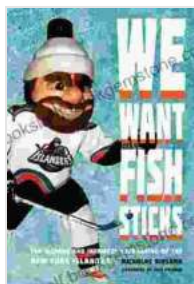


The Bizarre and Infamous Rebranding of the New York Islanders



We Want Fish Sticks: The Bizarre and Infamous Rebranding of the New York Islanders

by Nicholas Hirshon

★★★★☆ 4.5 out of 5

Language	: English
File size	: 4620 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 312 pages
Lending	: Enabled



The New York Islanders have a long and storied history in the NHL. The team was founded in 1972, and they have won four Stanley Cups. However, the Islanders have also had their share of struggles, both on and off the ice.

One of the most infamous chapters in Islanders history came in the early 1990s, when the team underwent a major rebranding. The team's new logo and jerseys were met with widespread ridicule, and the Islanders quickly became the laughingstock of the league.

The Fisherman Logo

The centerpiece of the Islanders' new branding was their new logo, which featured a fisherman holding a hockey stick. The logo was widely criticized

for being uninspired and amateurish. It was also seen as a major departure from the team's previous logo, which was a stylized version of the New York City skyline.



The Jersey

The Islanders' new jerseys were also met with widespread criticism. The jerseys were a bright blue and orange, and they featured a large fisherman logo on the chest. The jerseys were seen as being too loud and garish.



The Reaction

The Islanders' new branding was met with widespread ridicule. Fans and critics alike slammed the team's new logo and jerseys. The Islanders quickly became the laughingstock of the NHL.

The Islanders' rebranding was a major failure. The team's new logo and jerseys were widely criticized, and the Islanders quickly became the laughingstock of the league. The rebranding was a major embarrassment for the team, and it took years for the Islanders to recover.

The Return to the Blue and Orange

In 1998, the Islanders finally abandoned the Fisherman logo and jerseys. The team returned to their traditional blue and orange colors, and they adopted a new logo that featured a stylized version of the New York City skyline.

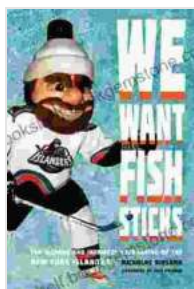


The Legacy of the Fisherman

The Islanders' Fisherman logo and jerseys are now seen as a symbol of the team's darkest days. The rebranding was a major failure, and it took years for the Islanders to recover. However, the Fisherman logo has also

become a cult classic. It is now seen as a symbol of the team's resilience and their ability to overcome adversity.

The New York Islanders rebranding was one of the most infamous in NHL history. The team's new logo and jerseys were met with widespread ridicule, and the Islanders quickly became the laughingstock of the league. However, the Islanders eventually rebounded, and they are now one of the most successful teams in the NHL.



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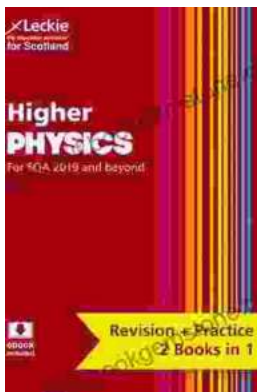
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