

WASHINGTON SENTINELS

A NEW ERA OF VIGILANCE

Franchise Rebrand Project

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THE SENTINEL CONCEPT

THE NAME

The "Washington Sentinels" evokes vigilance, protection, and national duty. It aligns perfectly with the capital's identity as the guardian of the nation, moving beyond generic patriotism to a specific, powerful role.

THE INSPIRATION

Drawing from the classic Roman/Grecian architecture of D.C.'s monuments (Lincoln Memorial, Supreme Court), the brand fuses the American Eagle with the timeless Soldier (Sentinel) to create a symbol of unyielding strength.

VISUAL IDENTITY

- ◉ **The Icon:** A Roman-style helmet adorned with a red feather, integrated with an Eagle.
- ◉ **Color Palette:**
 - Deep Navy: Authority & Professionalism
 - Muted Bronze: Endurance & Monumental History
 - Capitol Red: National Pride & Tradition
- ◉ **Symbolism:** Represents the team as the "Guardians of the Capital."



HOME UNIFORMS

Tradition Meets Power.

The home kit features a classic white base with deep navy pinstripes, honoring baseball's rich history. The script "Sentinels" across the chest is outlined in red and blue, providing a sharp, distinguished look on the field. Distinctive coloring on the sleeves and collar unifies the brand palette.



AWAY UNIFORMS

THE "STEALTH" LOOK

For the road, the Sentinels don a dominant Deep Navy Blue jersey. This solid color block conveys authority and intimidation.

- **Typography:** Block "WASHINGTON" lettering in Bronze with a Red outline ensures maximum legibility and contrast.
- **Details:** The simplified "Eagle Helmet" logo sits proudly on the left shoulder, while player numbers feature the traditional font associated with sports.



MARKET LANDSCAPE



THE AUDIENCE

Highly educated professionals, federal workers, and a significant military population. They value tradition, competence, and patriotism.



THE BRAND FIT

The "Sentinel" identity resonates deeply with the city's role. It feels established and serious, distinguishing itself from more generic team names.



STRATEGY

Position the brand as "premium" and "elite." Focus on the narrative of defense and strategic preparation to align with the D.C. mindset.

STRATEGIC PARTNERS



LOCKHEED MARTIN

The Defense Link. A natural fit for the "Sentinel" theme, connecting with the region's massive defense sector workforce.



USAA

Service & Honor. Authentic engagement with the military community, veterans, and their families through shared values.



CAPITAL ONE

Local Powerhouse. A staple D.C. institution that offers financial stability and mass-market reach to the professional class.

CAMPAIGN: #VIGILANCE

**"ALWAYS WATCHING. ALWAYS
READY."**

This macro-campaign focuses on the unseen grind. We don't just play; we prepare.

"The Vigil" Content Series: Short, cinematic films highlighting the intense, behind-the-scenes preparation of players. It frames baseball not as a game, but as a strategic defense of our home turf.

Hashtag: #Vigilance



FAN EXPERIENCE: "THE BRONZE WATCH"

THE FINAL GUARD

Located in a prominent field-level corner, this section acts as the stadium's "closers," activated during the most critical late-game moments.

- **The Ritual:** At the 7th Inning Stretch, the "Vigil" begins. Fans don signature Bronze Gauntlets and raise Navy Banners.
- **The Tactic:** "The Silent Stare." Instead of noise, the section falls into an intimidating, absolute silence during high-pressure opposing at-bats.
- **The Chant:** A sharp, disciplined command: **"HOLD THE... LINE!"**



PLAYER MARKETING: "THE FIELD MARSHAL"



COMMANDING THE FIELD

We elevate our star player beyond "athlete" to "**Field Marshal.**"

- ◉ **Narrative:** The strategic genius and physical force leading the defense.
- ◉ **In-Game Ops:** When a big play is made, the jumbotron flashes "FIELD MARSHAL: SECURED."
- ◉ **Community:** The face of our "Vigilance" campaign, leading initiatives with local service members.

LAUNCH TIMELINE



PHASE 1: TEASE

Mysterious "Vigilance" billboards appear around D.C. No logos, just the date.

PHASE 2: REVEAL

Press conference at the Lincoln Memorial. Logo & Name drop. Social takeover.

PHASE 3: GEAR

"Field Marshal" & "Red Crest" merch lines go live. Pop-up shops in Navy Yard.

PHASE 4: OPENING DAY

Inaugural "Vigil" ceremony. The Red Crest section debuts.