

SOCCKER CLUB

REBRANDING

CLAY DUPLANTIS



SOCCKER ORGANIZATION TIMELINE



Louisiana Soccer Association

FORMATION: 1984

HTSA-Logo Created

2006

Club Rebranding

2022-2023
NEW PRESIDENT: CLAY
DUPLANTIS

Inception

1979 SOCCER KICKED OFF IN HOUMA,
LA AS BAYOU SOCCER ASSOCIATION

1st Rebranding

2005: NAME CHANGED TO HOUMA-
TERREBONNE SOCCER ASSOCIATION

Blackhawks logo created

2014

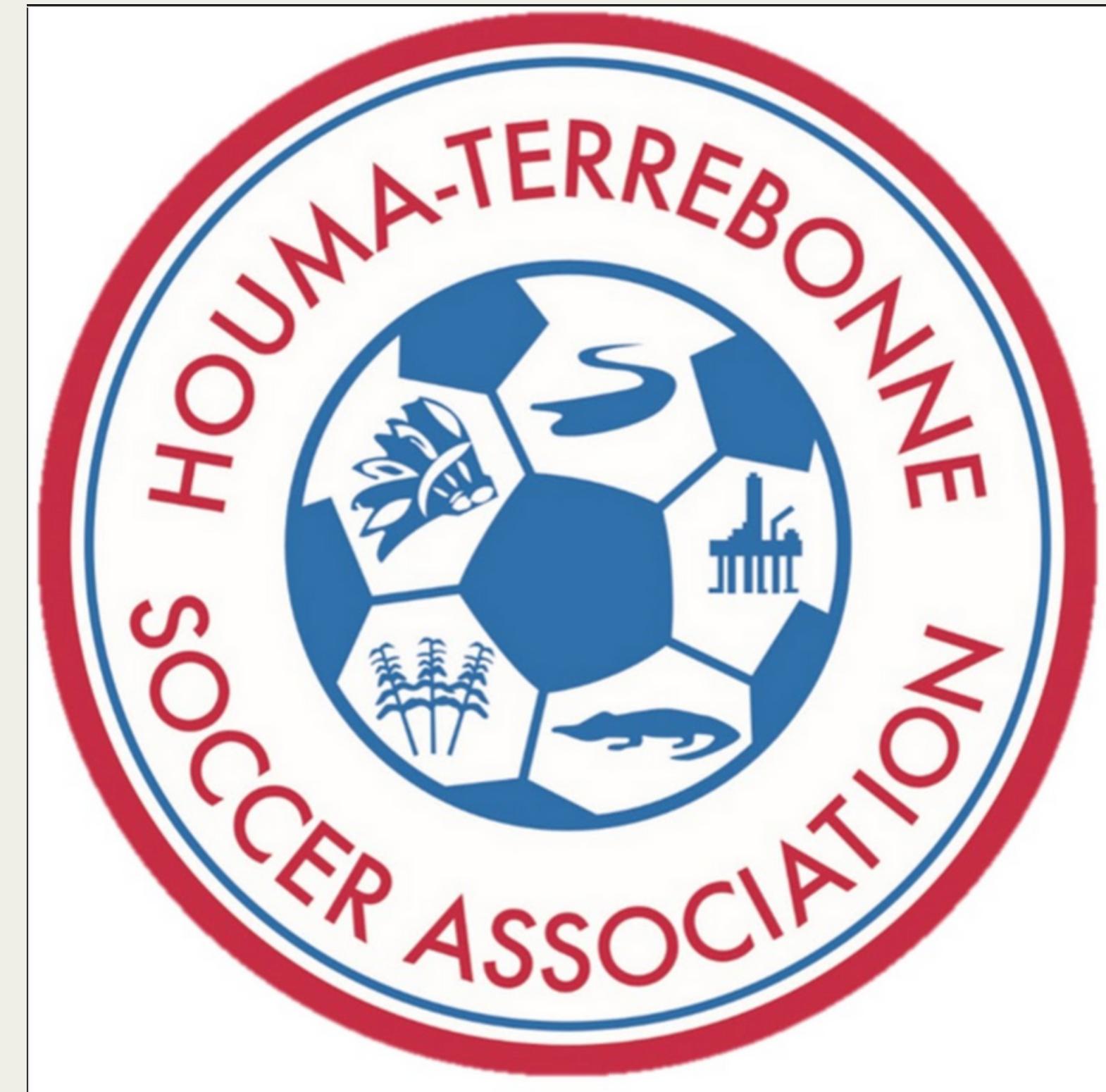


OG LOGO

BAYOU SOCCER ASSOCIATION (1984)

BSA REBRANDED

Establishing:
Houma-Terrebonne Soccer Association
(2005-2006)



HTSA UNIFORMS & BRANDING:





THE DIVIDED CLUB

HTSA created a separate logo for our competitive program,
Blackhawks (2014)

...and a separate logo for our female competitive teams, the
LadyHawks.

HTSA & BLACKHAWKS UNIFORMS:



HTSA Website
Design & online
branding

THE OFFICIAL HOME OF THE
HOUMA-TERREBONNE
SOCCER ASSOCIATION

SUMMER 3V3 LEAGUE REGISTRATION OPEN!



