature's aura of mystery and strength. The deep ocean and icy blue color scheme, along with "red alert" accents, completed
the team's branding, making it a symbol of Seattle's maritime heritage and a captivating addition to the NHL. Crafting the Iconic Seattle Kraken Logo and Colors The Seattle Kraken's logo and colors were carefully crafted to reflect the city's unique identity and the mystique of the mythical sea creature they were named after. Team general manager
Ron Francis had emphasized the importance of creating an iconic and noble sweater that players would be proud to wear. Adidas, the then official uniform partner of the NHL, played a significant role in shaping the logo and refining the colors. The team's goal had been to invoke Seattle's landscape, including the water, trees, mountains, and
precipitation while deviating from the expected blue and green color scheme. The team's primary colors are a brilliant neon blue, reminiscent of the ice caps on the Olympics, and a deep, almost black, navy known as "deep sea." The absence of white in their home uniform set them apart from other teams in the NHL. The logo design had been a
meticulous process, aiming to avoid caricature and convey seriousness. The "S" in the primary mark paid homage to the original Seattle Metropolitans uniforms, with a negative-space tentacle hidden within it, ready to pull you down. The addition of the Kraken's eye at the top of the "S" added a touch of mystery and intrigue to the design. The
incorporation of red, referred to as "red alert," represented danger and threat, distinguishing the team from other blue teams in the NHL and Seattle. About the author Quick Links Edited by Debasish 44,230 followers 1w | LET'S HEAR IT FOR OUR EMMY WINNERS! This past weekend, more than 20 members of our #SeaKraken business staff were
honored at the 62nd annual Northwest Regional Emmy Awards, taking home the top prize in the following categories: Sports Open/Tease: The Creature Live Sporting Event/Game: Kraken Hockey Network (Seattle Kraken vs. Boston Bruins) Commercial Campaign: Defend the Deep Season Kick-Off Congratulations to all the winners and nominees on
an incredible season of hard work, creativity, and storytelling. The Kraken are making waves this NHL postseason. Seattle is in the midst of the franchise's first playoff run. The Kraken knocked out the defending Stanley Cup champion Avalanche in the first round and are currently battling the Stars in the second round. The team has one of the most
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The Kraken popped up early in the process and fans ran with it. According to Andy Jassy, a part owner of the team and the CEO of Amazon Web Services, the team looked at over 1,200 names and conducted a "real exploration" on more than 100. The club also monitored a Seattle Times reader pool, which had more than 146,000 votes. "It's a very
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what it looks like. If you've been wondering what the Seattle Kraken stands for and what the meaning behind their name is, you've come to the right place. As a professional ice hockey team based in Seattle Kraken has captivated fans with their unique logo and symbolism. The Seattle Kraken logo holds deep symbolic meaning that reflects
the team's connection to the city and its rich maritime history. The custom letter "S" in the logo represents the city of Seattle, emphasizing the team's coastal location. The logo also features a striking red eye, which adds intrigue and
intensity to the design. It represents the mythical Kraken, a giant sea creature known for its strength and power. This symbolism captures the essence of the team and their commitment to dominating the game. So, in essence, the Seattle Kraken symbolism captures the essence of the team and their commitment to dominating the game. So, in essence, the Seattle Kraken symbolism captures the essence of the team and their commitment to dominating the game. So, in essence, the Seattle Kraken symbolism captures the essence of the team and their commitment to dominating the game. So, in essence, the Seattle Kraken symbolism captures the essence of the team and their commitment to dominating the game. So, in essence, the Seattle Kraken symbolism captures the essence of the team and their commitment to dominating the game. So, in essence, the Seattle Kraken symbolism captures the essence of the team and their commitment to dominating the game. So, in essence, the Seattle Kraken symbolism captures the essence of the team and their commitment to dominating the game. So, in essence, the Seattle Kraken symbolism captures the essence of the team and their commitment to dominating the game. So, in essence of the team and their captures the essence of the team and the essence of the es
be reckoned with in the world of ice hockey. In the following sections, we'll delve deeper into the origins of the Seattle Kraken logo, its evolution, and explore the symbolism embedded within the design. Stay tuned to discover the fascinating story behind this iconic logo. Seattle Kraken Logo Design and OriginsThe Seattle Kraken logo is a unique and
powerful representation of the team's identity, capturing the essence of the Eacific Northwest. The red eye of the Kraken adds an element of vigilance and intensity, reflecting the team's name and the icy waters of the Pacific Northwest. The red eye of the Kraken adds an element of vigilance and intensity, reflecting the team's
determination on the ice. It serves as a focal point, drawing attention and adding intrigue to the design. The tentacle rising from below the "S" showcases the silhouette of the mythical Kraken, a legendary sea creature known for its immense power. This tentacle represents not only the team's location but also its deep connection to the sea and the
