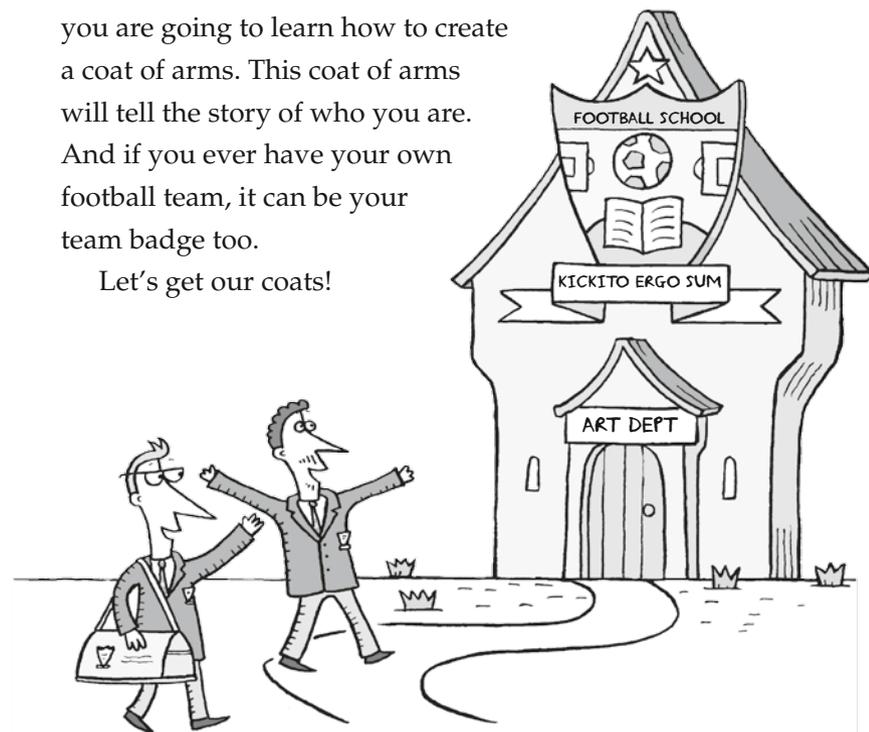


Every football club has a symbol. This symbol – called a badge, crest or logo – appears on the team's shirts. It has a practical use: to identify members of that team. But it has another use too. The shapes, colours and words on the badge reflect the club's history and its values. It's as if everything about the club is captured in the badge, which is one reason why many players like to kiss it when they score a goal.

The Football School badge has two 18-yard-boxes, a football, a book and a gold star. These are things that we think say a lot about Football School – that it's a place for fun, for football, for learning and for stars!

Many club badges are inspired by **coats of arms**, which were symbols historically used by armies, rich families, towns and businesses. In this lesson you are going to learn how to create a coat of arms. This coat of arms will tell the story of who you are. And if you ever have your own football team, it can be your team badge too.

Let's get our coats!



A STITCH IN TIME

Before we start designing our coat of arms, let's take a closer look at what they are and where they came from.

In 1066 the English army was defeated at the Battle of Hastings by an invading force of Normans led by William the Conqueror. Back then there were no cameras. So to remember the victory, a piece of cloth, 70 metres long, was embroidered to show different scenes from the battle, such as the moment the English king Harold was supposedly killed by an arrow to the eye. Eek! This giant piece of cloth is now known as the Bayeux Tapestry.

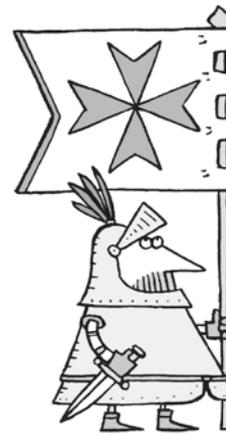
The tapestry gives us a rare glimpse of what soldiers wore in those days and what equipment they used. And it shows us that some of the soldiers used shields decorated with specific, recognizable images. For example, on some shields was a cross, and on some was an animal. Historians think the armies put these symbols on the shields so the soldiers could quickly see who was a friend and who was an enemy – quite a useful thing to be sure of when you are in the middle of fighting! There was no point writing words on the shields since few soldiers could read.

These military symbols later became known as coats of arms because they were displayed on the tunics worn over armour. The system of rules for the design and use of coats of arms is called **heraldry**.



