



have been a loyal fan of
Cleveland baseball for as
long as I can remember.

Like many others, I was surprised to see protests over what seemed to be simply a joyful, endearing mascot. Since then, however, it has become apparent that my opinion lacked perspective, and I offer a sincere apology to all whose heritage may have been infringed upon by our passionate fandom. It is now clearly time for a change--one that fans all over our fine city can point to with pride. It is my intent to capture both the history and tenacity that make Cleveland and its residents so darn special, and in that spirit, I give you...



The Guardians of Transportation on the Lorain-Carnegie Bridge have been a source of strength and civic pride since 1932--one year after the completion of Municipal Stadium, baseball's home on the North Coast for over 60 years. The bridge, fittingly, terminates at the world-famous "Corner of Carnegie & Ontario," only a few hundred yards from home plate. This subtle change to the name would retain continuity among the current fan base, and provide ultimate respect to the heritage of both our fair city, and the proud people who live here. Furthermore, the Guardian mascot brings the ferocity and fortitude to support the team's growth and success on the field.



**PRIMARY
LOGO**



**SECONDARY
LOGO**



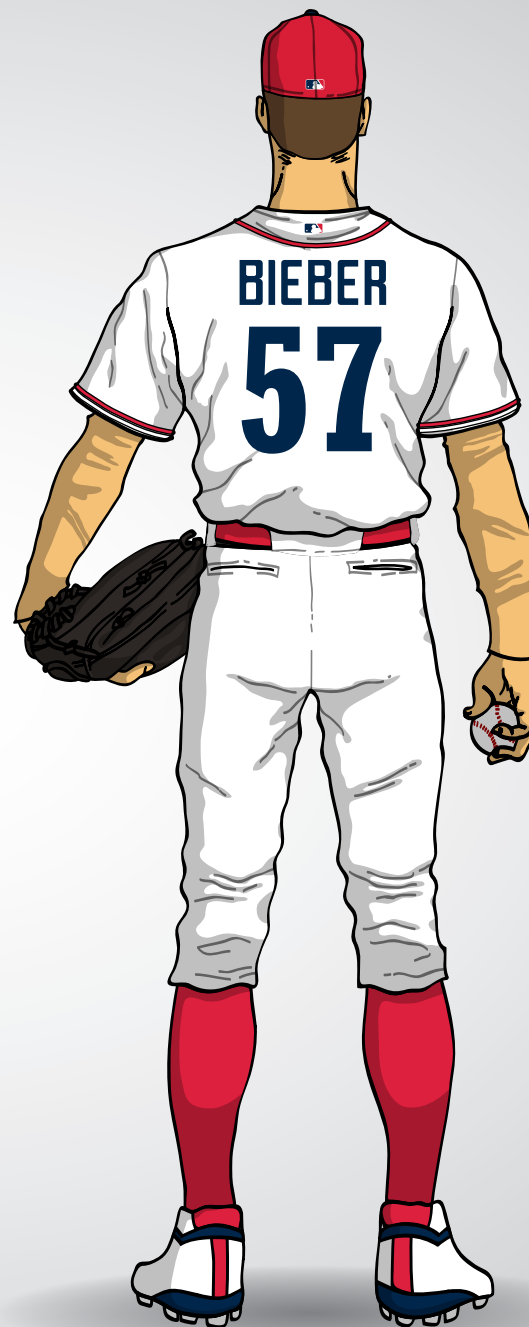
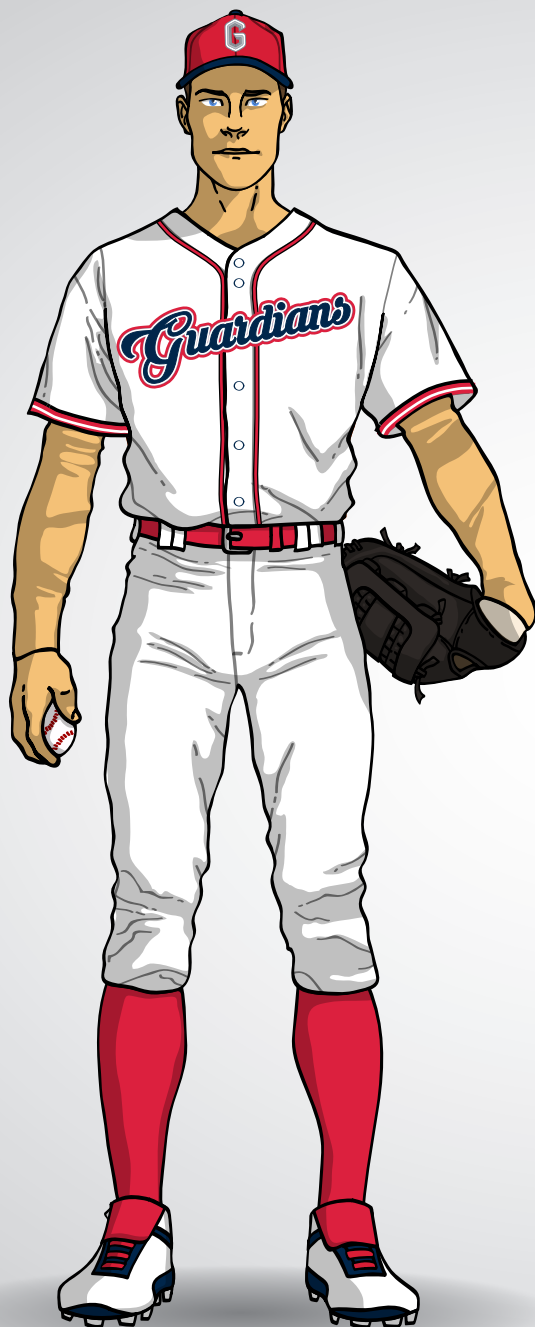
**ALTERNATE
LOGO**

