

CANTERBURY
SOCCER CLUB

selection.

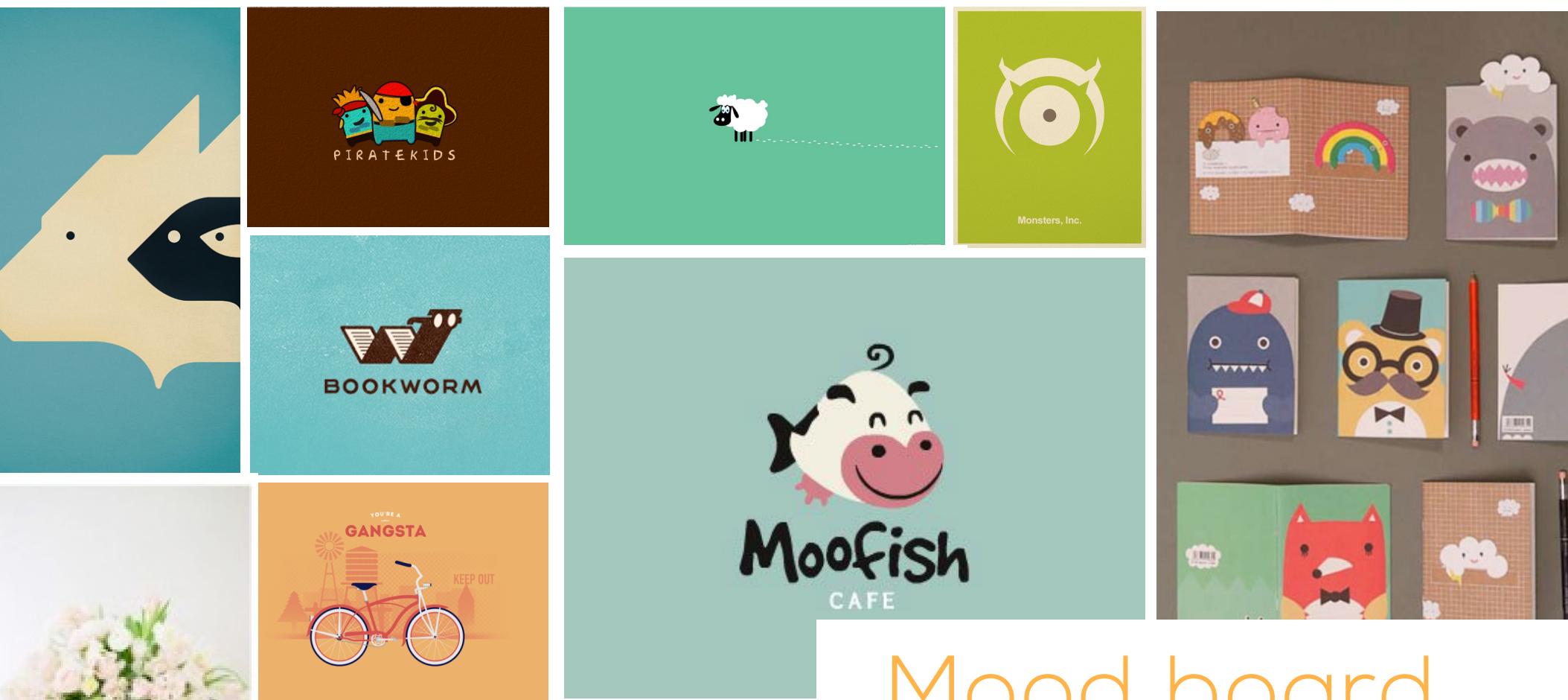
PDF 3.0

LOGO REDESIGN

MOOD BOARD & BRAINSTORMING
FINAL BRANDING
TYPE & COLOUR
CHARACTER DEVELOPMENT
LOGO APPLICATION
WEBSITE & RECRUITMENT

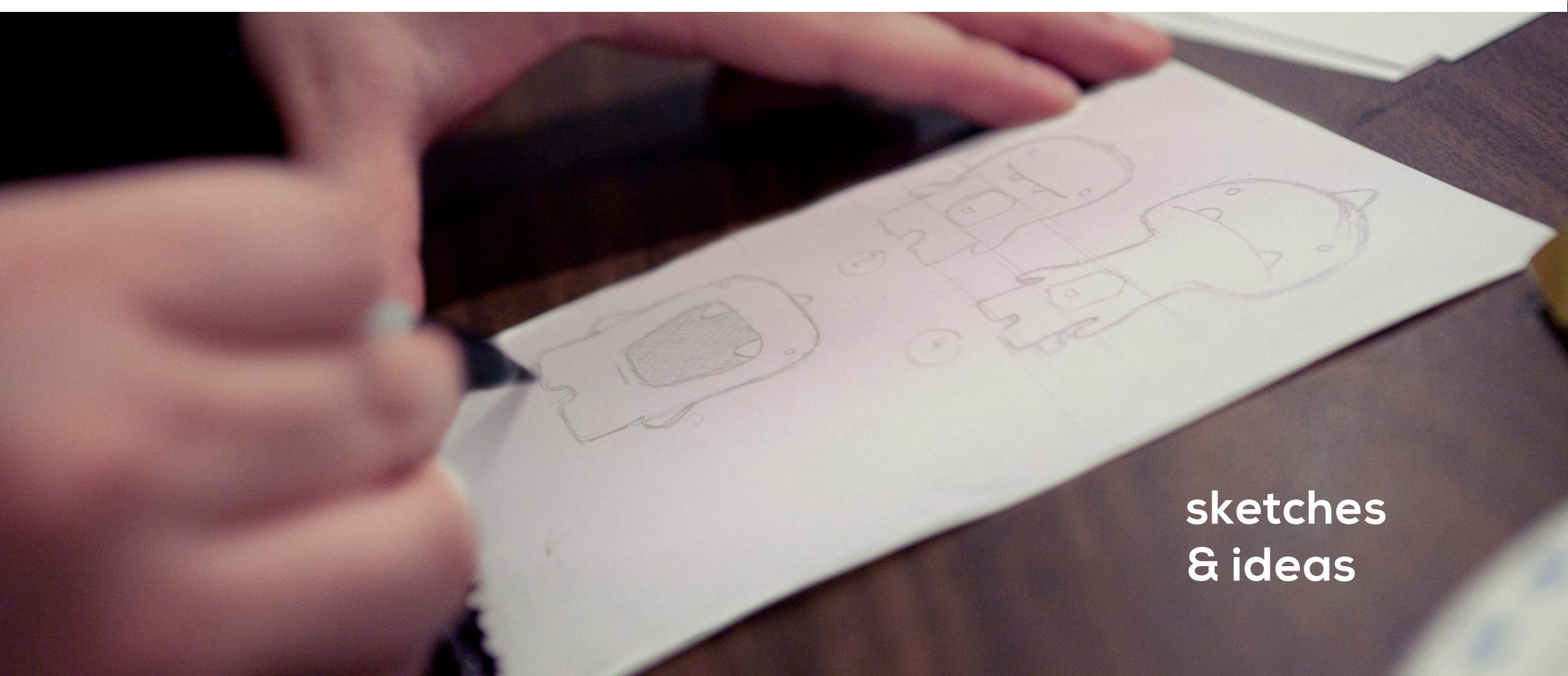
