

= IFK Göteborg =

Idrottsföreningen Kamraterna Göteborg, commonly known as IFK Göteborg, is a Swedish professional football club based in Gothenburg. Founded on 4 October 1904, it is the only club in the Nordic countries that has won a pan-European competition, as the club won the UEFA Cup in 1982 and 1987. IFK is affiliated with Göteborgs Fotbollförbund and play all their home games at Gamla Ullevi since the start of the 2009 season. The club colours are blue and white, colours shared both with the sports society Idrottsföreningen Kamraterna which the club originated from, and with the home town of Gothenburg.

Besides the two UEFA Cup titles, they have won 18 Swedish championship titles, a record in Swedish football shared with Malmö FF, and have the third most national cup titles with seven. The team has qualified for four group stages of the UEFA Champions League, and reached the semi-finals of the 1985–86 European Cup. IFK Göteborg is the only Swedish club team in any sport to have won the Radiosportens Jerringpris, an award for best sports performance of the year voted by the Swedish people, for the 1982 UEFA Cup victory. IFK is one of the most popular football clubs in Sweden, with diverse country-wide support.

They currently play in the highest Swedish league, Allsvenskan, where they have played for the majority of their history. They have played top-flight football in Sweden continuously since 1977, which currently is the longest top-flight tenure of any club in Sweden; the second longest is Helsingborgs IF, since 1993. The club won its first Swedish championship in 1908, four years after the founding, and has won at least one championship title in all decades since, except the 1920s, 1970s and 2010s. IFK Göteborg's most successful period was from 1982 to 1996, when the team prospered in European football and won 10 out of 15 Swedish championships.

= = History = =

IFK Göteborg was founded at Café Olivedal, a cafeteria in the Annedal district in the centre parts of Gothenburg, on October 4, 1904. It was the third, but only lasting, IFK association in Gothenburg, becoming the 39th overall. A committee for football was created at the historic first meeting; the association's first football match ended in a 4–1 victory against a club from the local area, IK Viking. The foundation of IFK Göteborg was important for the development of football in the city, as until that point, Örgryte IS, the largest of Gothenburg clubs, were dominant. IFK Göteborg represented some needed competition.

IFK Göteborg became the first Swedish team in four years to beat Örgryte IS in 1907. They then went on to win their first Swedish Championship in 1908 by winning the cup tournament Svenska Mästerskapet, and three players from the club were selected to play for Sweden in the national team's first match. That year IFK played teams from outside Sweden for the first time, meeting the Danish clubs Østerbro BK and Boldklubben af 1893.

In 1910, the team played in blue and white striped jerseys for the first time. Two years later the team drew 1–1 in a game against the 1912 Swedish Olympic team, and the newspapers in Stockholm nominated IFK Göteborg as "the best Swedish football club ever". IFK Göteborg won Svenska Serien, the highest Swedish league at the time, but not the Swedish Championship deciding competition for the fifth time in a row in 1917. The early IFK Göteborg team had no trainer; the club gained its first such official in 1921, when Hungarian manager Sándor Bródy was hired. Bródy was appointed manager for IFK two years later. The first Swedish official national league, Allsvenskan, started in late 1924, the year the legendary Filip Johansson made his debut for IFK Göteborg. The club finished second, but Johansson scored 39 goals in 22 games and was the league's top goalscorer.

IFK won their first Allsvenskan title in 1934–35, the ten previous seasons of the league saw the club finish in the top four. Swedish football was dominated by teams from Gothenburg during these years, but IFK Göteborg were surprisingly relegated in 1937–38, although the team was promoted back to Allsvenskan the next season. Back in the highest division, IFK finished second, with the league continuing despite the outbreak of World War II. IFK won another title in 1941–42 with a

strong team , but the rest of the decade saw mixed results . The 1940s team included the talented Gunnar Gren , who became the top scorer in 1946 ? 47 . He was also awarded Guldbollen as the best player in Sweden , and won an Olympic gold medal with the Swedish team at the 1948 Olympics . When Gren left in 1949 , IFK were relegated from Allsvenskan the following season . As happened the last time IFK played in a lower league , they were promoted directly back to Allsvenskan after one season in Division 2 . IFK went on to compete in a European Cup ? the European Champion Clubs ' Cup ? for the first time in 1958 , but were eliminated in the second round by SC Wismut . In 1959 , the all @-@ time Allsvenskan record attendance of 52 @,@ 194 was set when IFK played Örgryte IS at Nya Ullevi .

After an unglamorous decade , IFK were led by manager and retired footballer Bertil Johansson to a surprising championship title in 1969 . The following season was one of the darkest in their history . IFK were relegated , and unlike previous relegations they did not make an immediate return . After three seasons in the second league IFK had lost all signs of being a team from Allsvenskan , and had still not managed to gain promotion . But after hard work from board member Anders Bernmar and others to get the club on the right track , IFK were promoted to Allsvenskan in 1976 . In 1979 , IFK hired Sven @-@ Göran Eriksson as manager . He introduced the 4 ? 4 ? 2 system with " pressure and support " ? called the Swenglish model ? which would give IFK great success later on , and his first season at the club ended with a second place in Allsvenskan and the club 's first gold medal in Svenska Cupen .

