

## Charlotte Unveils New Logo

Written by Staff Reports

Tuesday, 24 December 2013 16:41

---

The Charlotte Bobcats, who will officially change their name to the Hornets next season, unveiled their new logo last Saturday during halftime ceremonies of Charlotte's match up with the Utah Jazz at The Time Warner Cable Arena.

And unlike the friendly logo displayed by the original Charlotte Hornets, who moved to New Orleans before the 2002-03 season, this new logo seems to be more in attack mode. New Orleans changed its name to the "Pelicans" at the conclusion of the 2012–13 season. That same offseason, the Hornets name was returned to its original city to be used by the Charlotte Bobcats, effective in the 2014–15 season.

Team owner, Michael Jordan received permission from the NBA board of directors this year to change the team's name after New Orleans owner Tom Benson vacated the name in favor of the Pelicans. The Hornets were located in Charlotte from 1988-2002 before then-owner George Shinn moved the team to New Orleans.

In contrast the new Hornets' logo with the original, the old one looked like a cool dude sporting shades. He might blow by you in a pickup game, but he wasn't threatening you with his stinger.

In a press release sent out preceding a lavish unveiling ceremony Saturday, the Charlotte club said this about the new logo: "The primary logo utilizes the purple and teal color palette and

## Charlotte Unveils New Logo

Written by Staff Reports

Tuesday, 24 December 2013 16:41

---

features an aggressive-looking hornet that is ready to attack. Its piercing eyes, raised antennae, expanded wings and pointed stinger depict its relentless intensity."

The event featured former Muggsy Bogues, Rex Chapman, Dell Curry and Kelly Tripucka, all former NBA players who played for the Hornets in Charlotte, as well as a video display with the new logo.

The Bobcats officially become the Hornets the day after their final game this season.