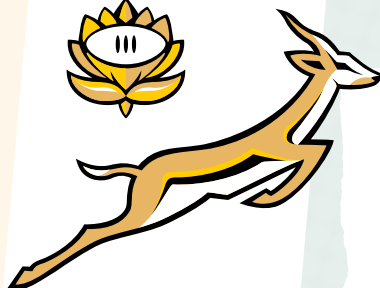
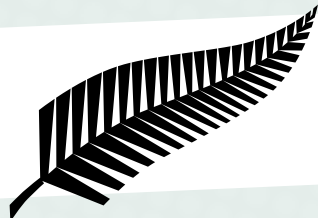
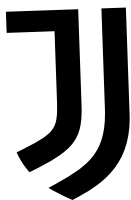
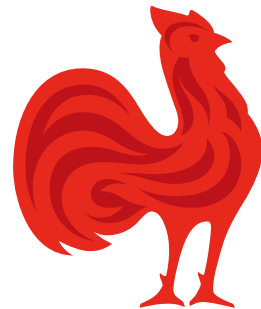




NORTHAMPTON
SAINTS

**THE BIGGEST SPORTS TEAMS AND
ORGANISATIONS IN THE WORLD
BOAST VISUAL IDENTITIES THAT ARE
IMMEDIATELY RECOGNISABLE AND
HIGHLY MEMORABLE.**



**OUR SUPPORTERS AGREE
THAT A **POWERFUL** VISUAL
IDENTITY IS **CRITICAL FOR**
NORTHAMPTON SAINTS.**



SUPPORTER SURVEY

DECEMBER 2023

99%

OF RESPONDENTS STATED
THAT A MEMORABLE,
EASILY-RECOGNISED VISUAL
IDENTITY IS **IMPORTANT.**

The Supporter Survey gained 1,611 survey responses

**RUGBY HAS AN
AWARENESS AND
APPEAL CHALLENGE.**

33%

LESS THAN 1 IN 3
PEOPLE IN THE UK
CAN NAME A SINGLE
PREMIERSHIP CLUB*.

*Reference: PRL Brand Recognition research, October 2023.











GEN

RUGBY UNION HAS THE 4TH LARGEST
ENGAGEMENT BASE IN THE UK.
HOWEVER...

AMONG GEN Z,
RUGBY UNION DOESN'T
FEATURE IN THEIR TOP
20 SPORTS*.

*Reference: EY Sports Engagement Index, November 2023.

**IN ADDITION TO RUGBY'S OVERALL
AWARENESS ISSUE, SAINTS' OWN
VISUAL IDENTITY HAS SOME
SPECIFIC CHALLENGES.**

#		Club	General Public	Rugby Fans
1		Leicester Tigers	29%	49%
2		Saracens	26%	44%
3		Harlequins	26%	44%
4		Bath Rugby	25%	46%
5		Exeter Chiefs	19%	36%
6		Sale Sharks	17%	33%
7		Bristol Bears	16%	30%
8		Gloucester Rugby	15%	29%
9		Northampton Saints	14%	23%
10		Newcastle Falcons	12%	22%

AWARENESS

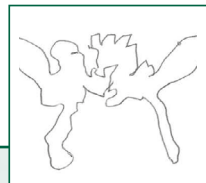
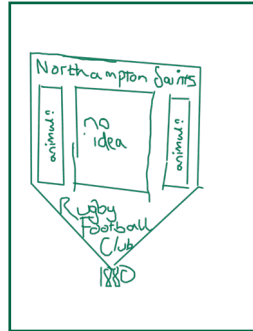
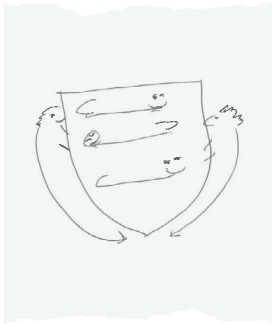
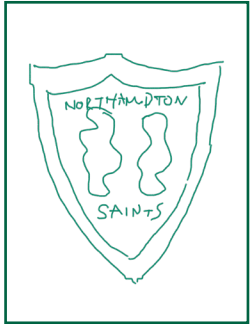
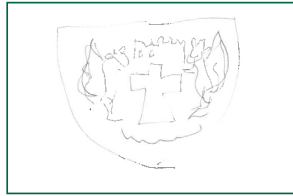
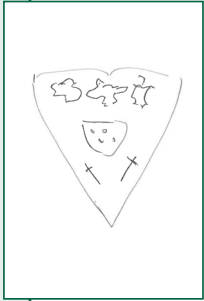
MEMBERS OF THE GENERAL PUBLIC AND PEOPLE WHO CLASSIFIED THEMSELVES AS 'RUGBY FANS' WERE ASKED TO NAME AS MANY PREMIERSHIP CLUBS AS THEY COULD. **OVERALL AWARENESS OF SAINTS IS LOW.**

