



**WELWYN GARDEN CITY  
FOOTBALL CLUB CREST  
2026**



# PASSION, PRIDE, COMMITMENT

EVERYTHING FOR THE BADGE

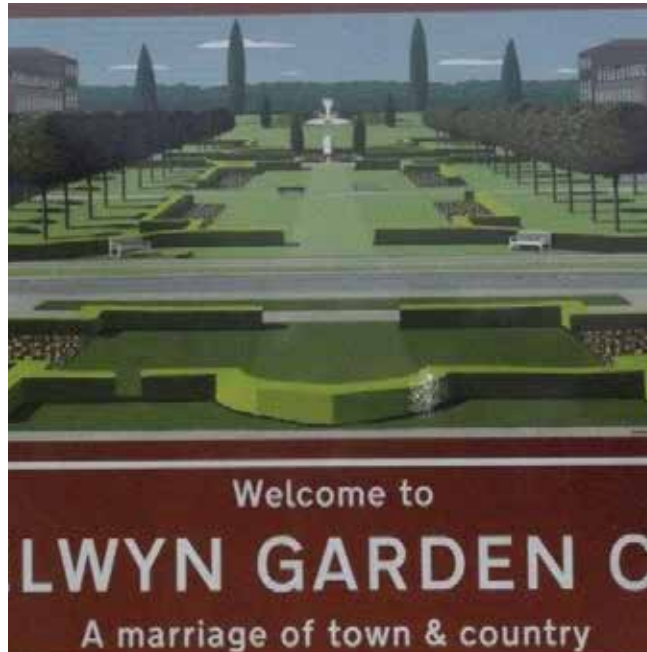
## A UNIQUE IDENTITY.

A club's badge symbolises its very identity.  
The icon that every member identifies with.  
Whether you are a player or fan, it is the beating heart.  
The badge is more than just a logo. It is everything.  
It is our heart & soul & represents more than just the club. It is our history & our future.



### CLUB ORIGINS.

The shredded wheat factory.



### TOWN PERSONALITY.

Reflecting the town of Welwyn Garden City.



### MODERNITY.

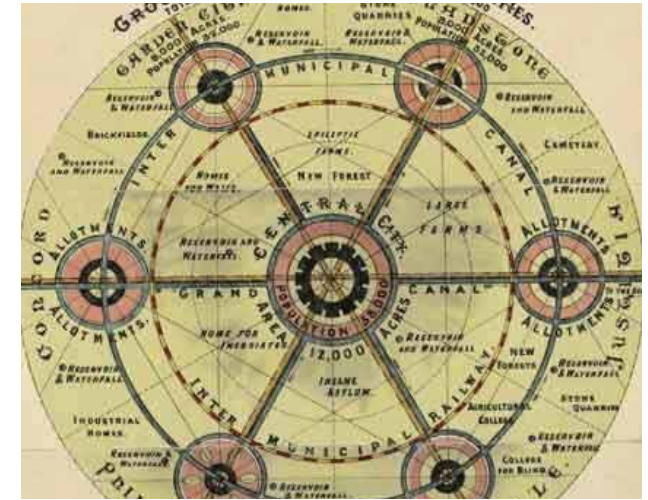
A timeless design that is iconic & versatile.



**CURRENT CREST**



**SHREDDED WHEAT FACTORY**



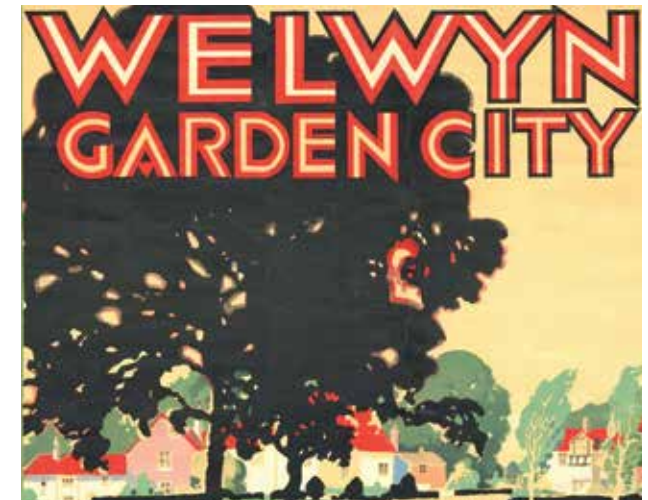
**ORIGINAL PLAN**



**TOWN LAYOUT**



**ROMAN HISTORY**



**HISTORICAL ARTWORK**



## AN EVOLUTION.

The inspiration for the club's new badge comes from classic monogram historical football badges in order to achieve an evolution of the club's identity.

The WGC initials from the current badge are still at the heart of the new design, combined with other elements in a new & modern way to create a timeless classic.





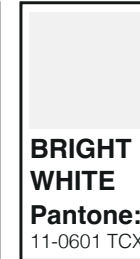


## APPLICATION.

The new badge can be used in multiple colours & applications across print, embroidery & digital.



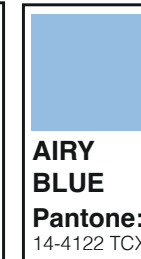
**RUMBA  
RED**  
Pantone:  
19-1940 TCX



**BRIGHT  
WHITE**  
Pantone:  
11-0601 TCX



**JET  
BLACK**  
Pantone:  
19-0303 TCX



**AIRY  
BLUE**  
Pantone:  
14-4122 TCX