rich maritime history of Seattle. The logo also pays homage to the giant Pacific octopus, a majestic creature native to the waters of the Pacific Northwest. This inclusion adds a sense of pride and authenticity to the design, aligning the team with the natural wonders and unique characteristics of the region. The Evolution of the Seattle Kraken Logo The
Seattle Kraken introduced their primary logo in 2020, featuring a custom letter "S" and a tentacle design. But the evolution of their logo didn't stop there. By introducing alternate and special edition logos, the team continues to showcase their connection to Seattle's hockey history and engage with their fanbase. Reverse Retro Uniform LogoOne of the
notable additions to the Seattle Kraken logo lineup is the reverse retro uniform logo. This logo pays homage to the Seattle Ironmen, a team from the past, with its unique design elements. It serves as a reminder of the city's hockey roots and allows fans to connect with the team's history. Winter Classic LogoAnother logo that holds significance for the
Seattle Kraken is the Winter Classic logo. Inspired by the Seattle Metropolitans, a team that won the Stanley Cup in 1917, the Winter Classic logo captures the essence of the city's hockey heritage. This logo not only embodies the team's connection to its fanbase but also symbolizes their aspirations for future success. Each logo introduced by the
Seattle Kraken tells a story and reinforces the team's commitment to its community. These logos allow fans to feel a sense of pride and unity, creating a deeper bond between the team and its supporters. Symbolism in the Seattle Kraken logo incorporates various symbols and elements that hold significance. The custom letter
"S" represents the city of Seattle, while the rising tentacle symbolizes the deep, dark waters of Puget Sound. The red eye adds intrigue and meaningful design that captures the spirit of the team and its connection to the sea. The Symbolic
Meaning behind the Seattle Kraken LogoThe custom letter "S" stands for the city of Seattle, emphasizing the team's local identity. The rising tentacle represents the mysterious and formidable nature of the mythical Kraken. Symbolizing the team's local identity. The rising tentacle represents the mysterious and formidable nature of the mythical Kraken. Symbolizing the deep, dark waters of Puget Sound, the team's local identity. The rising tentacle represents the mysterious and formidable nature of the mythical Kraken. Symbolizing the deep, dark waters of Puget Sound, the team's local identity. The rising tentacle represents the mysterious and formidable nature of the mythical Kraken. Symbolizing the deep, dark waters of Puget Sound, the team's local identity. The rising tentacle represents the mysterious and formidable nature of the mythical Kraken.
element of intrigue, alluding to the intensity and power of the Kraken. By incorporating these symbols, the Seattle Kraken logo creates a strong visual impact and effectively communicates the essence of the Kraken. By incorporating these symbols, the Seattle Kraken logo creates a strong visual impact and the awe-inspiring legend of the Kraken. The Seattle Kraken Branding Strategy The
Seattle Kraken's branding strategy extends beyond solely the logo design. We meticulously craft our colors, and fonts are thoughtfully selected to complement each other and reinforce the image we want to portray. By creating a
cohesive and impactful brand presence, our goal is to resonate with both fans and non-fans alike. We aim to inspire a deep emotional connection with our audience, whether they are die-hard hockey enthusiasts or casual observers of the sport. Our branding strategy is a key element in building a strong and recognizable brand that captures attention
and leaves a lasting impression. It is through the thoughtful combination of design elements that we communicate our values and create a unique identity that sets us apart in the world of sports. Conclusion The Seattle Kraken logo serves as a powerful symbol of the team's identity and connection to both the city of Seattle and the sea. Its design,
colors, and symbolism have not only resonated with fans but have also become a source of pride and identity for the team and its supporters. As an expansion team in the NHL, the Seattle Kraken has quickly established itself as a prominent sports team, and its logo plays a significant role in building its recognizable brand presence. With its unique
design and deep meaning, the Seattle Kraken logo captures the attention of not only sports fans but also design enthusiasts. The custom letter "S," the rising tentacle, and the intense red eye all come together to create a visually striking and purposeful logo that embodies the team's values. As the Seattle Kraken continues to make its mark in the
NHL, the logo will remain an iconic symbol of their expansion journey and their commitment to representing the city of Seattle. The Seattle Kraken's branding strategy has been carefully crafted to ensure a strong and cohesive brand presence that reflects the team's values. From the logo design to the color palette and overall visual identity, every
aspect of the branding strategy aims to emphasize strength, power, and the team's connection to the sea. This strategic approach not only resonates with fans but also helps in creating a meaningful and lasting impression in the sports industry and beyond. As the Seattle Kraken franchise continues to evolve and make its mark in the NHL, the logo
remains at the forefront, serving as a constant reminder of the team's origins, identity, and aspirations. It is a symbol of a successful expansion team, a thriving sports franchise, and a newfound source of pride for the city of Seattle.
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