“We are about the kids.
We are about fun.
We are about soccer!”

“We are about the **kids**.
We are about **fun**.
We are about **soccer!**”

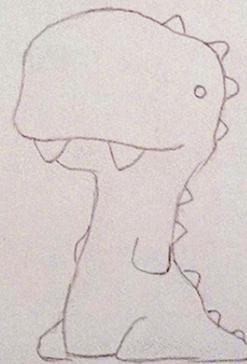
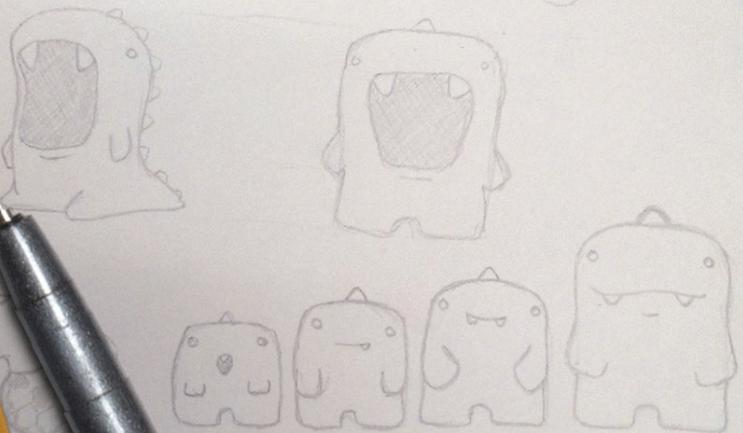
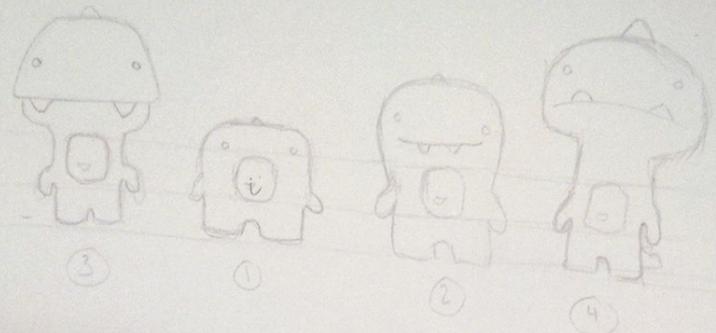


