



**Playmaker Minicamp Brand**  
August 16, 2015

**In brief—I gather that Playmaker Minicamp is a potential side-car to basketball tournaments for competitive b-ballers of the high-school age-range.**

**You want the logo to be unique.**

**'It can't be like anything else.'**

The presentation of this as a product would be both to prospective players who would be a part and to the coaches who know what skills those players will need to develop.

Additionally, I reckon that some pitch material would be put in front of tournament organizers and parents of those players who would be paying for Son X or Daughter Y to attend.

That's a heap of people with different statusi.

**Consistent among them?**

**Athletics.**

**They all watch basketball. And likely quite a bit of it.**

**The majority of your potential participants are perimeter players.**

**Precision perimeter players make threes.**



**Precision perimeter players who make threes do this.**







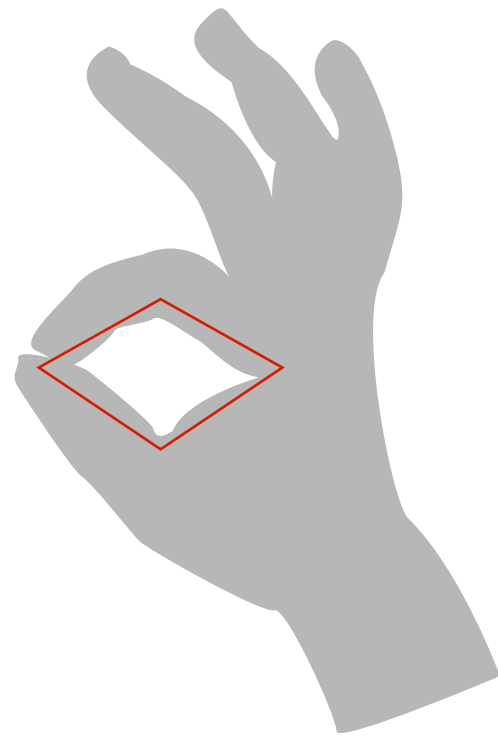
I think it signals: 'sniper', 'precise', 'clutch', and a degree of polite celebration.

Kids are getting suspended for it, because it has gang implications somehow, which while stupid, is happening and gives it an edge, too.

