

BUFC



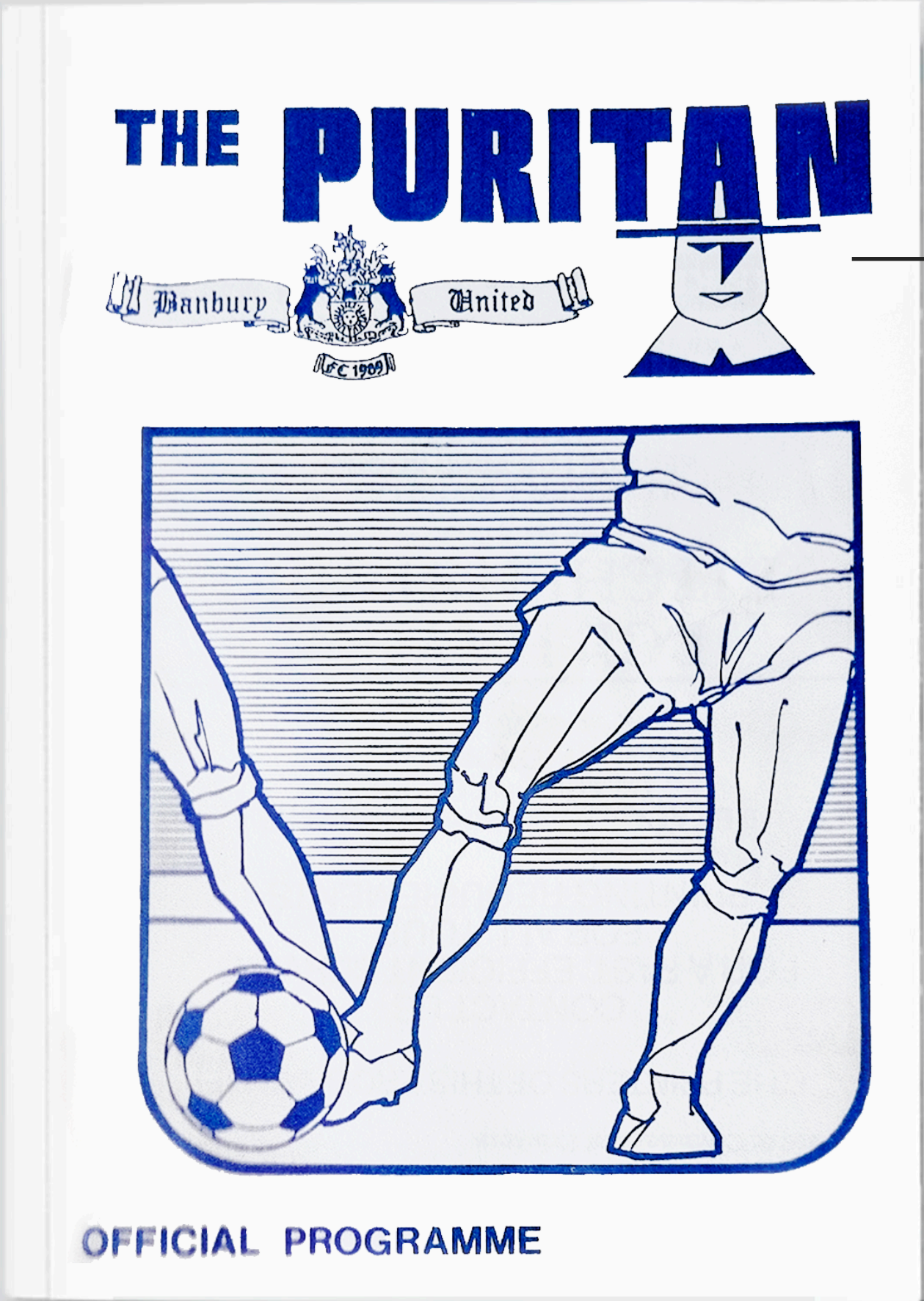
BANBURY'S GLORIOUS HISTORY STRETCHES BACK ALMOST 100 YEARS, BUT IT'S TIME FOR THE NEXT CHAPTER. INSPIRED BY THE PAST BUT FOCUSING ON THE FUTURE, WE WANT TO DESIGN A BANBURY UNITED FOR EVERY PROUD PURITAN.

CURRENT BADGE



THE DESIGN HAS A PURITAN MAN INSIDE A CIRCLE
WITH THE CLUB NAME IN A BANNER UNDERNEATH.