PANTONE® 199 CV	PANTONE® 289 CV
PANTONE® 289 CV 85%	PANTONE® 289 CV 70%
PANTONE® 289 CV 50%	PANTONE® 289 CV 20%
PANTONE® White C	PANTONE® Black C

HOME

ALTERNATE

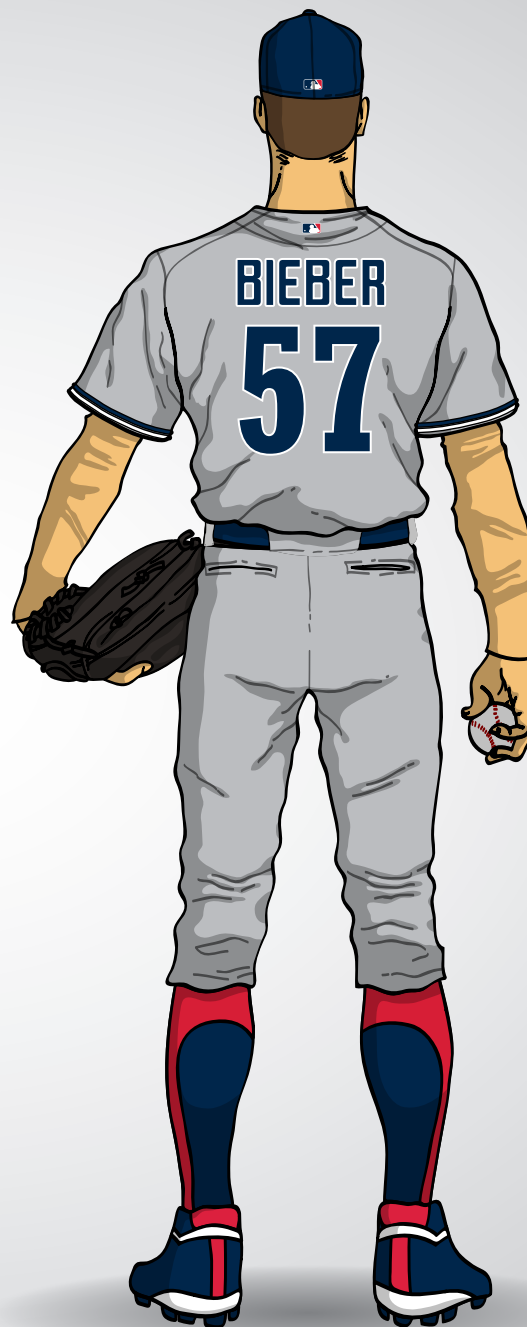
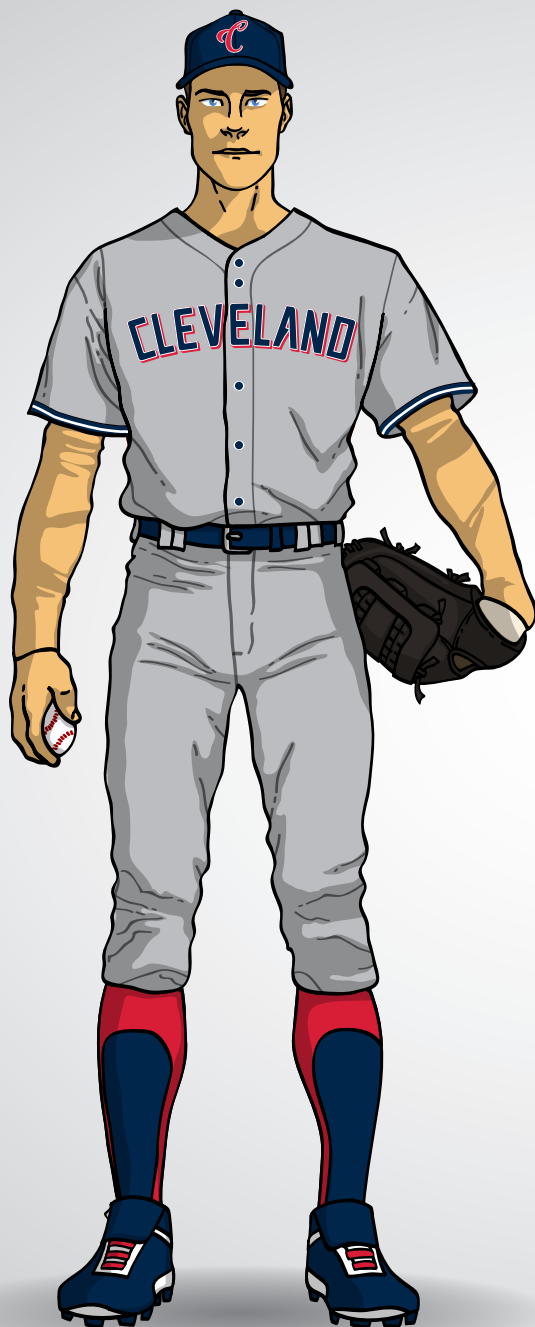
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HOME

