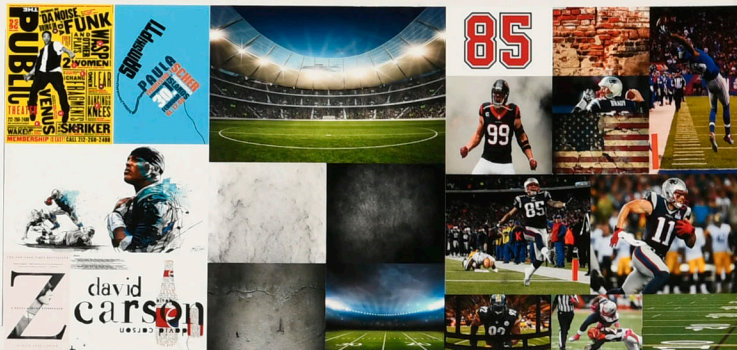


GRIDIRON NINES is a new national sport which has come to NZ on the 17/10/17 featuring the best NFL players from the States now and from the past. It gives the people in NZ a one in a life time experience to watch live the greatest players in the game of NFL.

Event logo: the logo should be simple but also effective which incorporates NFI elements.

T-Shirt: the t-shirt should symbolize the brands original style and be eye catching to the outside audience.

**Billboard:** The billboard should attract the attention of viewers within seconds of seeing it. It should represent unique styles and images.



## CONCEPTS



GRIDIRON'S

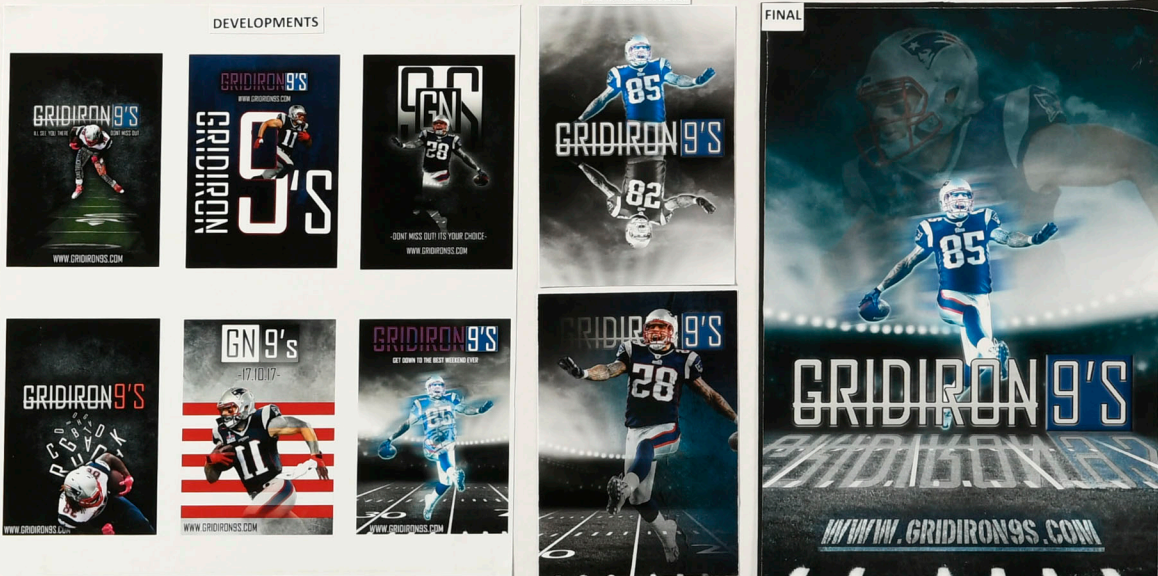
GRIDIRON'S

# GRIDIRON 9'S

## CONCEPTS



**FINAL**





BRIEF 3 T-SHIRT DESIGN

CONCEPTS



DEVELOPMENTS

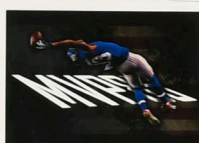


FINAL

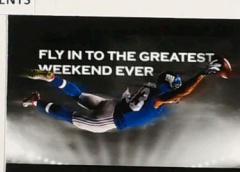
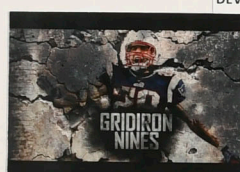


BRIEF 4 BILLBOARD

CONCEPTS



DEVELOPMENTS



CLARIFICATIONS



FINAL





# BRIEF

GRIDIRON NINES is a new national sport which has come to NZ on the 17/10/17 featuring the best NFL players from the States now and from the past. It gives the people in NZ a one in a life time experience to watch live the greatest players in the game of NFL.

