

MYNAME!SDAN

A PRESENTATION TO:
PLAY SPORT

THE BRIEF

Play Sport is the brand new children's activity off-shoot of long-established E-P-C. Aimed at parents and head teachers to keep children fit and active.

Looking at the local competition, and having a pre-defined colour palette (blue, red and white) I have put together some initial concepts in this presentation. There is a fairly wide range of ideas, trying to convey a Fun, Professional and Reliable company.

I would really appreciate feedback on the following presentation, & if you see potential, the possibility of finalising one of them, to move the brand forward.

Thanks you for the time & opportunity,

Dan

THE LOCAL COMPETITION

As mentioned in our meetings, the competition locally are as follows:



LOGO CONCEPT ONE:

THE BADGE

This concept uses a team style badge for the Play Sport logo, along with a bold and modern typeface to create a strong, bold visual.





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LOGO CONCEPT TWO:

PS

This logo uses a typographic base to create an icon with the letter P and S (for Play Sport). The idea is that over time the icon could be used minus the text and still be recognisable as the brand. You'll see a traditional and modern attempt.









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playsport

LOGO CONCEPT THREE:

THE FLAG

This concept grew from an initial idea of using a flag (almost like a corner flag, that would be used whilst playing sport) and then transformed into a play on the Sky Sports logo. Again there are various treatments, including silhouettes.



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CUTTING ROOM:

THE ONE THAT DIDN'T MAKE IT

Finally, the logo I was going to omit from the presentation. However, it has made the cut, just. The reason it was being left behind was that the logo was a precursor to 'The Flag', which I felt did it better. Along with a couple of others.

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A close-up photograph of several hands of different skin tones stacked on top of each other in a pyramid shape. The hands are positioned in the center of the frame, with fingers pointing outwards. The background is slightly blurred, showing red fabric (possibly a jersey) and green grass. The text 'PLAY SPORT' is overlaid on the left side of the image, with 'PLAY' in white and 'SPORT' in white on a blue background.

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MYNAMEISDAN

Daniel Tiller

Graphic & Web Designer

07595 397 242 | dan@mynamedan.co.uk

www.mynamedan.co.uk

 [@my_nameis_dan](https://twitter.com/my_nameis_dan)