

HOWZAT FOR A NEW LOGO?



A new logo has been unveiled for the Cricket History Project of Calderdale and Kirklees, which was founded in 2004 by Dr Peter Davies to explore and celebrate the heritage of cricket in the Calderdale and Kirklees area.

The new logo was revealed to local cricket enthusiasts at the 5th Annual Pennine Cricket Conference on 28th March.

Megan Wainwright, one of the two PR students behind the new design explained, “Peter wanted the logo to show that the project isn’t just about cricket itself, but also the local community and social history behind it”.

The logo incorporates images of two major landmarks in Calderdale and Kirklees: Wainhouse Tower in Halifax and Castle Hill in Huddersfield.

The colours of the logo – green and white - have remained the same so as to represent sport and cricket.

The overall response to the new look has been very positive. Peter commented, “I think it’s great. I really wanted it to illustrate that this project is about so much more than just the sport; it’s about bringing communities of the area together to celebrate such a rich and diverse history”.

The logo can be viewed on the project website, www.ckcricketheritage.org.uk, and any comments can be offered via the project blog at <http://ckcricketheritage.blogspot.com>.

If you are interested in this project or would like any more information, please do not hesitate to get in touch with Peter on 01484 472405 or email him at p.j.davies@hud.ac.uk.