



CONTENT CONTENT



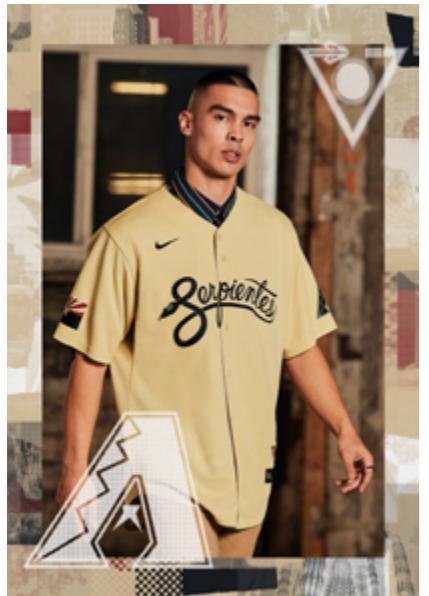
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The MLB™ City Connect Series campaign main objective is to explore the relationship between 7 MLB baseball franchises and their fans by releasing special jerseys that celebrate the history and community that connect teams and the cities.

Print & digital marketing assets for 7 MLB league teams were produced for the use by multiple US and European retailers to promote each individual team jersey design.

NIKE MLB CITY CONNECT SERIES



Nike x NFL Stronger Than One Campaign

The vision for the campaign is to create memories of future generations of athletes. They will remember the moment that football stood in solidarity rallying behind one voice that spoke for the many. Print and digital assets were created for all 32 NFL league teams to promote the Nike NFL Vapor Untouchable Limited Jersey across multiple US and European retailers.

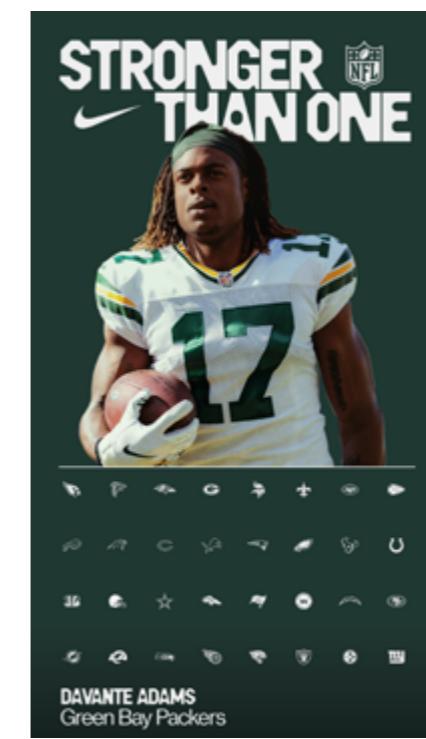
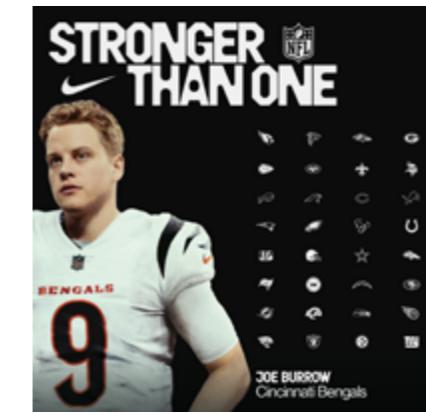
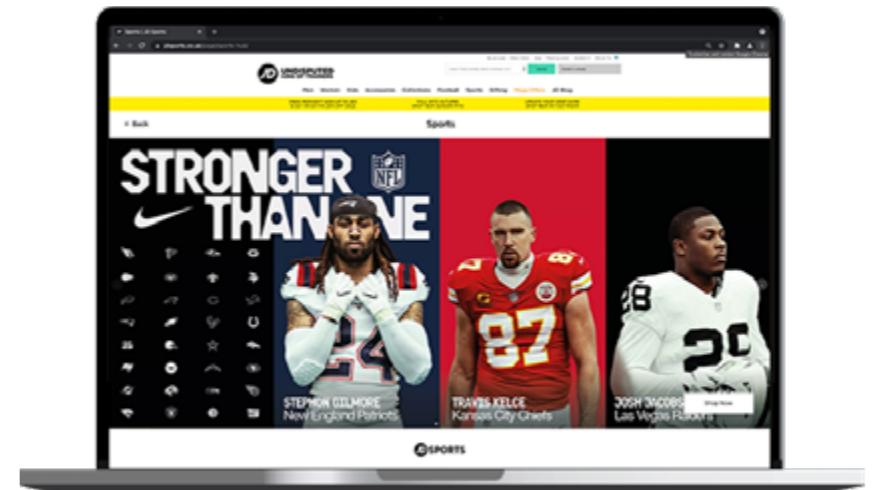


