

Morecambe Football Club rebrand after Tyson Fury takeover talk

Morecambe Football Club have unveiled a rebrand a month after heavyweight champion Tyson Fury revealed he was considering a takeover.

The Lancashire club were put up for sale in September by Jason Whittingham and Colin Goldring who at the time were dealing with the collapse of their Premiership rugby side, Worcester Warriors.

The owners stepped back from their positions as directors of the League One side as Bond Group Investments Ltd prepared to sell the club.

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The pair have owned Morecambe since May 2018 and also took control of Worcester Warriors in the following year.

In October Tyson Fury told TalkSPORT that he was thinking about buying Morecambe.

He said: "They're in League One at the moment and I was thinking I invest X amount of millions in them...basically throw it at them and keep them going up.

"I've been offered to buy Morecambe football club. I own all the training facilities anyway, and the training gym.

"So, you know, who knows, you might be looking at a football club [owner]."

In July the heavyweight champion [agreed to sponsor](#) the home

and away playing shorts of Morecambe FC for the season.

Now, brand consultancy and design studio Two Stories has completed a rebrand for Morecambe FC “to develop its brand strategy and provide a consistent brand identity” for the League One club.

Rob Ellis, co-founder and managing director at Two Stories, said: “We’re incredibly proud of our work with Morecambe Football Club.

“Two Stories was briefed to look at the brand beyond the badge, creating a future-facing narrative for the Shrimps, whilst acknowledging the club’s 102-year-old rich history and the new brand delivers this.”

Bekkie Hull, creative director and co-founder of Two Stories, added: “Morecambe FC is defined by its spirit, ambition, and the way it brings people together to cultivate a sense of community and unity.

“Our creative direction puts the fans and team members from across the club at the heart of the brand, with candid, real matchday photography as the focus, whilst preserving all the historic elements of Morecambe FC that helped to create the great club that it is today.”

Ben Sadler, CEO of Morecambe Football Club, said: “Two Stories have done a wonderful job in helping us identify and define our brand, interacting with a variety of key stakeholders to arrive at an appropriate and meaningful destination.

“Our new brand has already created massive improvements both internally and externally, as demonstrated by our record season ticket sales for the 2022/2023 campaign.

“We continue to work with Two Stories on consultancy and design to ensure we have a consistent and modern feel at all touchpoints to stay ahead of the game.”

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