

Analysis of NBA Team Name and Team Logo and its Enlightenment to CBA

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Abstract---Using the method of literature review and logical analysis on the NBA team team standard arrangement and classification, analysis of its significance from two angles of cultural connotation and artistic design. The main conclusion: the very cultural connotation and long-term stable team, can further promote the formation of team culture; team created to promote brand development; help derivatives; prompting the formation of loyal fans group. **IMPLICATIONS:** CBA teams choose to be combined with local characteristics, to commercialization; design team logo should be the pursuit of simple, with identification; selection of team team logo should be for the public benefit by mutual discussion.

Index Terms---NBA; CBA; team name

I. INTRODUCTION

NBA as one of the best league in the operations around the world, not just on the competitive level in the first-class, operating in the league, league promotion, team cultural building has its own set of system, selection and the team name team logo design but also has its unique feature. NBA team attaches great importance to

the choice of team name and team mark design, the final formation of the team and the team is also distinctive, become a unique scenery line in the NBA, even to some extent represents the culture of the United States, as a special symbol of American culture. The simple, easy to remember and long - term invariable team name logo is a feature symbol of the team image and an important part of the team culture, playing a positive role in the development of the team.

II. NAME AND ORIGIN OF NBA TEAMS

The NBA now has 30 teams, divided by geographical location into eastern and western leagues, each with 15 teams. The development process of team name and team logo is that the team chooses to set up a home - team name - team logo in a certain city. The NBA already has 30 team names, all of which are composed of the name of the team's city or state plus a word, thus forming a team name with rich personality [1]. Because the NBA has changed the team name and team logo in recent years, the team name and team logo in this article all adopt the latest version.

TABLE 1
NBA TEAM NAMES AND THEIR MEANINGS

Name	origin
Miami Heat	Reflecting Miami's climate, the heat's logo is a flaming hot basketball that complements the beach city's culture of burning passion.
Phoenix Suns	Phoenix has a dry climate and has the highest average annual temperature of any major city in the United States.
L.A. Lakers	Formerly located in Minneapolis - thousand lakes. Although no lakers in Los Angeles have adopted the name since moving to Los Angeles in 1960
Minnesota Timberwolves	Minnesota has a large number of forest lakes and lakes, with an estimated 2, 000 wolves, reflecting the respect of local residents for forest w
Milwaukee Bucks	Milwaukee is a sparsely populated, forested area with large Numbers of wild deer, and its residents have a tradition of chasing deer, both for memorial and for the pursuit of blood and courage.
Memphis Grizzlies	The team was originally born in vancouver, Colombia. The grizzly bear is a unique animal in the district of Columbia.
Oklahoma City Thunder	Oklahoma is also known as the Oklahoma city thunder because of its frequent occurrence of lightning.
New Orleans Pelicans	The pelican, the state bird of New Orleans and the flag of the state, also carries the message of freedom and speed
New York Knicks	In English, knickerbockers are knickerbockers, or knickerbockers, in honor of New York's large Dutch immigrant population, who tend to wear baggy, baggy knickerbockers.
Houston Rockets	Houston, the most famous "space city" in the United States, is the site of the Johnson space center rocket launch.

