

# Mood board B

## Creative Direction

The primary colour in this brand identity is a bold blue colour - we also have an accompanying bold red to support the main brand blue.

This version of Kick 4 Joy is bold, bright and to the point. The lifestyle imagery will be clean and bright and the typography will be sans serif, catchy and block-like.

Any non lifestyle imagery will be vector based including the mascot - in this case it could be a blue monster.

ENERGETIC

BOLD

CLEAN

SIMPLE

FRESH

