

New image for Tod Harriers – your ideas are wanted now!

Technology moves on and we've got a bit of cash tucked away just waiting to be spent. So, it was decided at recent Committee meetings to try and put these two ingredients together to get some brand new kit ordered - and YOU may be able to have a direct input into this by contributing ideas for new designs.

If you look at your Toddies vest you will notice that the pattern is achieved by sewing together various bits of different coloured material and any lettering is screen-printed on to the finished garment. Things can be done much differently these days using a process called dye sublimation printing. On most football and cycling jerseys you will see that the design/pattern/lettering can be printed all over the garment in as many colours as you want. The only limit is the designer's imagination and graphic artist/design software implementation skills. Even simple designs like the latest Bingley Harriers vests are now produced like this (have a look at what they are wearing next time you do a race).

So, the challenge is to come up with the germ of an idea for an "evolution" of the current red and blue diagonal stripes on a white background. The concept should be recognisable as Tod Harriers kit but what we are looking for is something modern, clever, bold, cool, funky and a bit moved-on from the 1970s! Keep to a colour palette of red, blue, black, white, grey. We might choose to combine the best elements from different contributors.

If you fancy having a go at a new logo then feel free to do so – the existing "space alien at Stodley Pike" was hastily thrown together by myself in 1994 when we were co-hosting the FRA Relays with CVFR and needed a logo for the commemorative T-shirt.

The new design ideas would then be drawn up by a professional graphic artist in digital format and will be applicable for all the new kit that will soon be produced – including vest, Buff, cycling jersey, long-sleeved base layer, technical T-shirt, cap, training top etc...

You don't need to be a skilled artist – dig out your felt tips/crayons and sketch your ideas on a bit of paper or use the blank vest below to draw on. Hand it in to Mandy at the next few pack runs. Get creative!!!

KEITH PARKINSON

