

LA GALAXY

LA Galaxy is a soccer team that was founded in 1996 and is a part of the Major League Soccer. They have won the Major League Soccer championship cup five times. With there wins, expectations were held, they needed to stay fresh in the LA market for sports entertainment to one up the competitors. LA Galaxy market realities would focus primarily on soccer fans, they tried to find way to get them to buy tickets and merchandise. A few obstacles that come along the way were hometown growth, audience members, and attracting fans.

The goal of this project is to help re-brand LA Galaxy by coming up with a modern updated logo. This is because LA Galaxy is a mens soccer team that has had difficulty getting fans to support them and their marketing tactics.



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#00245D R: 0 G: 36 B: 93

#3365B1

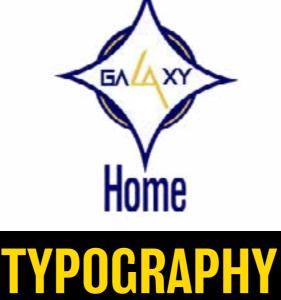
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#FFD900 R: 255 G: 217 B: 0



Stadium







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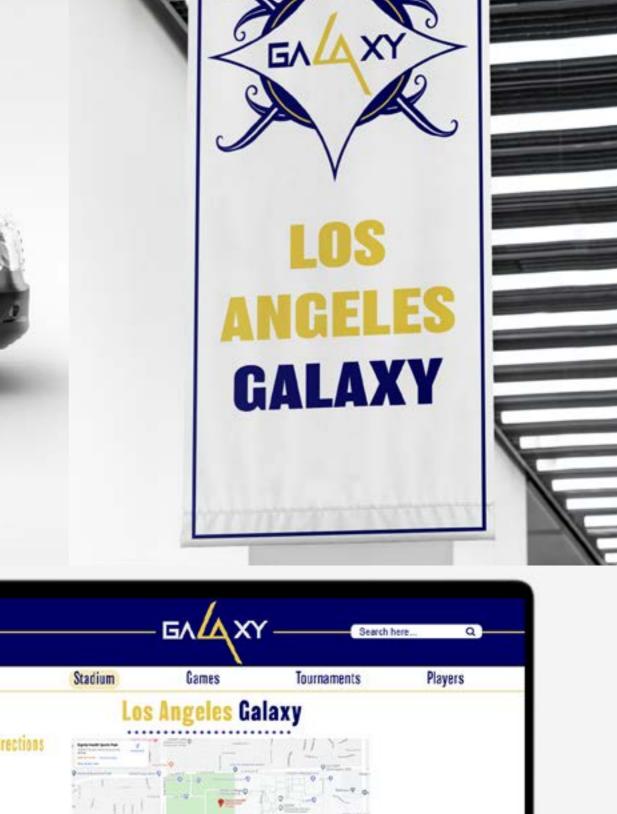
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ATHLETIC ETHNIC DIVERSITY PASSIDN SPORTS MANSHIP







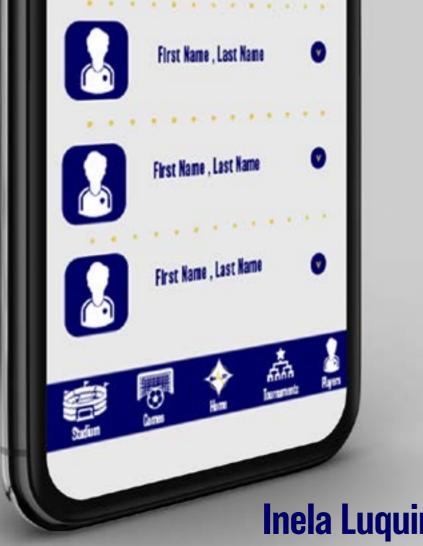




Dignity Health Sports Park is located at 18400 S Avalon Blvd in Carson, CA 90746

About Us

Terms & Condition





Inela Luquin Sanchez - Art 323A - Spring 2020