

## Overview

The Croydon Rangers Gridiron Club is the oldest American Football club in the state of Victoria, and has a rich tradition and history within the community.

The club is seeking a new identity leading it into the next era of the club. The club currently has a senior and junior team and previously had a 2<sup>nd</sup> senior team known as the "stars". The club anticipates entering their first women's full kit team in the 2015 season.

The Rangers have used two primary logos in our 30 year history and the time is right for a new look and feel at the club.

## Objective of the design project

The objective of the project is to create a traditional American Football style of logo with a modern feel.

This initial logo will be from what all other imagery used by the club will flow.

The primary design is for:

- A New Club Logo

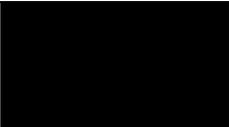
The secondary designs required are:

- Women's team name & logo
- Helmet decal design that can be used by all the Croydon teams.
  - Helmet decal will be used on a metallic silver based helmet (see figure 2).

## Design task

We seek a designer to take on the task of achieving the above list of items who can create a modern and sleek design while staying true to the clubs history.

Colour Palate used in the past:

				
Forest Green	Silver	White	Black	Dark Grey

**The Rangers logos in the past have featured:**

- 5 Pointed Star (Figure 1)
- Stylised Croydon (Figure 2)
- Words Croydon & Rangers (Figure 3)
- And have featured Est. 1984 (Figure 4)

Outside of the colour palate, none of the above is required in the new logo but it must be considered.

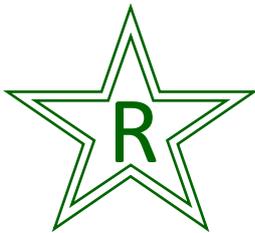


Figure 1



Figure 2



Figure 3



Figure 4

**Selection of uniforms used in the past are below:**

- Current Senior Uniform (Figure 5)
- Past Senior Uniform (Figure 6)
- Current Junior Uniform (Figure 7)
- Past Junior Uniform (Figure 8)



Figure 5



Figure 6



Figure 7



Figure 8

## Who are you designing for?

The Croydon Rangers Gridiron Club has been primarily made up of males aged between 18 and 40 for much of its 30 year history.

The junior team consisting of players aged between 15 and 19 years of age are becoming a much larger part of the club. Additionally the Croydon Rangers Gridiron Club intend to enter a women's team in the Gridiron Victoria women competition for the 2015 season.

Any design must take all these elements into consideration, and must be able to be proudly displayed by all players, coaches, administrators and supports of the club.

## Related design work

Due to the ground up and holistic nature of the design brief, the new designs do not need to fit in with any existing uniforms or apparel.

The winning logo design will be used in the creation of all of the clubs' new uniforms, and supporter and team apparel. A secondary competition will be created immediately after awarding the winner of the logo design competition, with a new design brief for new uniform designs for all of the clubs teams.

## Tone and manner

A new logo will be the Rangers' first point of contact with many people. All future design work will flow from this design work.

The logo should be modern and fresh, but with a classical feel.

## Deadline

Final logo and design work must be completed by the end of November 2014 to allow for the production of uniforms, decals and merchandise to be ready for the start of the 2015 season.

Deadline for concept and initial sketch ideas must be received by the end of October 2014.

## Budget

Budget for this project is \$500.

## Next steps

Submit concept and initial design sketches to Richard Garraway at [play@croydonrangers.com.au](mailto:play@croydonrangers.com.au) Ensure you supply contact details so we can communicate with you regarding alterations and changes.