

FICTION

Oregon Steel Brand Identity
NextNW CASCADIA CREATIVE AWARDS

NEW IDENTITY FOR PROFESSIONAL MEN’S ULTIMATE FRISBEE IN OREGON



UFA IS A GROWING LEAGUE WITHIN THE AMERICAN SPORTS LANDSCAPE



IDENTITIES OF THE TEAMS WITHIN THE LEAGUE



OREGON ULTIMATE ALLIANCE STEEL

The Oregon Steel is a men’s professional ultimate Frisbee team playing the premier league of their sport, UFA. The UFA is a growing league with 26 teams across the nation and expanding. The team originally competed as the Portland Nitro. Due to a negative reputation credited to previous ownership, the new owners asked us to execute a comprehensive brand audit to evaluate the value of the existing brand and the potential value of a new identity. Ultimately the choice was made to celebrate the past, but to move forward with a new identity.





PRIMARY LOGO



PRIMARY WORDMARKS



OREGON ULTIMATE ALLIANCE STEEL

STEEL draws inspiration from the native Steelhead—known for its resilience, adaptability, and strength. Like the fish, the team thrives in its environment, reflecting a deep connection to community and nature.

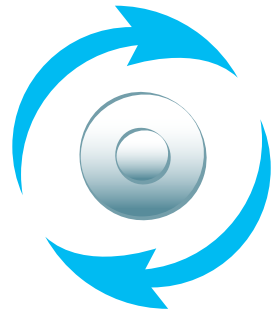
STEEL symbolizes toughness, agility, and the ability to rise to any challenge.

The name captures the essence of Ultimate: fluid yet fierce. Each player is a strand of steel—strong alone, but unbreakable together. This collective force defines the team's identity: strategic, unified, and relentlessly driven.

IDENTITY ORIGINS

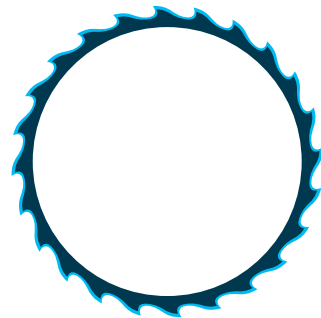
ENDLESS MOTION

The shape of the mark represents the spinning disc of ultimate and the life cycle of Oregon’s native steelhead. Born in our rivers, they journey to the ocean before returning to their native waters to continue the cycle.



WAVE RING

The outer ring symbolizes our league, with each wave forming a blade that represents each team in the UFA. Unified within the Ultimate community, it also reflects the current of our gameplay, as we push forward with strength in pursuit of victory.



ENEGERY CORE

Bound by our heritage with Nitro Orange and driven by the passion of a new horizon symbolized by Energy Pink, the center ring represents our unwavering dedication.



STRENGTH IN MOTION

Like the steelhead’s relentless journey from river to ocean and back, our team draws strength from our heritage and channels the fire of our future.

The steelhead surges through the current, rising above challenges, gaining strength, and overcoming adversity—united as a team.

Nitro Orange reflects the raw power of our roots, while Energy Pink embodies the passion driving us toward new horizons.

The wave represents the currents that guide the steelhead on its journey, symbolizing the energy and momentum that propel the game forward.

The Steelhead complements the wave. Together, they create a dynamic and powerful ‘S’—a symbol of strength, synergy, and resilience. The streamlined design underscores the precision and skill required to navigate challenges with purpose.





PRIMARY IDENTITY LOCK-UPS



SECONDARY BRAND MARKS



IDENTITY ALIGNMENT TO OREGON ULTIMATE ALLIANCE IDENTITY



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STEEL



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STEEL

FULL COLOR



STEEL

GRAY SCALE



STEEL

SINGLE COLOR





FICTION

thank you for your consideration