

FICTION

Oregon Soar Brand Identity
NextNW CASCADIA CREATIVE AWARDS

NEW IDENTITY FOR PROFESSIONAL WOMEN’S ULTIMATE FRISBEE IN OREGON



WUL IS A GROWING LEAGUE WITHIN THE AMERICAN SPORTS LANDSCAPE



IDENTITIES OF THE TEAMS WITHIN THE LEAGUE



O R E G O N U L T I M A T E A L L I A N C E S O A R

Oregon Soar represents a bold new era for women’s professional ultimate in Oregon. As part of the Western Ultimate League (WUL)—the premier stage for women’s ultimate on the West Coast—Soar brings elite competition and a fresh sense of pride to the community.

Formerly known as Oregon Onyx, the team’s new leadership recognized the need for a new identity—one that could inspire players and fans alike, and move beyond the challenges tied to the past. Through a full brand audit and evaluation, it became clear that while the spirit of the team remained strong, a new name and vision would better reflect where the organization was headed.

Oregon Soar is more than a rebrand; it’s a revival. It marks the return of professional women’s ultimate to Oregon—and a commitment to building a stronger, more inclusive future for the sport.





PRIMARY LOGO



PRIMARY WORDMARKS



OREGON ULTIMATE ALLIANCE SOAR

SOAR takes flight from the essence of Ultimate—fluid, fast, and fiercely collaborative. Inspired by the grace and precision of flight, the name captures a team in motion: strategic, agile, and always ascending. Like a flock navigating as one, each player brings unique strength, but together, they operate with shared instinct and purpose. **SOAR** isn't just about upward momentum—it's about unity, vision, and the exhilarating joy of the game.

Rooted in values of inclusion, play, and progress, **SOAR** invites players from all backgrounds to rise together. It reflects a culture that celebrates creativity, strategic thinking, and a love of the sport that's as free-spirited as it is disciplined. The team's energy is contagious—welcoming, dynamic, and ever-evolving.

More than a name, **SOAR** is a mindset. It represents a community that lifts each other up, where growth is collective and every match is an expression of trust, talent, and play. From the local fields to the larger Ultimate stage, **SOAR** reflects a team—and a culture—built to elevate.

IDENTITY ORIGINS

FAMILY CREST

The overall theme of the identity is a family crest, one that represents the on field team and the community behind their play.



UPLIFTING SPIRIT

The central bird is rising to symbolize the goals of the team and league to uplift the community through play and support.



SHIELD

The central bird also creates an implied shield to further align with the symbolism of a family crest and to align with our partner organization, the Oregon Steel of the UFA.



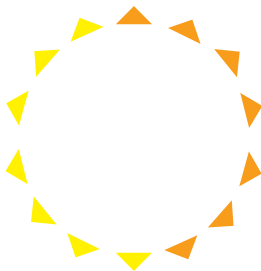
FAMILY CREST

The bird's head is in two pieces representing the play and the community coming together to point the way forward, and follows inspiration from traditional family crests.



SUN BURST

The sun burst represents our shared goal of creating a safe and supportive space for our community. As a symbol of play, the sun is created from fourteen triangles—representing the players from both teams in a match coming together as one.



WINGS

The wings represent the players on each team through seven feather segments on each side.





PRIMARY IDENTITY LOCK-UPS



SECONDARY BRAND MARKS



IDENTITY ALIGNMENT TO OREGON ULTIMATE ALLIANCE IDENTITY





FULL COLOR



GRAY SCALE



SINGLE COLOR





FICTION

thank you for your consideration