

Blog

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Cleveland Indians Baseball Team Logo Cleveland Indians Baseball Logo The Cleveland Indians baseball team logo is one such logos that show clearly how the Native Americans use sports logo to portray racism. This is a branding problem that can also be seen with other logos belonging to other sports teams such as the Atlanta Braves, the Chicago Blackhawks, the Washington Redskins and the Kansas City Chiefs. There has been a lot of criticism about the current Cleveland Indians logo to portray racism. The team uses the Native American mascots for the American professional sport that has created a lot of controversy with the way the mascots are used in the sports industry.

In response, the Cleveland Indians Baseball Team has responded to the racism critics by backing itself up for having recreated its current logo as a throwback to its Indians blue 'C' logo that the team used between the 1915 and 1927. The team has adjusted its logo over time since 1927 until the time it acquired its current logo which is a reconstruction of its original logo.

Looking keenly at the Cleveland Indians' logos since 1928 to present, there is a unique progression that is tied to racism.

In 1928, the mascot used by the Cleveland Indians had a whole red painting, with just some few places bearing black color. In 1929-1932, they changed the logo to another mascot with red face and white helmet. In 1933-1938, there was a change of the logo to a mascot with a brown face and a brown and red helmet. Coming to 1938-1945, the mascot logo was changed to bear a red face and a white helmet again. In 1946 to 1950, the logo was changed to the head of a cartoon with a brown face and red and black helmet before they changed the color in 1951-72 to a red face and red and white helmet.

This went on with one more change before they finally acquired their current logo which is a red ‘ C ’ from 2014 to present. All these are criticized to portray racism.