



Shaquille

SHAQTM

Step big, step real.

Project Summary

1 to 5 - Setting the context

6 to 8 - Audience and concurrence

9 to 13 - Logo Rework

14 to 15 - Colors and fonts used

16 to 17 - New Box Design

18 to 19 - Print - Street poster

20 to 23 - Web elements

24 to 25 - Logo Animation

26 to 28 - Extra ideas - Clothing

29 to 30 - Final recap

31 to 32 - Thanks



Why Rebrand SHAQ?

The mission is strong, but the visual story is underdeveloped.

The brand already stands for accessibility, community, and Shaq's legacy. But its visual identity hasn't evolved with the standards of modern retail. Elevating the design amplifies the mission — it doesn't change it.



Competitors in the same price range are upping their presentation game.

Brands like And1, Fila, and even store brands are leaning into stronger packaging, lifestyle photography, and story.


To keep Shaq's brand relevant, it deserves a design that competes proudly on the shelf.



Do we really need to?

Mostly, yes. The current visuals are decent, but didn't evolve during the years. Some feel like the branding makes the products look low-cost. And that is the real problem.

Shaq himself once said :



*“Secret is, It’s not that we don’t wanna wear \$20 shoes,
We don’t wanna wear shoes that look like they cost \$20”*

- Shaquille O’Neal

Many people love the message, but feel hesitant because the brand design can look low-cost.

Better design ≠ higher price — it means more people wear them with pride.

Not Reinventing, But Reintroducing

Shaq's name already carries legacy, this design brings the visual legacy.

The redesigned box and branding respect:

- Shaq's roots
- The idea of "big steps for a big presence"
- His history in affordable, functional shoes

It doesn't erase the old brand — it honors it by building on it.



We're not changing the identity, we're clarifying it.

The signature, name, and purpose remain untouched.

This redesign is about presenting the same values more clearly, more proudly, and with lasting shelf appeal, all while keeping elements of the current branding.



Let's ask ourselves :

**How to elevate the current branding to feel modern,
premium without fake luxury, and appealing to all?**



So what do we actually need then?

A Stronger First Impression

Current visuals don't reflect the heart behind the brand. We need an identity that feels **bold, intentional**, and **proud** — even at a **low price point**.

A Message That Sticks

The brand deserves a memorable line, a shape, a vibe that people remember. Something wearable, sharable, and real.

Visual Respect for Legacy

Keep what works, Shaq's signature, the big steps idea, and the functional vibe. Then **evolve** it into something visually **timeless**.

Consistency Across Touchpoints

From the logo to the box, to the social presence. Every element should tell the same story: **affordable**, not cheap. **Real**, not fake.

Personality Without Pretension

We need visuals that feel **human, relatable**, and **appealing**. No faking luxury, No chasing hype. The design should **feel** grounded and confident.

For who?

Jordan - A Student, Basketball Lover

16 y.o

- Wears Shaq because of the price, but doesn't post about it.
- A new design could make him feel proud to wear them.

