

?Time for a change?: Junior Aurora Tigers adopt new look



By Jake Courtepatte

Out with the old, in with the new.

For the first time in two decades, and the first drastic change in the program's history, the junior A Aurora Tigers will have a new logo for the 2017-18 season.

?The Bruins colours are great, the minor team's logo is great, I just felt the junior A brand needed a change?, said Tigers owner Jim Thomson. ?I'm hoping things like this can drum up even more interest.?

A slick, modernized version of the Aurora Tiger eliminates the animal's body in the logo, leaving a more minimalistic approach while altering the colours from black and yellow to black and gold.

Among the changes are a completely revamped set of uniforms, from gloves, to jerseys, to socks, borrowing the colour scheme and pattern of the NHL's Vegas Golden Knights: a combination of black, gold, and hints of red.

?I love the colours,? said Thomson, who came up with the idea after visiting Las Vegas for game one of the Stanley Cup Finals against the Washington Capitals. ?They're slick, they stand out.?

Though a longstanding logo for the club, Thomson said when he bought the team three years ago, he was told of troubles with the Hamilton Tigercats of the CFL the franchise had experienced over copyright infringement.

?They came saying ?you're stealing our logo, that's our logo,? said Thomson. ?Since we've had the team, they've never come to us, but I'm thinking we do use the exact same logo. So, it's time for change.?

Designing the logo was a man with a last name many Tigers fans will relate to. Brad Bricknell, father of 2017-18 Tigers captain Jake Bricknell was the leader in the new design, and creates all of the Tigers branded clothing from jerseys to t-shirts.

?He's a really bright guy?I told him ?this is what we're looking for', he sent me probably ten different looks, and this is what we landed on.?

The offseason branding is all part of a slogan of ?a new era? adopted by the Tigers this offseason.

?It's almost like we're looking to start fresh,? said Thomson. ?We had a good playoff run last year, but I still felt like we needed a new start.?

The team will also adopt a sponsored name for the 2017-18 season, sponsored by a major local business yet to be named publicly.

?We're partnering with a local company in Aurora, they're a big supporter of the community, a big supporter of ours, and we're really excited about it.?

The new jerseys will be unveiled publicly at a press conference later this summer.