Detroit Pistons	Detroit is known as the "motor city" in the world, and the piston is an iconic part of the car, which can represent the characteristics of this industrial city
Orlando Magic	The city of Orlando is home to the world's largest Disney amusement park.
San Antonio Spurs	SAN Antonio is located in the western part of the United States, the SAN Antonio spurs is a kind of iron thorn needle, used for the rider on the shoes shoe heels to your team, is to reflect the culture of the western United States era.
Dallas Mavericks	The name "Mavericks" translates as "Mavericks," but it originally means small animals that have not yet been branded, meaning "Mavericks" and "Mavericks."
LA Clippers	The team was originally based in San Diego, which is known for its great ships sailing through the San Diego bay. In 1984, the team moved to Los Angeles, but still retained the clippers name.
Chicago Bulls	Chicago area agriculture and animal husbandry are very developed, the image of the bull represents tough, domineering, tough, persistent and very consistent with the basketball spirit
Utah Jazz	The team's predecessor, New Orleans, was the "jazz capital" and has been in use since moving to Utah
Indiana Pacers	The English word "Pacers" for walkers can also be translated as "horse walkers". The horse Racing Pacers have a long history in Indiana
Denver Nuggets	The Denver area was previously uninhabited, and gold was discovered in Denver around 1858.
Portland Trail Blazers	Portland was one of the important areas of western development, and the meaning of Trail Blazers coincided with the historical background of western frontier.
Golden State Warriors	Formerly known as the Philadelphia warriors, it is a tribute to the team that died in the American revolution. The team changed its name to the golden state warriors after moving to San Francisco in 1962.
Boston Celtics	Boston is named after a city of Irish descent, most of them Celts
Atlanta Hawks	The team is called Hawks in honor of the historic event of the black hawk war near Atlanta in 1831.
Philadelphia 76ers	The team commemorated the declaration of independence signed by the United States government in Philadelphia in 1776.
Charlotte Hornets	The hornets have been regarded as the city's patron saint since the civil war, when a swarm of wasps near Charlotte helped the local south defeat the north.
Sacramento Kings	Formerly known as Rochester Royals, moved to Kansas after local have a baseball team called "the royals" so take similar meaning of "Kings", moved to Sacramento treats it continues the Kings team.
Washington Wizards	Formerly known as the bullets, the wizards have been singled out for violence and voted by fans for the wizards
Toronto Raptors	The only foreign team in the NBA is based in Toronto, Canada. The name of the team was collected from a large number of fans.
Brooklyn Nets	Before the New Jersey NETS were formed, the state of New York had a baseball team called the METS and the football team called JETS, so the NETS were called NETS to better integrate into the city.
Cleveland Cavaliers	The name of the team was drafted by the fans, and the Cavs represented a brave, fearless man. These knights never give in, never surrender, whether they win or not.



III. ANALYSIS OF TEAM NAME AND TEAM LOGO OF NBA TEAM

A. Classification of Team Names and Their Significance of NBA Teams

The selection of team names and team targets of NBA teams often comes from the culture of NBA cities and has strong regional characteristics [2]. At the same time, each team is also a name card of the city where it is located. In some cases, it represents the image of the city. According

to the origin and connotation of NBA team names, they can be roughly divided into the following categories:

animals, social environment and historical events (table 2).

TABLE 2
CLASSIFICATION OF TEAM NAMES OF NBA TEAMS

category	team
Social environment category	The Miami heat, phoenix SUNS, the Los Angeles lakers, the Oklahoma city thunder team, the Utah jazz, the indiana pacers, Houston rockets, the Detroit pistons, the Orlando magic, the SAN Antonio spurs, the Sacramento Kings, the Los Angeles clippers, the New Jersey nets, the Cleveland cavaliers, the Denver nuggets
Historical event category	The golden state warriors, the Boston celtics, the Atlanta hawks, the Philadelphia 76ers, the New York knicks, the Washington wizards, and the Portland trail blazers
Animal category	The Dallas mavericks, the Chicago bulls, the Toronto raptors, the Minnesota timberwolves, the Milwaukee bucks, the Memphis grizzlies, the charlotte hornets, and the New Orleans pelican

From the perspective on the cultural connotation of historical events as the franchise's choice, means respect for history and inheritance of tradition, such as the golden state warriors, the predecessor of the Philadelphia warriors is to express to sacrifice in the war of independence in the United States for a respect of the mighty, and will the team moved to San Francisco in 1962, still retains the name, just changed the city became the golden state warriors. The 76ers of Philadelphia, for example, remember America's declaration of independence in 1776. Choose as a franchise of the animal, its significance in using the meaning of the animal itself refers to, so as to give the team a spiritual temperament, a symbol semiotics think there are three things: the symbol itself, symbols refer to the object and the interpretation of the symbolic items [3]. With the Chicago bulls, as an example, the bulls team team is symbol itself, refer to the object is the Chicago bulls, symbols of the symbol implied meaning is the bull image represented by the tenacity, domineering, persistence, persistence, and through the bull as the franchise team logo subject aims to give a spiritual temperament, a kind of tenacity, yong to excellent temperament, choose as a franchise of the social environment, aims to select local things to induce local residents with the characteristic of city identity to the team, such as the Houston rockets, Houston is the famous American "aviation city", Select "rocket" as the team name and conform to the location of the city, and in the team logo design using red line be drawn the outline of an uppercase letter R, the red letters is more like a rising rocket, the design of the lovable people let Houston moment for the team is full of love and identity, they thought the team was a member of a city is their home team, the rockets select team team logo work has laid a good groundwork for the team into the city. From this, we can see that a proper team name logo can be a good preparation for the team to integrate into the city.