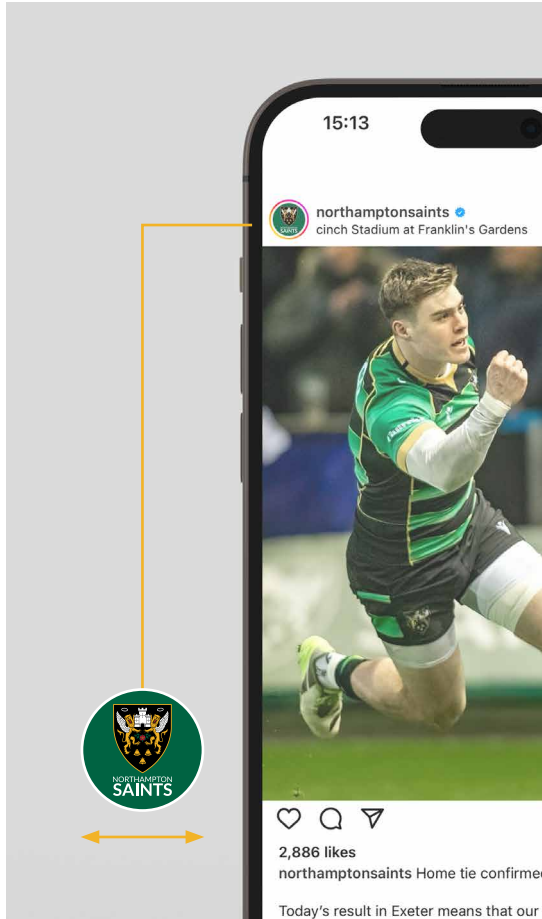
*Reference: PRL Brand Recognition research, October 2023

RECALL

**EVEN OUR OWN, MOST
DEDICATED SUPPORTERS
STRUGGLE TO ACCURATELY
RECALL OUR CLUB CREST.**

Unprompted drawing exercises were carried out with our Supporter Engagement Group, at our Season Ticket Holder Forum and at the Saints v Bayonne fixture in early 2024.





SCALE

THE CLUB CREST  DOES NOT WORK WELL IN THE DIGITAL AGE. TODAY OUR CREST **WILL BE SEEN ONLINE, IN DIGITAL AND ON TV MORE THAN ANYWHERE ELSE.**

1880 1905 1930 1955 1980 2005 2030



1880
Club is founded without a crest by Revd Samuel Wathen Wigg



1930s
Arms of Northampton Borough (featuring a castle with three towers supported by two leopards) begins to be used on some Club documents



1951
Adapted Borough Arms, designed by students, used on Club blazer pockets.



1984
Crest appears on Saints' playing kit for the first time



2018
Our current Crest iteration comes into use for the first time



HISTORY

THE CURRENT CREST HAS HERITAGE THROUGH USE, BUT WHEN IT WAS DESIGNED IN THE 1950s, IT WAS DONE SO **WITHOUT ANY REFERENCE TO THE UNIQUE HISTORY OF THE CLUB.**

93% OF OUR RESPONDENTS ADMITTED THEY DID NOT KNOW WHEN OUR CREST FIRST CAME INTO USE.



75%

COLOUR

THREE-QUARTERS OF OUR RESPONDENTS TOLD US THAT OUR BLACK, GREEN AND GOLD COLOURS ARE THE MOST IMPORTANT PART OF OUR OVERALL IDENTITY.

CURRENTLY, **OUR CREST DOES NOT FEATURE THE FULL RANGE OF OUR CLUB COLOURS.**

**WITH THIS IN MIND, WE HAVE
STARTED SOME WORK TO EVOLVE
AND FUTURE-PROOF
OUR CLUB CREST.**

**A SIGNIFICANT NUMBER
OF YOU TOLD US THAT
YOU ARE OPEN TO THIS.**

"Less complicated"

"CRISPER LINES
ON THE BADGE."

"Reflect more
history"

"DOESN'T REFLECT
OUR CLUB COLOURS"

"More emphasis
on Black Green
and Gold"

"I would be ok
modernising
the emblem"

*"Establish the crest
as the 'instant'
recognising element"*

"Simplify the crest"

"Less complicated crest, it's out-dated."

