

The Project: Selwyn United, a football (soccer) club in Canterbury, New Zealand requires a new, professional crest type logo to replace our current logo (seen left).



Background: Selwyn United Football Club is the result of the merger of Rolleston Football and Ellesmere Football Clubs in December 2012 and caters for all things football in and around our district. We offer opportunities for players from 4 to 8 years (First Kicks & Fun Football) through all Junior (9-15 years) for boys and girls, and Youth (16-18 years) to Senior Football (social & competitive) for Men & Women. The top men's team recently won promotion to the Mainland Premier League.

Vision: 'To provide a high-quality football environment regardless of a player's motivation or ability'

Purpose: 'To provide opportunities for our community to enjoy, play, learn and excel through football.'

Selwyn the region: Selwyn is a predominantly rural region of Canterbury in the South Island of New Zealand. It is notable for flat plains, the Selwyn River, and an unobstructed view of the Southern Alps



Creative Mandatories:

- This logo will have multiple uses: uniforms, training gear, online channels, letterhead, swag, etc. It should be designed to look great in both small and large areas.
- Must leverage existing colour palette: Black, Blue, White.
- We prefer a reasonably traditional look, using a crest / shield as the central frame. Some modern elements could be incorporated. We would like to see some variation in ideas there. Imagery that could be incorporated include a horse, a river and mountains. The horse is central to the design. The first team refer to themselves as the 'stallions' and the youth development squads as the colts. The horse as a symbol represents power, pace and freedom. River and mountain optional, although we would like to see varied designs that include one, two or all three elements. The use of the blue and black stripes used in the kit (see right) might be something to explore as well.
- We would like a clean, simple design
- The design must include "Selwyn United FC" somewhere



Existing designs we like

