



CELTIC FC CREST REDESIGN

HISTORY

For most of Celtic's history their home strip has featured green and white horizontal hoops, but their original strip consisted of a white top with black shorts and black and green hooped socks. The top also featured the Marist Brothers' badge on the right hand side, consisting of a green Celtic cross inside a red circle. In 1889, the club changed to a green and white vertically striped top and for the next fourteen years this remained unchanged although the colour of the shorts alternated between white and black several times over this period. The top did not feature a crest.

In 1903, Celtic adopted their now famous green and white hooped tops. The new design was worn for the first time on 15 August 1903 in a match against Partick Thistle. Black socks continued to be worn until the early 1930s, at which point the team switched to green socks. Plain white socks came into use in the mid 1960s, and white has been the predominant colour worn since then. The club began using a badge in the 1930s, featuring a four leaf clover logo surrounded by the club's formal title, "The Celtic Football and Athletic Coy. Ltd". However, it was not until 1977 that Celtic finally adopted the club crest on their shirts. The outer segment was reversed out, with white lettering on a green background on the team shirts. The text around the clover logo on the shirts was also shortened from the official club crest to "The Celtic Football Club". For their centenary year in 1988, a commemorative crest was worn, featuring the Celtic cross that appeared on their first shirts. The 1977 version was reinstated for season 1989–90.

From 1945 onwards numbered shirts slowly came into use throughout Scotland, before becoming compulsory in 1960. By this time Celtic were the last club in Britain to adopt the use of numbers on the team strip to identify players. The traditionalist and idealistic Celtic chairman, Robert Kelly, balked at the prospect of the famous green and white hoops being disfigured, and as such Celtic wore their numbers on the players' shorts. This unusual tradition survived until 1994, although numbered shirts were worn in European competition from 1975 onwards. Celtic's tradition of wearing numbers on their shorts rather than on the back of their shirts was brought to an end when the Scottish Football League instructed Celtic to wear numbers on their shirts from the start of the 1994–95 season. Celtic responded by adding numbers to the top of their sleeves, however within a few weeks the football authorities ordered the club to attach them to the back of their shirts, where they appeared on a large white patch, breaking up the green and white hoops.

In 1984 Celtic took up shirt sponsorship for the first time, with Fife-based double glazing firm CR Smith having their logo emblazoned on the front of the team jersey. In season 1991–92, Celtic switched to Glasgow-based car sales company Peoples as sponsors. The club failed to secure a shirt sponsor for season 1992–93, and for the first time since the early 1980s Celtic took to the field in 'unblemished' hoops. Perversely, despite the loss of marketing revenue, sales of the new unsponsored replica top increased dramatically. Celtic regained shirt sponsorship for season 1993–94, with CR Smith returning as shirt sponsors in a four-year deal.

In 2005 the club severed their connection with Umbro, suppliers of their kits since the 1960s and entered into a contract with Nike. To mark the 40th anniversary of their European Cup win, a special crest was introduced for the 2007–08 season. The star that represents this triumph was retained when the usual crest was reinstated the following season. In 2012, a retro style kit was designed by Nike that included narrower hoops to mark the club's 125th anniversary. A special crest was introduced with a Celtic knot design embroidered round the traditional badge. A third-choice strip based on the first ever strip from 1888 was also adopted for the season.

In March 2015, Celtic agreed a new kit deal worth £30 million with Boston-based sportswear manufacturer New Balance to replace Nike from the start of the 2015–16 season.

All of the kits for the 2017–18 season paid tribute to the Lisbon Lions, with the kits having a line on each side to represent the handles of the European Cup. The kits also included a commemorative crest, designed specifically for the season. The regular crest was reinstated the following season, although the away strip featured a Celtic cross once again in reference to the club's heritage.

In March 2020, Celtic announced a new five-year partnership with Adidas starting on 1 July 2020, in a deal believed to be the biggest kit sponsorship ever in Scottish sport.

ORIGINAL 1888 KIT CREST



1980's CLUB CREST



CURRENT CLUB CREST



1977 - 1998 KIT CREST



1988 CENTINARY KIT CREST



**1998 - PRESENT
(CURRENT KIT CREST)**



**125 YEAR ANNIVERSAY
AWAY KIT CREST**



2020/21 3RD KIT CREST

BRIEF

Given that the last crest refresh was over 20 years ago and the points raised opposite with regards to the current design, I believe an update is required to one of the most iconic crests in world football. This will ensure the club has design consistency across sportswear, digital media and print for the next 20 years and beyond.

