

LOGO REDESIGN: **STAGE 1**

A new revamped Bath Cricket Club logo - including variations - to ensure usage for multiple requirements can now be met.

These variations include the need to brand PRINT products, SIGNAGE, CLOTHING, DIGITAL and WEBSITES.

A requirement to add a 'FOUNDED 1859' option to the logo variations has also been included.


The previous Primary Navy blue swatch 'Pantone Reflex Blue C' has also been replaced with a Navy swatch that creates more contrast and depth throughout.

Due to being already used on a pre-rebrand project, the main logo font to be used is AVENIR for consistency, and replaces the old Garamond font used on the pre-2017 logo. After much consideration it is proposed to continue to use the AVENIR font, but to compliment it with a secondary typeface for use in publications and other multi-media requirements. The secondary typeface choice is currently in development as part of this re-brand.

A sizing rule using the letter 'B' from Bath has also been applied to create the new proposed logos. This 'B' sizing rule will also then be used for further logo usage including exclusion zones.

Further explanation and guidance will be included in the 2017 Bath Cricket Club 'Club Identity Specification' once amended during this rebrand.

Primary Swatches

-  C=100 M=75 Y=20 K=10
-  C=0 M=90 Y=86 K=0
-  C=0 M=0 Y=100 K=0
-  C=100 M=10 Y=0 K=10



Bath Cricket Club

FOUNDED 1859

Landscape variation



Bath Cricket Club

FOUNDED 1859

Badge variation
- for use with traditional and formal requirements



Bath Cricket Club

Badge variation excluding "FOUNDED 1859"
- for more informal, less traditional requirements



Bath Cricket Club

Clothing variation...



Bath Cricket Club

FOUNDED 1859



Bath Cricket Club

FOUNDED 1859



Bath Cricket Club



Bath Cricket Club