

THE 'S' SHAPED SAX, A MUSICALLY ENHANCED 'Q.C.' AND

CLYDE THE ORANGUTAN

THE SWING OF THE QUAD CITIES' LOGO AND MASCOT



A NEW TUNE IS BEING PLAYED at the renovated riverside John O'Donnell Stadium. The Swing of the Quad Cities—Single-A affiliate of the Minnesota Twins— began their first season under their new name in April. Known as the Quad City River Bandits

since 1999, the Swing is the fifteenth name bestowed upon Davenport, Iowa's professional baseball team since play began in 1879.

A year prior to the stadium's completion, Andrew Rudnik, the team's director of media relations, thought it would be "a nice tie-in with the new stadium to have a new name." Others agreed and a routine name-the-team contest was initiated during the 2003 season. The Quad Cities' latest title— masterminded by Brian Nelson from nearby Rock Island— was selected from over two thousand entries; the ballpark's top executives thought it was too appropriate. "There is a really big musical tradition here in Davenport, especially jazz," said Rudnik of the new name. Of course, what

"If you see a giant monkey walking down the street, and you think he might be looking for something good to eat, toss him a banana— don't run, don't hide— or toss him a baseball. Don't be scared, it's your friend Clyde!"

baseball fan cannot also see the obvious, yet suitable allusion to the swinging of a baseball bat? But why put the nickname before the city? "We did that in the name of uniqueness, to make the Quad Cities stand out," said Rudnik. The procession of nickname before city name was made trendy by the NHL's Mighty Ducks of Anaheim and is currently duplicated by only one other Minor League Baseball franchise, the Inland Empire 66ers of San Bernardino.

The Swing boasts two intricate and very clever logos as creative and symbolic as their name. A saxophone bent in the shape of an "S" with a baseball rocketing from the horn can be seen on the team's home and road hats. The alternate logo is cluttered with musical subtleties; an upside down eighth note masked around a baseball is combined with a bass



HE'S GOING BANANAS: Clyde the Orangutan shows off some of his best crowd-rallying moves.



Photos compliments of The Moline Dispatch Publishing Co., L.L.C.





Photograph by Chris Nietupski, Swing of the Quad Cities

STRAIGHT FROM HOLLYWOOD: Clyde emerges in style to his latest premiere party in Davenport, Iowa. His role as mascot got rave reviews.

clef to form the initials 'Q' and 'C', and the numeral four, fitting for a ball club from the Quad Cities.

The most unique aspect of the Quad Cities' logo is the color scheme. While aiming to obtain a type of "UNC Blue," the Swing, in partnership with Plan B Branding in San Diego, eventually created four original colors unused by any other professional sports franchise. The colors' names draw a direct connection to the jazz heritage in the Davenport area as well; **Zoot Suit Blue**, **Uptown Orange**, **Bossa Nova Navy** and **Big Band Tan** adorn the Swing's logos.

Contrary to the general theme of music is the Swing's mascot, Clyde. On March 30, Rookie the Raccoon—who cheered on the Bandits for the past ten seasons—passed the torch over to the baseball loving orangutan who assumed the position of head cheerleader. A switch hitter, Clyde

has the unique talent of throwing and catching with both his hands and his feet. According to the orangutan's bio, Clyde comes to Davenport after leaving a lucrative onscreen career in Hollywood, where he costarred with Jim Carrey in *Ace Ventura: Pet Detective* and Mark Wahlberg in *Planet of the Apes* (his father partnered with Charlton Heston for the original). Recently coming back from the set of FOX's hit TV show *24*, Clyde—who insists upon only wearing his Swing jersey—is happy that he will be spending a lot more time with his favorite team. When he isn't devouring banana splits or listening to music from The Monkees, the orangutan roams through the stands at Swing games and is an active participant with kids in the community.

There is no word yet on whether or not Clyde will be taking up the jazz trombone. **| Eric Karlan**

D BREAK IT Down

The Quad Cities really hit a note with cryptologists. This musically enhanced baseball-adorned symbol may look like a funky design, but pull it apart or turn it upside down and you never know what you may find!



Eighth Note
for the
q in Quad



Reversed Bass Clef
for the
c in Cities



'4' to Represent the Quad Cities

1. Davenport
2. Bettendorf
3. Rock Island
4. Moline/East Moline

HATS OFF!



<< home

road >>



<< alternate

batting practice >>

