

Mood board C

Creative Direction

The primary colour in this instance is the red however it isn't quite as bold and bright as the previous identity. The red blue and white will be used mostly in conjunction with each other - much like the British flag. Red and white being the primary two colours. This works well if the colour of the team uniform is red.

Bold, simple and clear typography will be used alongside the photos to enhance the photos and each moment.

The mascot in this case, I thought could be an animal that is notoriously red e.g. red panda or maybe a fox.

- PATRIOTIC
- BOLD
- FUN
- URBAN
- CONTRASTING

