

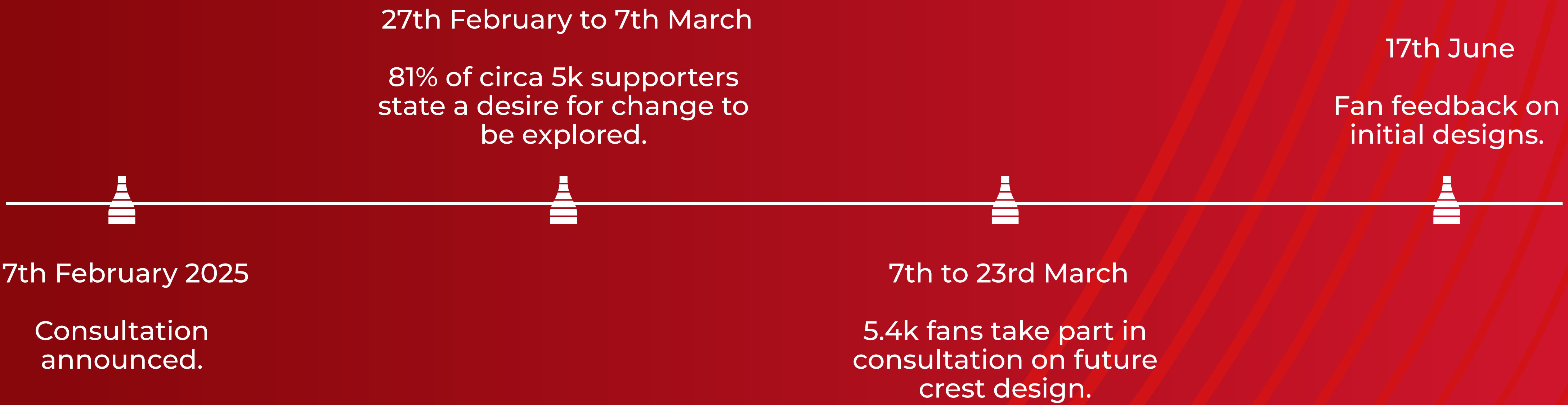


# CLUB CREST PROPOSAL





INITIAL PROCESS



### **During the consultation process, supporters told us the following:**

- Our current crest lacks local identity and there is clear appetite for change.
- The 77-92 crest was by far the favourite among our crests of the past.
- Strong desire for red and white stripes, a kiln, a Staffordshire Knot and 1863 to be included.
- A clear preference for a shield shape.
- Black followed by gold are the preferred secondary colours.
- Stoke City wording over SCFC or The Potters.

## OUR APPROACH

**PROVIDE OPTIONS THAT GIVE  
SUPPORTERS WHAT THEY ASKED  
FOR DURING THE CONSULTATION.**

**AND AVOID RADICAL DESIGNS  
THAT WOULD RISK POLARISING  
THE FANBASE.**



## INITIAL CONCEPTS FOR SUPPORTER STEER ON DETAIL

- Of the hundreds of initial visuals reviewed during the initial design process, three options were presented to supporters on 17th June.



Evolution of current



Alternative



1977-1992 inspired

## OUTCOMES OF 17<sup>TH</sup> JUNE MEETINGS

- Clear preference for the version inspired by 77-92.
- Elevate the design and add more detail.
- 1863 to be included.
- Too much black.



SINCE OUR 17<sup>TH</sup> JUNE MEETINGS









**CURRENT CREST**



# OUR PROPOSED NEW CREST: ELEMENTS





## SHIELD

- Inspired by the shape and colour of the 77-92 crest.



## TYPOGRAPHY

- Traditional font to reflect the Club's rich history.
- Familiarity with font on existing Club Crest.

