

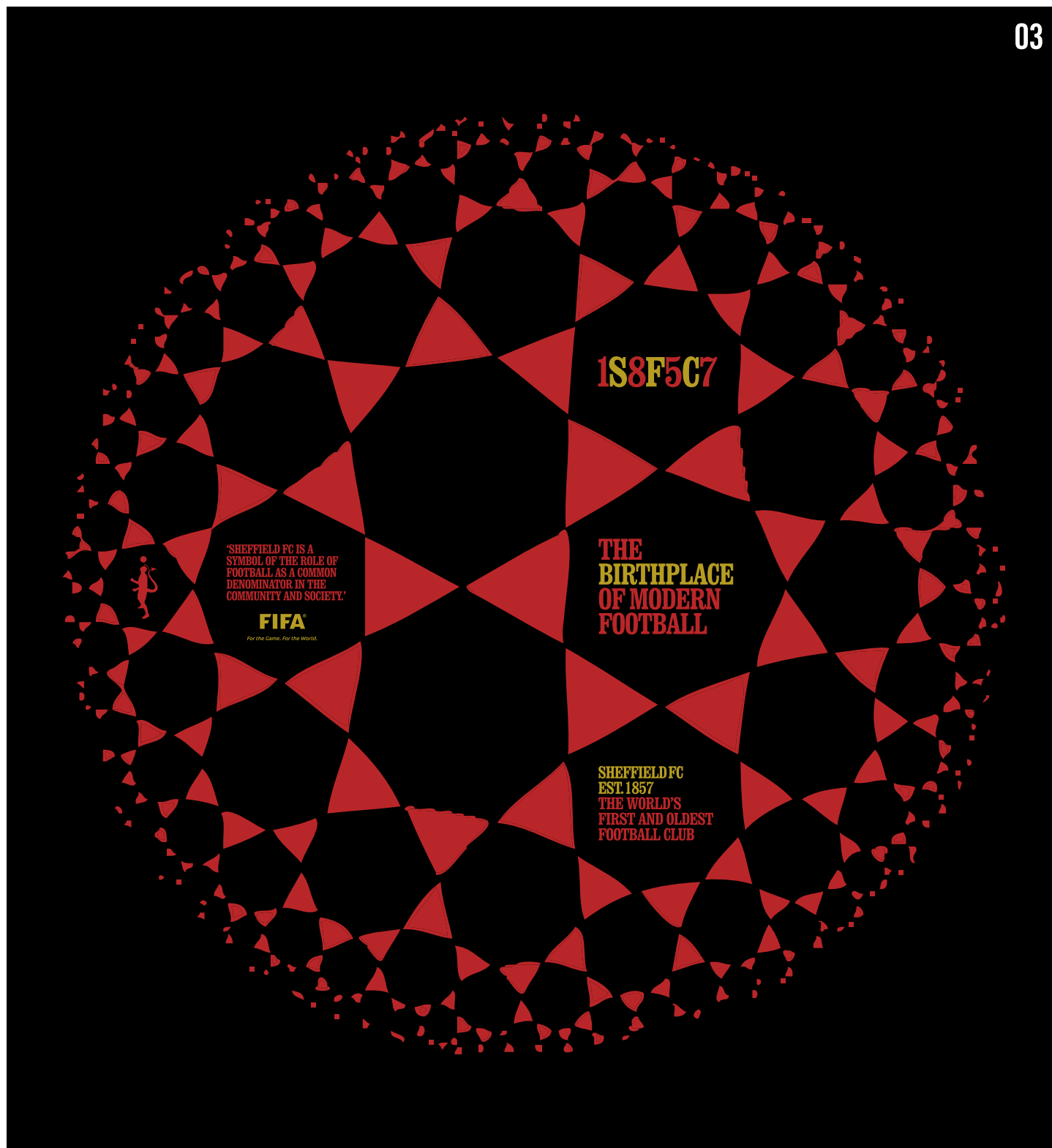


SHEFFIELD FC 1857
THE FIRST AND OLDEST
FOOTBALL CLUB IN THE WORLD

ILLUSTRATED BY GOALSOU