HISTORY



THE LETTER 'A' USED AS
THE HAT OF THE PURITAN

THE CURRENT DESIGN WAS CREATED BY MALCOLM WOODS
FOR THE FRONT COVER OF A MATCH DAY PROGRAMME AND
WAS NEVER INTENDED TO BE USED AS THE CLUB'S BADGE.

**THE BADGE NEEDS MODERNISING
TO HELP THE CLUB MOVE FORWARD**

**SIMPLIFYING, MODERNISING
& AMPLIFYING THE CLUB'S
HISTORY WITHOUT STEPPING
AWAY FROM ITS VALUES**

1. SIMPLIFYING

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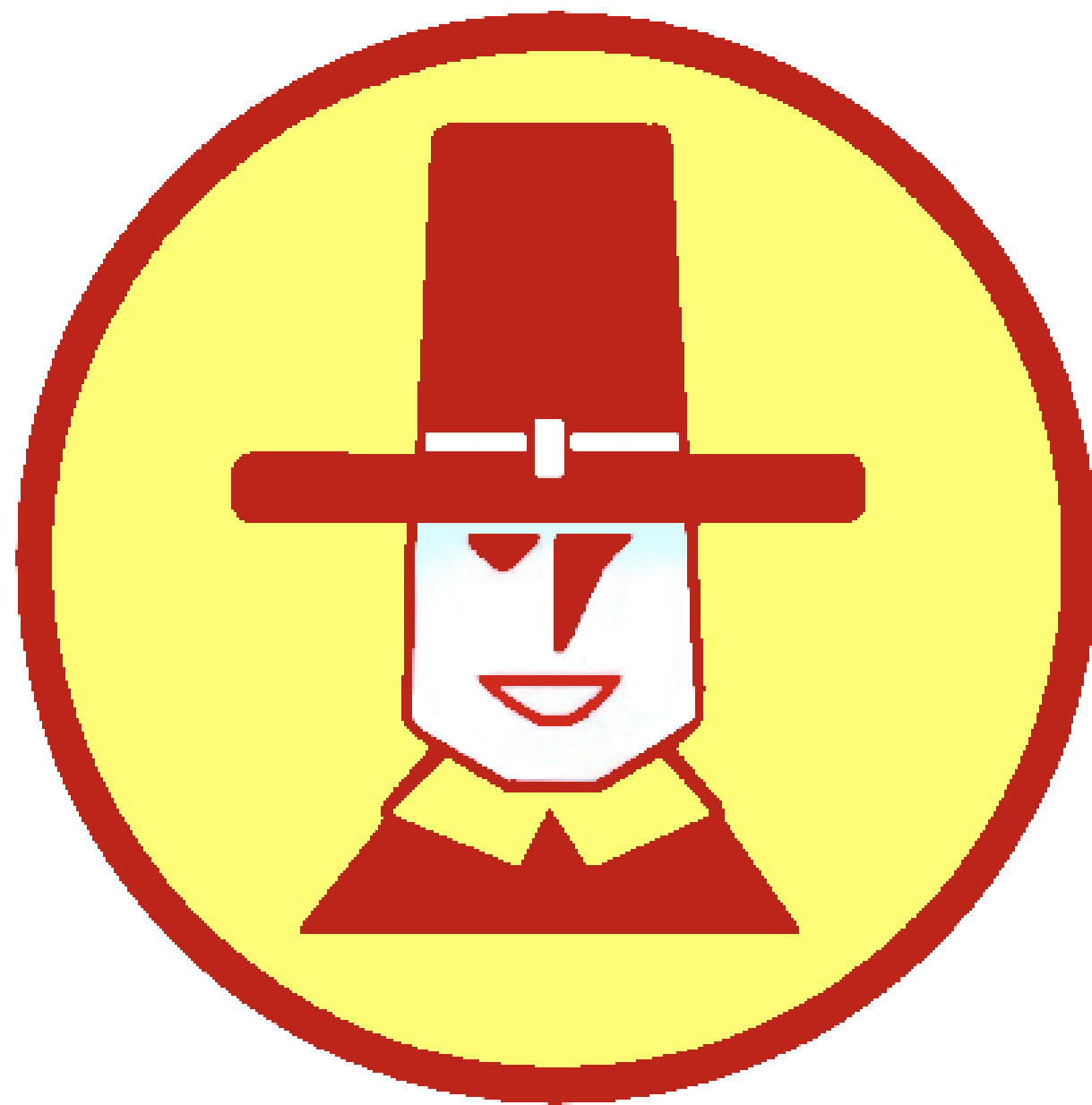
Manchester City kept the iconic ship and stripes from their badge, while modernising the design.



