




HERTFORD RFC | THE CLUB LOGO

The Club's Board of Management recently asked a small sub-committee to look into some ideas that had been received regarding modernising the Club's logo.

As you will see from the brief history of the Club's logo below (compiled by our President, Peter King), the first logo was introduced in 1932 and has been changed just three times since. The current one was introduced in 1994, some 27 years ago.

Following receipt of the sub-committee's recommendations, the Board has decided to forego the "H.R.F.C" scroll underneath the posts and to use the modern san-serif "Bahnschrift" font, thus giving the logo a less "busy" but a much fresher and cleaner look. Importantly, it retains the same basic structure that is so well known and recognised amongst the rugby fraternity.

There will be just 3 versions of the new logo as follows:

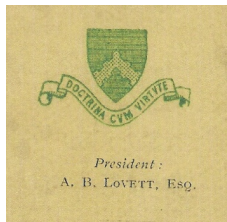
LOGO	VERSION
	<p>Version 1. This "Kit" logo, in Gold Pantone 130c or textile Pantone 14-1064 TCX, will be used on all Hertford RFC playing and training kit going forward, except for the 1st XV's "away" shirts. It will be used in one standard size.</p> <p>This version of the logo will be used in different colours on a selected number of leisurewear items.</p> <p>This logo must also be used on all tour kit in the standard size but can have the name of the tour underneath. As a reminder, all tour kit must be approved by the Club's Board, prior to being ordered.</p>
	<p>Version 2. This "Comms" logo, with the lettering and "posts and stag" in the same Gold Pantone 130c as above and background in Blue Pantone 281c, will be used on all Club communications, social media, signage and posters. It can be used in various sizes.</p>
	<p>Version 3. This "Posts & Stag" logo will be used on a limited number of leisurewear items only and will give our Members the choice of having this more discreet logo or the full "Kit" logo on these particular items.</p>

*Please remember that all playing and training kit, equipment, tour kit, leisurewear and accessories must be purchased through the **Club shop** unless otherwise agreed by the Club's Board.*

HERTFORD RFC | HISTORY OF THE CLUB LOGO

LOGO

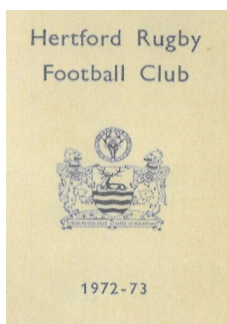
YEAR AND BACKGROUND TO THE LOGO



1932-1972

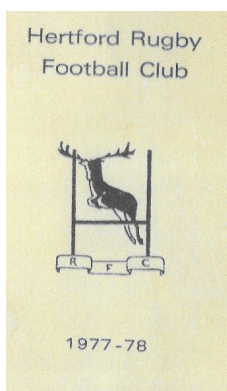
When the club formed as Old Hertfordians RFC, it was logical that the club badge should be that of the school. It was worn on club shirts; before the war, you'd see the players in white shirts and thereafter, in Green and Gold. It was also used on the club flag.

When the club shirt changed to Black, Blue and Gold in 1958, the practice of wearing your club logo ended. The shirt was deemed sufficient to denote your club identity.



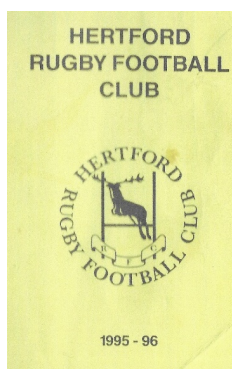
1972-1977

When the decision was taken to open the club and rename it as Hertford RFC, the badge of the school was replaced by the Hertford Crest. It was only used on stationery and Fixture Cards.



1977-1994

A new logo to identify the club was introduced. The posts were the H of Hertford with the Hart leaping through them, with a scroll denoting RFC at the base. This logo was used on clothing, blazers and jumpers and on all stationery. It became the recognizable brand of HRFC.



1994-2020

To strengthen the club's brand, it was decided to surround the existing logo with "Hertford Rugby Football Club". It was a strong logo and extremely recognizable.

It was used in many forms, including on clothing, kit stationery boards around the ground and the club flag. In the mid-to-late 90s, we started to wear the badge on all club shirts throughout the sections.