From the perspective of art design, team logo has the following characteristics, first, the subject is outstanding, whether things, or animals in a prominent position, can let the audience quickly understand want to express the theme of the team. Second, the color is bright, the team mark basically does not exceed 4 kinds of colors, and the color choice USES contrast strong color more, can concentrate the attention of the person quickly. Third, the

shape is concise, mostly with a shape as the main body, supplemented by sphere and other two to other shapes, less use of lines, corners. The above characteristics determine that the NBA team logo must be highly recognizable, bright colors with local characteristics.

B. The Significance of the Selection of NBA Team Name and Team Logo to the Team

The team's franchise team along with the birth and development of the forging a humanized symbols, the fate of the ups and downs with the team and the fans of emotion, life will be their fans and the team's honor tightly together [4], the most cultural connotation and long-term stability of the team team is of great significance to the development of the team.

1. Promote the formation of team culture

The so-called cultural heritage refers to the breadth and depth of the development of human spirit, that is, the cultural characteristics of people or groups that can be traced back for a long time, such as moral concepts and life concepts [5]. Team culture is unique to particular temperament and personality, has the characteristics of relatively stable, and has both start-up of congenital genetic and acquired in the real environment under the discipline of cultivation and reengineering, various cultural system has some of the basic elements, which can be roughly divided into symbols, values, social norms, and material culture four categories [6]. Team name and team logo as a symbol of the team is a specific manifestation of the team culture. The Boston celtics has 17 times won the NBA championship, one of the greatest team in NBA history, their success depends on the unyielding spirit in the Celtic culture, cannot leave the team clover has given the team spirit. Also the other giants never lack of the Los Angeles lakers superstar, from the "magic" Johnson to "sharks" o 'neill, again to the "Peter pan" Bryant, qualities also seems to be a super star, of the team is closely related with the team logo color of purple and gold. To the eighth team of the CBA, they are synonymous with the iron army, and their tenacity has influenced a generation. This is the kind of team that influences players, coaches and fans, and it is this kind of team that keeps the team going despite the temporary difficulties.

2. Promote the establishment of the team brand

A premium brand building requires not only high quality products and services as the cornerstone, also needs to

have a stable and rich connotation of the brand name as a support [7], long-term stability of the team team has a great influence on the formation of a team brand. When we mention NBA1a teams, mind will involuntarily emerge associated with them a lot of people or things, such as the team's exploits, super star characters, or the moment of glory. Brand not only contains a huge team have more high economic value, cultural value and under the temptation of economic interests, the NBA team has maintained without commercial naming is rare. In contrast, CBA clubs, do not hesitate to sell the team's naming rights for enterprises and businesses, due to frequent change of the sponsor and the team's name team changed also, almost all of the CBA have the experience of several name changes, jilin team or change of more than 10 times. It is against the law of brand development to focus on the immediate interests and not the long-term development of the team. In the long run, it will have a negative impact on the establishment of the team's brand.

3. Help the development of derivative products

In the cultural industry, culture and commodity are compatible and integrated, which should not only follow the law of the market but also pay attention to the spiritual value of culture [8]. To a certain extent, the sports industry is also a part of the cultural industry. Also "consumption is not only a kind of behavior can meet the needs of material desires, but rather a systematic symbol operation behavior," the people's consumption of material itself as well as symbol consumption brought about by the cultural connotation of [9]. The team name and team logo are the embodiment of the team culture, and the long-term stable and culturally rich team name logo is of great significance to the development of team derivative products. According to the data, the annual retail sales volume of NBA authorized logo products is as high as 2.5 billion us dollars at home and 300 million us dollars overseas [10]. In contrast, the CBA, team name, team logo change frequently make derivatives sponsors do not know how to start, this year the production team and derivative products, over the next year, probably because the team name team logo change cannot be sold normally, this will inevitably affect the enthusiasm of the sponsors, lose sponsor a sense of security, it is also a CBA tournament one of the reasons for the derivatives industry development is not good.