PLUS FORT ENSEMBLE



Nike x NFL Stronger Than One Campaign

STRONGER THAN ONE



Trending topics and events that relate to KFC's audience through their social media accounts,

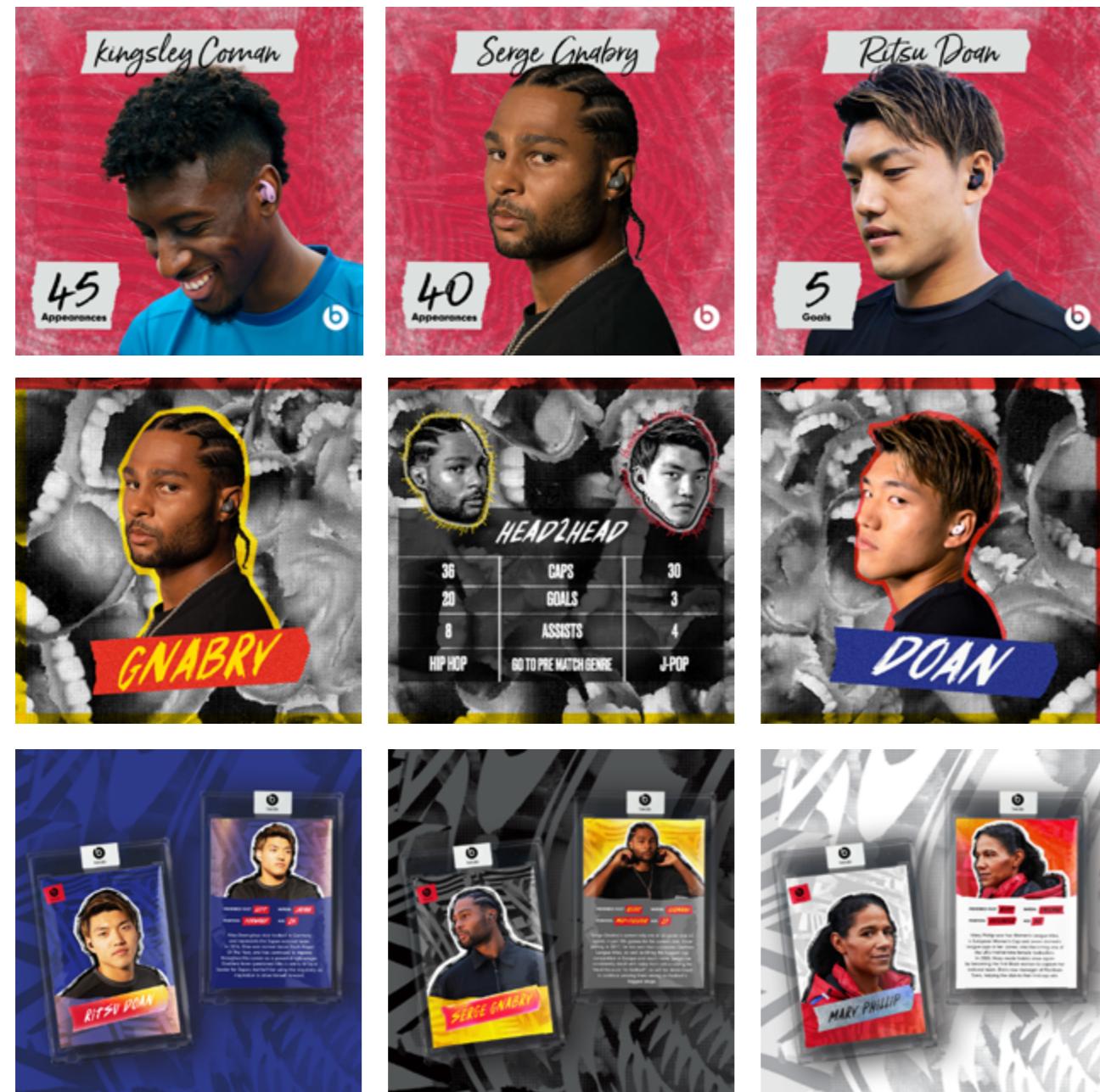
These include events such as the World Cup, the release of

