

Carthage Drumline Name and Logo Concept

– Fire Fighting and The Florian Cross

The name and logo concept plays off of the “Fire” elements that Carthage has adapted in the wake of losing the Native American motif after the name change from Redmen to Red Men in 2005.

With branding elements like the three flames logo, the torch & shield athletic logo and Torchie, fire is clearly a prevalent a prevalent part of Carthage. The natural extension of this idea, and an area that has yet to be explored by any student organization, is fire fighting.

The military-esque nature of a drumline/drum corps makes the direction of taking on the branding and motif of a firefighting company/corps/brigade make a lot of sense due to the obvious parallels that can be drawn. With this in mind, I’ve included a couple of different logos that combine the Florian Cross (the traditionally used emblem of various firefighting organizations) with elements specific to Carthage and/or the drumline they intend to represent.

Although the logos could be used with a generic name (ie: “Carthage Drumline”) and still resonate with those familiar with the college’s branding, it could potentially create some confusion for those unfamiliar with the “fire” traits the school uses. Names that link the branding/logo to the group like “The Fire Department” or “The Carthage Fire Brigade” certainly are obvious and simple choices to clear up any potential confusion. The name wouldn’t have to allude directly to firefighting, to create that connection for outsiders. Simply referencing fire in some way like: “The Burning Brigade”, “Carthage Fiery Drummers” or “Amazing Burning/Blazing Carthage Drummers (ABCD)” would render a Florian Cross style logo an effective branding device.

On the preceding page are a few example logos for your review. All work can be altered if needed and higher resolution versions can be created as well. If this direction does not work for you, I certainly would be willing to work with you to create something more suitable to your needs.

Please don’t hesitate to contact me via email at either bshatzer@carthage.edu or brice.shatzer@gmail.com with any questions, comments or requests.



Above are two versions of a simple fire fighting Florian Cross logo. The color scheme matches that of the college while the fonts used are meant to give the feel of a traditional fire department logo. The central banner and text incorporate some three-dimensional components, which act to make them the main focus while also giving the entire logo depth. This is also where the two logos vary, each uses a different organization name while also showing slight variation in the text style.

To the right is a very minimalist and clean Florian Cross that uses the college's color scheme and a simple Carthage "C" to establish an immediate and obvious connection to the school. While this logo certainly could be used effectively by itself, accompanying it with text when it is first used could help with establishing the identity of a young student organization.



This black and white logo combines different, smaller elements to convey the identity of the student organization. The helmet, axe, hook and ladder in the center of the cross make it apparent that the logo is alluding to fire fighting, while drum sticks and a drum on the either side make it obvious that this is a percussion organization.