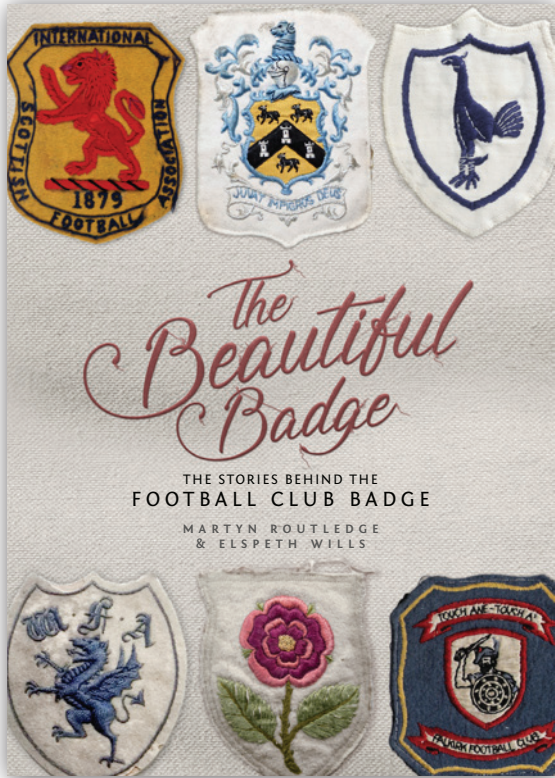




Title information



The Beautiful Badge

The Stories Behind the Football Club Badge

By Elspeth Wills and Martyn Routledge

Key features

- First-ever book devoted to the fascinating history of football clubs' badges
- Follows the whole story, from simple Maltese crosses to digital-friendly, multi-million-pound rebrands
- Cuts through terrace myths to deliver comprehensive explanation of why each badge looks as it does
- Explores where badges are displayed – tattoos, football stands, war memorials and merchandise
- Written by respected author and marketer, Elspeth Wills, and creative agency director Martyn Routledge
- Includes stories from club historians, fanzine editors, tweeting supporters and marketing gurus
- Richly illustrated with photographs, including many previously unpublished

Description

The Beautiful Badge tells the fascinating story behind the UK's football club badges, from 1860s hand-embroidered symbols on home-knitted jerseys to today's multi-million pound brands. The book not only covers hammers, cannon and Liver birds but also reveals the link between Peterhead FC and *Viz* comic; which TV celebrity designed Aldershot Town FC's badge; and whose £10 doodle became the opposition's badge. Some clubs have sported ten or more different badges over the decades, ranging from their town's coat of arms to cartoon insects and initials. Promotion, moving to a new stadium or an owner with controversial views often results in a new badge. The book plots the influence of fashion, technology and fans, and investigates the tensions between clubs and supporters over changes to their beloved badge. Do you know why your club's badge looks the way it does? *The Beautiful Badge* is essential reading for football enthusiasts, historians, designers and anyone who enjoys putting their feet up in the boot room.

Details

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