



Our new Oyster River Lacrosse logo is more than just an updated visual — it's a symbol of who we are as a program, the communities we represent, and the values we strive to instill in every athlete. We prioritize growing the sport and player, keeping the game fun and engaging, and developing players as model athletes and competitors

## **A MODERNIZED BOBCAT**

At the heart of the logo is a refreshed Bobcat, honoring Oyster River's long-standing mascot while giving it a clean, modern edge.

- The sharper lines and refined features reflect strength, confidence, and determination, mirroring the competitive spirit of our players.
- Its forward-leaning posture conveys growth, competition and momentum, a nod to how our program continues to evolve.
- The updated design provides strong visibility on uniforms and merchandise, helping to create a unified, professional look across all age groups.

## **THREE COMMUNITY LINES**

On each side of the Bobcat, you'll find three bold lines — a direct tribute to the three towns that come together to form Oyster River: Durham, Lee & Madbury. These lines represent our communities who work together to support youth sports, celebrate teamwork, and build connections across neighborhoods.

## **THREE VALUES LINES**

A second set of three lines represent the guiding values of our program, which shape the experience we want every athlete to have — it's about character development, community, and becoming better people through healthy competition.

- Teamwork – Playing for each other, not just ourselves
- Respect – For teammates, coaches, opponents, and the game
- Growth – Constant improvement, both on and off the field

## **CIRCULAR SHIELD DESIGN**

Encasing the Bobcat is a strong, circular seal. This shape connects this new logo to the long history of Oyster River athletics and represents the full cycle of growth from youth lacrosse to high school and beyond.