HBO's House Of Dragon, raising awareness of food poverty & Bonfire Night.



Marketing materials for Beat's social media accounts running alongside their Defy the noise campaign.

Celebrating Beats sponsored athletes taking part in the world cup by showing their stats through individual 1x1 posts, league table inspired carousels, and re-imagined pannini inspired player cards.



Marketing materials for Fibre One social media accounts, celebrating International Womens Day through illustrated carousel posts and relateable Christmas themed postcard design.



Halfalla is a self-initiated project to design a concept for skate/ streetwear brand.

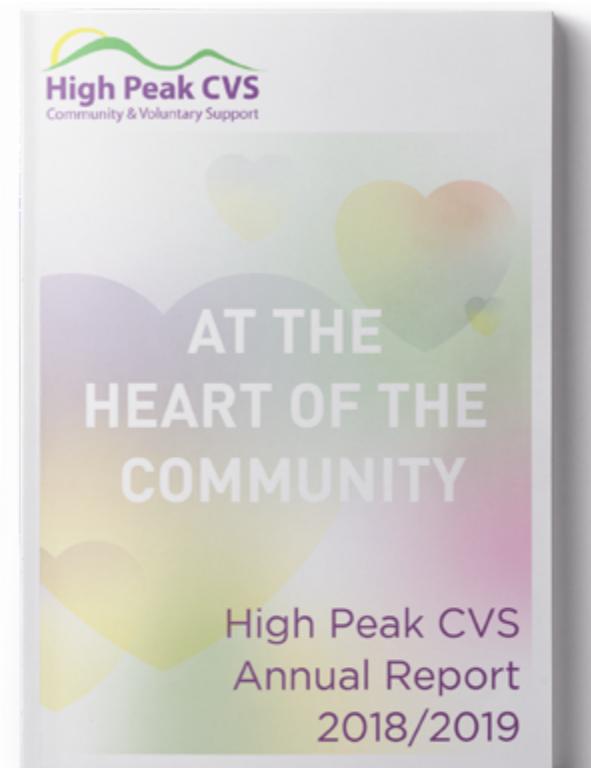
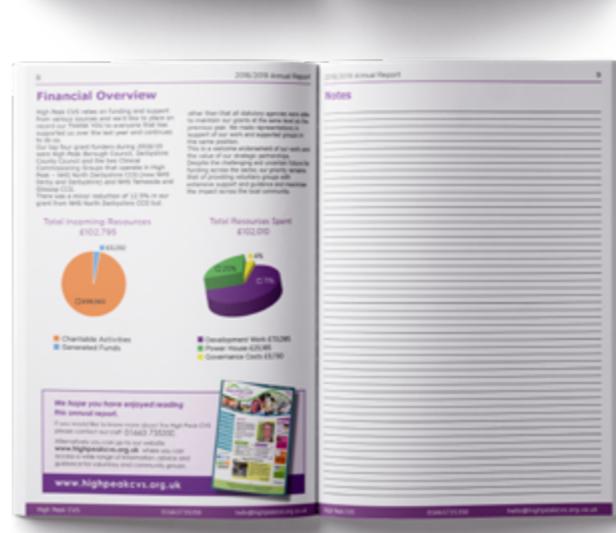
The name Hal Falla is a play on word of Val Halla combined with the name Fallowfield which is where I grew up.

