



The Miami Dolphins Cheerleaders are among the most highly regarded and recognized cheerleader squads in the world. Representing all women, they are professional, educated, confident, diverse and beautiful. SME was contracted to align the Miami Dolphins Cheerleaders brand with the parent organization in a way that best personifies them and their alluring, active South Florida lifestyles.

SME successfully completed the re-branding of the Miami Dolphins Cheerleaders by creating a fresher, more contemporary identity program that positions the group for a prosperous, long-term future. The new identity offers an array of visual assets that will spearhead the brand's entree into a host of new business and licensing opportunities for partners and consumers alike.

- Services:**
- Brand Strategy
  - Brand Identity
  - Look & Feel
  - Licensing Strategy & Merchandise Inspiration
  - Brand & Graphic Standards Guidelines

PRIMARY MARK



STRATEGY



WORD MARK



LIGATURE



ICON

