

INDEPENDENT PROJECT EXAMPLES

How Pivitol is the use of
colour within football?

Rhys Evans

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INVINCIBLE BY DESIGN

A FOOTBALL PROJECT WITH A DIFFERENCE

BY RHYS EVANS

PROJECT AIMS



01.

Discover how much of a **role** colour plays in the outcome of a football match – if any at all.

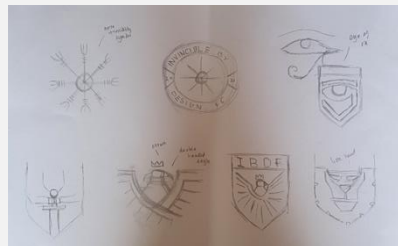
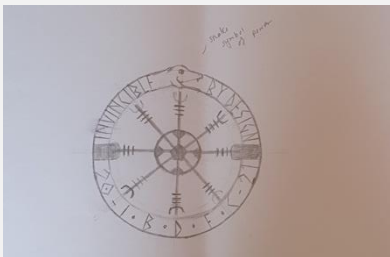
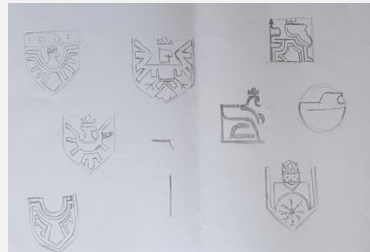
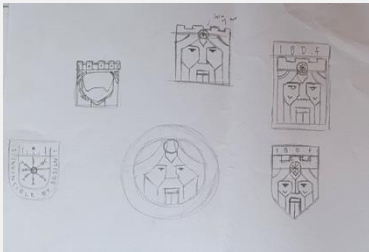
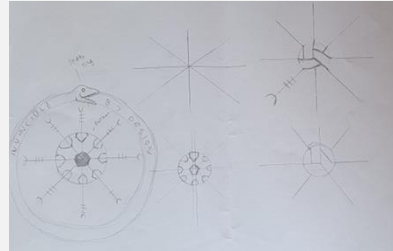
02.

Create a football brand that utilises the theories discovered from the research into colour's importance in the aim of **creating** a team that is 'invincible by design'.

THE PRACTICAL

BRAND DESIGN – KIT DESIGN – WEB/POSTERS

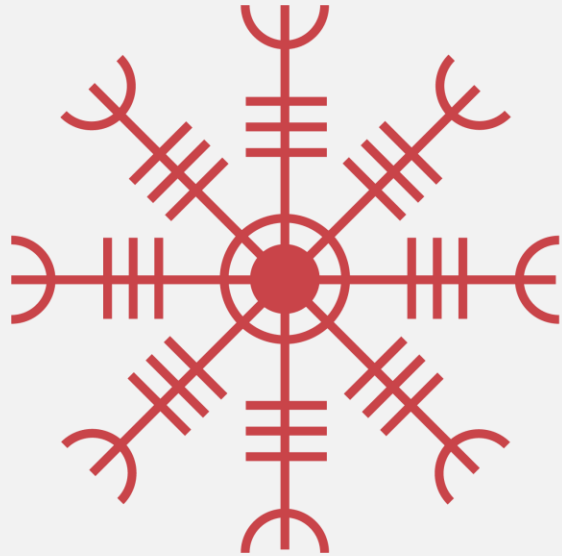
THE LOGO - DEVELOPMENT



In my research I came across the semantical theories of Roland Barthes. Barthes believes that **our relationship with signs and symbols is based on the context surrounding them.** This context is taught to us from a young age and is often affected by our culture, an example of this in society today would be the traffic light system – red means stop, green means go.

Due to this ability as a society to associate different meanings to different signs and symbols I decided to base my logo design on **historical signs and symbols of 'strength' and 'power'** such as the eagle and lion due to the works focus on **'invincibility'**

HELM OF AWE :
NORSE SYMBOL OF
'INVINCIBILITY'



CLASSIC
LEATHER FOOTBALL



BRAND COLOURS

RED : #E94348

A study conducted in 2013 showed that goalkeepers clad in red kit saved more penalties than any other colour. This is theorised as being due to our 'biologically based predisposition to view red as a sign of danger'. It also happens to be the most successful hue for kit colours in Premier league history making it the obvious choice of colour for a football brand.