Tasha - Young Mom, Budget-Conscious Shopper

28 y.o

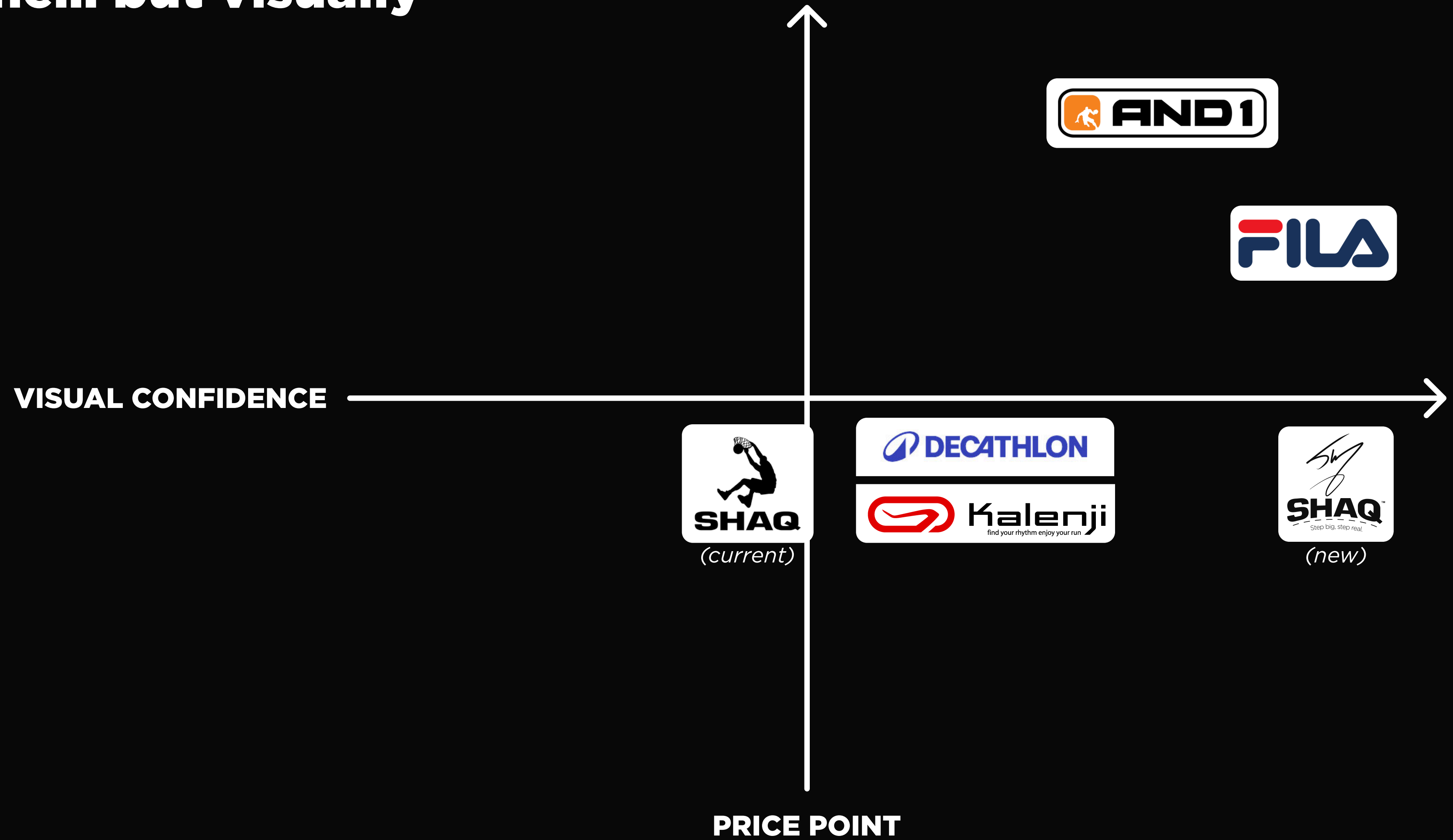
- Buys for practicality, not fashion.
- Better branding could reassure her she made a smart and stylish choice.

The Shelf Game

Brand	Design Style	Price Range	Emotion Created
Shaq (current)	Functional, low-cost	\$20-\$40	Feels cheap
FILA	Sporty retro	\$30-\$50	Feels stylish
And1	Performance look	\$30-\$60	Feels intense
Decathlon/Kalenji	Minimal, neutral	\$20-\$40	Feels clean but plain
Shaq (new)	Proud, grounded	\$20-\$40	Feels real and intentional

We don't need to compete with hype, Just to prove that we belong in the conversation.

The Shelf Game... but visually



Logo Exploration - Early Directions

Why those versions aren't the best fit?

Signature Too Prominent : Both versions emphasize the handwritten "Shaq" too heavily

Visual Hierarchy Conflict : In both logos, there's a fight between the signature and the wordmark for dominance. The viewer doesn't know what to read first.

The Stitching Line (Right Version) Is Overdesigned : The dashed underline in the right version tries to reinforce the "realness" or affordability (like stitching), but it adds clutter and breaks the clean weight of the SHAQ name.

Less Scalable : The handwriting, fine lines, and added elements reduce clarity at smaller sizes.

Not Emotionally Precise : Both versions aim for "personality," but feel either too soft or too flashy.