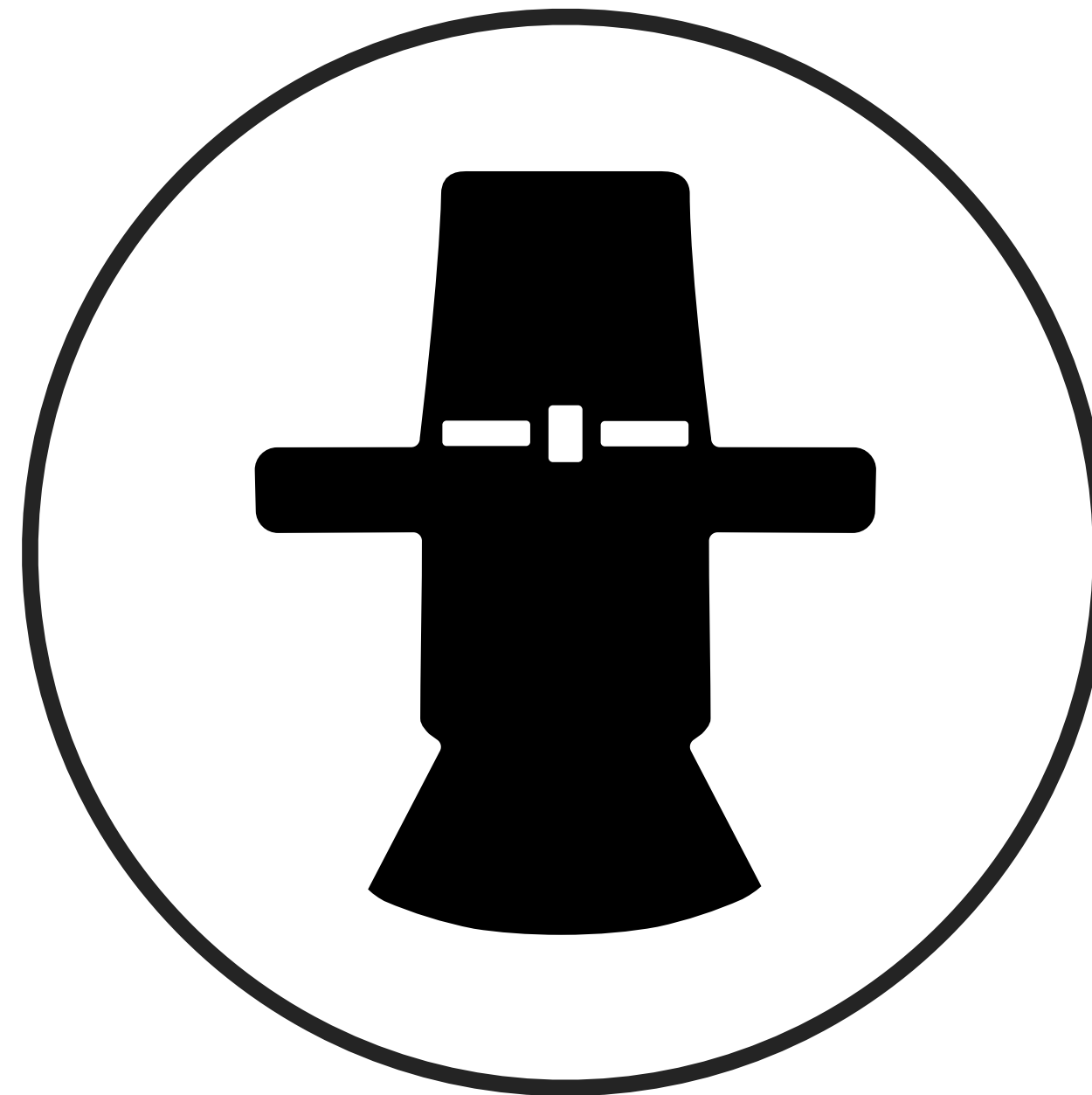
Bristol City moved away from their old badge and instead used their nickname 'The Robins' as their creative direction.

AN EXAMPLE OF HOW OTHER CLUBS HAVE UPDATED THEIR BADGE WHILE RETAINING ELEMENTS AND VALUES OF THE BADGE OR CLUB'S HISTORY.