Mood board





sketches
& ideas



the new brand

New Logo



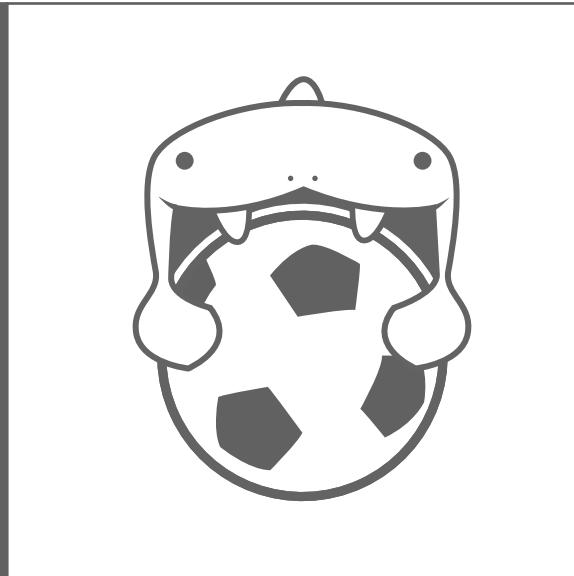
**COMMUNITY MADE
COMMUNITY PLAYED**

New Logo

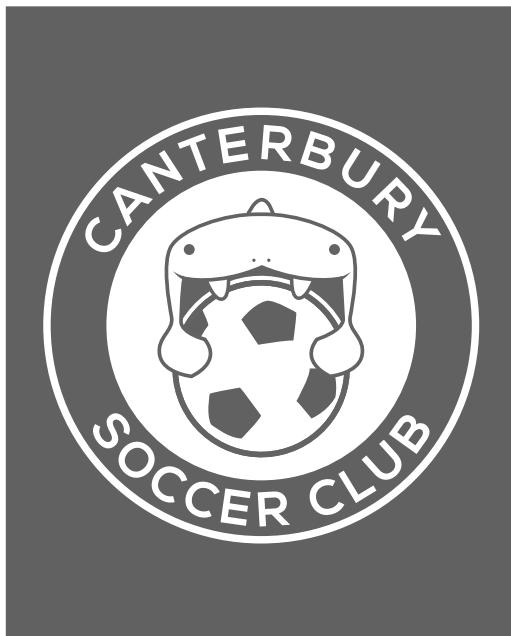


**COMMUNITY MADE
COMMUNITY PLAYED**

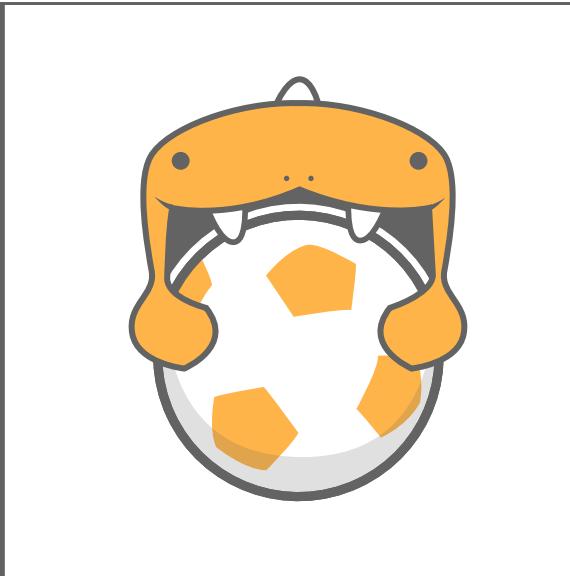
BRAND ASSETS



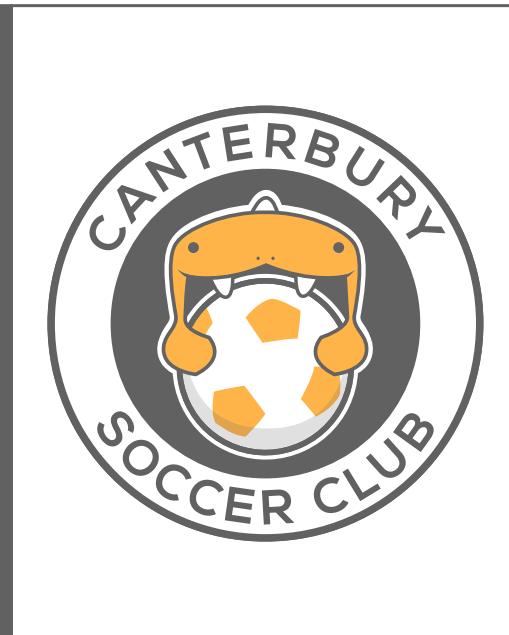
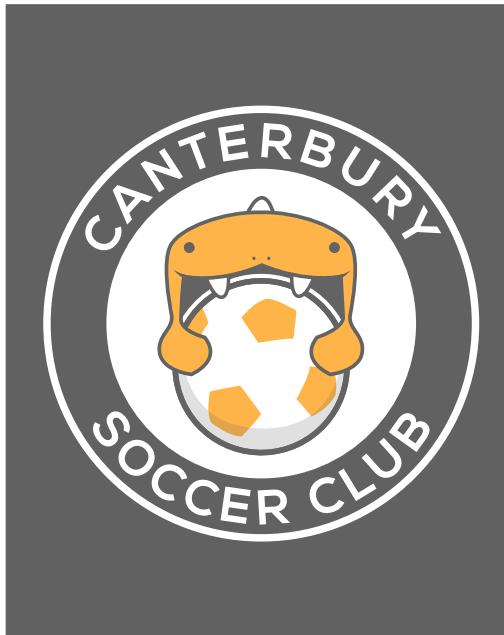
REDUCED



BRAND ASSETS



REDUCED



CANTERBURY
SOCCER CLUB

CANTERBURY
SOCCER CLUB

Typography

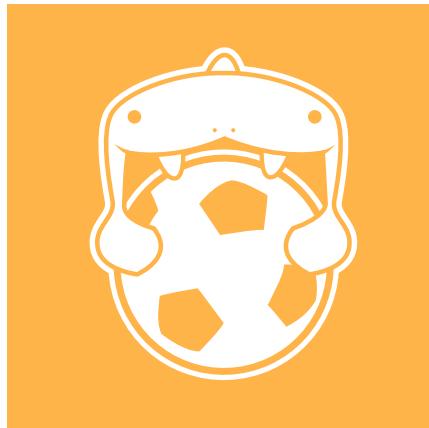
Nexa

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z.,

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z.,

Colour Treatment

1 colour view



PMS 1365 C



PMS 311 C



PMS Cool Gray II C



Avenue Street, AB J.Park
NY - USA 43320 mail@domain.com
www.domain.com

Quisque rhoncus, ante vitae semper convallis..

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur accumsan auctor odio nec tempor. Etiam volutpat sodales tincidunt. Aliquam vel odio eget risus ultrices congue. Ut id enim tortor, volutpat fermentum diam. Quisque pellentesque augue non lacus pellentesque sed condimentum nisi accumsan. Donec et tellus vel urna suscipit hendrerit at eu arcu. Curabitur sit amet adipiscing justo.