Logo - Final choice



Logo - Some Variations



No Tagline



"SHAQ" only



Signature
only

Logo - Explanation

“SHAQ” Type :

Rework of the current “SHAQ’ font to make it more dynamic



Signature :

Made by Shaq

Stitch line :

Adds dynamism and reminds of the seam on shoes and basket balls

SHAQ™

Step big, step real.

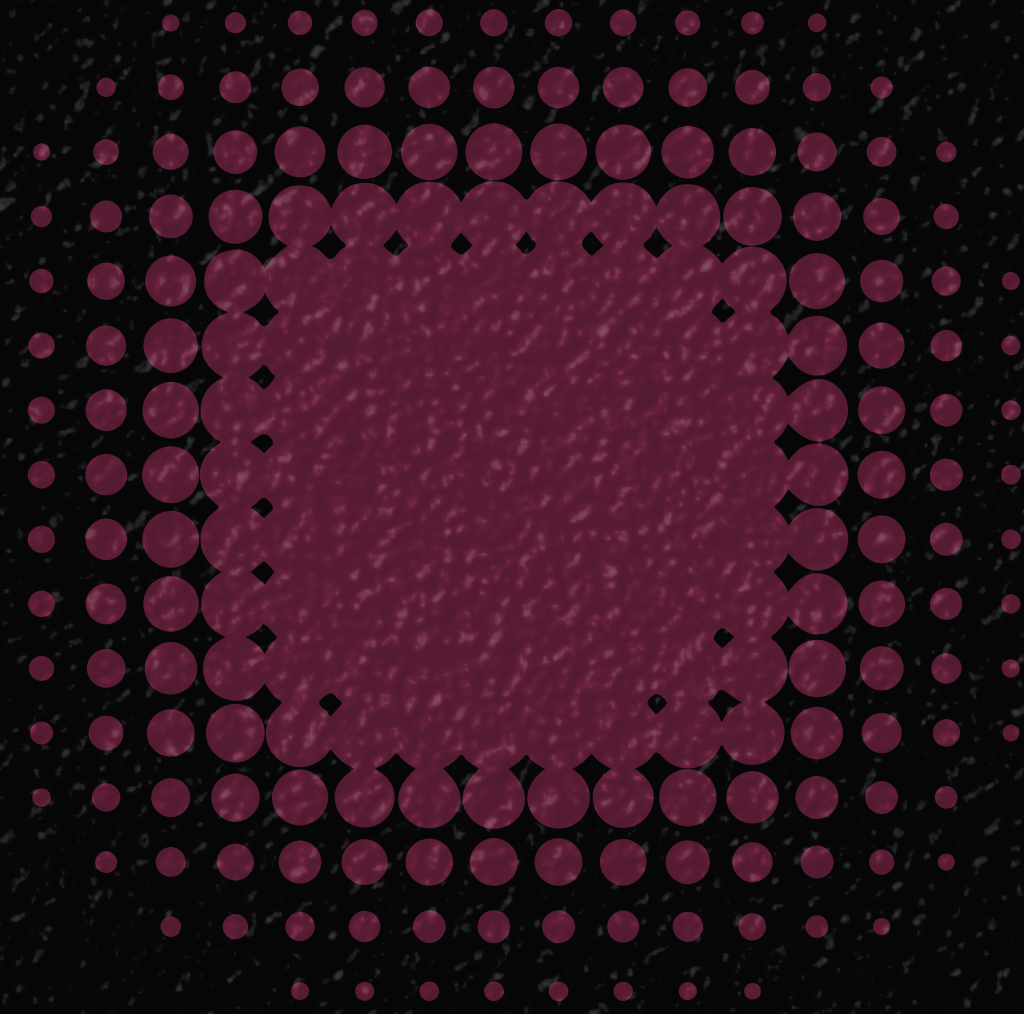
Tagline :