4. Promote the formation of loyal fans

Emotion is one of the criteria for people to measure the value of things and has a very important influence on people's judgment and choice. In ushered in the golden state warriors home in 2015, aged more than 105 - year - old old eu's fans silk, after her from the team moved to San Francisco in 1962 began to focus on, when in 1975 the warriors won their first championship trophy, she was only 65 years old, when the team once again return to the finals in 2015 has been in the past 50 years, the old man has two temples to gray but not change the love for the team, stick with him and that didn't change the name in 70. Stability of the team is like a symbol deeply in the hearts of the fans, when the stability of each team can meet the needs of the fans' loyalty, fans will naturally

produce positive for the team and the positive emotion, this kind of affirmation and positive emotions show the loyalty of the team. When the team name changes repeatedly and cannot meet the needs of the emotional belonging of the fans, the fans will naturally generate resistance, and the emotional selection effect of the fans is fully shown here [11].

IV. IMPLICATIONS FOR THE CBA FROM THE SELECTION OF TEAM NAMES AND TARGETS OF NBA TEAMS

A. *The Selection of Team Names Should be Combined with Local Characteristics to be Commercialized*

CBA teams current franchise composition pattern is located for the team name + marker name brand name + sponsors, the existing mode of commercial breath is very serious, has brought negative influence to the development of the team. The fundamental reason is the lack of hematopoietic function of the league and the club. Subject to factors such as the size of the CBA and market, the league rights and additional product income is limited, and the teams only cannot maintain on tickets income, so we have to sell the most valuable naming rights, which leads to the team name changing with the change of the sponsors. And with the increasing expansion of the CBA league, constantly improve the competitive level, and the rapid development of sports industry, especially Chinese super 5 8 billion years of royalties stimulation, CBA league "value" in the future, of course, also not low. When teams no longer rely on selling naming rights to survive, can the CBA follow the NBA's example by removing club naming vendors from their team names and adopting the form of city + characteristic words? At that time, the names of all teams will be combined with the social, natural and cultural characteristics of their respective provinces and cities to finally form a CBA league that can reflect Chinese characteristics.

B. *The Design of Team Object Should be Simple and Have Identification*

CBA team basically has two shortcomings: first, too complicated, too much detail and lines, color gradient use too much, cause the overall look not enough concise and lively, and the consequences that are a direct result of this feature is that printed on the jersey at first glance, is a mass of color paste, which affects a series of derivative products sales; Secondly, the repetition is serious, for example, shandong and guangsha are lions, guangdong and jilin are tigers, and the animals are generally extremely fierce. Contrast in the NBA team logo design, our various provinces and cities in China are lack of typical culture and trademark things, there are many more things with Chinese characteristics, such as kirin, a panda, the Great Wall, and a variety of landmark building. Is not so much a shortage of good design, more than most of the CBA teams of managers have no the spread of modern consciousness, and had no idea that his team to a team, and the importance of a club.

C. *The Selection of Team Name and Team Logo Should*

be Based on Extensive Consideration and Aimed at the Public

Emphasizes the cultural connotation is indispensable to any outstanding design elements, is the life of art, the loss of cultural connotation of works of art will lose vitality [12], team team logo design. 1987 NBA new joined a team from Orlando, also didn't want to good name they decided to the public solicitation team, the team eventually received as many as 4296, so the owners choose 4 as the object, respectively - hot, theme, fruit juice, magic. "I really like it here," she said. It's like magic." Eight months later, the NBA added a new force called the Orlando magic. The names of the raptors were also collected from society, and the raptors were chosen from thousands of names. As a result, we can find that the team in the process of collecting team set the wisdom of the city's residents, not only choose the cultural characteristics of the city, the name, and greatly stimulated the identity of the city residents to the team and participant, is fully staffed. Therefore, the team name, team logo as the symbol of the team, the team must choose carefully, not blind, not rash.

V. CONCLUSION

The selection of NBA team name and team target is only a small part of the team operation, which reflects the advanced management concept of NBA. However, the heavy commercialization and frequent changes in the CBA team name logo reflect the lack of professionalism and cultural heritage of the CBA. The CBA is not only a pure commercial league, but also plays the important role of sending talents to Chinese basketball teams. The development of CBA league directly affects the performance of Chinese men's basketball team. The Chinese men's basketball team in the past Rio Olympics experienced a five-game losing streak, and after 2008 years without a win again, let the CBA immediately stand in the forefront, the voices of reform. CBA has passed 20 years, from first division A 12 teams until now China's men's professional basketball league 20 teams, both economic value and social influence have been improved. Contrast has developed 69 NBA, CBA is still belong to

"spring", there is a problem is inevitable, also still has a lot of, need to learn from the NBA team team logo is only one small point. The CBA, having passed the weak championship year, needs to strengthen its confidence and forge ahead.

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