WHITE: #FDFDF7

A study conducted in 2015 aiming to find the most visible colour for a football kit showed white / variations of the hue to be the most visible choice due to their high contrast with the green of the pitch. Theoretically then this makes white the best choice for a football kit as it allows players to see each other clearly.

KIT DESIGN

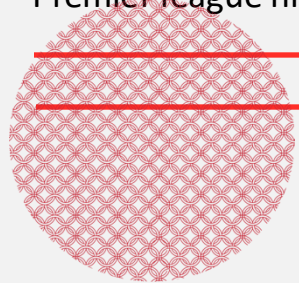


The following slides consist of the four kits designed in response to the practical part of the project : **Home, Away, Third and Training** with detailed analysis of the designs intention.

AWAY KIT

02 ~~WHITING~~ A SCLEPATTERN

Research has shown that red is the most psychologically powerful color in the world. It has been found to be the most effective in attracting attention and is the most effective in giving the player a psychological edge. It is also attributed as the most successful hue in Premier League history.



THIRD KIT

03 BRAIN TUMOURS

Believing that these advantages enticed clubs to buy for cheap, the media alleged that clubs were allowed to forge the players' image and reflect both club and player's image in very poor footballing opportunities as to the players speed of movement and distance on the pitch in the aim of enticing them to make wrong defensive and attacking decisions



TRAINING KIT

02 READ KIT

Black hues of black have been attributed to being the worst colours for visibility on the football pitch, as past players such as Ian Wright and former opposition Alex Ferguson. Therefore, by using high visibility within a training session should theoretically better the team's performance when using high visibility kits such as the home kit during games.



- HOME -



- AWAY -



- THIRD -



- TRAINING -





WEBSITE DESIGN

To go along with the brand I decide to create a proposed website design which would showcase the project in an informative manner as a form of 'exhibition' for the work.





THE PROJECT

'Invincible by design' is a proposed practical reflection composed in response to the thesis 'How pivotal is the use of colour within football?' This thesis aims to answer this question by considering the practical and psychological effects colour may have on ones footballing performance and whether the need for such research is warranted. The following work is comprised of a proposed brand identity and kit design for a football team aiming for perfection, with design choices taking influence from the research discovered. Click the icons below to view the project in full.

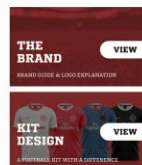


- HOME →
- THE BRAND →
- KIT DESIGN →

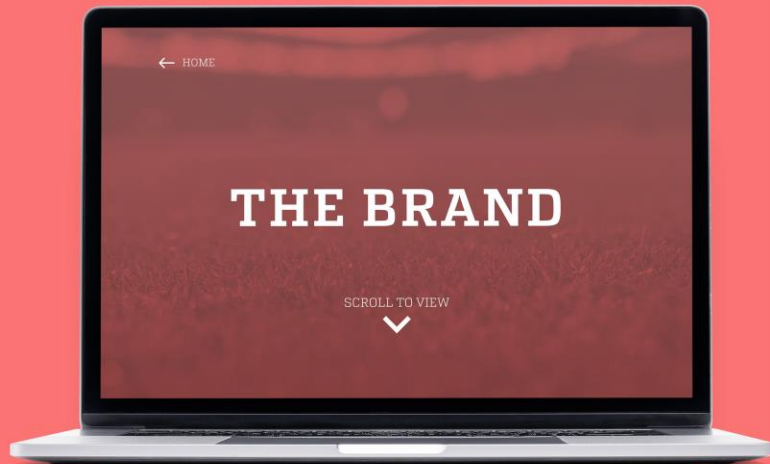


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- HOME →
- THE BRAND →
- KIT DESIGN →



THE LOGO

The research into how colour can effect ones performance lead to the discovery of semiotic theories proposed by Roland Barthes. His theory of the 'signified' and the 'signified' suggests we are exposed to many signs and symbols from a young age and therefore our understanding and reaction to said objects can be explained by how society has inherently taught us to view them. Following this theory the 'Invincible by design' logo utilises an ancient Norse symbol for 'invincibility' in the aim of conjuring similar associations within the viewer. This symbol has been paired with a classic leather football to create a sleek yet subtle logo that appeals to its target demographic of football players/fans.