Puts words on the brand’s message

Logo - Mockups

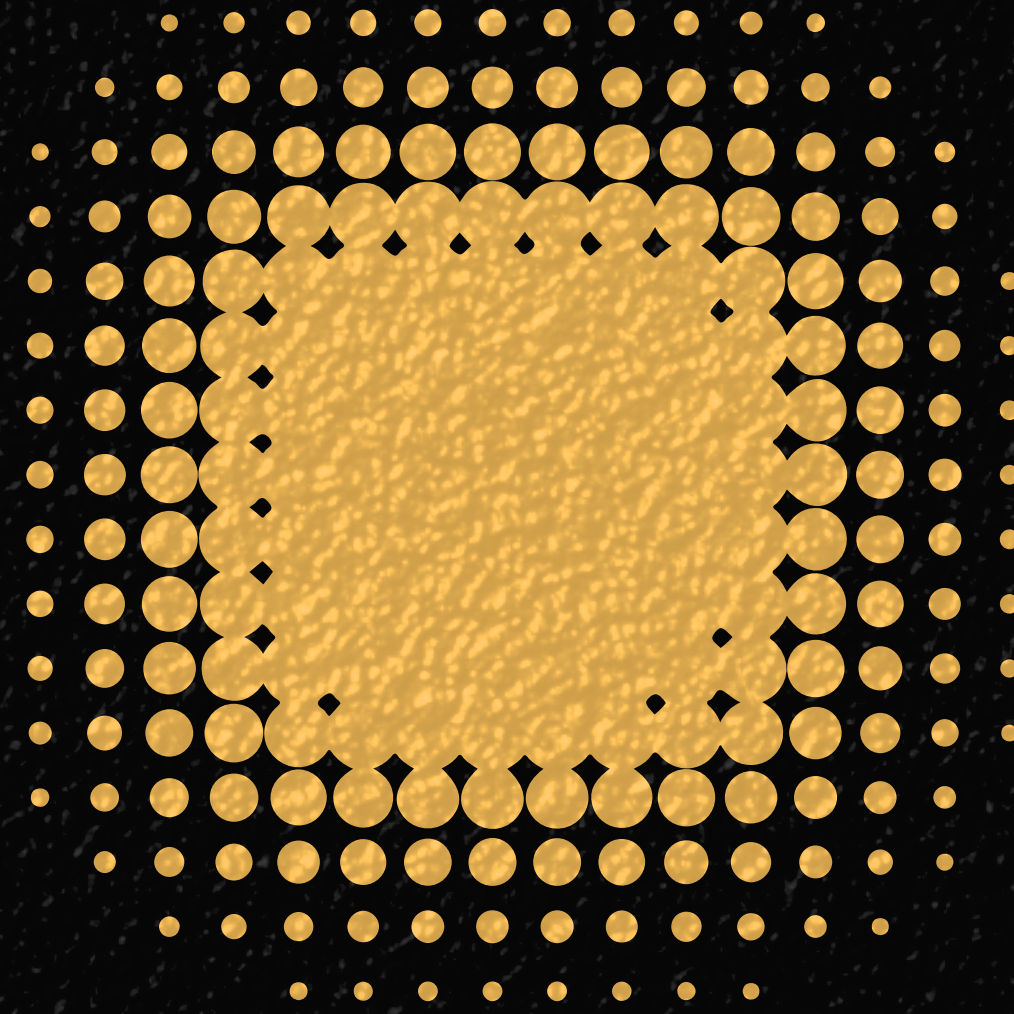


Colors Used