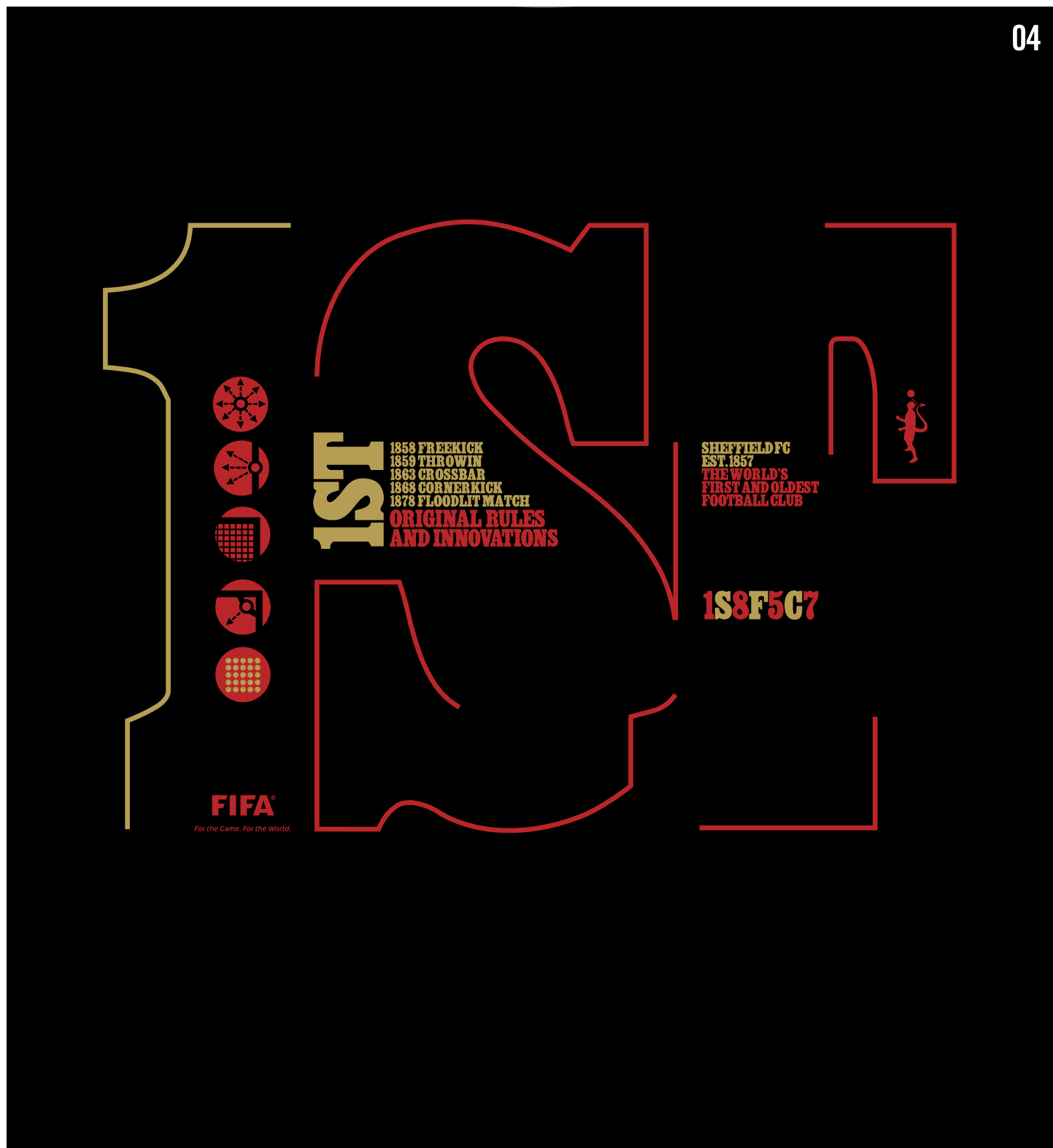
'SHEFFIELD FC IS A SYMBOL OF THE ROLE OF FOOTBALL AS A COMMON DENOMINATOR IN THE COMMUNITY AND SOCIETY.' FIFA

