

How the new Barons logo was designed

How did the new Cleveland Barons select a new logo for their club? This is one of the most-asked questions, with a most interesting story making up the answer.

The logo design has been tied in from the very first with the name selection process, and the artist involved from the very first has been Walter Lanci, a native of Maple Heights, Ohio.

Lanci was commissioned by the hockey club to come up with a design for the Cleveland team logo that would be attractive, distinctive and have a strong traditional feeling.

"It was generally felt all along that we would work with a large "C" that would be original and different," recalls Lanci. "We also wanted to work in the configuration of the state of Ohio, because the Barons are the sole representatives of the state in the NHL. This was to be a whole new thing, something with dignity that you would remember."

Lanci, who owns the Offset Color and Printing Company in Bedford Heights, explained many facets of the logo. "We feel that the words Cleveland Barons within the "C" have an elegant look, like an official seal. Also, the "B" to represent Barons is not really gothic, but a modification of the old English. The Ohio map is, we think, a truer representation than most Ohio state configurations in use now."

Summing up, Lanci said the new logo combines dignity and tradition. "It's something that will grow on you...you won't get tired of it as people tend to do with so-called 'modern' graphics."

The Cleveland Barons logo fits comfortably into the National Hockey League scene...it befits a brand new era in Ohio hockey.