

Abstract

This bachelor thesis focuses on the development of the FC Manchester United logo and its relation to club identity and marketing. The work describes the process of logo development and its symbolism from the beginning of the club's history to the present day. It also focuses on the methodologies of logo development and the significance of club identity for football clubs. Furthermore, the thesis conducts an analysis and comparison with other significant football clubs and evaluates how FC Manchester United maintains its position in the global sports industry. Emphasis is placed on the fan culture and community of FC Manchester United and the relationship of club identity to this culture. The work also includes an analysis of marketing strategies that the club utilizes to communicate with fans and maintain its global standing. Finally, the thesis summarizes the key insights regarding logo development, club identity, and marketing activities of FC Manchester United. The bachelor thesis provides a comprehensive view of one of the most significant football clubs in the world and its relationship to graphic representation. Furthermore, this bachelor's thesis will propose a new, more modern and contemporary logo for Manchester United FC.