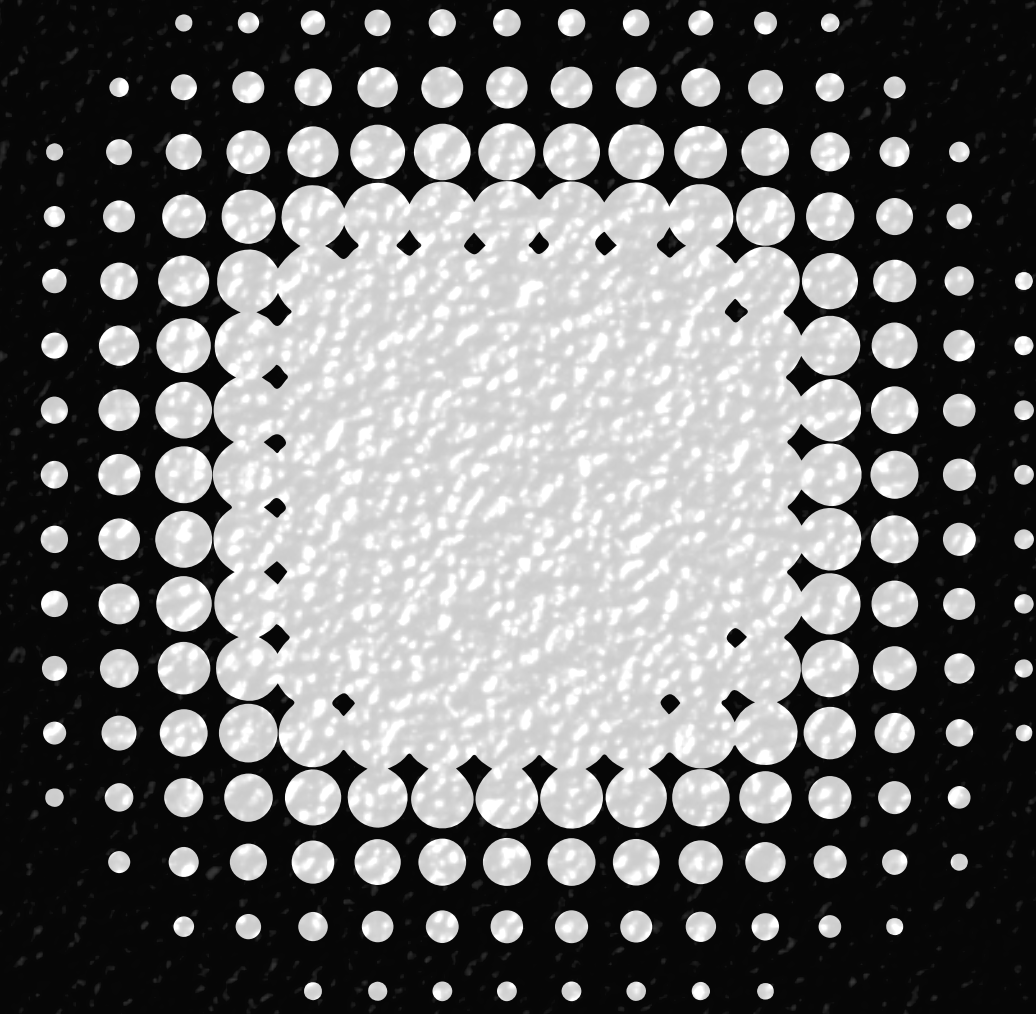
Deep Burgundy :

#68223D
R:104
G:34
B:61



Soft Gold :

#FFC55B
R:255
G:197
B:91



White :

