**Team Logo – Indian Horse Project**

**stereotype** - *a widely held but fixed and oversimplified image or idea of a particular type of person or thing. (Oxford dictionary)*

Research a sports team mascot that reflects stereotypes. Choose an example of a current sports team that you think needs to **change their logo and their image**. This team can be any team at a national or international level and may represent any sport.

**Present an alternative branding plan that is not offensive. You plan should be 1 page (double sided) and should include:**

**Side 1**

* New Team Name (be sure your name makes sense for the team and the sport)
* New Team Logo

**Side 2**

* A rationale on what changes you made and why! This should be AT LEAST one paragraph in length. Conventions count!

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| **Criteria** | **1 or 2** | **3** | **4** | **5** |
| New Team Name  | New team name is irrelevant or missing. | New Team Name is clear but may not be relevant to the team. Some improvement could be made. Assistance was needed.  |  | Excellent choice of team name. Choice reflects team perfectly and demonstrates deep understanding of stereotyping.  |
| Conventions & word choice | Many errors. Simple sentence or no sentences.  | Some errors in conventions. Some use of adjectives.  |  | No errors in conventions. Excellent word choice. Poetic!  |
| Logo / Overall Presentation | Lack of effort, no logo design | Logo is good. Some room for improvement.  |  | Logo is exemplary, well-constructed and compliments the theme of the team.  |