

# THE MIKES CLUB CREST

Until the Local Government Act 1972 came into force in 1974, Sutton Coldfield was a Municipal Borough in its own right and part of Warwickshire, enjoying the title of "Royal Town".

The Boldmere St. Michaels crest that has been traced back to a 1950 club letterhead, reflects symbols from the town's rich historical past.



The **Tudor Rose** commemorates that in 1528, a charter of King Henry VIII gave the town the right to be known as "The Royal Town of Sutton Coldfield".

The **Bear and Staff** is the famous emblem of the Earls of Warwick. It is also used by Warwickshire Cricket Club.

The **Deer and Crown** recognises nearby Sutton Park, which was a medieval deer park and was given to Sutton Coldfield by King Henry VIII in 1528.

The **Sword** signifies Sutton Coldfield's introduction to industry at the turn of the 18th century. The manufacture in Boldmere of blades, gun barrels and spades, as well as the grinding of knives, bayonets and axes, further helped the town prosper.

A version of the crest without the gold football in the centre has also been used.

## 125 Year Anniversary 2008

A special edition badge was produced in 2008 to celebrate The Club's 125 Year Anniversary. This featured the regular club crest framed by ornate silver scrolls to celebrate this significant milestone in the club's proud history.



The special crest appeared on the club's home and away shirts for the **2008/09 Anniversary Season**, with the club reverting to the regular crest afterwards.

## 2013 Update

The club updated the badge in 2013 by adding the club name in a solid ring around the club crest. Historically, the name appeared in free text around the crest, with red as the favoured text colour.



The red club name now appears on a solid white background, together with a new slogan **PRIDE - PASSION - BELIEF**, which was chosen to promote the club's core values.

The club's year of formation – **1883** – is also included on the gold football. The solid background ensures that the crest is now identical whenever it appears on club kit and clothing.

On some printed items, the title is adjusted to reflect the different sections such as Juniors, Ladies, Academy, and Veterans. However, the master version is proudly displayed on all club playing kits.