ALTERNATE

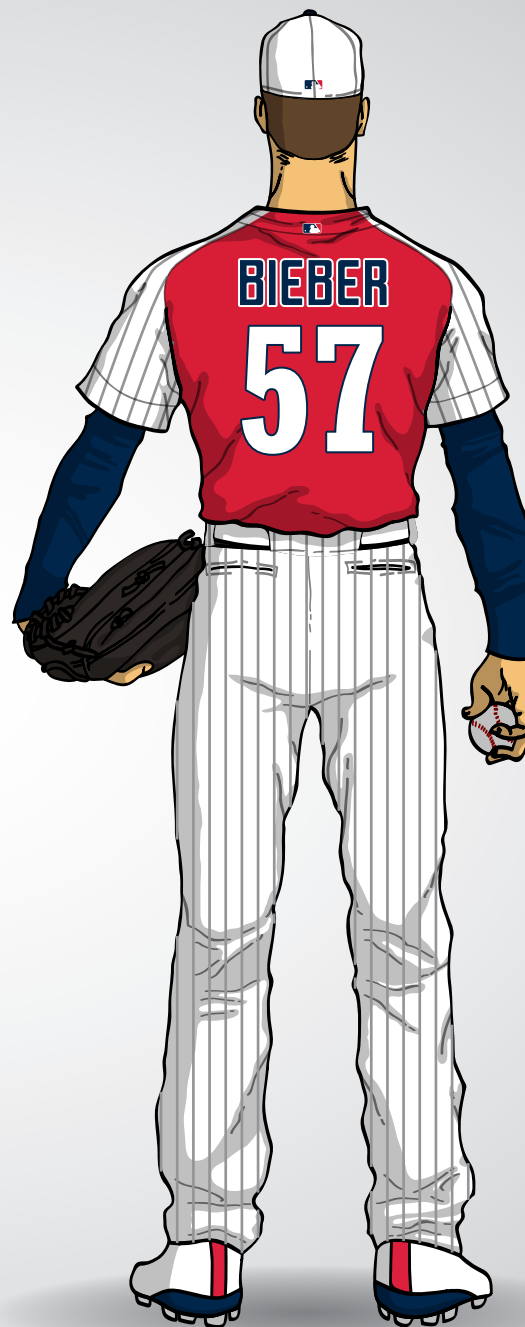
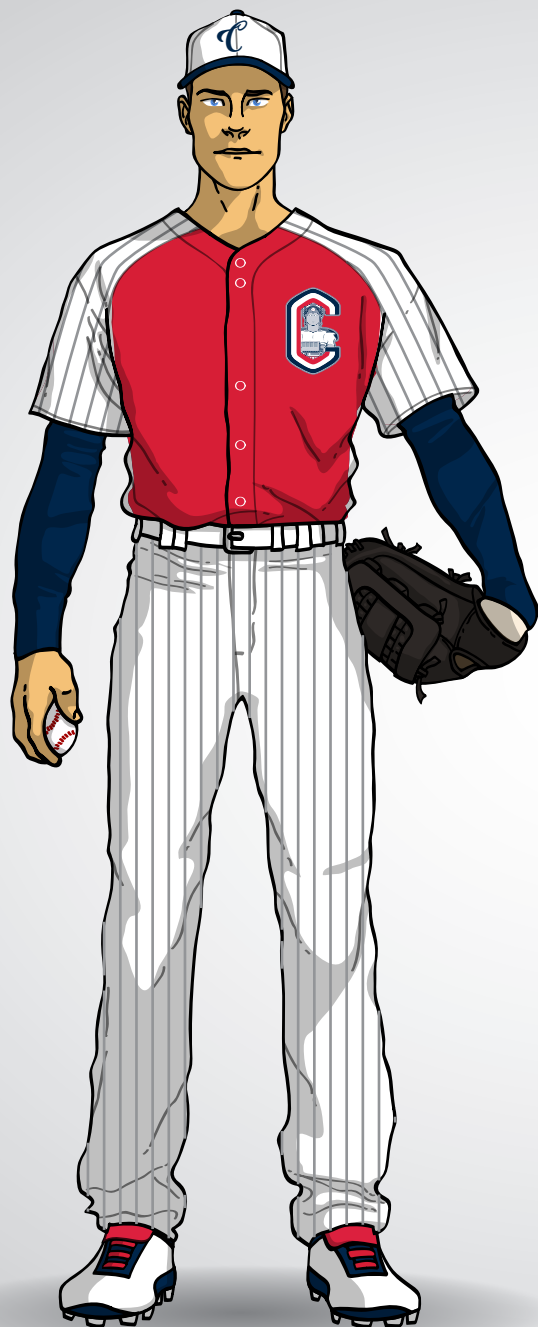
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HOME

