

Elevator pitch 5 min Presentation

This project is mainly inspired by the essential task that the most important characters in a hockey game have to perform. No! I am not talking about the players but the referees. (*Inspirational Speech by giving them importance*)

They are the authority in the field. They are responsible for presiding over the game from a neutral point of view in each match; This is an enormous responsibility, just as it is for us to be in charge of your website.

Welcome to The London Referee Group website.

This direction is inspired by the hockey referees and when I think about a referee in a hockey match I think of two things, one, the black and white lines jersey and two, I think about the puck.

This is a hockey game, not a chess game and I think it is reflective of the personalities and the people we are trying to attract.

1 min -----

A sports driven audience, vital and fun-loving, we are mainly looking for Young people, outgoing and with strong emotions; all this is offered by the color orange as dictated by color psychology.

The main colours of LRG new brand are:

- White
- Black
- Orange

These colors are perfect for our brand, since they are easily associated with a hockey referee and that's the idea, we don't want to make LRG a guess. (Laughing emphatically).

LRG new logo design is composed of thick and white text, the contrast that it generates in the black background makes it stand out even more; under "Referees" you can find three stars which will make customers see exclusivity and privilege in our new brand, That is awesome!



In these other two proposals we highlight more explicitly the lines of the jersey and replace the textual name of London Referee Group by its initials "LRG".

1. In the first we also include the whistle without removing the puck that you can see in the center of the whistle to give more clarity to the object.



2. In the second, we eliminate the objects of the game, the puck and the whistle; Allowing the logo to take a form of Shield with our initials embodied in the fess point.



2 min til here -----

Attractive and readable typography will more easily catch our clients in addition to making the experience of browsing through our website more entertaining and pleasant.

In this case we have decided to opt for.....because..... Let's take a look.

3 min til here -----

The distribution and order of content on a website is the key:

The first impression is very important, that is why our users will find an incredible and attractive image at the beginning, this is called Hero Image. We could include a video if you like.

Home page is the start point. From the header you will have access to:

- About Referees page
- Membership
- Junior Officials
- Looking for Officials

We will take a look at these pages ...

****Start Scrolling by home and showing the client what is in there, then go to About Referees and so on.***

4 min til here -----

Finally and something that excites us about is the way we are going to Advertise LRG.

Print Ads:

IMAGE HERE

Brochures:

IMAGE HERE

Event MARKeting:

IMAGE HERE

Guerrilla Advertising:

IMAGE HERE

5 min til here -----