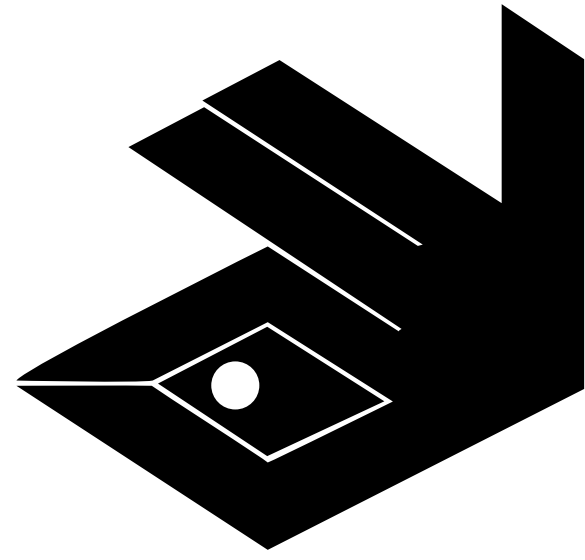


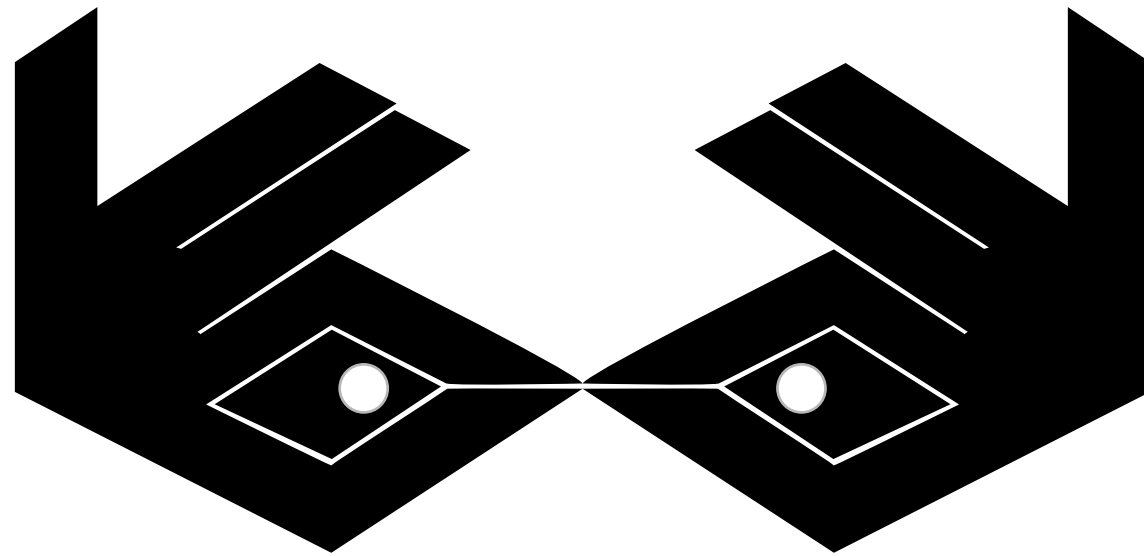


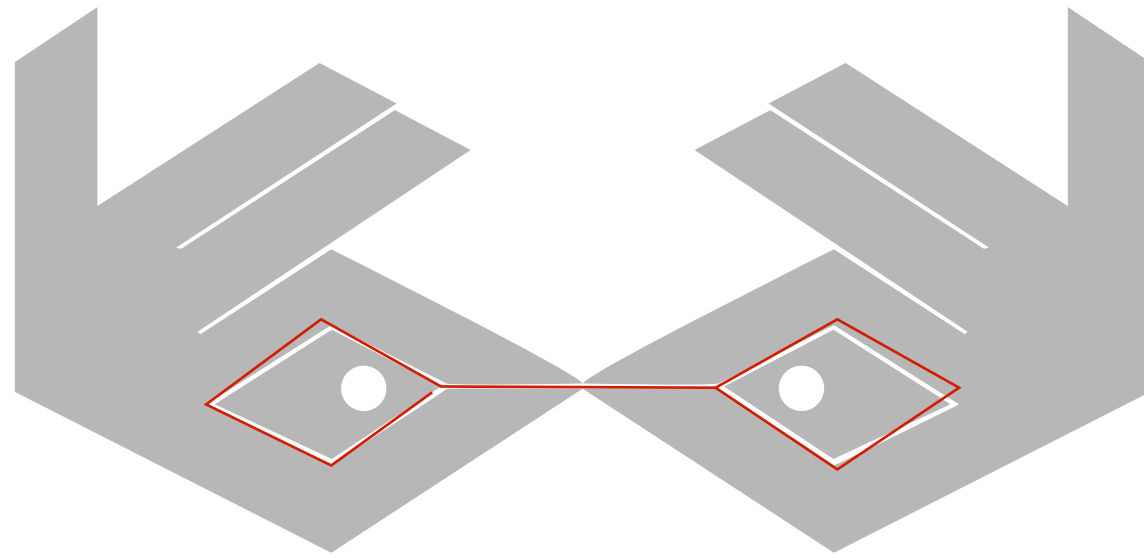
**It's not an illustration though—it's a logo. So tracing my own fingers and eye is not satisfactory.**









