

Premier Rugby by Glazer™

Visual Identity

When Britain's top 12 Rugby Union clubs decided to form themselves into a superleague, they needed a powerful, relevant identity which could be used effectively in a variety of applications – on stationery, merchandised equipment, kits, in print and on TV.

Having chosen the name Premier Rugby, the client came to us for a graphic treatment that accurately captured and celebrated the strength, fluidity and grace that characterise outstanding rugby. We focused on the rugby ball because of its distinctive shape, and designed a logo that conveys its perfect spinning motion in flight. The strapline 'Fitter Faster Harder' summarises the league's key attributes.