After reinforcing the team with several expensive players ? including Thomas Wernerson and Stig Fredriksson ? IFK had finished second in the league and reached the quarter @-@ finals in the UEFA Cup as 1981 came to an end . 1982 then became a turbulent season as the whole board was replaced and the club almost went bankrupt ? even needing to borrow money from the official supporter 's association to travel to Valencia to play the quarter @-@ final of the UEFA Cup . After the troubled start IFK won every competition they entered , including Allsvenskan , the Allsvenskan play @-@ off , Svenska Cupen , and the UEFA Cup , defeating Hamburger SV 4 ? 0 on aggregate in the finals . During the following 15 years the club was the leading club in Swedish football , winning the Swedish championship ten times , the domestic cup three times and the UEFA Cup twice .

IFK managed to field a strong team for a couple of years and won gold in the league in both 1983 and 1984 , and the cup in 1983 . In 1986 , the team reached the semi @-@ finals of the European Cup but were defeated on penalties against FC Barcelona . A new team of talents won both the UEFA Cup and Allsvenskan once again in 1987 , after beating Dundee United in the UEFA Cup final . The youth manager Roger Gustafsson took over the team from Gunder Bengtsson in 1990 , and his time with IFK was to become very successful , winning Allsvenskan five times between 1990 and 1995 .

As IFK won the 1993 Allsvenskan , they qualified for European competition . IFK advanced to the group stage of the Champions League , where they faced FC Barcelona , Manchester United and Galatasaray . Elimination at the group stage was widely anticipated , but IFK Göteborg confounded expectations by winning the group and advancing to the knockout stage . However , IFK Göteborg was eliminated in the quarter @-@ finals by Bayern Munich on away goals .

The last years before the new millennium were disappointing for IFK , providing a stark contrast to the earlier success . The team only managed a silver in 1997 and an eighth place in 1998 , after buying several expensive players who failed to produce . IFK changed manager in the middle of a season two years in a row ? in 1998 and 1999 ? when the club never before had changed manager even once during an ongoing season . The last year of the decade ended with a sixth @-@ place finish . The new millennium offered varied results , with the club playing a relegation play @-@ off in 2002 , but challenging for the championship in 2001 , 2004 , and 2005 . In 2007 , the first title in eleven years was secured in the last round of Allsvenskan . The club then won the national cup Svenska Cupen the next season . IFK Göteborg are still considered to be one of the " Big Three " in Swedish football , along with Malmö FF and AIK , despite only having won three titles in the last ten years .

= = Colours , crest and sponsorship = =

= = = Colours and kit = = =

The traditional colours of all IFK associations are blue and white , and IFK Göteborg is no exception . Soon after the club 's foundation in 1904 , it was decided that the kit should consist of a blue and white striped shirt with blue shorts . But the design was too costly and instead a cheaper alternative was used . Thus the club 's first kit used a blue shirt with a single horizontal white stripe and a four @-@ pointed star , one of the IFK association symbols , in white on the chest . During the next few years , white or blue shirts without stripes were used . In 1910 , a kit comprising a blue and white vertically striped shirt and blue shorts was used for the first time inspired by the kit of Københavns Boldklub . This kit has remained as the home colours ever since . The few visible sponsor logos , together with the longtime use of blue and white stripes , has made the kit a classic in Swedish football . The traditional away kit is red and white , in different styles , though other colour combinations , for example orange and white , have been used , mainly in the 1990s and 2000s . The away kit introduced in 2005 once again used red and white . An almost completely white third kit with blue details was introduced in mid @-@ 2007 after requests from supporters . In the 2010s , the away kit colours have seen much variation , including a pink shirt with black shorts , a black kit with light grey details , the more traditional red kit with white details , and a purple kit with white details introduced in 2016 .

= = = Crest = = =

The crest of IFK Göteborg has its origins in the coat of arms of the city of Gothenburg which in turn is based on several other heraldic arms . The lion on a field of silver and blue is the heraldic arms of the House of Folkung , and the lion holds the Three Crowns of Sweden , both symbols being used in the coat of arms of Sweden . This arms was granted to Gothenburg by Gustavus Adolphus . The coat of arms of the city sees the lion facing the sinister ( heraldic left , which is viewer 's right ) side which often is interpreted as a fleeing lion , the normal being a lion facing the dexter ( heraldic right ) side , and IFK chose to use the latter on the club crest . Finally the three letters IFK were added on top . This crest has been used since it first appeared on the kit in 1919 . These main elements have not been modified since then , but during the years several different designs of the crest have been used , occasionally having the lion facing the sinister side . In the early 1980s , the club standardised the design and only minor changes ? such as element colours and different hues ? have been made since then , with the exception of the years 1997 ? 1999 when IFK , with Reebok as kit sponsors , used a crest with some more distinct changes to the standard elements . Before 1919 various other symbols were used , with the four @-@ pointed star of the IFK associations featuring on the shirts until 1910 .

= = = Sponsorship = = =

Adidas have supplied the kit for a majority of the seasons since the 1970s , interrupted briefly in 1979 ? 80 and for seven seasons during the 1990s . In 2016 , Kappa was presented as the new kit manufacturer of the club .

The logotype of the main sponsor ICA ? a grocery store chain ? figured on the shirt front from 1980 until 2011 and almost become part of the shirt . The logotype was reproduced in its original red colour on the shirt for the first few years , but was soon changed to a blue and white version to better blend in to the kit colours . ICA had sponsored IFK since 1974 but after over 30 years of sponsorship , they were replaced by financial institution Prioritet Finans as the main sponsor at the start of the 2011 season . The sponsorship was ended after the 2014 season , and IFK Göteborg played without any shirt sponsor for half a season until Prioritet Finans returned during the summer of 2015 .