HARK THE HERALDRY

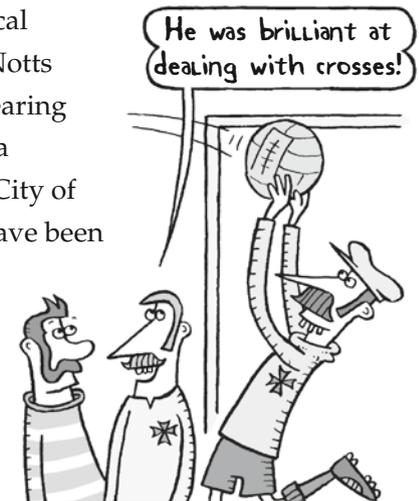
A couple of hundred years after the Battle of Hastings, rich and powerful individuals began to copy soldiers and use coats of arms as symbols for their own families. And later, towns and counties got in on the act too, using coats of arms as their symbols.



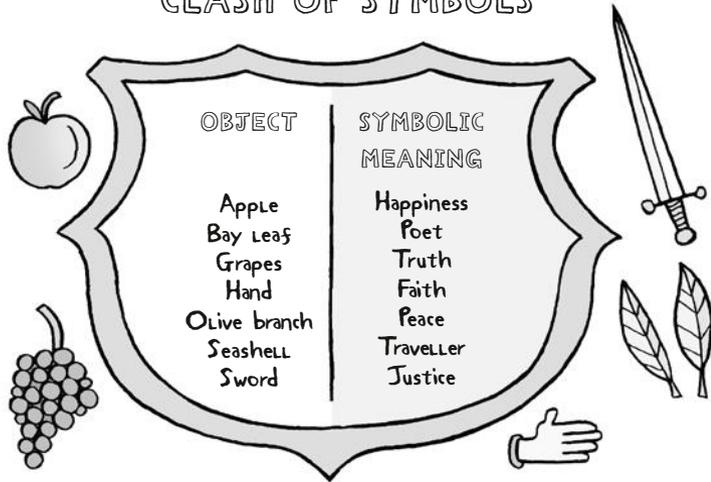
Then it was football's turn to get involved. In 1875 Blackburn Rovers were the first team in England to wear a symbol on their kit. The team had a Maltese cross, seen on the flag on the left, on the left breast of their shirts. The cross is a symbol associated with knights and each of its eight points symbolizes a specific character trait: truth, faith, repentance, humility, justice, mercy, sincerity and bravery.

That was a lot for the Rovers players to think about!

Other clubs adopted their local council's coat of arms. In 1877 Notts County, for example, started wearing a badge with three crowns and a ragged cross on their kits – the City of Nottingham's crest. This may have been because Notts County's line-up was made up of Nottingham's upper class, many of whom played in school rugby teams that sported similar symbols on their shirts.