The aesthetic of the brand is very much based on the marriage of traditional sign writing and modern graffiti lettering.

The skate brand concept consists of the logo, product visuals, alternative graffiti logo and, desktop and mobile responsive website design.



Annual end of year booklet designed for the charity High Peak CVS. The booklet show cases the staff, community events, achievements, finance report including infographics and partners.



These single colour t-shirt designs were designed to be produced inhouse via vinyl heat transfer for quick and cost effective turn around. Each design is marketed towards student athletes and sports enthusiasts of different sports such as football, lacrosse, hockey, and aquatics.



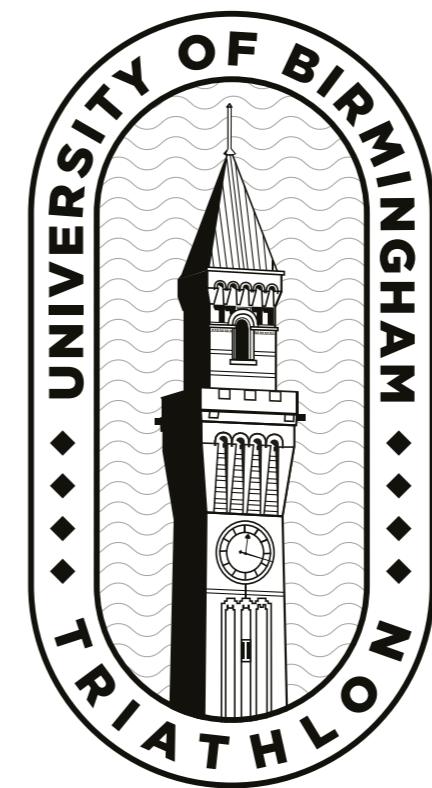
Examples of logos I designed for teams in order to gain them as customers and set up online dedicated shops for their members and supporters.



University Of Trent
Table Tennis Team



Edge Hill University
Women's Basketball Team



University Of Birmingham
Triathlon Team



Northwich Rowing Club

New Mills Juniors FC Kit 2019/2020

Kids Sublimated gold and black pin striped playing kit for the Juniors Teams at New Mills Football Club, sponsored by the local confectionary factory Swizzels Matlow Limited.



CM



CM

Korea Women's Lacrosse Jersey

Sublimated home and away lacrosse jerseys designed for the Women's team of Korea competing in the Asia-Pacific Lacrosse Championship 2019.



Digital illustrations of Nike sneakers designed for laser cut acrylic LED lit panels for the Nike department within Footasylum stores.