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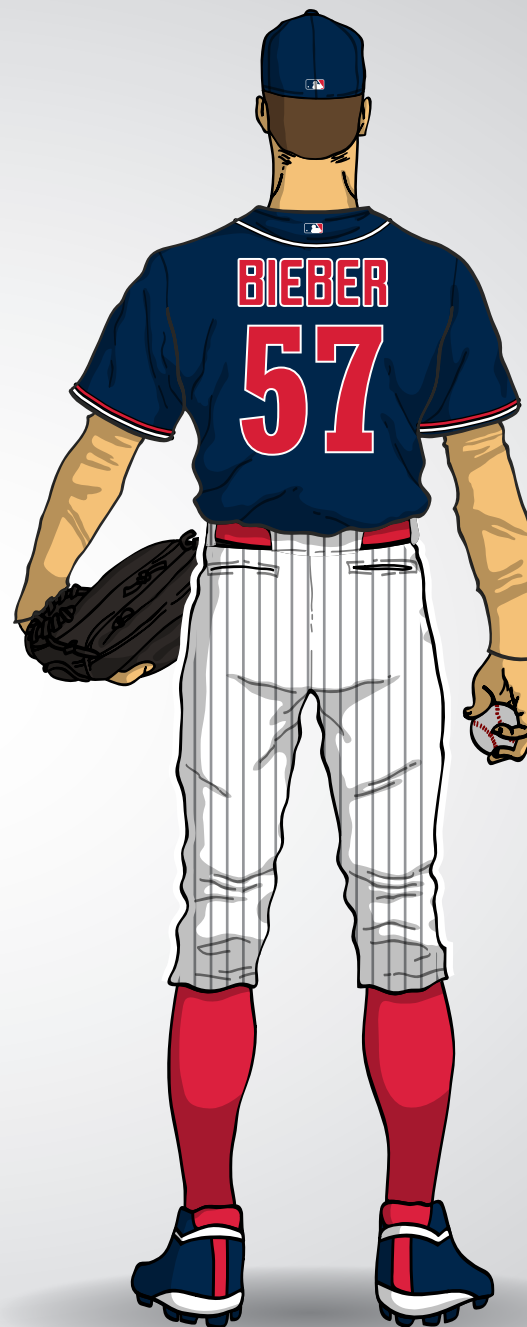
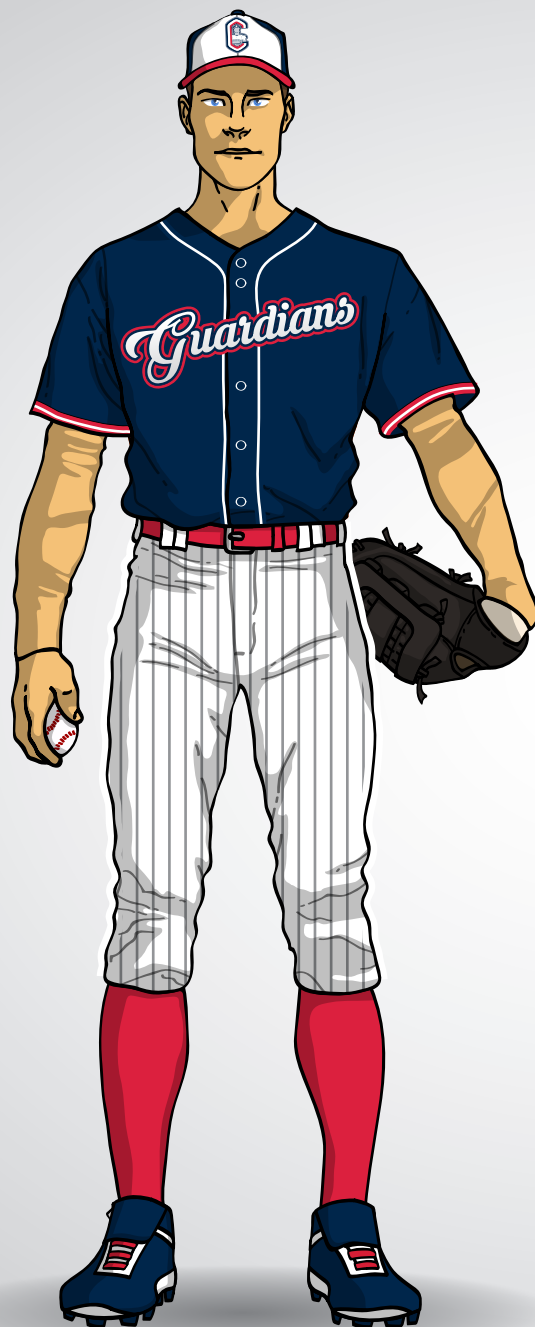