#FFFFFF
R:255
G:255
B:255

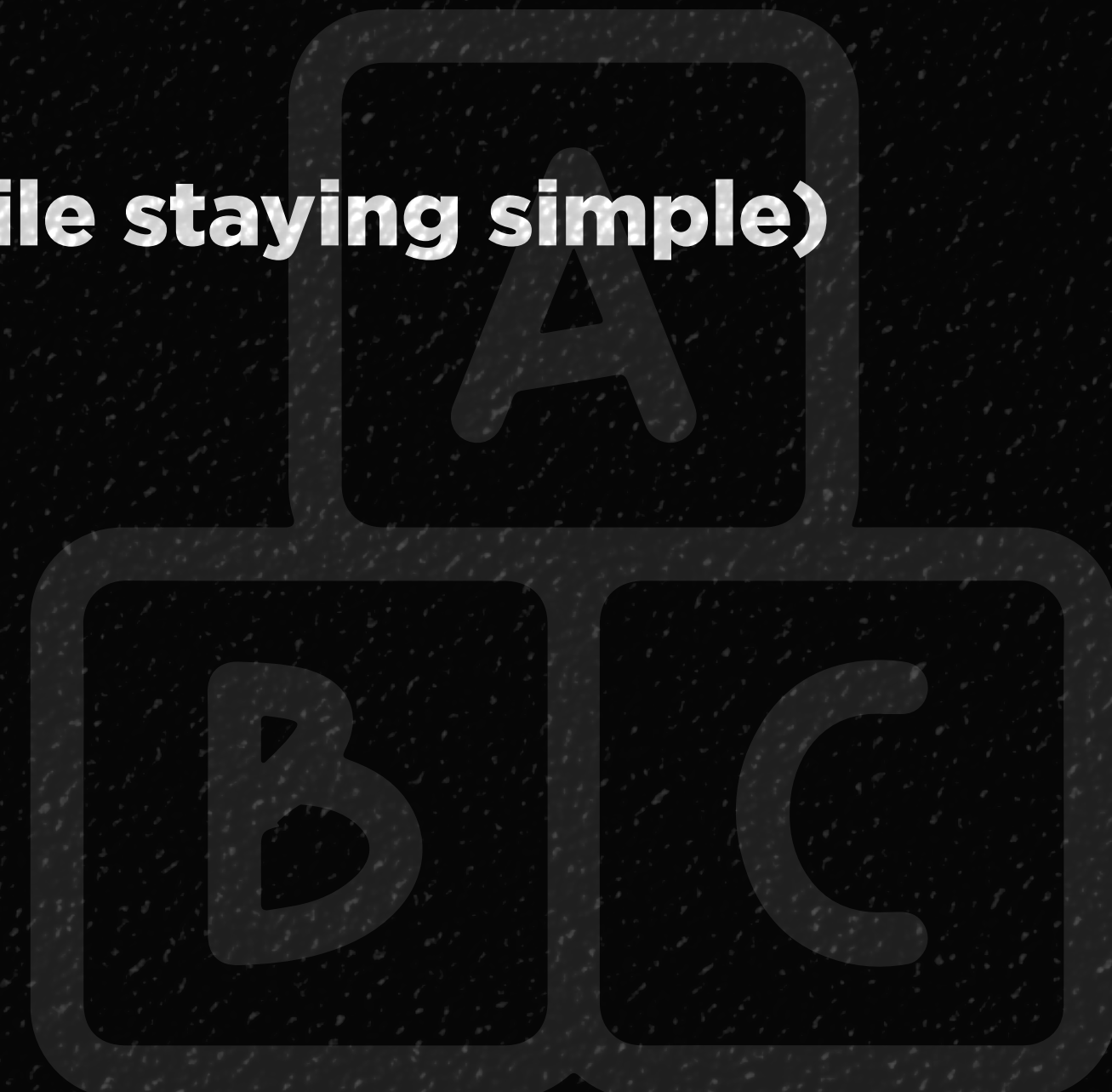
Fonts Used

SHAQ - Logo (Custom Original Type)

Titles - Gotham Black

Paragraphs - Gotham Medium - **Readable, Pro, while staying simple)**

Labels - Gotham Light



Shoe Boxes - Design

Redesigned SHAQ Shoe Box – Key Features

Signature Color Palette

Deep burgundy, soft gold, and black. Feels unique and premium without feeling expensive.

Modernized Branding

Uses Shaq's actual signature and a bold logo with stitching-inspired curves.

Affordable ≠ Cheap Visuals

High-impact design that elevates perception while maintaining accessible pricing.

Hidden Shoe Outline

A surprise touch inside the box. Helps reinforce the “Step big, step real” identity.

Optimized Shelf Visibility

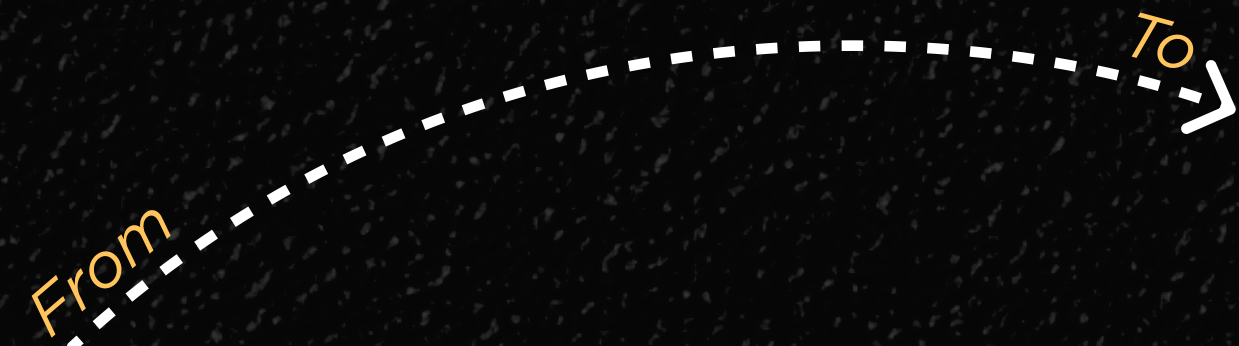
Logo placed on short sides (for shoppers) and signature-only on long sides (for stacking).

