

Press Release

Why did naked Gerrie Mühren force Johan Cruyff to wear the legendary No.14 for the first time? Did you know Antoni Gaudi helped design Barcelona's 2012 shirt numbers? How did a 1934 telegram mentioning "perfect knickers, slips and anklets" inspire Manchester City's 2011 FA Cup glory? And which landmark motivated Real Madrid's 2005 kit digits?

Football Type, by award-winning designer Rick Banks, reveals these and other remarkable typographical tales about the nation's favourite game. Bolton Wanderers and font fanatic Banks gathered the world's most unusual names and numerals for this beautiful, fascinating, art book. The book is a limited edition of 1000, with each cover hand numbered using official Premier League lettering.

Real Madrid, Manchester United, Chelsea, England, Liverpool, The FA, adidas, PUMA, Umbro and Nike all contributed to the rich history of typography in the sport. Writer Sheridan Bird, whose work includes England programmes, Manchester United publications, UEFA Champions Matchday, Creative Review, World Soccer and Mirror.co.uk, provided accompanying text for the wonderful images.

100% profits from book sales will go to the Football Foundation, a UK charity improving sports facilities and creating opportunities for people. So when you learn why Diego Maradona should have worn No.12 at the 1986 World Cup and Fenerbahce have flags on their backs, you are feeding your mind and helping grassroots sport.

For information about Football Type contact Rick Banks at rick@face37.com

And visit www.footballtype.co.uk to buy your own shirt number.

Prices

Gold edition £50 (N^os 1-199)

Red edition £45 (N^os 200-399)

White edition £40 (N^os 400-599)

Blue edition £35 (N^os 600-799)

Black edition £30 (N^os 800-1000)

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