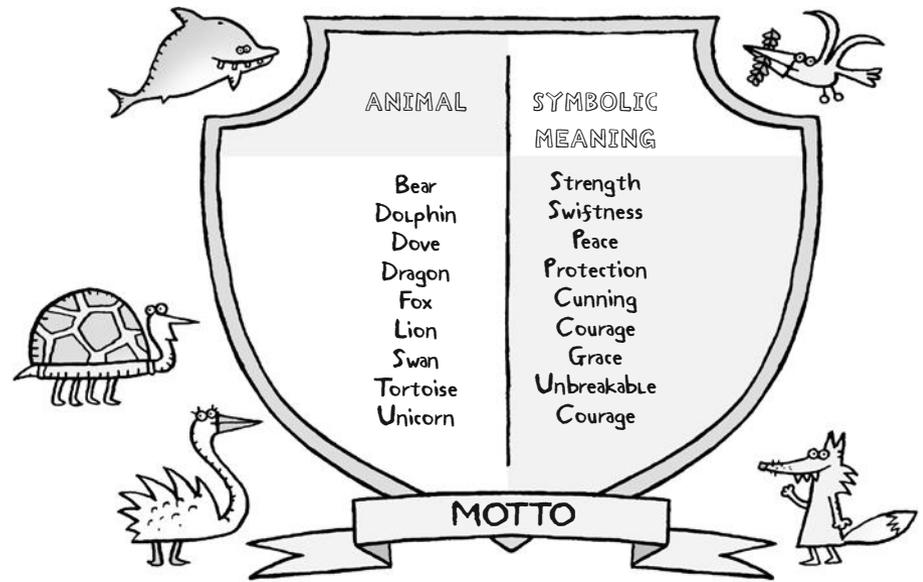


CLASH OF SYMBOLS



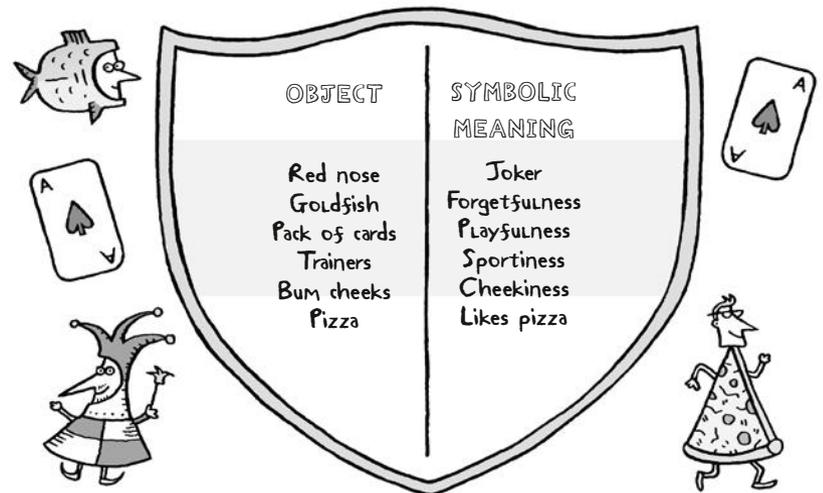
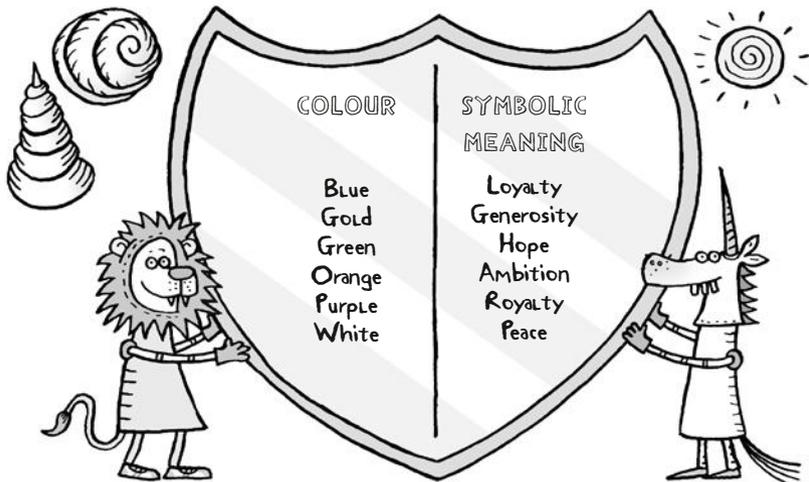
A coat of arms has several distinctive parts. It normally has a **shield**, two animals that support the shield, known as **shield supporters**, and a short piece of text called a **motto**. The shield can be in any shape or colour you like and be decorated with different objects. The animals can also be anything you fancy – even mythological creatures.

Traditionally, however, the objects, colours and creatures on a coat of arms were understood to be symbols that



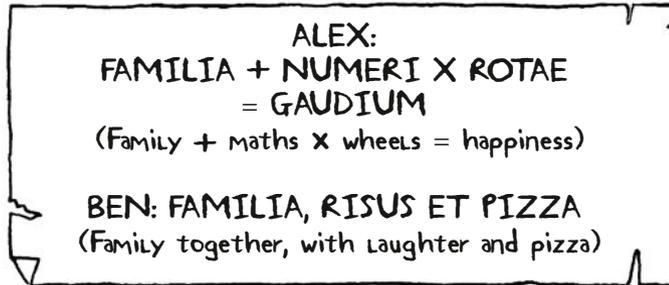
represented something else. For example, an apple meant happiness, a lion meant courage and blue meant loyalty. Using symbols on your coat of arms was a way to show people the skills and attributes you valued, and the kind of person you were.

On this page are some of the meanings of things found on coats of arms. Below are some objects and symbols we invented for today:



WHAT A MOTTO LOTTO!