INSPIRED BY ANCESTRAL
NORSE SYMBOLS OF
INVINCIBILITY



FOOTBALL:
CLASSIC LEATHER BALL



COLOUR PALETTE

VIVID RED

Research has shown that red has psychological benefits in the context of a football kit due to its ability to put off opposition players due to our biologically based predisposition to respond to its characteristics as a sign of danger. It is also attributed as the most successful hue in modern footballing history.

OFF-WHITE

Research has shown white to be the most visible colour when displayed in the context of a football match due to its high contrast with the green of a football pitch. Due to this the use of white will give the players a heightened level of visibility on the pitch thus theoretically boosting the teams performance.

TYPEFACE

The typefaces used for the 'Invincible by design' brand are shown below. Both have been chosen due to their bold appearance that tailors well to a football team. 'Athletico bold' is the main logotype and can be seen throughout the brand where as 'Jersey M54' is solely used for the kit numbers for which it was designed.

ATHLETICO BOLD

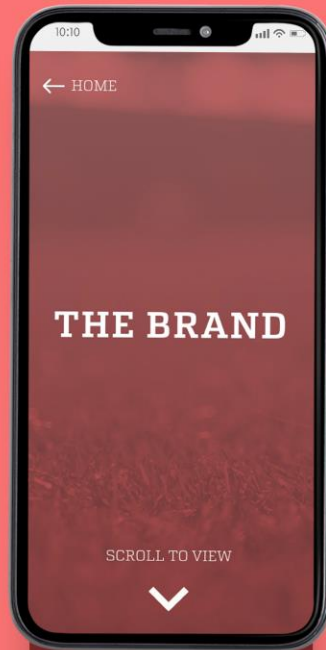
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

JERSEY M54

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



HOME →
THE BRAND →
KIT DESIGN →



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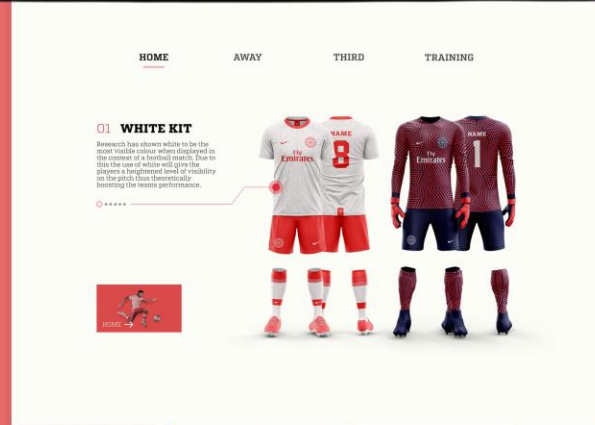
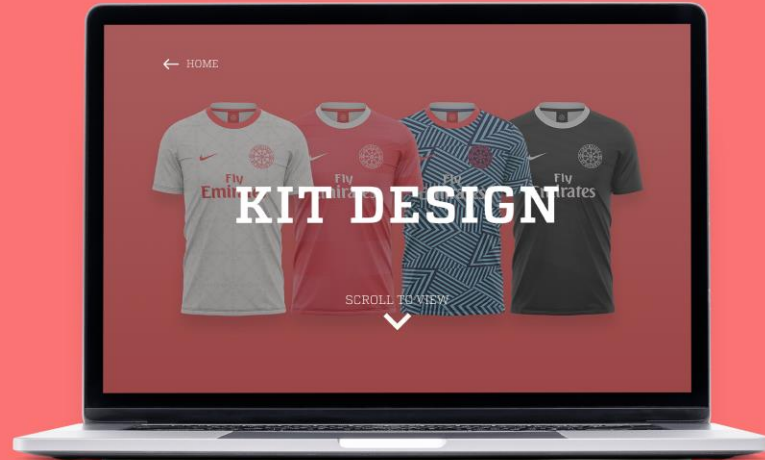
A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

JERSEY M54

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z
0 1 2 3 4 5 6 7 8 9



HOME →
THE BRAND →
KIT DESIGN →



HOME →
THE BRAND →
KIT DESIGN →

KIT DESIGN



HOME AWAY THIRD TRAINING



01 WHITE KIT

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- HOME -



HOME →
THE BRAND →
KIT DESIGN →

THANKYOU!
