

(A few of the) Best/Worst Jerseys of 2012-13

By no means scientific or comprehensive, here are some thoughts for best and worst jerseys from the 2012-13 season.

While a graphically appealing sponsor logo is important, I don't think a good logo can rescue a bad shirt design. But an ugly sponsor logo can certainly derail an otherwise decent shirt. Having said that, all the "best" shirts mentioned here have logos that enhance the shirt. The **Red Bulls** jersey's are quite nice, primarily due to the quality of the sponsor (and owner) logo. **Roma**'s color scheme is quite nice, but it also benefits from the graphic quality of the sponsor logo.

The quality of the **Portland Timbers** jersey is from the sum of its parts - color, design and logo. The **Valencia** home jersey is also the sum of its parts - the collar, piping and other styling make this shirt simple yet very distinctive.

The **Malaga** away is one of the most successful of the many black jerseys that appear each year, primarily because of its simplicity - just blocks of black and white not diluted by other colors and without fussy detailing. The simplicity of the "UNESCO" logo adds to the appeal of this shirt (as does the stylized temple graphic, at least for architects and some others). The Liverpool home were also nice for many of the same reasons (except in red).

I include all three **Sevilla** jerseys, too. While they may seem ordinary in a photo, the detailing, styling and cut make them quite nice. And that is before the player customization, which are possibly the nicest numbers this year.

But I think the **Dortmund** home Bundesliga and home CL jerseys are the nicest of the 2012-13 season. A total jersey including style, color, design and complementary fuchsia block letters sponsor logo. The player personalization font wraps the whole thing up as best of the year for me.



While I'm certain that I could come up with many other "worst" candidates, I include only the **Barcelona** offerings, as they were so egregiously bad that they cover the entire "worst" category quite well by themselves. The shirt cut is bland and styling design is so garishly bad it seems like they were designed by the cleaning crew while the Nike design team were away from the office....and I say this as a die hard Barca fan.

Promisingly, the 2013-14 Barca jerseys look as good as the 2012-13 (and 2011-12, for that matter) are bad. While Arsenal's 2012-13 offerings were bland (but not shockingly bad), the 2013-14 also seem to be something to get excited about. I'm anxious to get my hands on the 2013-14 home and away shirts of both teams.



It seems like only a few years ago that most shirts were either Nike or Adidas (with a few Kappa and others sprinkled in), so when one of these "big two" companies had a bad design year it inflicted a widespread wasteland of jersey design for the entire season. Fortunately, the variety provided by the many shirt manufacturer's these days should keep things interesting for the fans.

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