Air Max 270



Air Max 90



Air Max 97



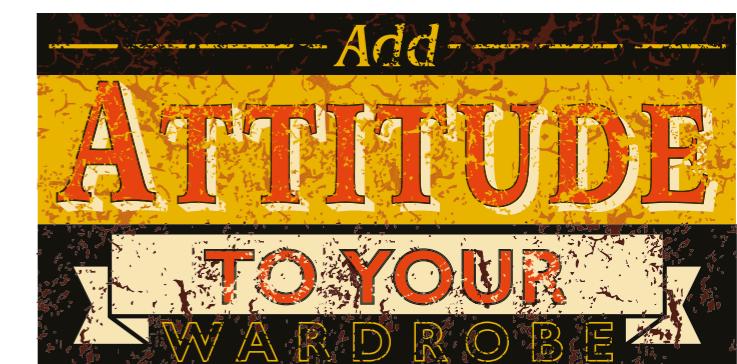
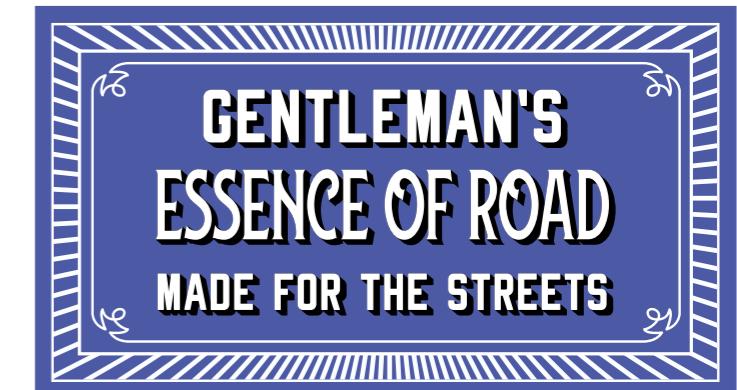
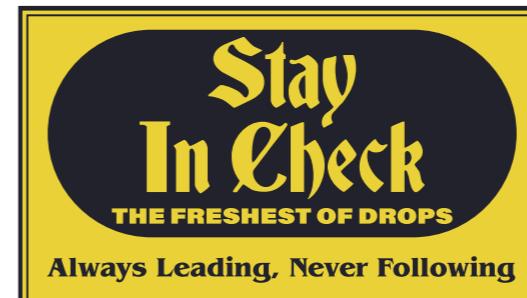
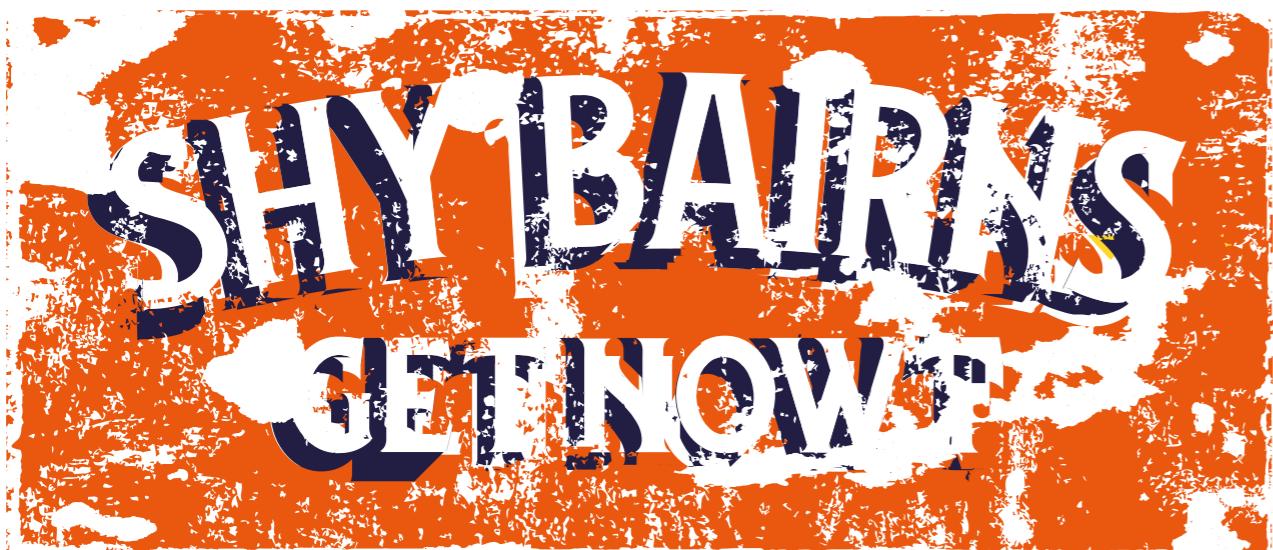
Air Max 95



Retail point of sale graphics designed for different areas within Footasylum such as the shop front and in store as decorative wall pieces.

The store aesthetic for the Footasylum stores is loosely based on traditional working class pubs, for this concept I was tasked to design aged

traditional hand written signs with call outs based on the hyperlocality of the store and key words/ phrases used by marketing.





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