# STOKE CITY





1863

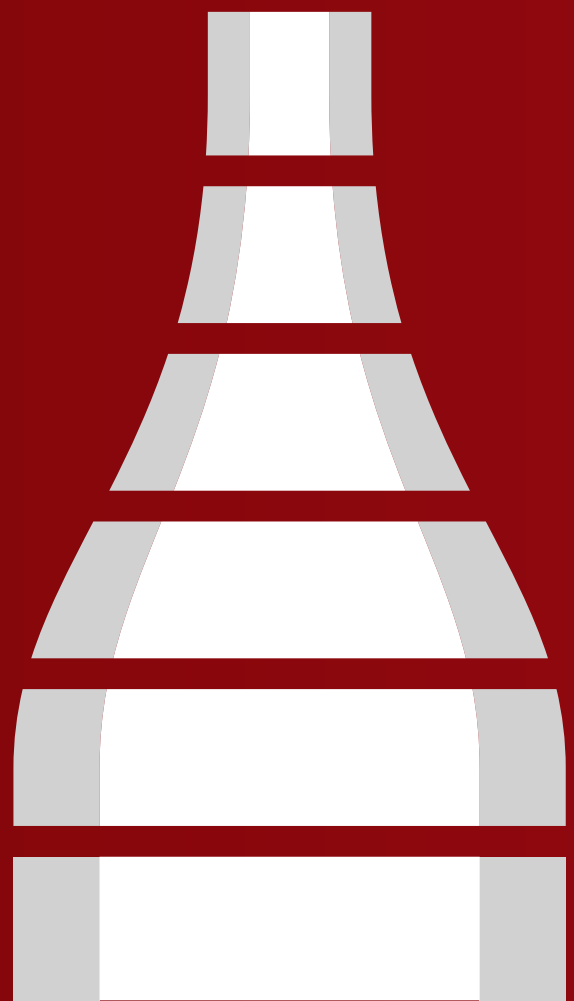
- Strong feedback in favour at consultation events.
- Colour gold for prestige and in-keeping with gold on red precedent (in that instance the S.C.F.C lettering) in the 77-92 crest.

1863



## KILN

- 6 sections of the kiln represent the 6 towns of Stoke-on-Trent.
- Based on popular icon used on 24/25 kit.
- Colour white consistent with the 77-92 crest.
- Balance between intricacy and simplicity.
- Detail and depth added via two-tone colour shadow.





## STAFFORDSHIRE KNOT

- Colour white consistent with the 77-92 crest.
- Balance between intricacy and simplicity. Too much detail can cause issues in small format usage.
- Detail and depth added via two-tone colour shadow.



OUR PROPOSED NEW CREST...

# OUR PROPOSED NEW CREST HAS:

- Been inspired by the crest of 77-92.
- A sense of heritage, but with a modernised design.
- All the elements most desired by our fans.
- Icons synonymous with Stoke-on-Trent; a source of pride for local people and what we are famous for nationally and globally.
- A balanced design that provides a clear identity.





**OUR PROPOSED NEW CREST...**

# **OUR PROPOSED NEW CREST DOESN'T:**

## **Contain Vis Unita Fortior.**

- The motto remains an integral part of the Club and will continue to be celebrated in other ways (back of 25/26 away kit for example).
- It was however, lower down on the fans' list of desired elements.
- It was considered in the initial design stages and deemed one element too many which would compromise the design.



**OUR PROPOSED  
NEW CREST...**



**PROPOSED NEW CREST: WOVEN TEXTURE**





PROPOSED NEW CREST: 2D FULL COLOUR





## CURRENT CREST IN CHAMPIONSHIP CONTEXT





PROPOSED NEW CREST IN CHAMPIONSHIP CONTEXT



CURRENT AND PROPOSED CLUB CRESTS IN MATCHDAY LOCK-UP





HOME KIT EXAMPLE 1





## HOME KIT EXAMPLE 2



**bet365**



AWAY KIT EXAMPLE





TRAINING KIT EXAMPLE





## STADIUM FRONT



VIS UNITA  
**FORTIOR**

**bet365** | STADIUM



VIS UNITA  
**FORTIOR**



CURRENT AND PROPOSED



## VOTING PROCESS

- Fans with existing My Stoke accounts and/or transactional histories with the Club entitled to vote.
- Eligible, opted-in fans receiving their chance to vote by email.
- Opt-in via your My Stoke account and the Club will send you a voting email within two days.
- Alternatively, vote in person at the Club's retail store.
- Vote closes at 6pm on Saturday, August 2nd.





# ANY QUESTIONS?

[supporters@stokecityfc.com](mailto:supporters@stokecityfc.com)



**THANK YOU TO THE THOUSANDS OF  
STOKIES WHO HAVE TAKEN PART  
IN OUR CONSULTATION SO FAR.**

