

Press Release

For immediate release

Whitestone International create RFU's Centenary logo

March 2009

Whitestone International has created a specially designed logo that will celebrate 100 years of English rugby at Twickenham.

The logo will be used to market several events planned by the Rugby Football Union (RFU) to celebrate the first domestic match between Harlequins and Richmond in 1909 and the first international match between England and Wales in 1910 at Twickenham.

“We wanted the logo to reflect the grandeur of the occasion while keeping within the RFU brand guidelines that we have also been working on,” said Chris Lightfoot CEO of Whitestone International.

“The Rose embodies the values of RFU and England rugby and adding the gold element strengthens the centenary celebration messaging.”

Whitestone International is working with the RFU on a number of brand and design projects and was commissioned for the work on the back of their design of the 2009 International Cricket Centenary (ICC) centenary identity.

“The look and feel of the design is perfect for what we need to promote and market the centenary,” said Jane Barron RFU licensing & marketing manager.

“Because it is a celebration of 100 years of rugby we needed to make sure the right messaging and look reflected this and Whitestone's experience helped us achieve this.

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notes to editors –

- Whitestone International was founded in 2000 to specialise in building brands, marketing and communication programmes, and income and value through the development and sales of commercial properties and rights.
- Whitestone's success is based on having developed numerous and varied programmes for: FIFA, The Football Association, ECB, BUSA, ATP and WTA, NFL, Olympic Council of Asia and Asian Games, Manchester City Football Club, Adidas, Reebok, Budweiser, Ricoh and many others.



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