**WE UNDERSTAND THAT THIS MOVE
WILL BE UNCOMFORTABLE FOR SOME.**

FEAR NOT. THE HISTORY AND
TRADITIONS OF OUR CLUB ARE AS
IMPORTANT TO US AS THEY
ARE TO YOU.

**THESE VALUES WILL BE AT
THE HEART OF OUR WORK.**

**WE INTEND TO DRAW INSPIRATION
FROM THE PAST AS WE PREPARE
OURSELVES FOR THE FUTURE.**

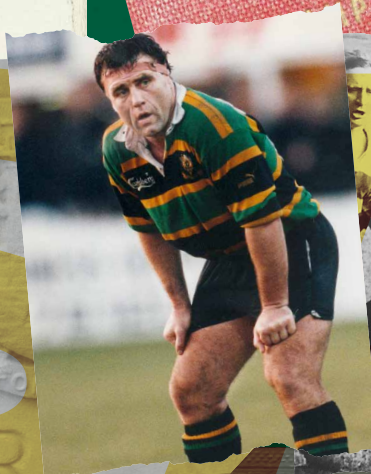
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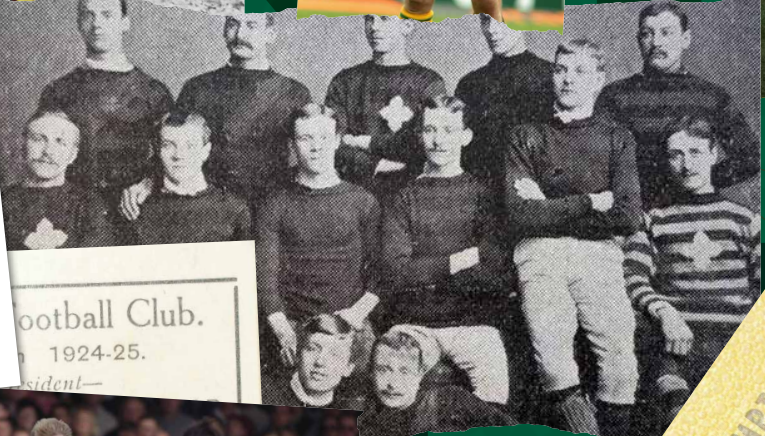
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**NORTHAMPTON
ST. JAMES'
FOOTBALL CLUB**
SEASON 1890-1.



**NORTHAMPTON ROVERS
FOOTBALL CLUB**
PRESIDENT - J. COLLIER

FIXTURES FOR THE SEASON, 1891-2.

DATE	OPPOSITE	RESULT
Oct. 22	Wolverton	Wolverton
29		
Nov. 5	Wanderers	Northampton
12	Kettering Alberts	Northampton
19	Olney	Olney
26		
Dec. 3	Rugby Rovers	Rugby
10	Kettering Town	Northampton
17	Leicester United	Leicester
24		
31	Rugby Rovers	Northampton
Jan. 7		
14	Wellingborough	Northampton
21		
28	Leicester United	Northampton
Feb. 4		
11	Kettering Town	Kettering
18		
25	Olney	Northampton
Mar. 4	Wolverton	Northampton
11	Kettering Alberts	Kettering
18	Wellingborough	Wellingborough
25		

The Ground is at Melbourne Gardens, two minutes' walk from the Station & Market Square.

Football Club.
1924-25.
President—

Officers-Season 1890-1.

Capt. 1st Team—Mr. C. Stanley;
Capt. 2nd Team—Mr. E. Gillingham.
Vice-Capt. 1st Team—
Mr. A. Williams;
Vice-Captain 2nd Team—
Mr. F. Jellie.
Hon. Treasurer—Mr. F. Allibone.
Committee—
Mr. H. Donohoe, Mr. A. Dunham,
Mr. P. Stanley, Mr. W. Jorling,
Mr. G. Gillingham, Mr. P. Horrocks,
Mr. E. Tompkins, Mr. A. F. Lines,
Mr. E. Bellhammers.
Referee—Mr. J. Bushblade.
Hon. Secretary—
Mr. G. Parr, 5, Grove Road.
Assistant Secretary—
Mr. E. Donohoe, 22, Coppingham
Street.

Member's Cricket 18
(Self Transferrable).
Name of Member
Address of Charles D.



Ditto (Ladies) 10/-
Ditto (Boys) 5/-
(INCLUDING TAX).

Above are now ready, and can be obtained from
MR. E. BARNES, 45, Rostock Avenue.



**NORTHAMPTON
FOOTBALL CLUB**

**WE WILL BE LAUNCHING OUR
NEW VISUAL IDENTITY IN
THE SUMMER OF 2024.**



WATCH THIS SPACE