

# Amersham & Chiltern RFC



## A&C logo

Within this ZIP folder, the official A&C RFC logo is included in the formats below. For top quality full colour print you should use **CMYK EPS** (some PCs cannot view this on screen, so just forward to the printer).

- *A&C logo CMYK.eps (best quality)*
- *A&C logo.png (high resolution)*
- *A&C logo-web.png (email-web resolution)*

## A&C claret

The official club colour is **claret** - not maroon, burgundy or purple. The most accurate way to specify the colour is using the print specs below, even if you are ordering clothing or merchandising.

- *Pantone (PMS) 208c*
- *C33, M97, Y57, K25*
- *R139, G35, B70*
- *Web Hex #8b2346*

A&C claret

## History of the logo

For those interested, the original "Chiltern RFC" logo was used since the club's foundation in 1924, but it was updated in 1995 as the club had become "Amersham & Chiltern RFC". However, the same three elements have been used for both versions: the battleaxe is the family crest of Tyrwhitt-Drake of Shardeloes from whom Chiltern RFC gained the land where the club is presently situated; the beech tree is representative of the beech forests that covered the Chiltern Hills since the 18th century; and the chained swan is Buckinghamshire's county symbol.