WEEKNIGHT GAMES!
FAST PACED, HIGH SCORING!
IMPROVES PLAYER SKILLS!
COACHES REGISTER TEAM OF 8
OR LESS PLAYERS! \$150/TEAM

houmasoccer.com to register

A new era...

As the newly elected President, I observed that our club's online presence was outdated. The website lacked content, featured clashing colors, and the circular logo appeared dated. Notably, we had two logos—one for HTSA recreational teams and another for the Blackhawks, our competitive program.

Surprisingly, the HTSA logo was seldom utilized by our recreational parents, who constitute the largest fan base. Unfortunately, most recreational parents never showcased the logo, while the Blackhawks logo enjoyed representation in our competitive programs.

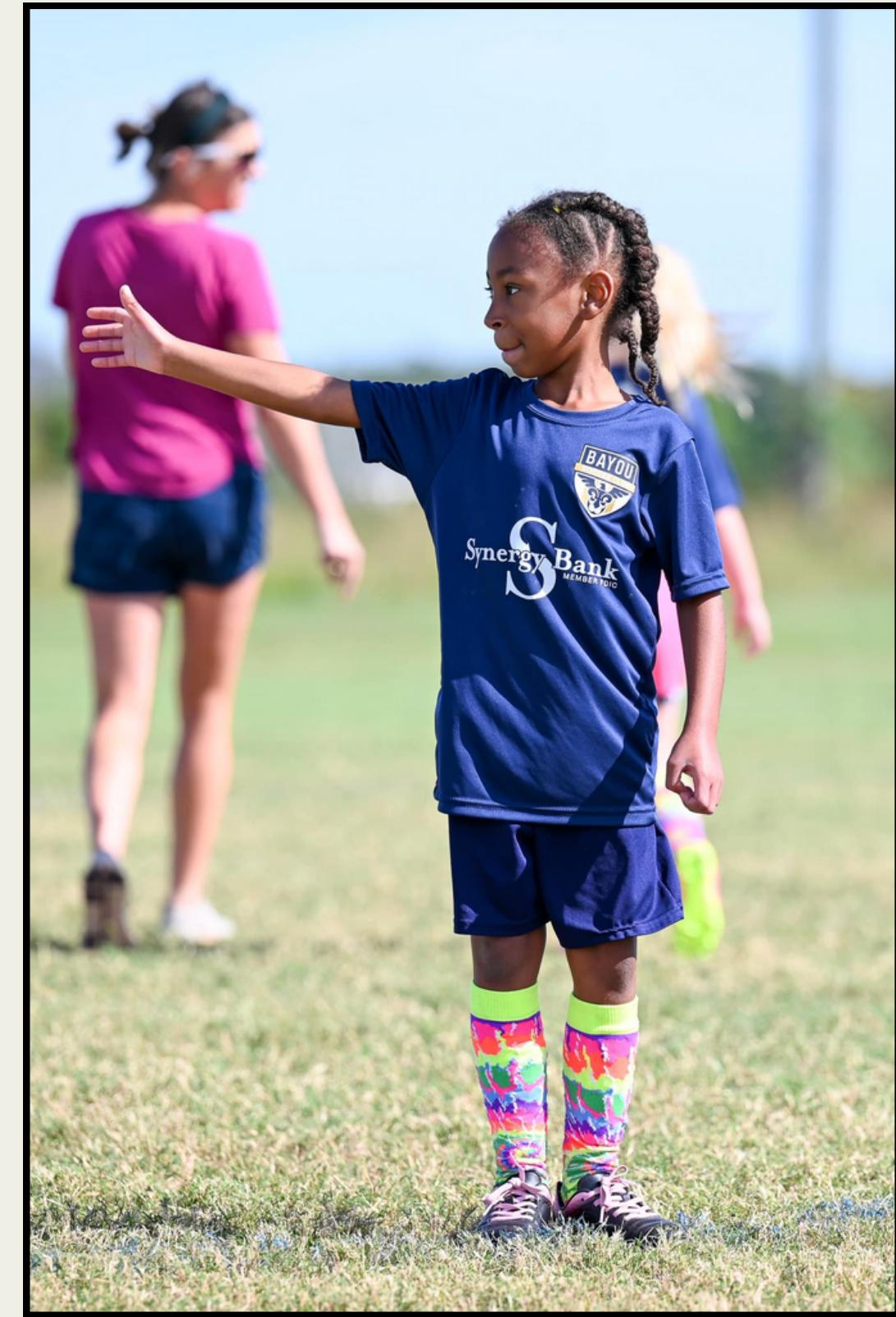
Recognizing a division within the club, I made the decision to undertake a comprehensive rebranding initiative, encompassing the club's name, colors, website, and logo...



BAYOU
SOCCER CLUB

EST. 2023

BSC'S UNIFORM



BSC Website Design

HOME CLUB INFO PROGRAMS FIELDS TOURNAMENTS CALENDAR MORE

BAYOU
SOCCER CLUB

Welcome to
Bayou Soccer Club!

BAYOU
SOCCER CLUB

3,861 followers

Follow Page Sign Up

BAYOU SOCCER CLUB about a week ago

Iron sharpens iron! This is a great age to see and compete against elite teams in Texas.

ATTENTION!

2010 AND 2011 BOYS
LAGNIAPPE S.C.

TERREBONNE PARISH

SCROLL ↓

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THANK YOU
PLEASE VISIT
WWW.HOUMASOCCER.COM