

Refreshed club badge

Last year we asked Dons Trust members for permission to update the Dons Trust's logo in order to bring it into line with the club's new brand guidelines, which had been recently introduced.

During this approval process, we flagged that it may also be necessary to make some minor changes to the main AFC Wimbledon club badge, in order to bring it into line with these updated brand guidelines, too.

Therefore, ahead of the upcoming Dons Trust SGM on Wednesday 17 April, we're asking Dons Trust members to vote on two slightly different versions of a refreshed AFC Wimbledon badge.

This involves you casting your vote before the SGM, so please read all this document. We will announce the result of the vote at the SGM and subsequently on the Dons Trust website (thedonstrust.org).

Note that because we are offering you options to choose from, this can't be a formal resolution. However, the Dons Trust board will be guided by your vote.

After this process, we will also be updating the badge where it appears in the logos of related entities, such as the AFC Wimbledon Foundation.

Why does the club badge need refreshing?

The current badge (shown right) was designed quickly in 2002. Since then, the badge has achieved a high degree of 'brand recognition'. Many football supporters recognise it and associate it with us and our unique story.

However, we have also encountered a number of issues when using the badge in everyday situations. Most of these occur because the lettering 'AFC Wimbledon' is currently outside the body of the badge. These include:

1. *Issues with readability.* Although we have a version of the current badge with yellow-coloured text (as above) and one with blue-coloured text, sometimes the readability of the text is negatively affected by the colour of the background (as with the yellow lettering on a white background in the example above). This is a problem in particular:
 - for some people with impaired vision
 - when the badge is laid directly over a non-solid background (such as a photo) or used on screen (such as video on our club's social media channels or on television) with moving images behind it.
2. *Lack of consistency.* Having the text outside the current badge also means it is easy for people to 'go rogue' and adapt the text. For example, we have seen versions with italic and non-italic lettering, as well as non-official versions with completely different lettering.
3. *Missing elements.* It is also extremely easy for people to cut off the lettering completely, in which case the badge sits alone with no text to identify it as our club badge.
4. *Difficult to reproduce.* The current badge adds to the complexity of producing our club's clothing merchandise and playing kits. While the main body of the badge can be sewn onto the clothing as a patch, the manufacturer has to separately embroider the club's name.



What is changing with the refreshed badge?

We have come up with a slightly amended version of the badge which overcomes the issues outlined above, as well as bringing it into line with the club branding that was

introduced last year (and which prompted us to change the Trust’s logo). This will help maintain a consistent club image.

The two versions of the proposed badge are shown below. The changes include:

- *Moving the lettering inside the badge* – so our club name will never get ‘lost’ in the background or cut off.
- *Refining elements*. The badge has been adapted with some subtle changes which include replacing the two shades of yellow in the rose with a single shade, and slightly altering the shape of the eagle’s wings and the shield.
- *Aligning with club branding*.
 - The colour shades specified in the club’s brand guidelines have been incorporated so the badge’s colours match with the ‘club colours’ used elsewhere.
 - The lettering inside the badge now uses the same font as is used by the club elsewhere, e.g. in marketing material and in online graphics. This helps further ‘pull together’ the club’s unique brand.

The two options are shown below. We are asking you to vote on which version you prefer: Version A with black text or Version B with blue.

Version A



Version B



Why now?

We want to refresh the badge ahead of our move to our new stadium. The club badge is likely to feature prominently around the new ground, as well as in other material produced by the club that relates to our return to Plough Lane.

It would add considerable cost to update the badge everywhere it appears around the new stadium after we have moved into it.

Why haven't we been more involved in designing it?

'Design by committee' is extremely difficult. Trying to incorporate the views of almost 3000 people would be next-to-impossible to achieve. The Dons Trust board believes that refreshing the badge in order to solve the issues identified, before presenting the best designs to you for approval, is the most efficient way to carry out this process.

I don't like either of the two choices – how should I vote?

You may agree that the club should make some minor amendments to its badge for the reasons outlined in this document, but you may not like the choices we are offering. In that case you can, if you wish, vote for 'neither of these options' and we will consult on the next steps.

However, we think it would be extremely difficult to come up with a badge that simultaneously respects the history of our club and solves the issues identified above without the end product looking very similar to the options presented here.

Could we use a completely different badge instead?

The Dons Trust board is aware that some fans are keen for us to adopt the yellow and blue Wimbledon FC badge that was used in the 1980s and 1990s. However, we do not think this issue could be considered without also opening up potentially divisive discussions about changing the club’s name. Combined, these are huge issues and not ones that we feel we should rush into without considering the possible consequences on our unity as a fanbase.

To be clear: there is nothing to stop us from having this conversation in the future, but we feel that the impetus for such a discussion would have to come from the Trust’s members, rather than the Dons Trust board. To date, while we hear a few (passionate) voices on both sides of the argument, we get no sense that it is something that the membership as a whole is clamouring to discuss as a priority. In the meantime, we believe it would be more productive to carry out this minor refresh of our current badge.

How to vote

If you received this document from the Trust via email

- You will soon receive an additional email from SurveyMonkey with a link for you to vote. If you have not received this email within a few days, please check your junk folders (both in your email program and your internet provider’s webmail). You will need to vote by **5pm on Friday 12 April**.

If you received this document from the Trust via post

- Please cut off the voting slip below and return it to us. You can deliver it in person to the Dons Trust kiosk before the home match against Accrington Stanley on Saturday 6 April (the kiosk is open between approximately 1.30 pm and approximately 2.45 pm). Or you can return it by post to:
The Dons Trust, The Cherry Red Records Fans Stadium,
422a Jack Goodchild Way, Kingston Road, Kingston upon Thames,
Surrey KT1 3PB.

Please make sure the slip reaches us by **5pm on Friday 12 April**.

Please do not vote twice! We will be checking against membership records to ensure this doesn’t happen.

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Please express your preference between the following (tick one box):

(The Dons Trust board recommends that you choose either Version A or Version B.)

- Version A (black text)
- Version B (blue text)
- Neither of these options

Name: _____

Membership no.: _____