- 03 1S8F5C7: BIRTH BALL TESSELATION**
- 04 1S8F5C7: 1ST**
- 05 1S8F5C7: ORIGINAL RULES AND INNOVATIONS (OPT 1)**
- 06 1S8F5C7: ORIGINAL RULES AND INNOVATIONS (OPT 2)**
- 07 1S8F5C7: FIRST AND FOREMOST (OPT 1)**
- 08 1S8F5C7: FIRST AND FOREMOST (OPT 2)**
- 09 1S8F5C7: BRAND DEVELOPMENT (POLOS)**
- 10 THE OLDEST AND GREATEST: THE DOUBLE HELIX**
- 11 THE OLDEST AND GREATEST: THE TREE OF MERIT**



1S8F5C7 BIRTH BALL TESSALLATION

Sheffield FC is the birthplace of the modern football and the world's oldest club. The world now boasts over 305,000 official football clubs. Sheffield FC is the pattern that has been repeating and tessellating since 1857.



1S8F5C7 '1ST'

Football crosses continents and can transcend religious divides. It periodically brings the world together, but only one club can lay claim to being the founding father. Sheffield FC is the world's first and oldest club and as such, pioneered a host of the game's innovations. Free-kicks, corners, headers, throw-ins, floodlights, to name a few, were all Sheffield FC 'firsts'.



FIFA®

For the Game. For the World.