Another important part of a coat of arms is the motto. A motto is a short phrase that sums up your beliefs or way of approaching life. Here are Alex's and Ben's:



Mottos can be in any language you like, but many people choose Latin, the language of ancient Rome that no one speaks any more. Professor Mary Beard of the University of Cambridge says that Latin is perfect for mottos because it can make things snappier and shorter and sound cleverer than in English. Professor Beard says her department is always getting requests from charities and sports clubs to translate English phrases into Latin.

Some football clubs still have Latin mottos on their badge. Bury has *Vincit Omnia Industria*, which is Latin for "Hard Work Conquers All", while Blackburn Rovers has *Arte et Labore*, Latin for "By Skill and Hard Work". (There are a few different ways of saying "hard work" in Latin!) Other clubs, listed on the next page, used to have Latin mottos on their badges but have removed them in recent years:

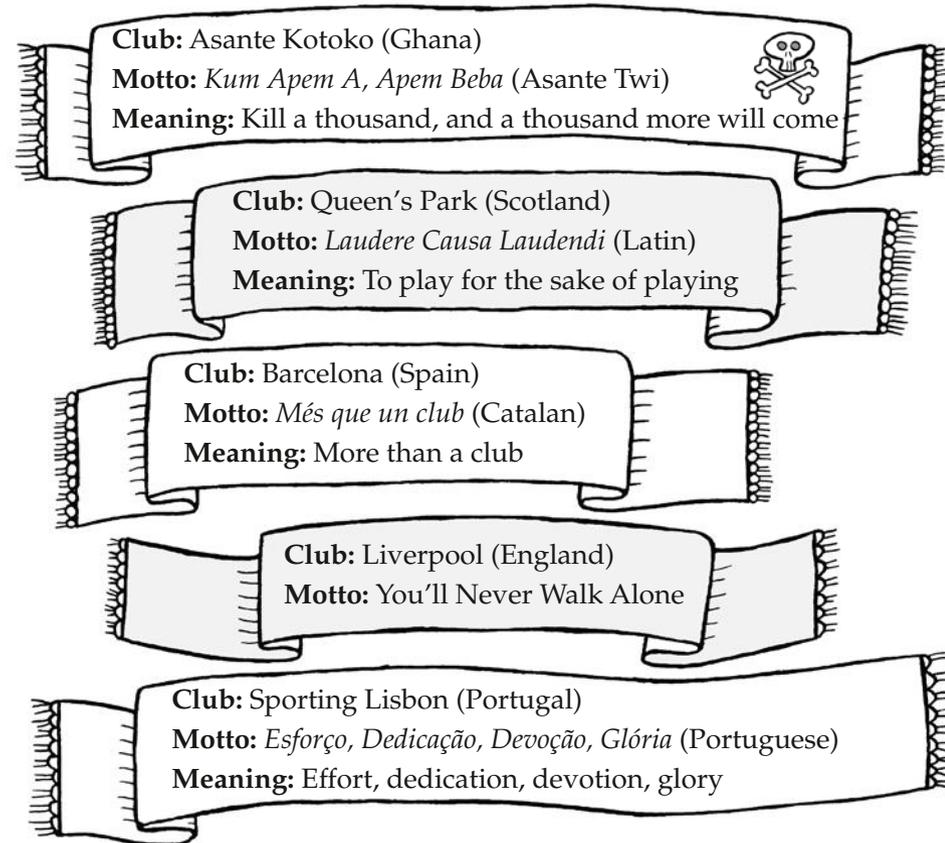


*BEWARE OF THE DOG

CLUB	LATIN MOTTO	TRANSLATION
Arsenal	Victoria Concordia Crescit	Victory Through Harmony
Everton	Nil Satis Nisi Optimum	Nothing But the Best is Good Enough
Manchester City	Superbia in Proelio	Pride in Battle
Sheffield Wednesday	Consilio et Animis	By Wisdom and Courage
Tottenham Hotspur	Audere est Facere	To Dare is to Do

MARVELLOUS MOTTOS

Here are some of our favourite club mottos:



BIG ARMS

Here are our versions of some really cool football badges from around the world to give you inspiration for making yours.

Sampdoria (Italy): Sampdoria's shield includes an image of an old sailor called Baciccia, known as *lupo di mare* (wolf of the sea), with a pipe in his mouth. That's because Sampdoria are based in Genoa, Italy's biggest port city.



Bohemians (Czech Republic): Bohemians have a green kangaroo on their badge because they toured Australia in 1927 and were given two kangaroos to take home. We don't think they were green though!



