

EDMONTON OILERS 25TH ANNIVERSARY MARK

Each of the **five peaks** along the shield of the mark represents the Oilers five Stanley Cup Championships.

A total of **11 points** stand guard on the top of the shield and crown, representing the captains that have led the Oilers over the past 25 years.

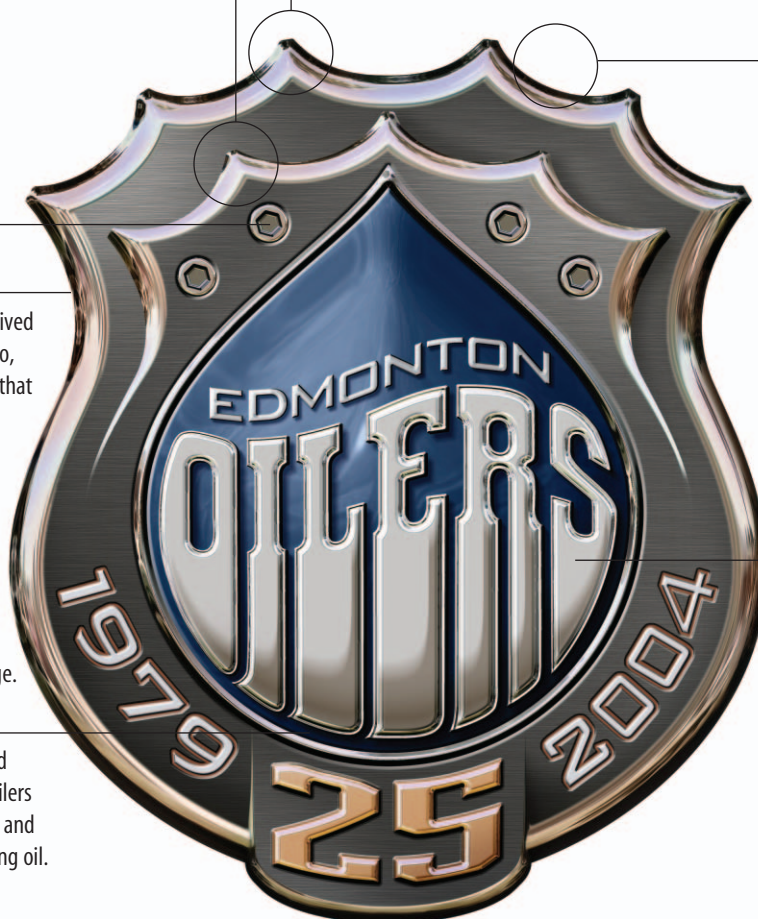
Four **rivets** pound through the cold, hard, silver surface of the mark, representing four decades of Oilers Hockey. (25 years in the NHL and the earlier 7 years in the WHA).

The **outline** of the mark is derived from the shield of the NHL logo, paying homage to the league that has been home to the team's greatest achievements over the past 25 years. Not to forget the years before the team's entry into the NHL, a **crown** raised from the surface of the NHL shield is in tribute to the Edmonton Oil Kings junior hockey heritage.

The stylized **Oil drop** is derived from the original Edmonton Oilers mark. The drop appears larger and more fluid, representing flowing oil.

There are **nine valleys** on the mark representing the Edmonton Oilers ninth place ranking in the ESPN Magazine's 2003 listing of the top professional sports franchises in North America. The Oilers were also selected as the number one hockey franchise in Canada.

The **Oilers name** is represented using the traditional Edmonton Oilers typeface.



The 25th Anniversary mark is appropriately **silver** in colour, representative of the Stanley Cup and the Oilers 3rd Jersey mark. It is polished and refined to represent the organization's unwavering commitment to improvement. The mark is highlighted with a glimmer of **copper**, which is indicative of the transformation from the traditional Oilers orange to the copper accent that has become part of the Oilers identity today.