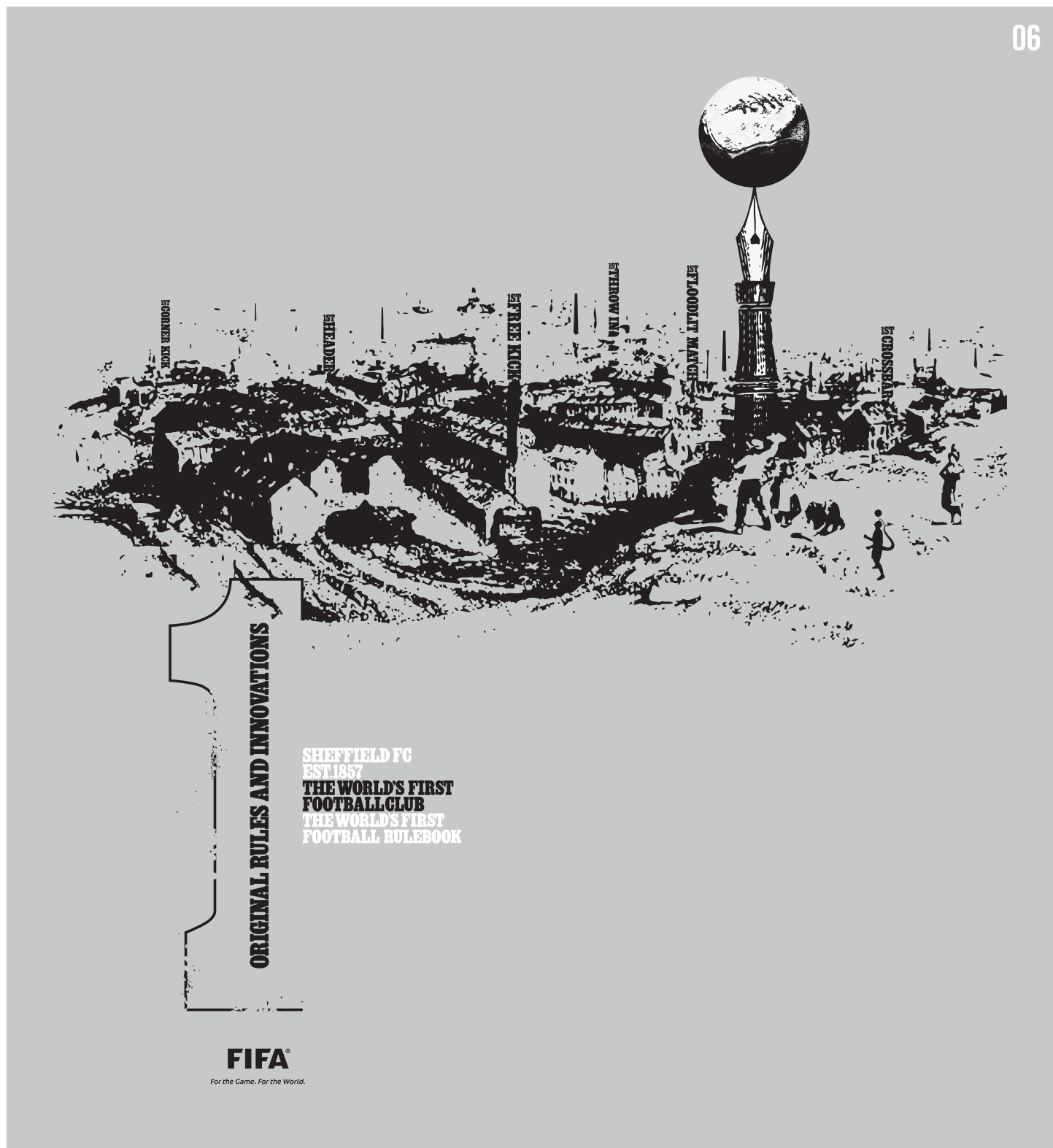
**ORIGINAL
RULES
AND
INNOVATIONS**

**SHEFFIELD FC
EST.1857**

**THE WORLD'S FIRST
FOOTBALL CLUB
THE WORLD'S FIRST
FOOTBALL RULEBOOK**

1857 ORIGINAL RULES AND INNOVATIONS

Sheffield FC's contribution to the modern game cannot be overstated. It is the first and oldest football club that sought to bring order to chaos. The original rules for the world's most popular sport were written at the height of the industrial revolution, when the city of Sheffield's backdrop was one of forges, smoke and molten steel.



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09

EXAMPLE : NECK LABEL

1S8F5C7
BRAND DEVELOPMENT
CLASSIC PIQUE POLO
BLACK (GOLD/RED TRIM)



EXAMPLE : NECK LABEL

1S8F5C7
BRAND DEVELOPMENT
CLASSIC PIQUE POLO
RED (GOLD/BLACK TRIM)



SHEFFIELD FOOTBALL CLUB 1857
THE OLDEST CLUB IN THE WORLD
COACH AND HORSES GROUND, DRONFIELD, ENGLAND.
(CAPACITY 2,000)



REAL MADRID CLUB DE FOOTBALL 1902
EL CLUB DEL SIGLO
ESTADIO SANTIAGO BERNABÉU, MADRID, ESPAÑA.
(CAPACIDAD 80,354)

FIFA ORDER OF MERIT
CENTENNIAL AWARD WINNERS 2004
ORDEN AL MERITO DE LA FIFA

PARIS

FIFA®

For the Game. For the World.

THE OLDEST AND GREATEST: THE DOUBLE HELIX

This design suggests a hereditary relationship between these two great clubs, a base pair in the very DNA of football. The intertwining double-stranded structure represents the connection between Sheffield FC and Real Madrid CF. The double helix symbolises the honouring of both clubs by FIFA in 2004.



THE OLDEST AND GREATEST: THE TREE OF MERIT

This design draws a direct lineage between these two clubs through the ancestry of football. Sheffield FC (Est. 1857) is represented as the deep roots of the tree of football, Real Madrid CF (Est. 1904) as the branches above. The golden leaves depict the rich history of both clubs honoured by FIFA in 2004.