Ajax (The Netherlands): Ajax have a drawing of the ancient Greek hero Ajax on their badge, who was known for his skills as a warrior. He is drawn with eleven separate lines to represent the eleven players in the team.



Valencia (Spain): The Spanish city has a bat on its coat of arms and the football team has incorporated the same animal into its badge design. The bat opens its wings to wrap itself around the edge of the whole shield.



Gent (Belgium): Gent call themselves The Buffalos, because in 1895 an American called Buffalo Bill visited Belgium with his circus. The audience chanted "Buffalo, buffalo!" during the show and the words stuck. Soon fans were chanting them at Gent's matches, which is how the club got their name.



And don't forget our coats of arms too:

ALEX



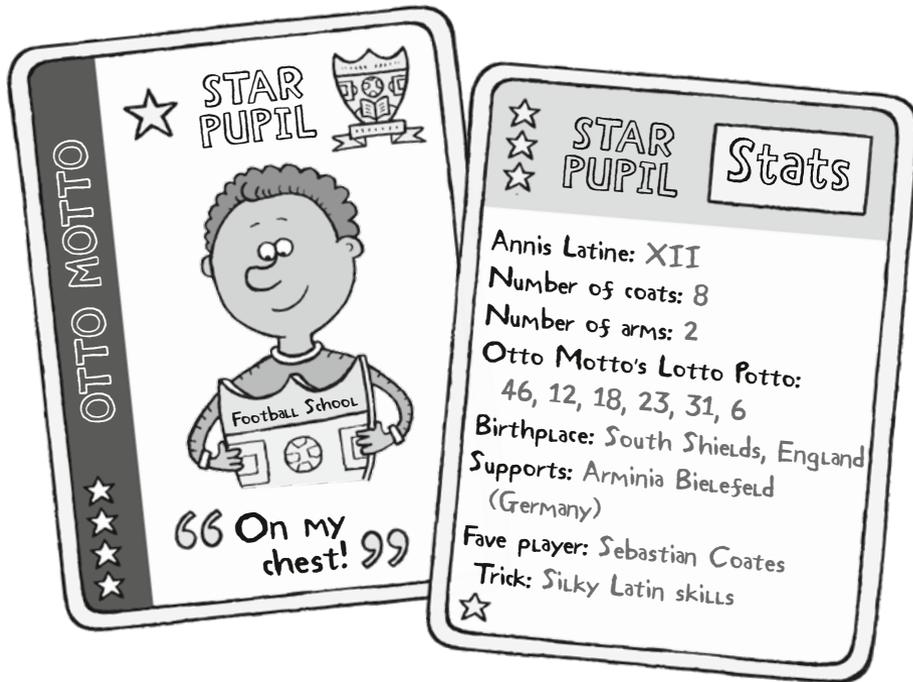
BEN



TERMS AND CONDITIONS APPLY

If you love your coat of arms, you might want to get it officially approved. The College of Arms, the official body which acts on powers given to them by the Crown, charges around £6,000 to grant you your own personal coat of arms.

The College told us that no professional football clubs have ever been granted coats of arms. "Technically, their use of Arms is unlawful," they said. Naughty!



ART QUIZ

1. Who do you need to ask for official permission to use a coat of arms?

- a) The Arms Academy
- b) The College of Arms
- c) Arms R Us
- d) Army McArmface



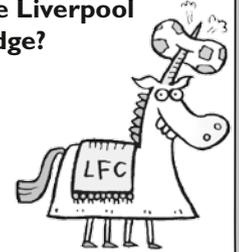
2. What does the Latin phrase *Magnus frater spectat te* mean?

- a) Magnus farted while putting on his spectacles.
- b) Big Brother is watching you.
- c) You need to watch Magnus's brother.
- d) Magnus's brother is watching you.



3. What mythical creature is on the Liverpool club badge?

- a) Liverbird
- b) Dragon
- c) Unicorn
- d) Yeti



4. Which Argentine club, where Lionel Messi began his career, has a black and red badge with the letters N.O.B. on it?

- a) Nueva Olimpico Barracuda
- b) Never Organize Birthdays
- c) Neuquen Olimpo Brown
- d) Newell's Old Boys

5. What is the image on the badge of Italian team Roma?

- a) Gladiator Cassius Maximus fighting in the Colosseum
- b) A she-wolf breast-feeding twins Romulus and Remus
- c) A flight of doves
- d) A soldier marching in a military parade