1. SIMPLIFYING



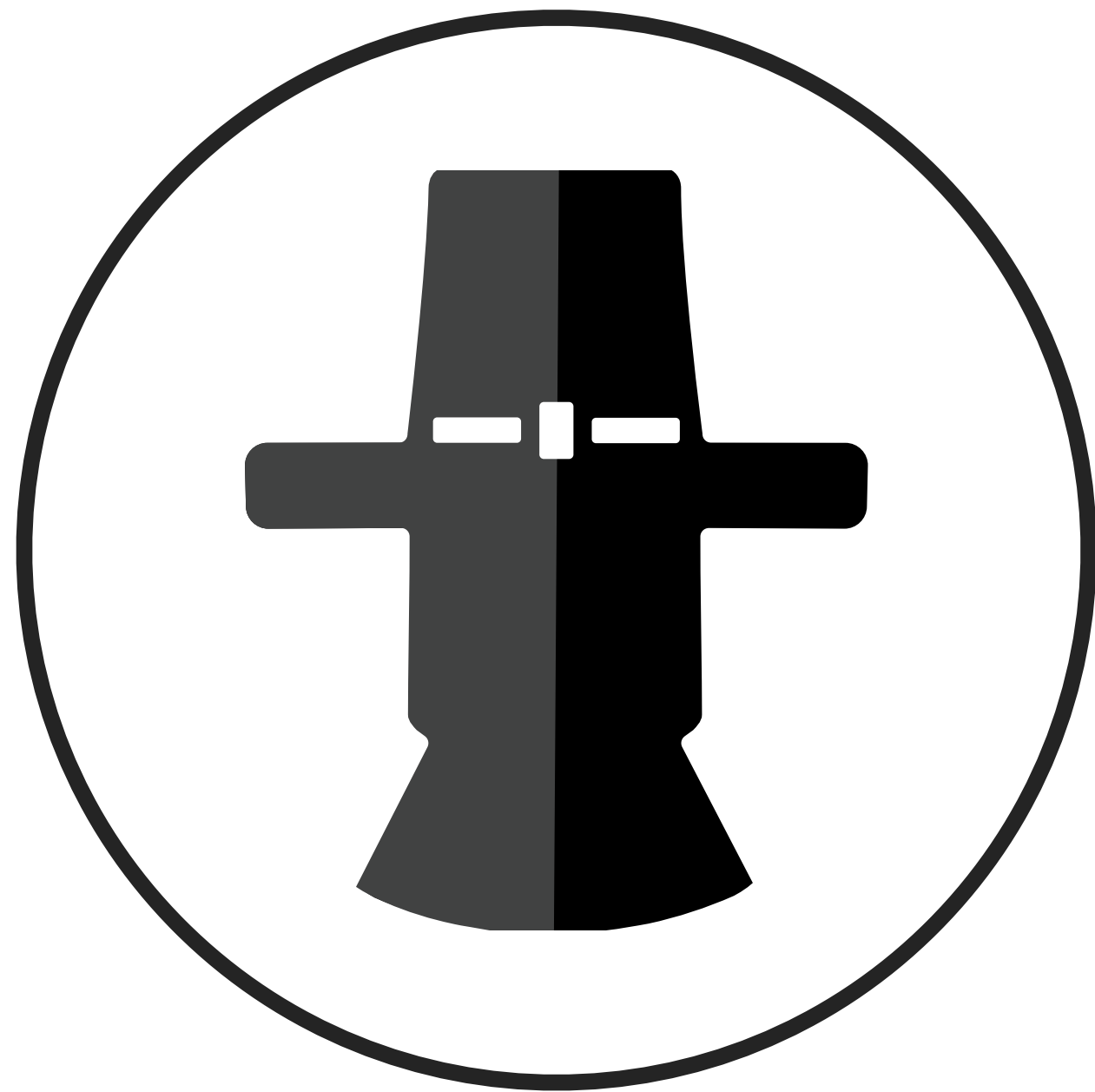
OLD



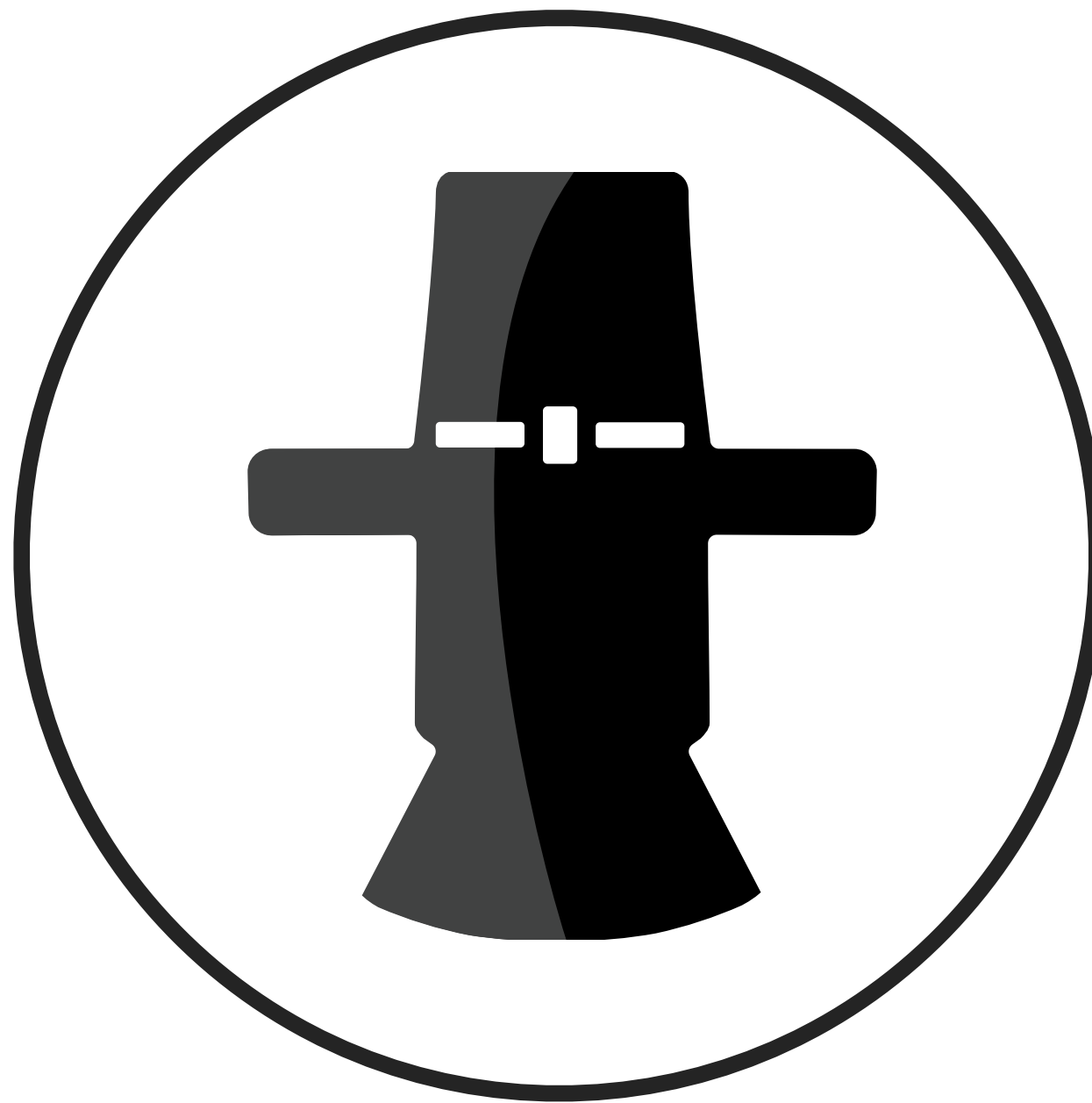
NEW

WE ARE 'THE PURITANS' AND THAT IS SOMETHING WE DO NOT WANT TO LOSE. IT'S A KEY PART OF OUR HISTORY AND FUTURE. SIMPLIFYING IT TO CREATE A MODERN LOOK.

