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@NHLSeattle_ have released their jersey design. What do you think? pic.twitter.com/9vaiYKcWdd – 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's hockey history, specifically the Seattle Metropolitans, who in 1917 became the first team based in the United States to win the Stanley Cup. The Seattle Kraken's three logos. (Seattle Kraken) 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 owner of former Jerry Bruckheimer, was granted the franchise on Dec. 4, 2018 paying a US\$650 million expansion fee. As part of the application, the ownership group is financing a \$660-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 unveiled their name, logos and jerseys to the world in an event staged from the construction grounds of the team's future home Climate Pledge Arena. Check it out: I gotta say... I'm not too keen on 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 the ocean, you get sucked in, and you die. It commands some seriousness, which we knew we had to hit." In one meeting, Leiweike said: "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 we'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 Zapurider 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 alternative quality of "Sea Sockeetes" 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-eyyyyyyyes" 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 Sockeyes, but I'm not sure why the Seattle Chinook wasn't a list. They're the king salmon, bigger than sockeyes! 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 Kraken have been around for two seasons now, they are still extremely new to the sporting scene. NHL PLAYOFFS: FULL BRACKET | PREDICTIONS | POWER RANKINGS What exactly is a Kraken? The Sporting News explains the meaning behind the nickname of Seattle's NHL club. What is a Kraken?The Kraken is a mythological creature stemming from Norse folklore. It supposedly lived in the seas off the coasts of Norway and Iceland. There are mythical tales told of the Kraken, which may have been based on a real animal. It's likely that sailors who told these stories spotted giant squids, which have long tentacles and live deep in the sea. On occasion, these giant squids were known to surface the water and attack ships. The creature became part of literary fame in 1830 when Alfred Tennyson published "The Kraken", a sonnet that described a large sea creature that lived in the depths of the ocean. It was only seen when it would come to the surface to attack ships, similar to the giant squids.The word, "Kraken", comes from the German word for octopus, "Krake". Why is Seattle called the Kraken?When the Seattle club was in the first stages of figuring out a team name, a Post-It note delivered a simple message to the front door of their offices in downtown Seattle in 2018. "Release the Kraken.""That may have been the first time I heard or thought of 'Kraken,'" Heidi Dettmer, 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 all sport franchises end with an s," Jassy said. "There are a lot of obvious connections to Seattle - part because of our maritime history, part because we have so much water around us - but there is longtime folklore in Seattle and the Pacific Northwest of this mystical Kraken creature that lives just below the surface of the sea, which really captivated people for many years." MORE: What is the most goals in one NHL playoff game by a player?The Metropolitans were considered, which was the name of the city's original hockey team in the early 1900s. However, since the league already has the Metropolitan Division, the NHL pushed back on that idea. Some of the other finalists were Totems and Sockeyes. Ultimately, the fans spoke, the NHL club listened and the organization settled on the Kraken. What is the Kraken's mascot?The Kraken's mascot is Buoy the sea troll.He was inspired by the Fremont Troll, a public sculpture that is underneath the Aurora Bridge in Seattle. In fact, the Kraken claim that Buoy is the nephew of the Fremont Troll. To the team's knowledge, it is the first mascot in North American professional sports to be a troll. The team did not want to use an octopus as the Red Wings currently have Al the Octopus as its mascot. The club also did not want to use a Kraken as the mascot because no one is actually sure what it looks like. 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 Kraken have been around for two seasons now, they are still extremely new to the sporting scene. NHL PLAYOFFS: FULL BRACKET | PREDICTIONS | POWER RANKINGSWhat exactly is a Kraken? The Sporting News explains the meaning behind the nickname of Seattle's NHL club. 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It was suggested and championed by the fans," Seattle CEO Tod Leiweike 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 Thunderbolts 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 grew so intense that the debate for the name went beyond the usual fanfare of a new team and took on a menacing. And it gave the city's gay community pause. "I've got a friend who's a gay man and he felt like the sea, aquatic and noble, and he had all the main things that we really wanted that he felt strongly that it was the right choice," Heidi Dettmer, Seattle's vice-president of marketing, told The Associated Press. "I've totally fallen in with this brand and I think our fans will."Seattle also unveiled its primary colours, which will be a deep dark blue, "magma black" and a lighter shade of blue as 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 of 10, Rob Pizzo looks at the Bruins, Lightning, Capitals and Flyers to see who may come out with the #1 seed. ... Dallas Stars are hoping to steer clear of another NHL