Cost-Conscious Materials

White inner walls and minimal ink use keep production efficient.



Boxes - Before after

From  To



Original Packaging



New Packaging

Street Poster Research - Step by step



**Early digital sketch –
Layout and tone test**



**In-wall placement test –
Exploring realism and tone**



**Step by step
process animation**

Print - Street Poster

Wall Poster as Legacy Statement

Hand-painted look reveals the SHAQ message beneath chipped concrete — a metaphor for being rooted in the community.

“Step Big. Step Real.”

A tagline designed to feel honest and empowering. Reads like a mantra, not a marketing slogan.

Graffiti Style with Restraint

Sketchy outline, subtle drips, and red/yellow fill tie into the brand’s visual energy without looking chaotic or juvenile.

Bootprint as the “I” in BIG

Symbolizes presence and movement. Quietly reinforces the message without distracting from it.

DAMN.-Inspired “REAL.”

All-caps serif nods to Kendrick Lamar’s DAMN. — same energy, same truths, reframed in a mural style.

Subtle Branding

SHAQ logo and URL are tucked away, not shouted. The message leads. The brand follows.



Instagram Post Research - Source Material

Initial Line Sketch :

Traced from real product photos for accuracy, with slight stylistic exaggeration to fit the brand tone.

Color Blocking Test :

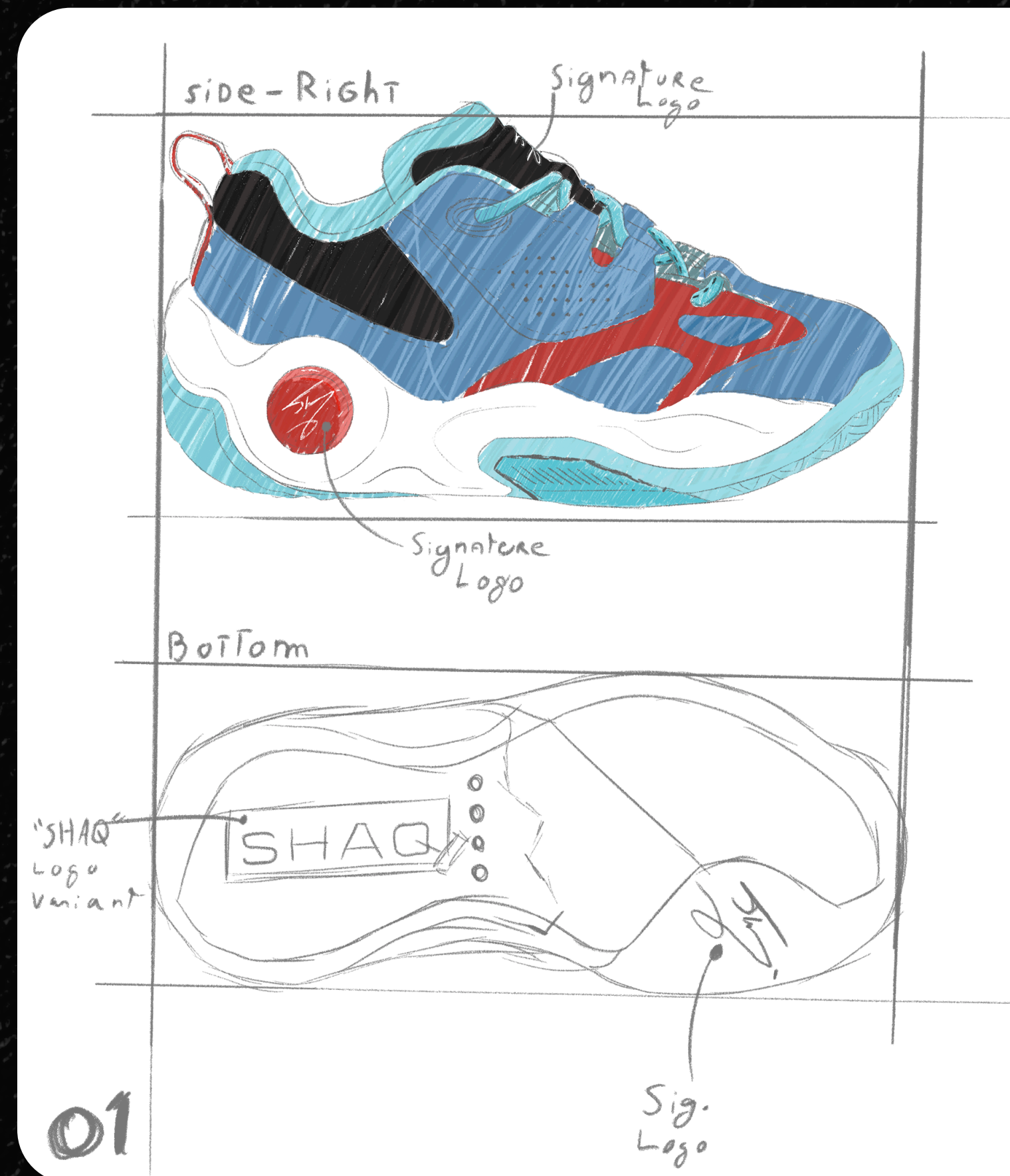
Used rough colored pencil strokes to simulate a casual, creative sketchbook aesthetic.