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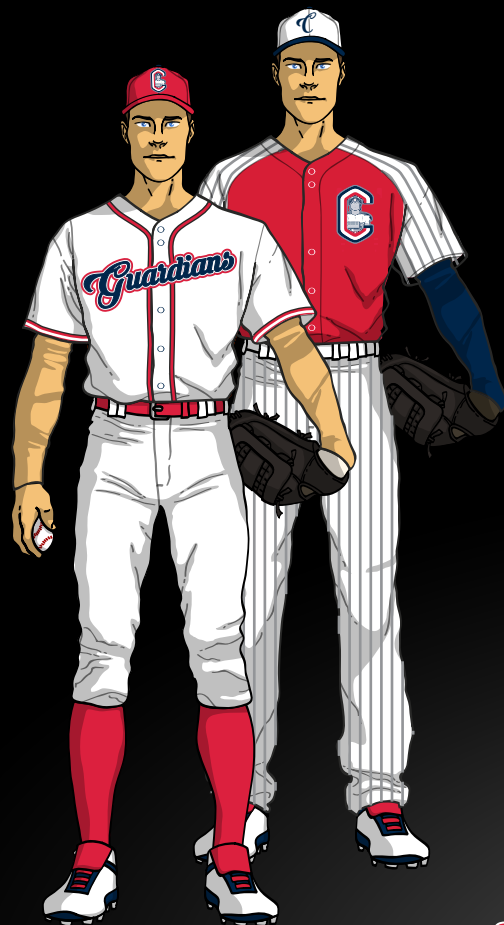


HOME

ALTERNATE

AWAY





CLEVELAND

Guardians