The new crest design should address the following:

1. Create a new, modern and dynamic crest.
2. Combine both kit and club crests into one design.
3. Address the design issues highlighted opposite.
4. The crest must be suitable for all multimedia and merchandising areas.
5. The crest must be suitable for overlaying on various colours.
6. The crest must be in keeping with the clubs heritage.
7. The crest must keep the four leaf clover.
8. The crest should be green Pantone 348 CP.
9. The crest should have a long design lifespan by not containing features that will easily fall out of fashion.
10. The crest must be round in shape.

Significant justification must be given if deviating from these ten design points within the brief.

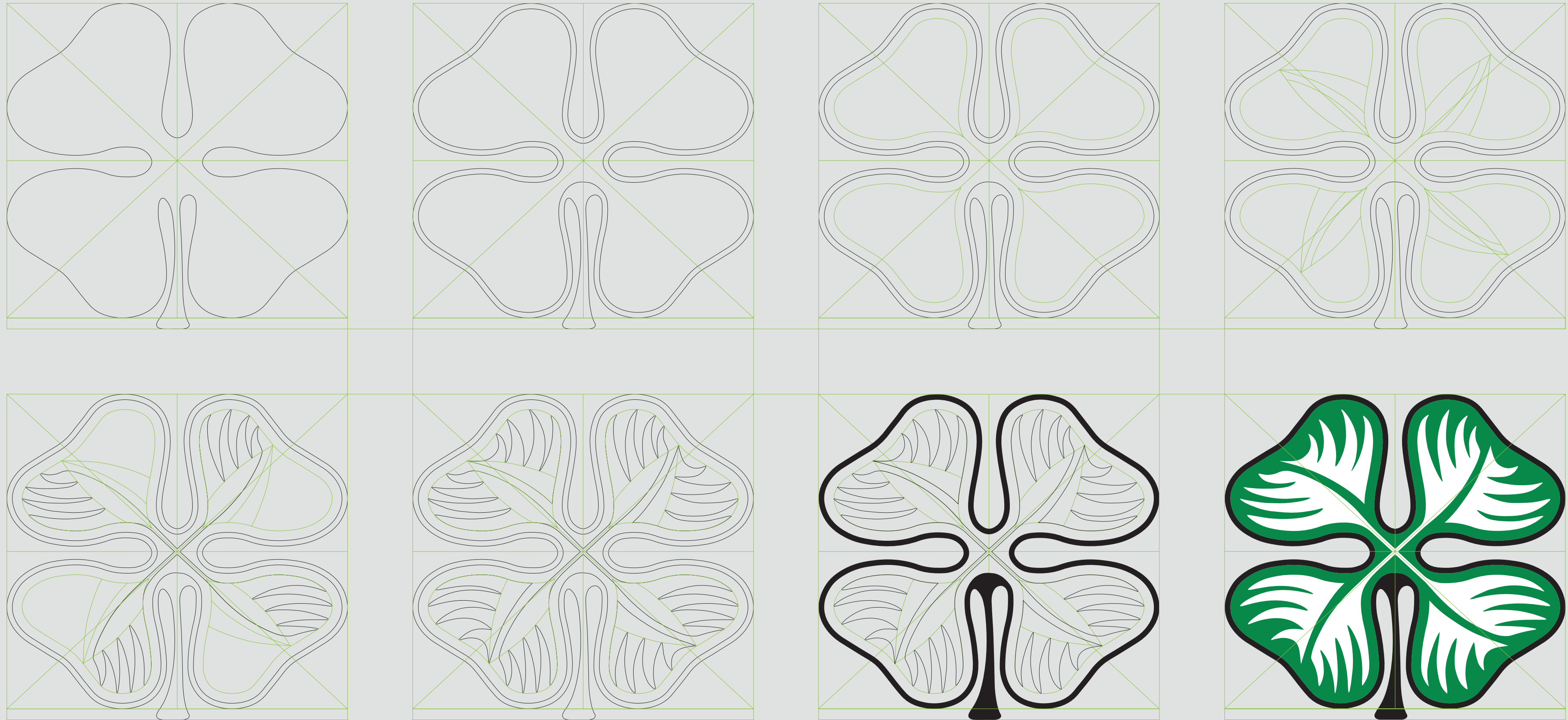
CURRENT KIT CREST



CURRENT CLUB CREST



CLOVER REDESIGN



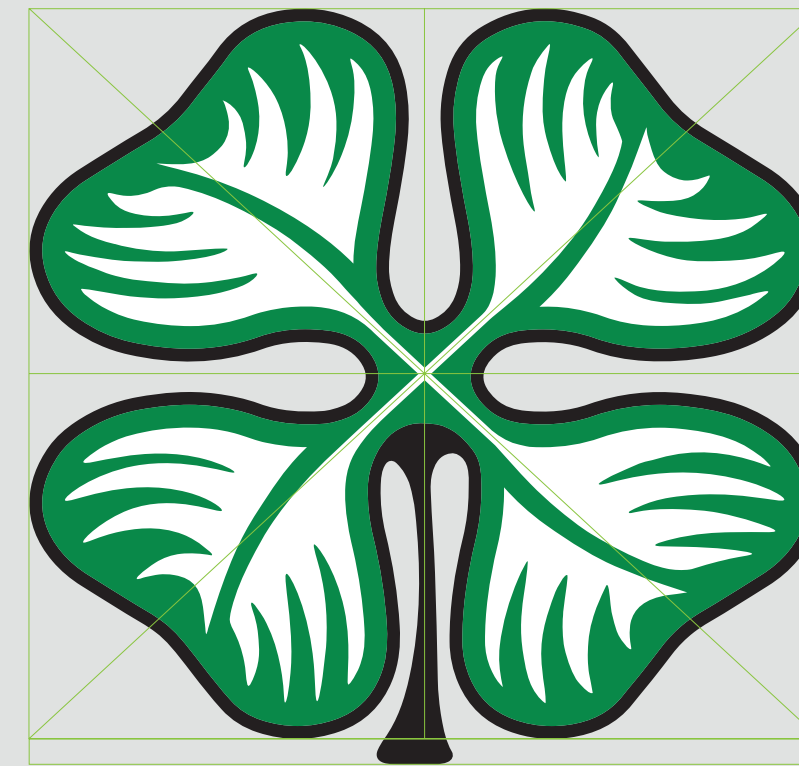
CLOVER REDESIGN

CURRENT KIT CLOVER



The current kit clover design has been in use for over 20 years with only a few minor tweaks in that time. The shape and overall design has stayed fairly consistent. The white detail is fairly large and overlaps in places. The black outline is not uniform throughout and appears overly thick in places.

PROPOSED KIT CLOVER



The updated clover design is much more balanced and symmetrical. The black outline is a consistent thickness and the white detail inside the clover has been updated. The shape is much sleeker and the negative space creates the curved cross running through the clover. At the centre of the clover, the four points of the cross meet to create a green saltire, representing the league championship flag.

KIT CREST

CURRENT KIT CREST



The current kit crest is in need of modernisation and there are several areas where improvements could be made. The clover is in need of modernisation and the outer surround needs updating to improve the balance and spacing of the text. Overall the crest could be much more balanced, sleeker and modern.

