

London referees group - Final Presentation

LRG is a brand that offers referral services for tournaments and hockey games in London city and nearby areas, as well as offering courses to train and to educate children, youth and adults of any gender into the world of the referee.

This brand aims to demonstrate and communicate safety and commitment in the game. Its main values are integrity, leadership, perseverance, respect and teamwork; All these values are developed and promoted by the members of LRG. They also seek to improve self-esteem, promote self-confidence and cultivate a longlife passion for the game.

Project's Objective

The goal of this project is to create a campaign that addresses the focal areas for the London Referees Group. We will create a campaign that resonates with the target audience through appropriate messaging and visuals that will make it impactful. Making it memorable for this audience for years to come.

Typography

For the choice of our typography we relied on two key aspects. First, We needed a typography that communicated strength and safety since they are characteristics that every referee must have, In this case we decided to use the Gotham Black font since, because of its modern, strong and dynamic appearance it benefits us and fulfills the message we want to convey.

We also use Gotham Light font of the same typographic family because we want to have a serious and unique look when it comes to displaying the brand's font.

The titles will always be in full capital letters as this denotes authority and firmness, perfect for LRG.

Colours

As well as the typography we also needed colors that communicated a message congruent with the overall design.

In addition to strength, we also want to represent love and energy without leaving aside the other key concepts. This had to be a very powerful and very attractive colour that would stand out anywhere.

We find all this in the color red, the color of love and passion, just what we were looking for to LRG, An organization defined by the love of the game as its tagline says which we will see later. The tonality of the color that we choose is Hex #D71D24.

We want to keep the image of a referee alive throughout the brand, that's why the colors that accompany red are black and white like the lines of the hockey referees' jerseys.

Tagline

The tagline of the brand will be the following: "We come together for the love of the game", This is the signature of LRG which makes them different. The love of the game.

Logo

Our new logo is defined by the name of the company, where we highlight the word referees, making it larger than the other components of the logo. In the logo we can see the three colours of the brand, red white and black, we have also added three stars to the side of the word 'group' that allows us to elevate the name of the company and give it a higher status; Bottom right of the Logo we can see a hockey puck in motion that gives an aspect of movement to the entire logo. In the Logo we can see a clear example that the colors we have selected generate a strong contrast between themselves.

Applications

Here we can see the different applications of our brand to the real world, both advertisements on bus stops and banners in high areas of the city. All these are marketing strategies that will help us grow the brand after the launch of the website.

Here we can see different examples of posts for the different social networks.

We also have brochures that can be delivered in the street on strategic days and locations Like for example one afternoon after a big hockey game at Budweiser Stadium or in high school gyms.

We have also decided to implement the event marketing strategy since this is one of the best strategies to create more personal ties with the people to whom we provide our services.

We had to take into account that the time in which we are living is very volatile, as we all know We are living with a global pandemic and on several occasions we have had to lock ourselves down in our homes for a long time; So Based on this we developed two strategies for our events marketing.

The first strategy is developed in the case that we are not in quarantine times.

// Define the strategy

Live seminars through social networks such as Facebook and Instagram will allow us to have a large audience with which we can create strong connections.

There we would teach things like 'instructions to register for our referee programs' and some little examples of the things they will learn in the programs.

In addition, we could have special guests as famous referees from Canada or from London and its surrounding areas.

As they are live events, the interaction is better because we can have immediate questions and answers between the speaker and the public.

This second strategy is developed in the case that we are obliged to comply with a quarantine due to Covid 19.

// Define the strategy

What better way than being able to interact with our public face to face. We would have an establishment designed to attract attention and make the public feel that they are inside something important.

These types of events would increase our brand visibility, in addition to being good opportunities to build trust both in the event participants and in the brand. Our goal is to make the experience add value to our attendees because we are not only offering a product or service, we are offering the feeling of passion and love for the game.

How can we get more people to attend events? By bringing speakers and motivating them to promote the event on their social networks, our associates such as Hockey Canada or Alliance Hockey could also promote the events on their web pages and their social networks.

Website

Now take a look at the amazing website we have built for you.

Here we can find everything you wanted and even more, we can see the header with multiple options for visitors, in each of them there is a menu with more options displayed.

The website is responsive which means that it can be viewed on large screens like a computer's and on small screens like a Smart Phone's.

We also have a contact page as it is very important to establish a connection with our clients; On this page we have a contact form that will be sent to the email that you decide is the most convenient for you.

The website also has a page exclusively for LRG members, where they will be able to log in with their username and password and this will take them to a page where they can find exclusive content from London Referees Group.

We hope you enjoyed it as much as we did. Working together with you was an exceptional and very rewarding experience, we appreciate you taking the time to give us your opinions and comments.

Thanks a lot.