 Phasellus ullamcorper, sapien eu molestie hendrerit, urna mi ullamcorper justo, in sodales magna erat id justo. Vivamus malesuada magna in ipsum cursus imperdiet. Pellentesque mattis viverra arcu vel congue. Aliquam diam sem, tempor ut condimentum ut, lacinia eget leo. Quisque rhoncus, ante vitae semper convallis, dolor purus pulvinar quam, in eleifend purus orci ac velit. Curabitur scelerisque dui id leo tincidunt nec suscipit risus ultricies. Donec et enim eget elit malesuada pretium et sit amet lorem. Integer purus dolor, mollis eget cursus ac, posuere et felis. Cras placerat lobortis egestas. Nam id consequat odio. Vestibulum porta euismod ligula in consequat.

 Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Mauris vulputate mauris at risus feugiat malesuada. Praesent euismod consequat arcu, vel luctus odio cursus ut. Fusce non accumsan nisi. Duis felis nulla, pharetra et elementum sed, tincidunt non lectus. Aenean neque enim, tincidunt vel mattis at, interdum id magna. Donec id quam sapien. Pellentesque risus nisi, consectetur et aliquet at, ornare at ipsum.

Regards,

John Doe
Vice President



Avenue Street, AB J.Park
NY - USA 43320 Phone +639 436 729
Mail mail@domain.com Mobile +021 555 343 21
Web www.domain.com



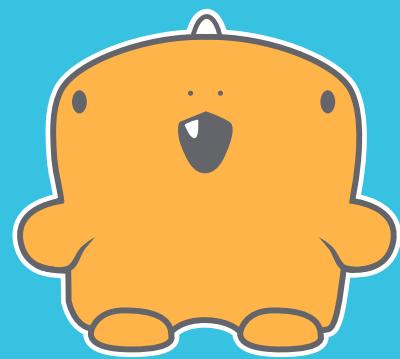
Avenue Street, AB J.Park
NY - USA 43320 Phone +639 436 729
Mail mail@domain.com Mobile +021 555 343 21
Web www.domain.com



