



Watford FC Creative Invite
Badge Design Guide
June 2019

Previous Watford FC badges:



1927



1950



1958



1959



1966



1972



1974



1978



1979



1982



2001



2018/19 Home Kit

The 1st kit to feature a Hornet on the kit itself since the badge was changed. Fan response to this change was incredibly positive.

The 1st version of the club's current badge depicts a red hart animal and was adopted in the 1970s when the club's focus was on "winning" in the UK county of Hertfordshire.

Watford FC New Badge Guidelines:

Colours - please use the 3 Pantone colours listed below:

1a



PANTONE COLOURS

Black
 Red (Pantone 032 / 032U)
 Yellow (Pantone Yellow C / U)

CMYK BREAKDOWNS

Black	C: 20	M: 0	Y: 0	K: 100
Red	C: 0	M: 100	Y: 100	K: 0
Yellow	C: 0	M: 7	Y: 100	K: 0

Please note that in the colour version of the badge, the black left-hand panel adjoins the red border. In the mono version, there is a narrow keyline between the left-hand panel and the border. This keyline must appear on the mono logo only

EXCLUSION ZONE

To ensure the clarity of our identity we apply an exclusion area around the logo.



The exclusion area is determined by the actual size of the Watford logo used. The example here shows the spacing that should be applied. The exclusion area should be scaled according with the size of the identity. This is the minimum area of space that can be left around the logo. It is advised that the logo is given as much space as possible.

1b



Your new Watford FC primary badge must include the football club's name.

The badge may be used on a range of coloured backgrounds (examples below). Please consider this when developing your badge.

The Watford FC logo is used across a number of public publications and hence does appear on a variety of background design/colours. For good practice the logo clearly works better on black or dark backgrounds and not on red or any colour that clashes with the red keyline.

When placing the logo on an image make sure the logo is clearly visible and that it does stand out as strong as possible.

1



2



Examples of acceptable backgrounds for the logo to be used on.

An example of an unacceptable background for the logo to be used on. The red keyline here is not clearly defined and begins to merge into the logo.

Badge Examples:

Primary badge:

This would be the main badge for the club and be used on the football kit and for general branding. This badge should include one of the following: "Watford Football Club", "Watford FC" or "Watford" (in a modern font).



Simplified badge:

This is a simple version of the primary badge and would be used where a small size badge is needed e.g. online, on TV. These badges could appear on kits and would be used across merchandise. They don't usually include text to allow key elements of the badge to be easily seen.



Badge Examples:

Note: Finalists will be required to create these versions of their badge, so please consider this when developing your badge design.

Secondary badge (and colour variations):

This is an official alternative to the primary badge and would be used mostly on merchandising. This badge should be a unique and iconic way for Watford FC to use the letter(s) "W" or "WFC".



Badge Examples:

Note: Finalists will be required to create these versions of their badge, so please consider this when developing your badge design.

Watermark (orientation variations):

This is used in situations where a graphical badge would not work well, e.g. on Club media and interview boards. Your Watford FC badge does not need to include “.com”.

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