

Project Brief: Create a Refreshed Brand Identity for Hull City FC and Create Design Elements as Requested for Hull City Ladies.

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.

For Hull City Ladies I am to create any design as requested by the club and post it on their social accounts Facebook Instagram and X.

Objectives:

- Create a redesigned crest for the team that integrates the club's nickname "The Tigers" again.
- Once a crest has been developed create a kit design to showcase how the crest would look on a kit.
- 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.
- For the Ladies team I am to work with the club and as a team to create a more "appealing" set of design that is to be published to the club's social accounts to make it look more presentable and professional.

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.

My target audience for the Ladies team are fans of the club and anyone from Hull or people who may be wanting to enter the Women's Game