# Hornets History Site Plan

## Declan Johnson

## WDD 130

## Overview

### Purpose

To teach the readers and audience about the Charlotte Hornets basketball franchise including images of their old logos and jerseys. It will include the most iconic rosters to show how the team really changed and include the different coaches and GM’s the team has had. It will be like a digital museum for the hornets.

### Audience

Anyone interested in basketball or the younger audience that doesn’t know a lot about the history of the Hornets.

## Branding

### Website Logo

(My ChatGPT was taking forever to make a logo but I could whip one up real fast tomorrow when I get a chance)

## Style Guide

### Color Palette

|  |  |  |  |
| --- | --- | --- | --- |
| **Primary** | **Secondary** | **Accent 1** | **Accent 2** |
| #1D8CAB | #FFFFFF | #1D0C65 | #000000 |

### Typography

#### Heading Font: Georgia Pro Black

#### Paragraph Font: Calibri

### Navigation

Home Logos&Jerseys Old Rosters/Coaches/GM’s

**Content**

**Founding and Early Years (1988)**

**The Charlotte Hornets were established as an NBA expansion team and played their inaugural season in 1988. The franchise brought professional basketball to Charlotte, North Carolina—a city with a rich basketball culture. The team launched with a distinct identity featuring a teal and purple color scheme, a bold cartoon-style hornet logo, and pinstriped uniforms that became a visual hallmark of the era. Home games were played at the Charlotte Coliseum, affectionately known as “The Hive,” which quickly became one of the loudest venues in the league.**

**1990s Growth and Popularity**

**During the 1990s, the Hornets grew in popularity, both locally and nationally. With a loyal fan base and a strong home-court atmosphere, the team became one of the most recognizable franchises in the NBA. They regularly ranked near the top in attendance and were known for their high-energy presentation and colorful branding.**

**Relocation to New Orleans (2002)**

**After over a decade in Charlotte, the original Hornets franchise relocated to New Orleans in 2002. The move left Charlotte without an NBA team, marking the end of an era. The original Hornets history, colors, and branding traveled with the team to New Orleans at the time.**

**Creation of the Charlotte Bobcats (2004)**

**In 2004, Charlotte was awarded a new NBA expansion team, which was named the Charlotte Bobcats. This marked the return of the NBA to the city, but with a completely new brand identity. The Bobcats played in a new downtown arena, which is now known as the Spectrum Center. Despite the new beginning, the Bobcats struggled to build the same cultural and emotional connection the Hornets once had.**

**Return of the Hornets Identity (2014)**

**In a major rebranding move, the team officially changed its name from the Bobcats back to the Charlotte Hornets for the 2014–15 NBA season. This change was met with excitement from fans who had long called for the return of the original name and aesthetic. Along with the name change came the restoration of the iconic teal and purple colors, the “Hugo the Hornet” mascot, and a modernized version of the classic logo.**

**Restoration of Franchise History**

**Alongside the rebrand, the NBA approved the transfer of the original Hornets’ historical records (from 1988 to 2002) back to Charlotte. This meant that all the team’s early accomplishments, statistics, and legacy once again belonged to the Charlotte Hornets, effectively uniting the franchise's past and present under a single banner.**

**CHILDPAGES**

**Original Hornets Era (1988–2002)**

* **Rosters: The early Hornets teams were built around young talent and exciting draft picks. Through the '90s, they developed into playoff contenders with dynamic rosters that connected with fans.**
* **Head Coaches: The franchise cycled through multiple coaches, including foundational names who helped define the team’s gritty, energetic style. Coaching changes were frequent during early years but reflected the team's growing ambitions.**
* **General Managers: GMs during this period were responsible for shaping the identity of the Hornets through savvy drafting and high-profile trades that made the team competitive in the Eastern Conference.**

**Bobcats Era (2004–2014)**

* **Rosters: The Bobcats struggled to find consistent success but developed a few standout players during this time. Their rosters often featured a mix of young prospects and veterans trying to establish a winning culture.**
* **Head Coaches: This era saw frequent coaching changes, reflecting the franchise's effort to find a strong and stable leadership style. Most coaches had limited tenure due to the team’s on-court struggles.**
* **General Managers: The GMs during this time faced the challenge of building a competitive roster from scratch. They oversaw several draft picks and free-agent signings aimed at laying a long-term foundation.**

**Hornets Rebrand Era (2014–Present)**

* **Rosters: With the return of the Hornets name, the team entered a new era that focused on rebuilding around younger players and a strong community presence. This period featured efforts to return to playoff contention and reestablish the Hornets brand.**
* **Head Coaches: The coaching direction shifted toward player development and creating a modern NBA system. Several coaches have cycled through as the franchise searches for sustained success.**
* **General Managers: Recent GMs have worked to build through the draft and cap space flexibility, shaping a roster aimed at long-term growth and playoff relevance.**

**Wireframes**

### Home