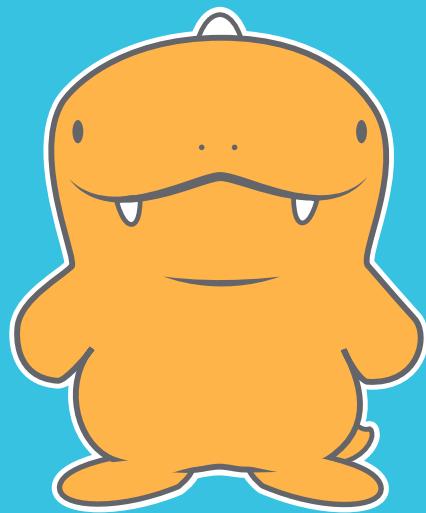
meet your teammates!



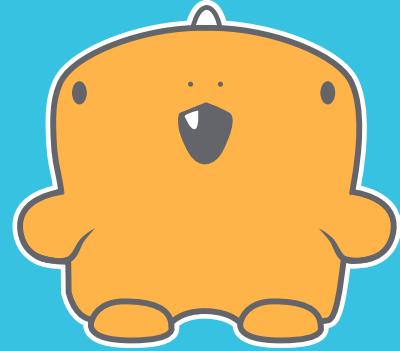
Ovo



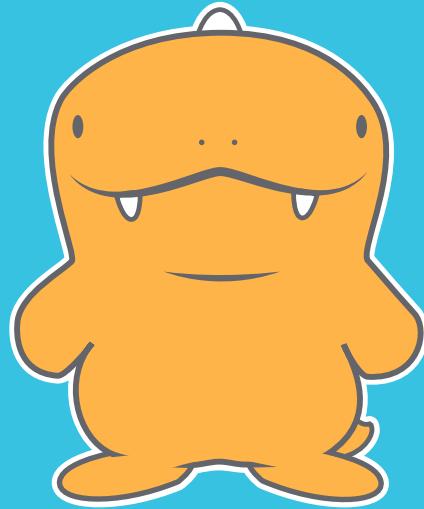
Ovo



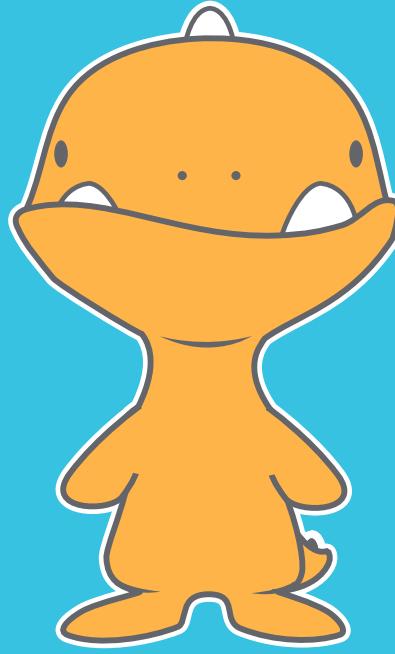
Nodoe



Ovo

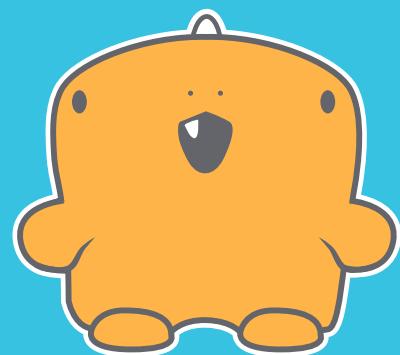


Nodoe

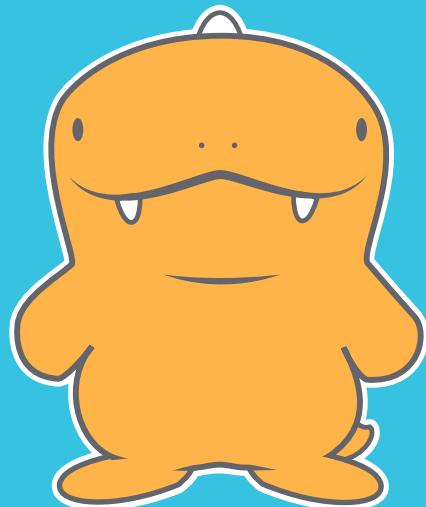


Trodo

