

# **Project Brief: Create a Refreshed Brand Identity for Hull City FC.**

## **Aims of this project:**

The aim of this project is to create a refreshed brand identity that involves the fans more with the club and builds the connection and relationship between the club and fans. The aim is to also push the branding further across the city so that it reaches as much people as possible.

## **Objectives:**

- Create a redesigned crest for the team that integrates the club's nickname "The Tigers" again.
- Design branding that will fit inside the stadium as well as outside.
- Create a range of branding that can be applied in both the physical and digital world.
- Create a new flexible design that can be used on matchday programs, create something that can be altered slightly/ is flexible so that it can be changed per match day.

## **Target Audience:**

The target audience is specifically the people in and around Hull and any Hull City FC fans. The content should be designed in mind to match any age group and making any ethical considerations to make sure it is fully inclusive for all.