



## ***Our Team Name: Toronto Titans***

The team caters to the Greater Toronto Area and as such is named after the central city in the GTA - Toronto.

The team nickname is based on the power of alliteration and on the notion that Toronto is of exceptional importance and has a powerful reputation. Given the aforementioned, the name ***Titans*** was selected.

Not only does it fulfill the alliteration component but it also speaks to the importance of Toronto.

In Greek mythology, the ***Titans*** were a primeval race of powerful gods, descendants of Heaven and Earth, that ruled during the legendary Golden Age. They were immortal giants of incredible strength and stamina.

Currently the term ***Titan*** has come to mean a person or thing of great strength, intellect, or exceptional importance and reputation. Being referred to as a titan of industry or commerce is a great complement and honour.

We feel that the Toronto and the Greater Toronto Area (GTA) holds such a place in Canada and the world at large.

We aspire to have our hockey team also rise to such lofty heights.

## ***Our Team Logo***



Our team logo is a block letter T representing both the name of our city - Toronto and the name of our team - Titans. The letter is duplicated by the outline and by the solid T inside it. As such this duplication can be seen as representing the Toronto Titans.

The trident was an ancient weapon used by the titans as they reined over the earth but it is also found in numerous other cultures, many of which are found in the GTA. Tridents are featured widely in mythical, historical and modern culture. The major Hindu god, Shiva the Destroyer and the Greco-Roman sea god Poseidon or Neptune are classically depicted bearing a trident. Britannia, the female personification of the British Empire is depicted holding a trident. Tridents are also found on the national flag of Barbados, they are the symbol of the Swedish Coastal Rangers and the US Navy Seals and the Maserati logo. The trident has always been associated with strength and excellence.

Our team will endeavour to exhibit these very qualities.

## ***Our Team Colours***

Our team colours are purple, grey, and white. These colours have been selected for three main reasons:

- due to their meaning
- due to the fact that they are clearly different from the incumbent team's colours (Toronto Maple Leafs)
- due to their marked difference from most any other NHL team

### ***Meaning***

Purple is the color of good judgment. It is the color of people seeking spiritual fulfillment. It is said if you surround yourself with purple you will have peace of mind.

Purple has been used to symbolize magic and mystery, as well as royalty. Being the combination of red and blue, the warmest and coolest colors, purple is believed to be the ideal color. Most children love the color purple. Purple is the color most favored by artists.

People who favor grey can be the lone wolf type or narrow-minded. Grey with more silver in it can be a very active color.


Native Americans associate grey with friendship. Grey is the symbol for security, maturity and dependability. It connotes responsibility and conservative practicality. We want grey to stand for responsibility, but we want that responsibility to be towards a commitment, and that commitment is an unwavering responsibility to winning and to the courage it takes to win.

Winning is not easy. It takes a responsible commitment to courage, it means that each and everyone on your team can depend on you. Being responsible and dependable means that you have each others' back.

### ***Different***

NHL teams have blue, red, green, and black as their predominant colours. The Toronto Maple Leaf colours are blue and white. Only one team has purple in it and it is not its main colour, no team has grey as one of its major colours. Our colours are unique and stand out amongst the other teams in the league.

This is what are colours stand for and why we have selected them.



## ***Home Jersey Design***

Purple with grey and white piping.

Diagonal team name with a trident below it.

Grey numbers with white piping on back and arms.



**Front View**



**Back View**

## Away Jersey Design # 1

White with purple and grey piping and purple shoulders.  
Team logo on front in purple  
Purple numbers with grey piping on back and arms.



**Front View**



**Back View**

## Away Jersey Design # 2

Grey with purple and white piping.

Team logo on front in purple

Purple numbers with white piping on back and arms.



**Front View**



**Back View**

### ***Third Jersey Design - Vintage Look***

Horizontal body strips in purple and grey with the city name - Toronto in block printing on the front.

Horizontal purple and grey strips on the sleeves.

Purple numbers on the back.

No team logo or name depicted, rather just the city name. Can be used as a generic souvenir of the city or GTA area.



**Front View**



**Back View**

Toronto Titans Hockey Club



Toronto Titans  
Hockey Club

Steve Tsimikalis  
Executive Vice-President  
Hockey Operations

1 King St. W. Suite 5100  
Toronto, Ontario  
M4S 1H2  
416.545.1020  
416.545.GOAL (4625)  
[stsimikalis@torontotitans.com](mailto:stsimikalis@torontotitans.com)

[torontotitans.com](http://torontotitans.com)



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