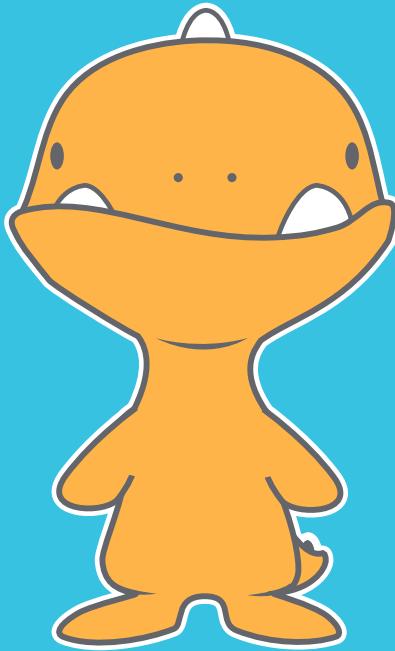
Bronto



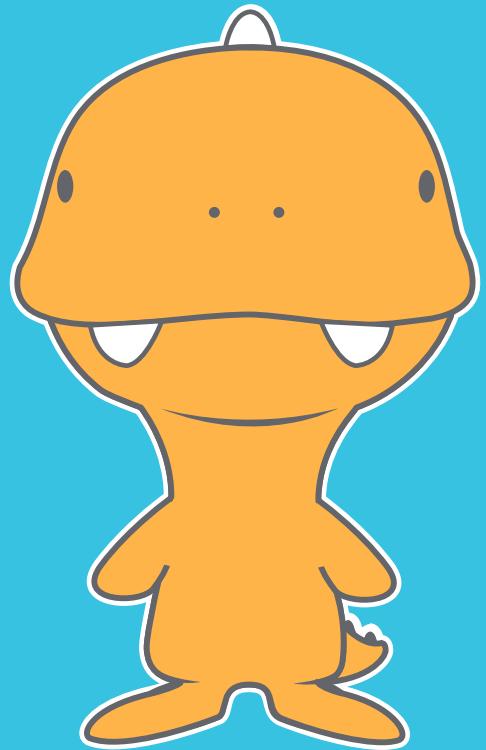
Ovo



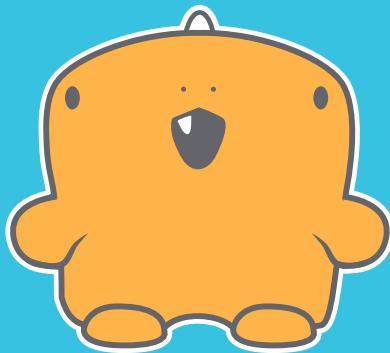
Nodoe



Trodo

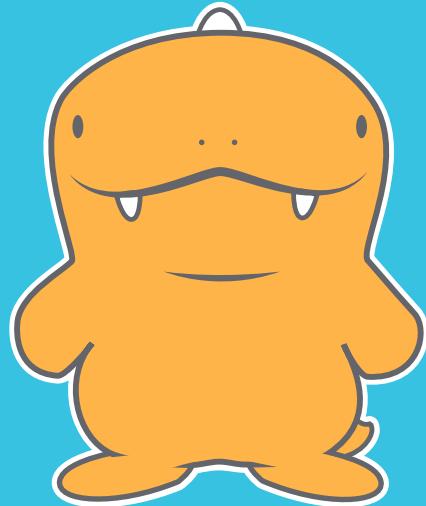


Bronto

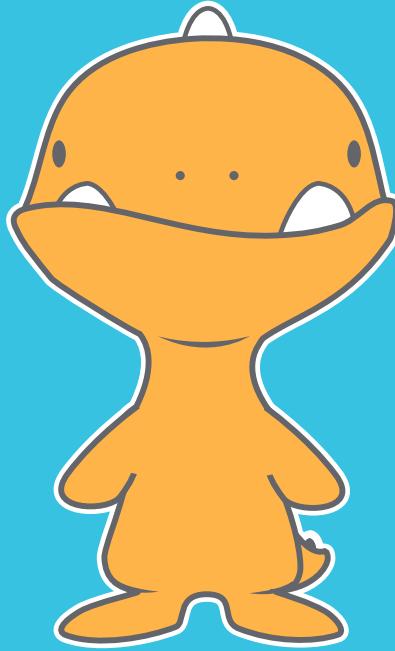


5-6 years olds.

Ovo

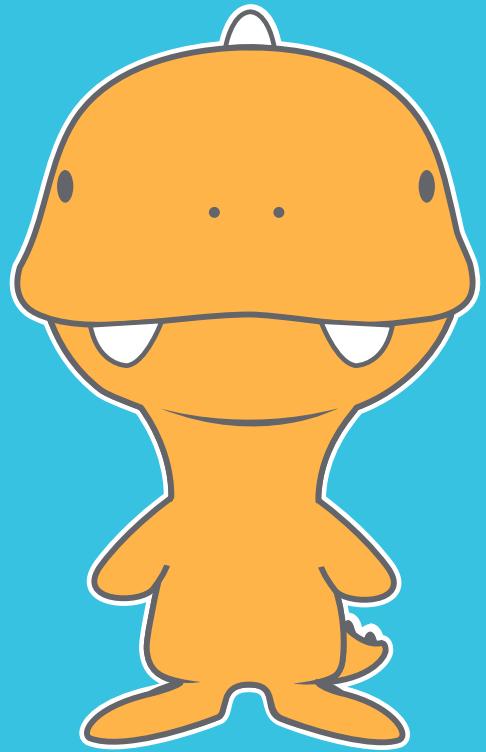


Nodoe



Trodo

7-8 years olds.