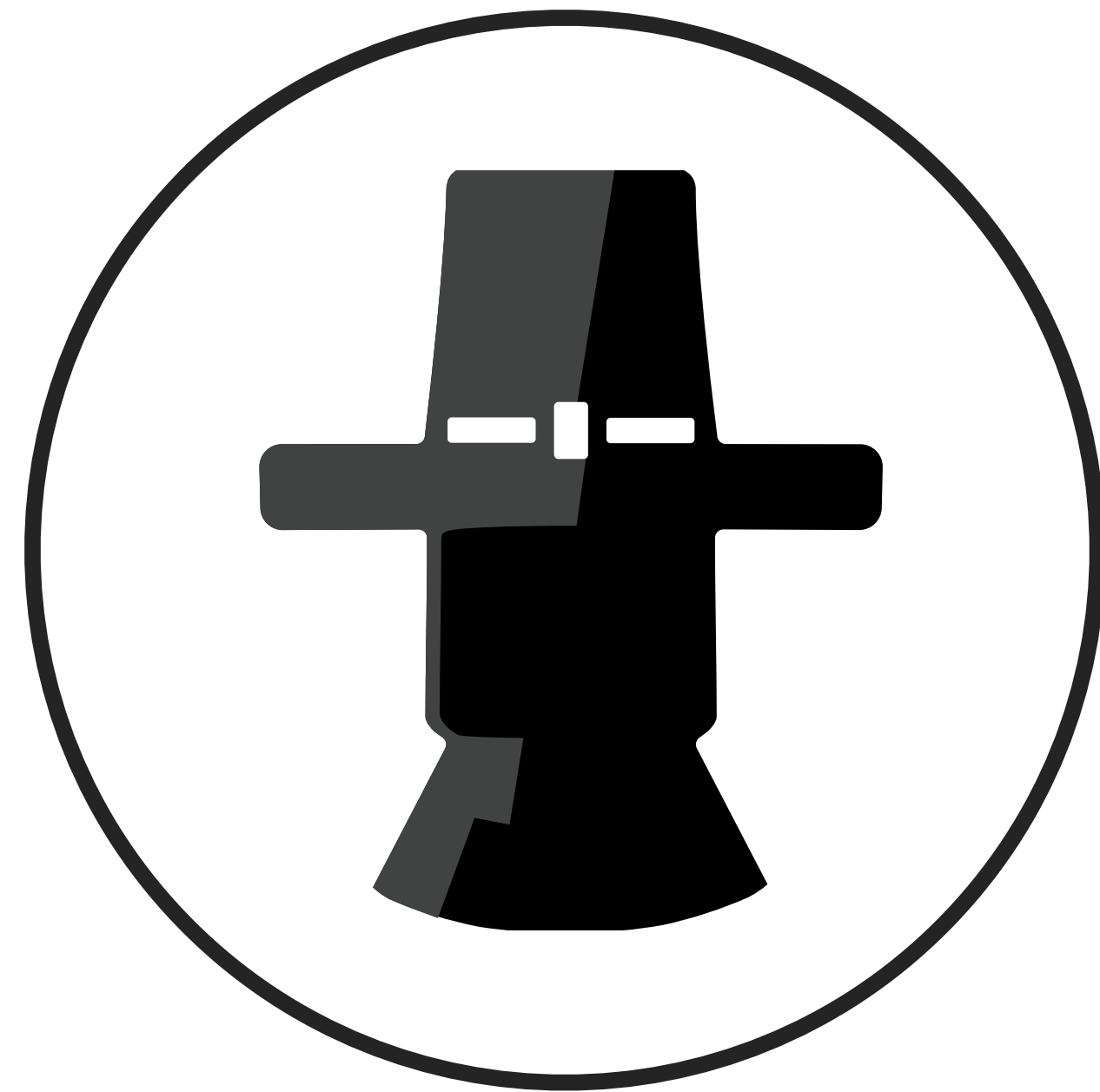
1. SIMPLIFYING



1. HALF AND HALF SHADOW



2. CURVE SHADOW



3. DETAILED SHADOW

A LOOK AT HOW SHADOWING CAN HELP ADD DEPTH TO OUR PURITAN MAN AND BADGE.

2. MODERNISING

INTRODUCING OUR NEW DESIGN

2. MODERNISING



OUR NEW DESIGN TAKES OUR HISTORIC VALUES AND BRINGS THEM TO THE PRESENT DAY

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OUR NEW DESIGN TAKES OUR HISTORIC VALUES AND BRINGS THEM TO THE PRESENT DAY