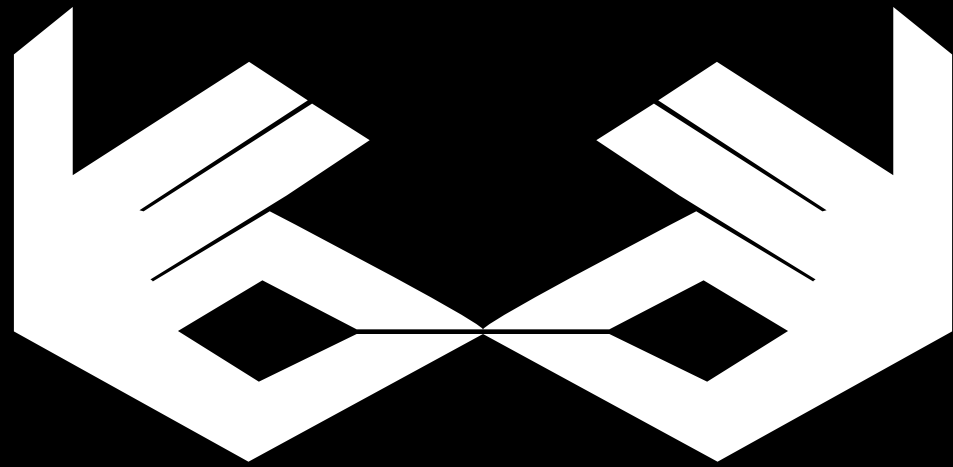




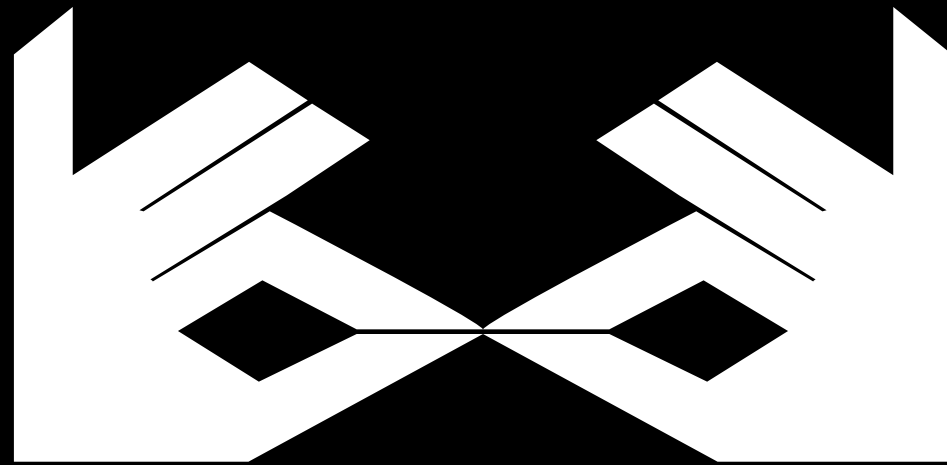


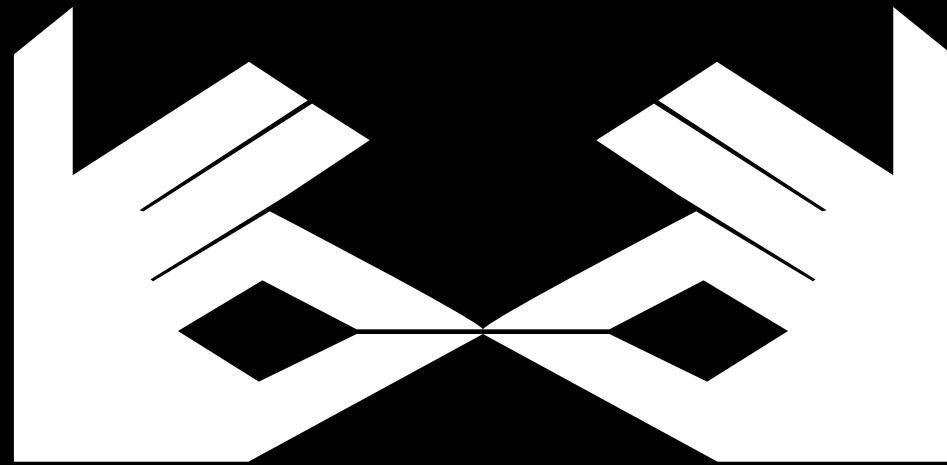












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PLAYMAKER  
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**Thanks.**