Layered Presentation Mockup :

Inserted the sketch into a hand-drawing scene to suggest authenticity and design process.

Final Concept :

Aimed for a “concept art meets real product” look to bridge creativity and accessibility.



Web - Instagram Post

Instagram Sketch Drop Format

Starts with a pencil sketch of the product to show care, thought, and process — not just selling.

Carousel Structure

Slide 1: Sketch. Slide 2: Product shot. Slide 3: Lifestyle photo. From idea to reality to context.

Raw Studio Energy

Paper textures, hand-drawn arrows, and color callouts mimic a real designer's notebook.

Message in the Medium

Sketching instead of rendering reflects the brand's handcrafted, no-flash-needed identity.

Flexible Series Format

Works for shoes, sweaters, and full drops. Keeps content consistent and community-focused.



Website Research



Website Final



Logo - 2D Animation

To see the animated logo, please refer to :
logoAnim.mp4

**To see the use of that animation, please refer to :
[logoAnim_Exemple.mp4](#)**

Extra Ideas - Clothes

Sweatshirt Idea -



Extra Ideas - Clothes

Pouch and tank-top -



Product Tag Idea



A quick recap - What did we do?

A Stronger First Impression

Created a bold visual identity using deep burgundy, signature gold, and modern typography. Now the brand looks proud, not just affordable.

A Message That Sticks

Introduced “Step big, step real.” A clear, wearable slogan tied to Shaq’s story and values.

Visual Respect for Legacy

Kept Shaq’s signature, the “big steps” idea, and the focus on function. Modernized the look without erasing the roots.

Consistency Across Touchpoints

Applied the new identity across boxes, posts, mockups, and tone. It all tells the same story. Affordable. Real and Unified.

Personality Without Pretension

No fake luxury. No trend-chasing. Just design that feels grounded, wearable, and proud to stand out at a low price.

So...

**Did we elevate the current branding to feel modern,
premium without fake luxury, and appealing to all?**

Yes :

We gave the brand a clear voice and visual identity that
feels proud, not pretentious.

It still speaks to the same people, but louder, cleaner,
and with more confidence.



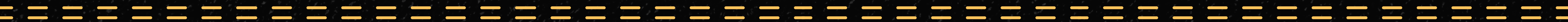
A final message

This project is a personal tribute to what the SHAQ brand stands for : **community**, **confidence**, and **accessibility**.

This rebrand was created as part of my **portfolio** to explore how design can uplift meaningful missions, even on a budget.

Made with **respect**, and without affiliation.

Thank you for **stepping** in.





*Stacy*TM