

# HASSANIA UNION SPORTIF AGADIR REBRANDING

2024

## HISTORY :

HAZANIA UNION SPORT D'AGADIR WAS FOUNDED ON 22 DECEMBER 1946 BY A GROUP OF PATRIOTS AGAINST FRENCH COLONIALISM, AND MORE PARTICULARLY BY AHMED KABBAGE, ABBAS KABBAGE, HASSAN OULHAJ AKHANNOUCH AND LAHOUINE BIJAOUANE, WHO ARE CONSIDERED THE FOUNDING FATHERS OF THE TEAM.

THE FOUNDERS CHOSE A COLOR FOR THE TEAM REPRESENTED BY TWO COLORS, RED AND WHITE, AND NAMED IT EL HAZANIA, THE NAME THAT EXPRESSES THEIR ADHERENCE TO THEIR MOROCCAN IDENTITY.

## LOGO EVOLUTION :



1946



2011



THANK YOU FOR WATCHING