Bronto

9-10 years olds.

11-12 years olds.





applications



clothing





clothing

cost & price concerns

Carlos Graphics

6\$ per shirt

Ex: 500 = \$3000

no matter how many
designs there are.

Carlos Graphics

6\$ per shirt

Ex: 500 = \$3000

no matter how many
designs there are.

Ottawa Shirt Printing

\$3.25 per shirt

(for 1 design)

\$4.25 per shirt

(for multiple designs)

website

The Canterbury Soccer Club website is displayed on a tablet. The header features a yellow sidebar with a soccer ball icon, followed by the text "CANTERBURY SOCCER CLUB" in orange, and "TEAMS • SCHEDULE • SIGN UP • VOLUNTEER". To the right of the header are social media icons for Twitter and Facebook. The main banner has a blue background with the text "COMMUNITY MADE, COMMUNITY PLAYED." in white, accompanied by a large soccer ball icon. Below the banner is an orange button labeled "VOLUNTEER WITH US >". The "ABOUT US" section features a cartoon illustration of a yellow and black dragon-like creature. The text describes the club's 35-year history of non-competitive recreational soccer for youth aged 5 to 12 in the Canterbury and Alta Vista community of Ottawa, emphasizing fun and equality. A "SEASONS" link is located at the bottom of this section.

CANTERBURY SOCCER CLUB

TEAMS • SCHEDULE • SIGN UP • VOLUNTEER

COMMUNITY MADE,
COMMUNITY PLAYED.

VOLUNTEER WITH US >

ABOUT US

The Canterbury Soccer Club has been operating for 35 years to provide non competitive recreational soccer to youth between the ages of 5 and 12 years old in the Canterbury and Alta Vista community of Ottawa. The club's goal is to ensure that our youth HAVE FUN while all getting an equal opportunity to play the game.

SEASONS





CANTERBURY SOCCER CLUB

TEAMS • SCHEDULE • SIGN UP • VOLUNTEER



INVITE YOUR FRIENDS TO JOIN YOUR TEAM.

SPREAD THE WORD >



PLAY WITH US

Hi there, we here at CSC can't wait to play soccer with you!

FIRST NAME

LAST NAME

SELECT YOUR AGE GROUP ▾

WHAT TEAM



YOU ARE A
TTODO

CANTERBURY SOCCER CLUB

TEAMS • SCHEDULE • **SIGN UP** • VOLUNTEER



INVITE YOUR FRIENDS
TO JOIN YOUR TEAM.