PROPOSED KIT CREST



The proposed updated kit crest has been designed from the bottom up. It retains many of the same elements of the previous crest while updating and rediscovering new ones from the clubs history. The crest surround is based on the current club crest and using the colour scheme from the 1980's club crest. It features the same font and white detail as previous crest versions. The font is strong and neutral and will not easily fall out of fashion like other club crest fonts. The additional white bands give the crest more depth and the font is now centralised within the green band. Overall the design is much more balanced, giving a much more modern look while maintaining the heritage and lineage of previous crests.

CLUB CREST

CURRENT CLUB CREST



The current club crest has been used for over 50 years and is an integral part of the club's history. However, there are some areas where improvements can be made. The clover design differs in design from the kit clover and the design doesn't lend itself well for digital media.

PROPOSED CLUB CREST



The proposed updated club crest uses the same design as the kit crest, with a few notable changes. The colour scheme matches the current club crest, with only green and white being used. The clover loses the black outline in favour of a solid green design in the same style as the current club crest. This allows for a continuity between the old and new crests while tying in the new clover design across both kit and club crests. The crest is much more balanced and symmetrical and the detail within the clover remains strong and impactful even when using a two-colour palette.

ALTERNATE CRESTS

HOME KIT CREST



CLUB CREST



CELEBRATION KIT CREST



ALTERNATE CELEBRATION KIT CREST



BUMBLEBEE AWAY/TRAINING



GREY AWAY/TRAINING



GREEN AWAY/TRAINING



BLACK AWAY/TRAINING

MERCHANDISE