OUR ICONIC RED AND
GOLD COLOURS BRING
OUR BADGE TO LIFE

OUTLINE ALLOWS THE
BADGE TO STAND OUT FROM
BACKGROUND COLOUR



SHADOWING ON THE
PURITAN MAN ADDS DEPTH

RETAINING HINTS OF
OUR GOLD COLOUR

MODERN TYPEFACE

OPTION 1



OPTION 2



OPTION 3



OPTION 4



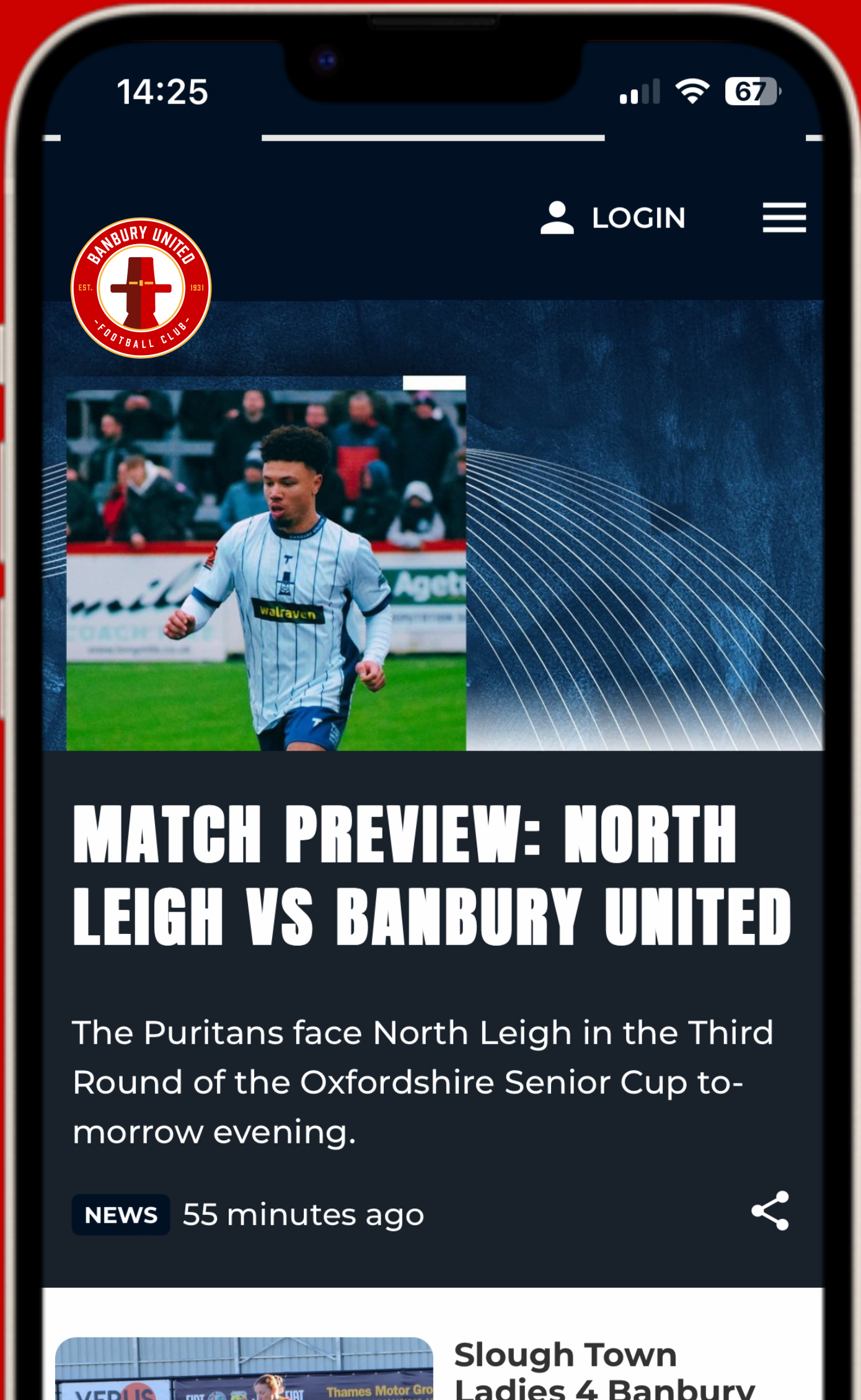
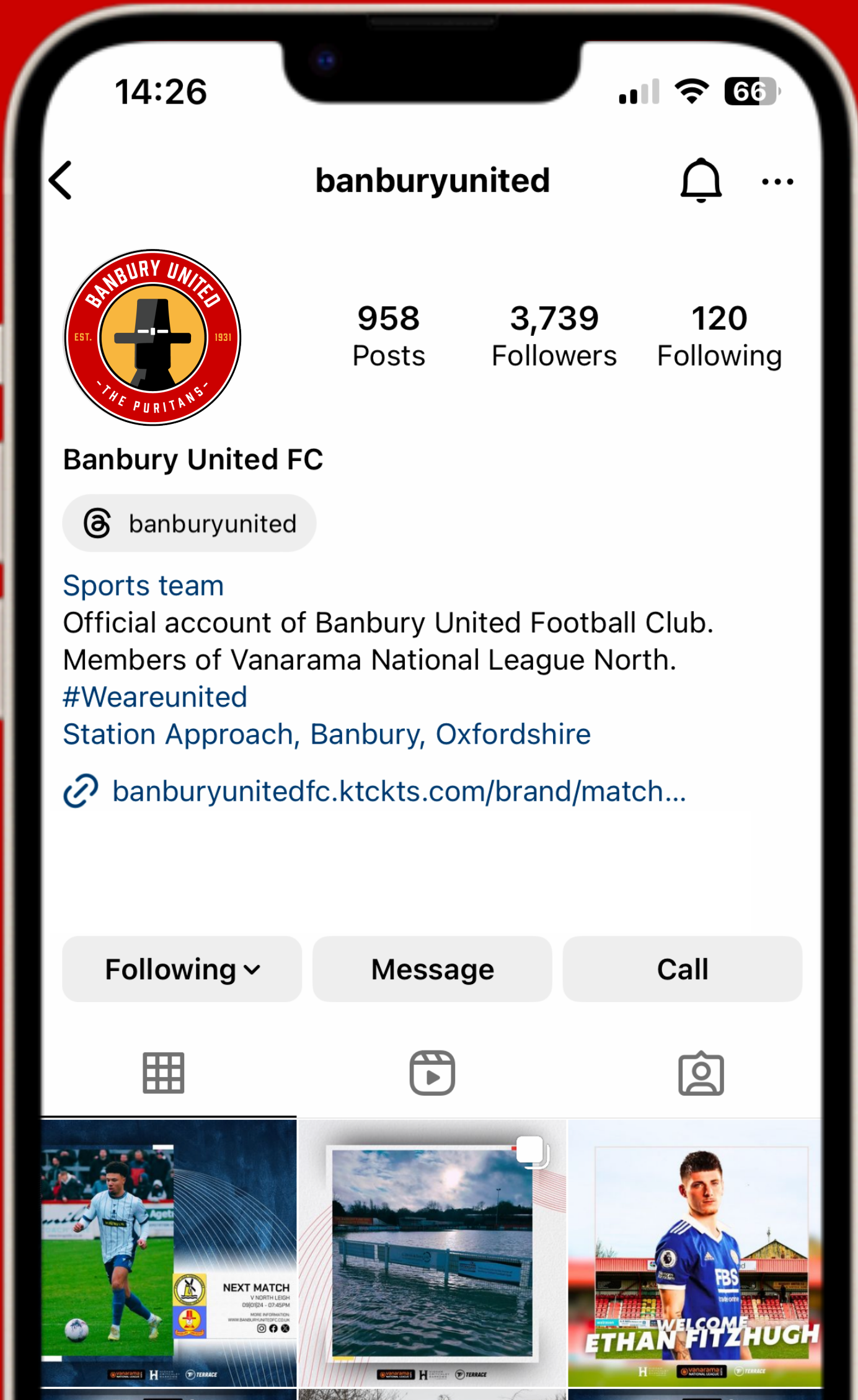
OPTION 5



OPTION 6



AN EXAMPLE OF HOW THIS REBRAND WOULD WORK ON SOCIAL MEDIA





NEXT MATCH

V NORTH LEIGH
09/01/24 - 07:45PM

MORE INFORMATION:
WWW.BANBURYUNITEDFC.CO.UK



FULL TIME



1ST JANUARY, 2024

1:00PM

3. AMPLIFYING

**A NEW LOOK ALLOWS US TO GIVE
A NEW MEANING TO OUR BADGE**

OUR PLAYERS BECOME THE PURITANS



BANBURY UNITED

EST.

1931

FOOTBALL CLUB



BANBURY UNITED

EST.

1931

FOOTBALL CLUB



OUR FANS BECOME THE PURITANS



BANBURY UNITED

EST.

1931

FOOTBALL CLUB



BANBURY UNITED

EST.

1931

FOOTBALL CLUB

THE

SUPPORTING
COMMUNITY

THE
NATIONAL

**STARTING A NEW ERA
FOR BANBURY UNITED
ON AND OFF THE PITCH**

**THAT PUTS OUR PLAYERS AND
FANS AT THE HEART OF THE CLUB**

THANK YOU