SPREAD THE WORD >



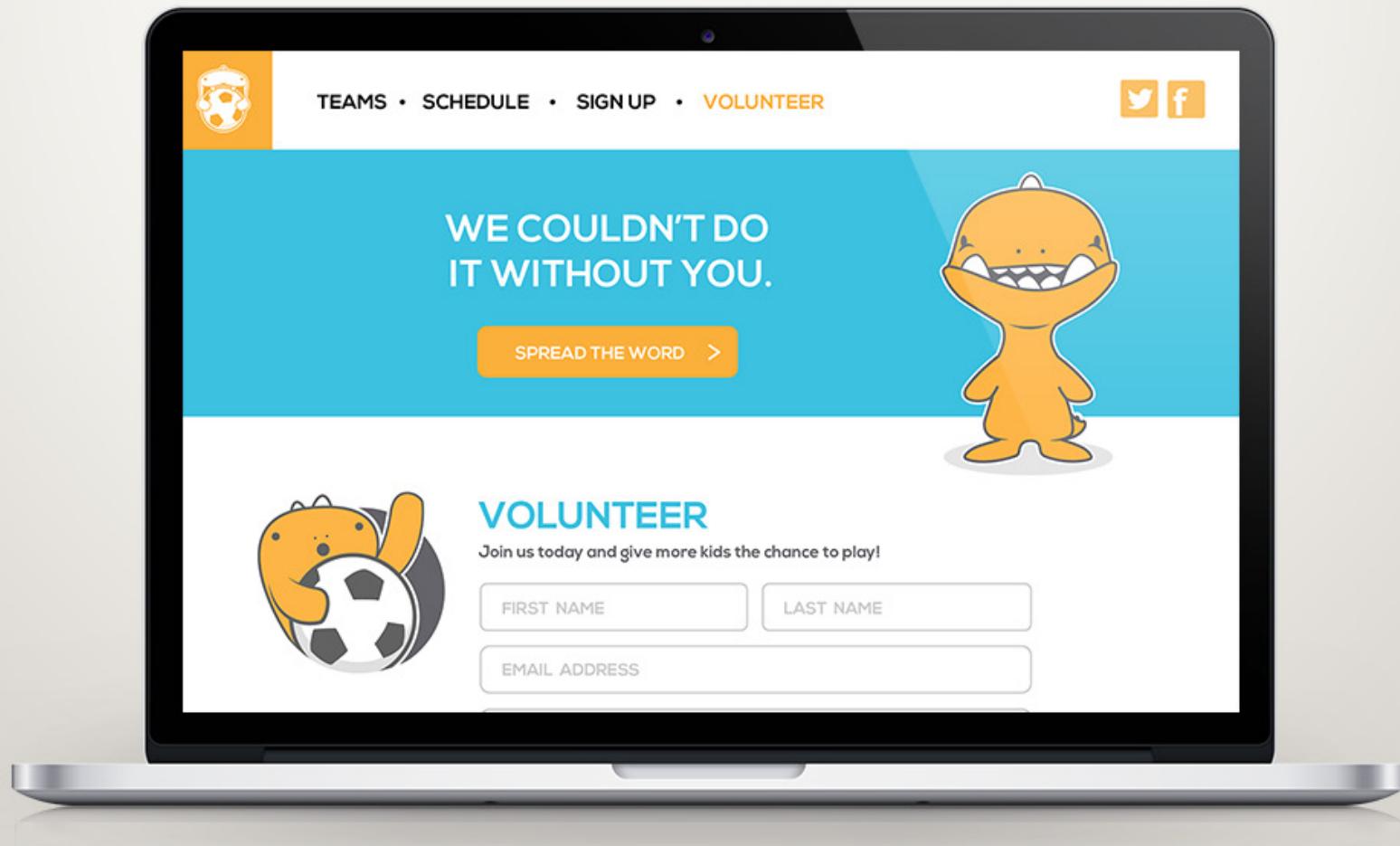
PLAY WITH US

Hi there, we here at CSC can't wait to play soccer with you!

JOHN

DOE

TTODO - ages 9 to 10



social media





signups & volunteers

The image shows two versions of a brochure or flyer for the Canterbury Soccer Club, presented side-by-side.

Left Version (Top):

- Header:** COMMUNITY MADE. (in grey)
- Image:** A grey speech bubble containing a cartoon soccer ball character with arms and legs.
- Header:** COMMUNITY (in grey)
- Text:** SIGN UP ONLINE AND COME PLAY!
- Text:** VOLUNTEERS ARE ALWAYS NEEDED
- Section:** ABOUT US

The Canterbury Soccer Club has been operating for 35 years to provide non competitive recreational soccer to youth between the ages of 5 and 12 years old in the Canterbury and Alta Vista community of Ottawa. The club's goal is to ensure that our youth HAVE FUN while all getting an equal opportunity to play the game.
- Section:** SEASONS
 - Beginning of May to the end of June
 - Two games are scheduled for each team
 - Evenings – Monday to Thursday
 - Fields located at McMaster school
- Text:** INTERESTED?
FIND US ONLINE AT:
CANTERBURY-SOCCER.COM

Right Version (Bottom):

- Header:** COMMUNITY MADE. (in blue)
- Image:** A blue speech bubble containing a cartoon soccer ball character with arms and legs.
- Header:** COMMUNITY PLAYED. (in blue)
- Text:** SIGN UP ONLINE AND COME PLAY!
- Text:** VOLUNTEERS ARE ALWAYS NEEDED
- Section:** ABOUT US

The Canterbury Soccer Club has been operating for 35 years to provide non competitive recreational soccer to youth between the ages of 5 and 12 years old in the Canterbury and Alta Vista community of Ottawa. The club's goal is to ensure that our youth HAVE FUN while all getting an equal opportunity to play the game.
- Section:** SEASONS
 - Beginning of May to the end of June
 - Two games are scheduled for each team
 - Evenings – Monday to Thursday
 - Fields located at McMaster school
- Section:** JOIN OUR TEAM
 - OVO**
(ages 5-6)
 - NODOE**
(ages 7-8)
 - TRODO**
(ages 9-10)
 - BRONTO**
(ages 11-12)
- Text:** INTERESTED?
FIND US ONLINE AT:
CANTERBURY-SOCCER.COM

Thank you!