

Which Canucks logo are you?

(Vociferous) [vo-siff-r-us]

<p>1. When are you the most vociferous?</p> <p>A) I'm really vociferous when talking about arts and crafts</p> <p>B) I'm really vociferous when talking about feelings, emotions, and what's right and wrong</p> <p>C) I'm really vociferous when talking about nature, wilderness, and animals</p> <p>D) I'm really vociferous when talking about sports</p>	<p>2. In what situation are you the most annoyed to hear people being vociferous?</p> <p>A) I hate when people are vociferous when I'm trying to focus on something that requires a lot of attention</p> <p>B) I hate when people are vociferous when talking about politics – I don't need to hear their loud opinions</p> <p>C) I hate when people are vociferous when I'm somewhere quiet, and I just want it to be peaceful</p> <p>D) I hate when people are vociferous when I'm at a sporting event – I don't want to hear their loud cheering and comments. I want to focus on the game.</p>
<p>3. If you had to be vociferous at school, demanding better conditions, what would you demand?</p> <p>A) I would be vociferous when demanding: "We need calmer spaces, more natural light, and clean, modern classrooms that help us focus. This isn't just about looks – it's about learning well!"</p> <p>B) I would be vociferous when demanding: "Give us air conditioning! Give us proper lunches! Treat us with respect – we're not asking for luxury, just the basics we <i>deserve</i>!"</p> <p>C) I would be vociferous when demanding: "We demand classrooms that reflect <i>who we are</i> – with space for culture, connection, and belonging. Education should honour our voices and roots"</p> <p>D) I would be vociferous when demanding: "Enough sitting still all day! We need movement, energy, creativity – open the gym, get us outside, and stop locking us into boring routines!"</p>	<p>4. You're being vociferous defending your opinion on off-leash dog parks. What do you say?</p> <p>A) I would be vociferous and say: "Dogs need space to move naturally – open parks keep things balanced and healthy, for pets and people. Let's make smarter, cleaner choices!"</p> <p>B) I would be vociferous and say: "These parks matter! We're standing up for honest folks and their dogs – not letting big-city rules trample what's right for our community!"</p> <p>C) I would be vociferous and say: "This land has always been a place of connection – between people, animals, and nature. We must protect how we share it, with respect and responsibility."</p> <p>D) I would be vociferous and say: "Let them run wild! Leashes hold them back – they need to sprint, chase, live free! We're not raising lapdogs, we're raising impressive animals!"</p>
<p>5. Which kind of vociferous cheer would you want to say during a hockey game?</p> <p>A) My vociferous cheer would be: "Let's go team! Keep it sharp and smooth – play smart and clean!"</p> <p>B) My vociferous cheer would be: "Come on, boys! Show 'em the heart of the land – tough and true!"</p> <p>C) My vociferous cheer would be: "BC strong! Show 'em what we're made of!"</p> <p>D) My vociferous cheer would be: "Crush 'em! Fly down the ice and break the rink wide open!"</p>	<p>6. When you complain vociferously, what is it about?</p> <p>A) I complain vociferously when things are more complicated than they need to be</p> <p>B) I complain vociferously when I can tell that people are lying – I hate lying</p> <p>C) I complain vociferously when people don't treat places or other people with respect</p> <p>D) I complain vociferously when people are mean or aggressive</p>
<p>7. When you argue vociferously, what is it usually about?</p> <p>A) I argue vociferously when things aren't fair or thoughtful – like when decisions ignore what helps us stay focused and calm</p> <p>B) I argue vociferously when people aren't being honest or fair – when someone strong is picking on someone weaker, I <i>have</i> to say something.</p> <p>C) I argue vociferously when people are being disrespectful – to cultures, the land, or each other. That's not okay, and I'll call it out every time.</p> <p>D) I argue vociferously when someone's acting like they're better than everyone or slowing things down, I don't hold back – I go full throttle in calling it out!</p>	<p>8. When are you vociferous in your excitement?</p> <p>A) I am vociferous in my excitement when a new project is clean, well-designed, and just feels <i>right</i>. I get loud about ideas that are simple, smart, and connected to the world around us.</p> <p>B) I am vociferous in my excitement when I see someone working hard and staying true to themselves – that's when I cheer the loudest. I get fired up by grit and heart</p> <p>C) I am vociferous in my excitement when something reflects deep meaning – culture, place, or tradition – I speak up with pride. That kind of excitement deserves a strong voice.</p> <p>D) I am vociferous in my excitement when things get wild – fast plays, loud music, high energy – that's when I <i>can't stop shouting</i>! I live for that kind of rush!</p>

Answers:

A – You are the 'stick-in-rink'



team

-The design is relatively clean, simple, and modern for 1970

- Blue and green colours linked to British Columbia/West Coast themes (cooler tones, natural references)
- Because it was the first era logo, many fans see it as part of the "heritage" of the

B – You are Johnny Canuck, the lumberjack



1964 - 1970

- These alternate logos help celebrate franchise history, engage fans with nostalgia, connect with past eras.
- Johnny Canuck began as a Canadian cartoon figure in the late 19th century
- He was often depicted as a lumberjack, farmer, or soldier – a "wholesome, honest Canadian" resisting larger powers

His use by the hockey franchise links to the theme of Canadian identity, Western/Cascade region culture, and ruggedness (as a forest/West Coast symbol).

C – You are the orca



2019 - NOW

regionally-rooted identity.

-It was designed in First Nations style – some people say it

- The orca is a prominent animal and cultural symbol on the Pacific Northwest coast, particularly around British Columbia. It ties the team to regional identity.
- The "C" shape formed by the orca gives the team's initial strong visibility.
- The logo change marked a new era for the franchise: moving away from the "hot colours/aggressive V" era into a more mature,

D – You are the 'flying skate'



1978 - 1997

- The actual logo (later) became the "Flying Skate": a stylized hockey skate angled diagonally, often with "Canucks" written on the blade.
- The colour palette was far more aggressive: red, orange, yellow, black
- The redesign was intended to give the team a bolder, more aggressive

look. For example, the design agency said the previous blue/green scheme was "too cool" (passive) for a fast-paced sport; they moved to "hot" colours (aggression) with black contrast.

- The "Flying Skate" logo emphasises motion and speed.
- The look was bold but also viewed by some as too wild.