

Mood board A

Creative Direction

This brand identity includes primary colours but in a muted tone. This identity is more childlike and organic - suitable for the younger target audience.

The typography would include these main primary colours of the brand and be bold and clear but also have a youthful nature.

The imagery is also slightly muted but shows 'bigger moments' e.g. scoring a goal. I have also included the concept of hand-drawn 'scribbles' on the images to exaggerate each moment.

If there was a mascot in this brand identity, they would be hand drawn and might be a notoriously British animal eg a fox or badger.

MODERN

MELLOW

HAND-DRAWN

ORGANIC

PLAYFUL