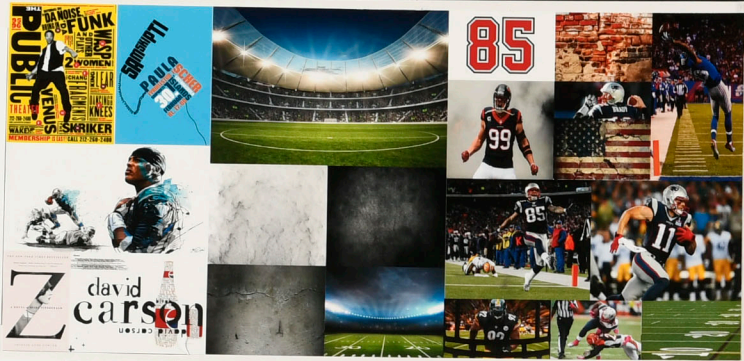
As a designer, they have asked me to produce promotional material to help promote this awesome event. The promotional material includes a logo, poster, merchandise (t-shirt) and a billboard.

Event logo: the logo should be simple but also effective which incorporates NFL elements.

Poster: the poster should strongly reveal important information about the event in a creative and unique way.

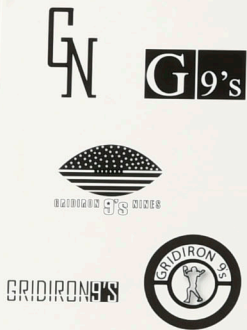
T-Shirt: the t-shirt should symbolize the brands original style and be eye catching to the outside audience.

Billboard: The billboard should attract the attention of viewers within seconds of seeing it. It should represent unique styles and images.



## BRIEF 1 LOGO

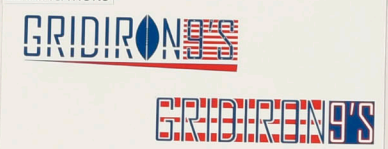
## CONCEPTS



## DEVELOPMENTS



## CLARIFICATIONS

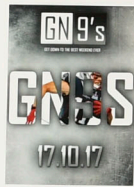


## FINAL

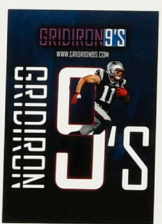


## BRIEF 2 POSTER

## CONCEPTS



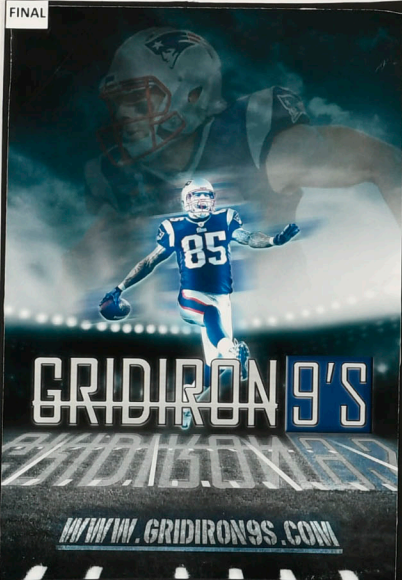
## DEVELOPMENTS



## CLARIFICATIONS



## FINAL



## BRIEF 3 T-SHIRT DESIGN

## CONCEPTS



## DEVELOPMENTS



## FINAL

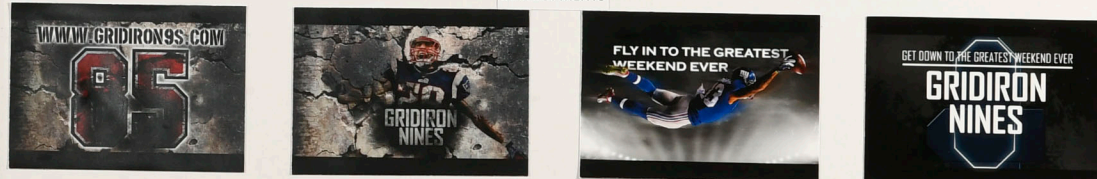


## BRIEF 4 BILLBOARD

## CONCEPTS



## DEVELOPMENTS



## CLARIFICATIONS



## FINAL

