

SCC Club Kit re-design 2024

Dear Members,

The committee, listening to feedback from members, has decided to refresh the club kit design this year. The committee recognises that not only is the appreciation of the design of our kit subjective, but it can also be an emotive subject.

The committee wants a kit design that represents the identity of the club as we are today and that members can be proud to wear in every cycling situation – be that club runs, competing or just representing SCC on the roads of the Midlands or further afield. We recognise that wearing club kit while participating in club activities has dwindled (racing excepted) and that sales of the current kit have fallen.

So how to go about deciding a new design - A Competition!

The committee would like to invite any and all club members to submit designs for consideration by the whole membership. Depending on entry numbers there may be multiple stages but the favourite design will be ultimately be chosen by a membership vote.

How do I enter?

You can enter by submitting your design on paper or digitally as long as it shows a representation of a short sleeve jersey and bib-shorts – as these are the staples of a cyclist's wardrobe.

Entries will be accepted up to 28/03/2024.

Digital entries (also scans of your paper artwork) can be emailed to scc.clothing@gmail.com

Physical entries can be posted to Phil Hitchmough, 83 Wychwood Ave, Knowle, Solihull. B93 9DJ.

Please write your name on the back of physical entries.

What happens next?

All postal entries will be scanned to create digital files and then all entries will be uploaded to a website where a voting system can be implemented.

After that we will have a winning entry that will become our new club kit design. The winning designer will be invited to work with the committee and the selected clothing provider to arrive at the finished products.

Happy Designing!

Tips, suggestions, things to consider and caveats.

1. Do you want to build on the heritage of our past club kit designs or break the mould?
2. If you want to prepare a design digitally you may find online kit design apps on various websites.
3. Physical entries can be any medium - pen, paper, water colour, oils, collage?!
4. Suggested templates for jerseys and bibs can be found here for colouring in 😊!
 - a. <https://ecyker.com/blank-cycling-jersey-design-templates/>
 - b. <https://ecyker.com/blank-bib-shorts-design-templates/>

Note – this website is not a supplier we're planning to use.

5. 'Solihull CC' should be clearly emblazoned on the front and back of the jersey. Maybe also other locations and maybe on the shorts.
6. You may want to think about increasing visibility to other road users.
7. The design will need to be sanctioned by British Cycling for racing. At the moment we can't really give any guidance on what may be refused by BC, but we should avoid being too similar to other West Mids clubs.
8. The design will have to be manufacturable so in the final design stages it may need to be modified in discussion with the kit supplier so they can actually produce it.
9. In the latter stages the design will have to be adapted to other garment types. I.e. long sleeve jerseys, long bibs gilets etc.
10. The committee will screen all entries and any deemed unsuitable for submission will be excluded.

Examples of previous club kit designs:

