

“All We Do Is Sports” Branding Brief

By: Angelica Cummings

Background

The client is the Beccan family and the service they offer is their Youtube channel, "All We Do is Sports", a channel showcasing the sport games of Baron and Nyla's endeavors in baseball, football, tennis, softball, and track. The strengths of the channel is that they showcase the all-rounded abilities of both teens and to have a strong social media presence.



Objective

This channel is to help them get recruited by agents for their athletic abilities, and showcase their sport highlights.



Audience

This channel's is for anyone who likes sports, especially with junior varsity, and freshman levels.



Message

The message being spread is that they want to show how good they are at the sports they do and influence others while doing so.



Competiton

Although they don't have corporate competition, this channel is amongst other influencers doing the same topic.



Distinguishing Characteristics

All We Do's characteristics include game highlights, the players' unique abilities and how they have the ability to evolve and work hard under pressure, and compete at a high level.



Creative Characteristics

My goals is to make a logo and branding kit that encapsulates what drives the client to create content for the channel. I also need to convert to a visual and usable format.



Logo Design Concepts

When it comes to the logo, I illustrated each sport to showcase the range of sports that both players do. I was originally going to do separate versions for each sport, but decided to merge them together to show how all rounded they are.



Final Logo Design

I used the Termina font to further match that athletic concept I am trying to go for, and used the pen tool to create the sport balls above the text. Termina is also used in many game day event and social media material so it also fits the channel's concept.



Logo Branding Sheet

This sheet shows the rest of the logo content in detail.



ALL WE DO IS SPORTS

Project Scope: Logo and Brand Identity
Logo Designed: Jan 2025

Project Info & Usage

Client: Andrew Beccan
Youtube:



Logo Designed by:

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Logomark



Logotype

**ALL WE DO
IS SPORTS**

Monochrome



Social Media



Round



Square

Colors



Typeface

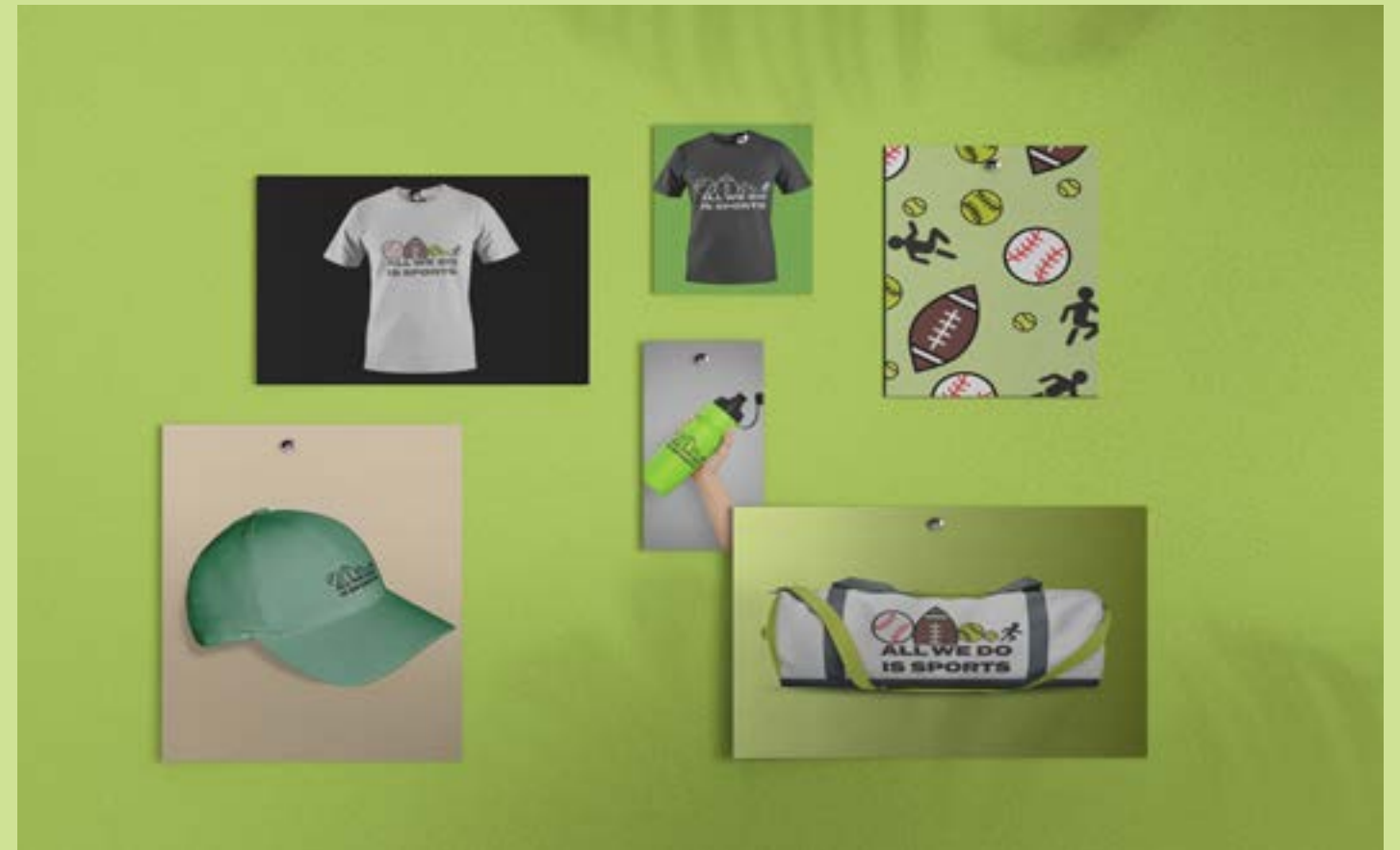
Termina
Aa

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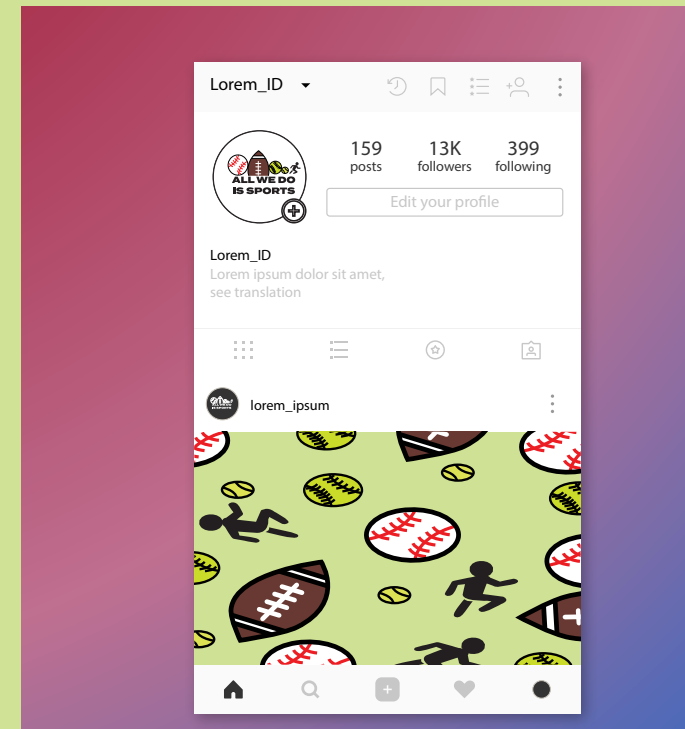
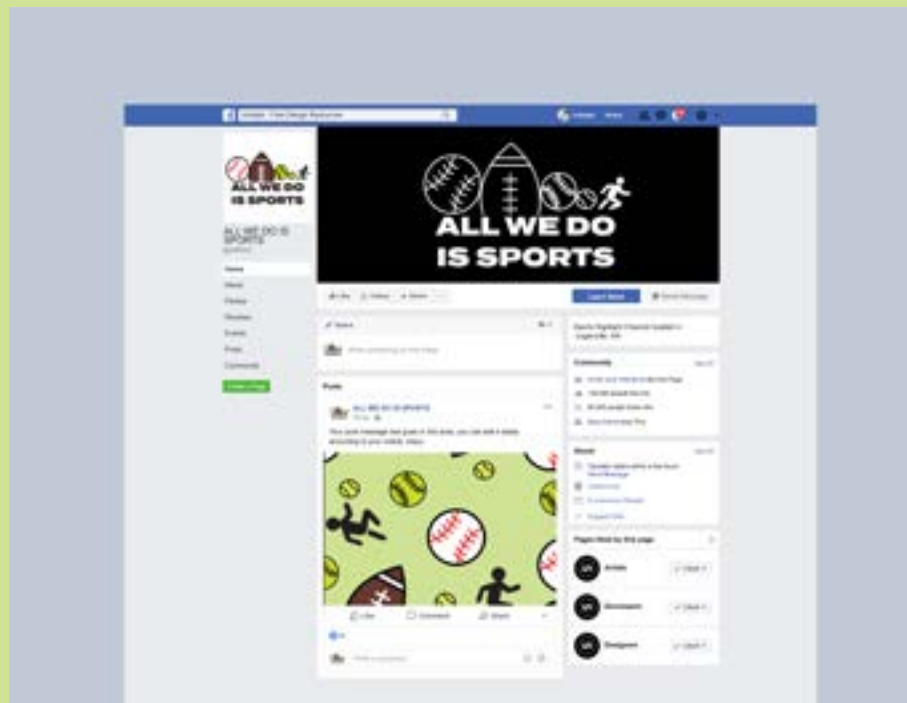
Logo Mood Board

This board shows the logo in different forms on mockups. As well as a pattern of the logo icons that can be used.



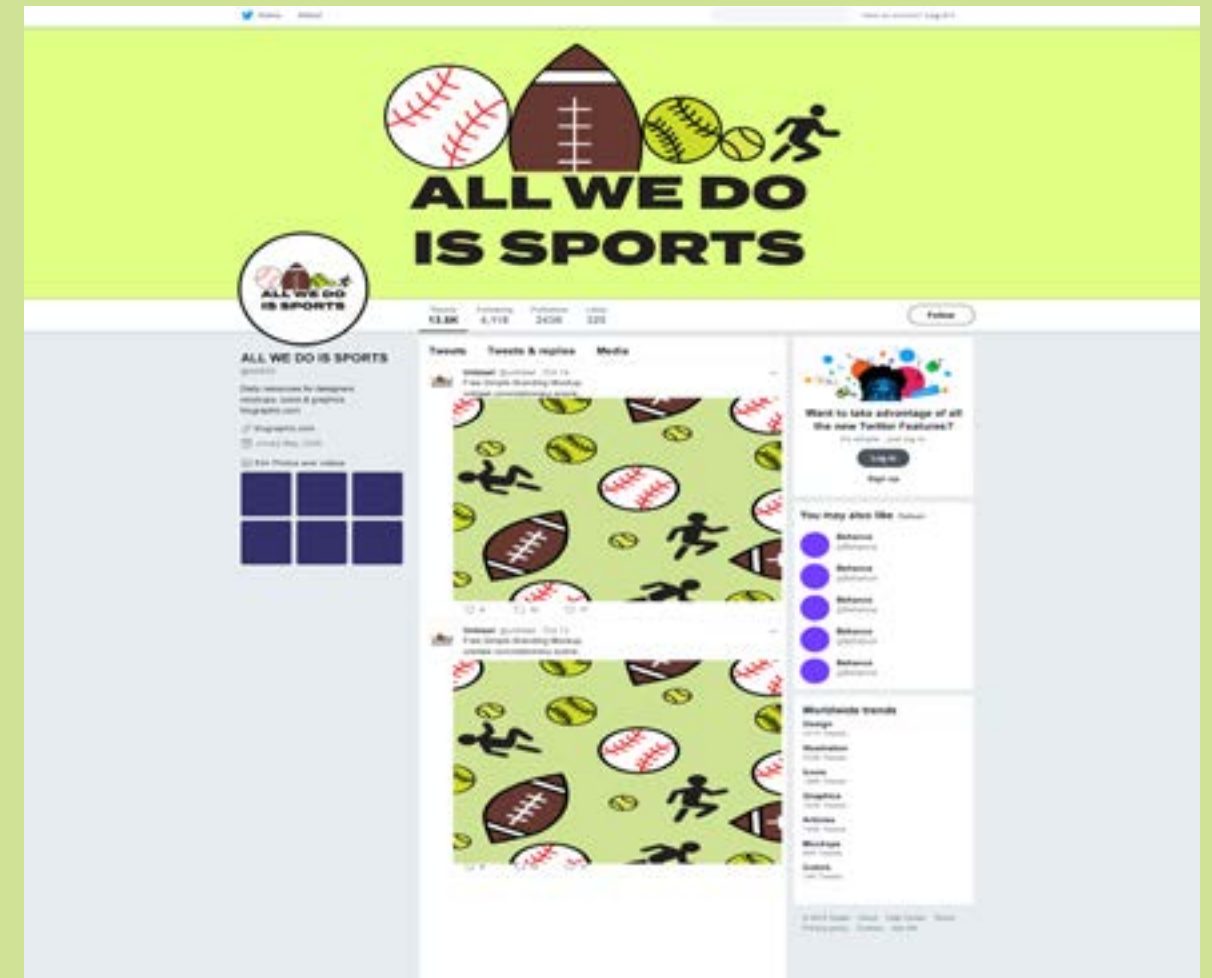
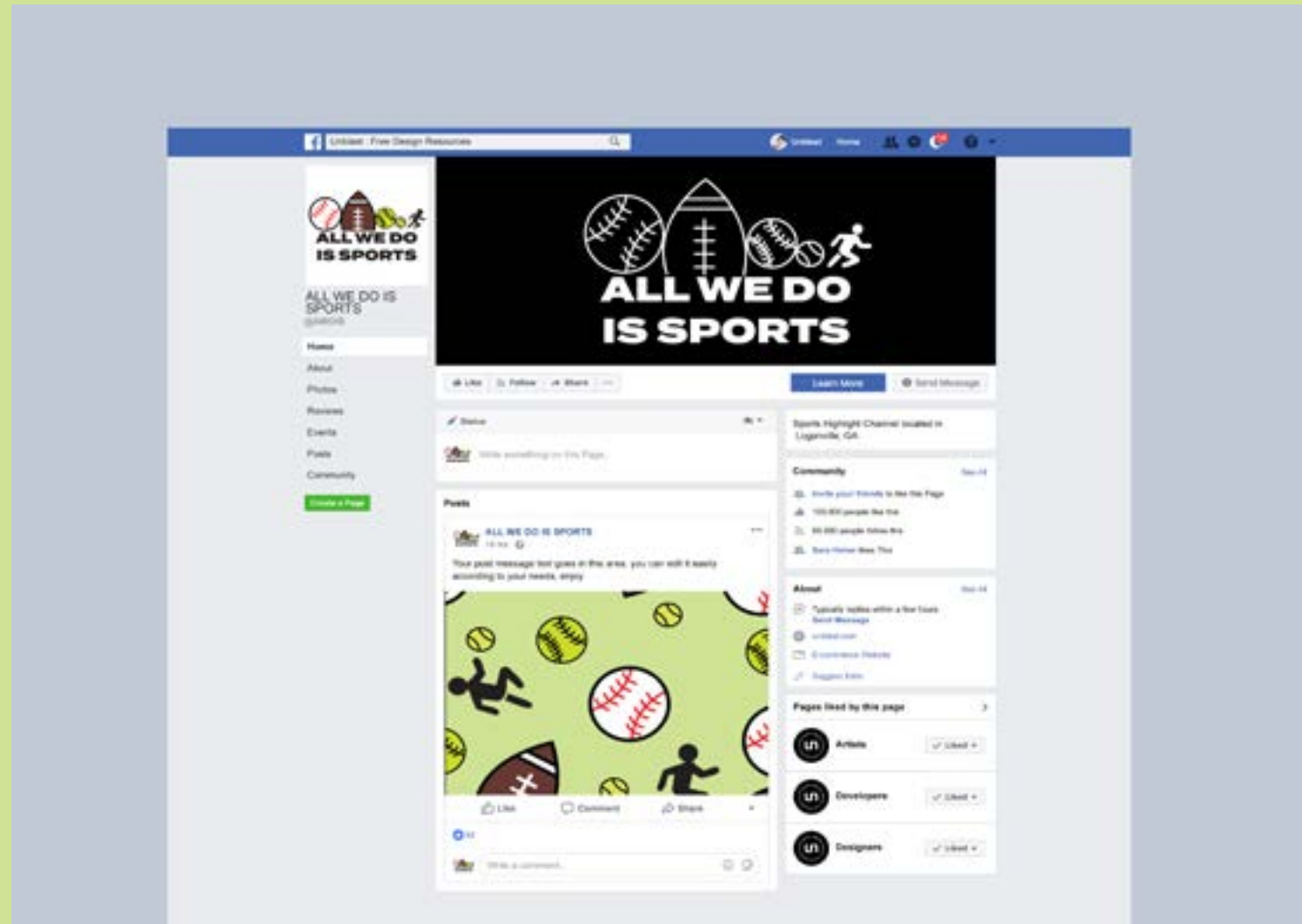
Logo Social Media Mockups

This board shows the logo in different forms on different social media like Facebook, Twitter, Instagram, Youtube and Tiktok.



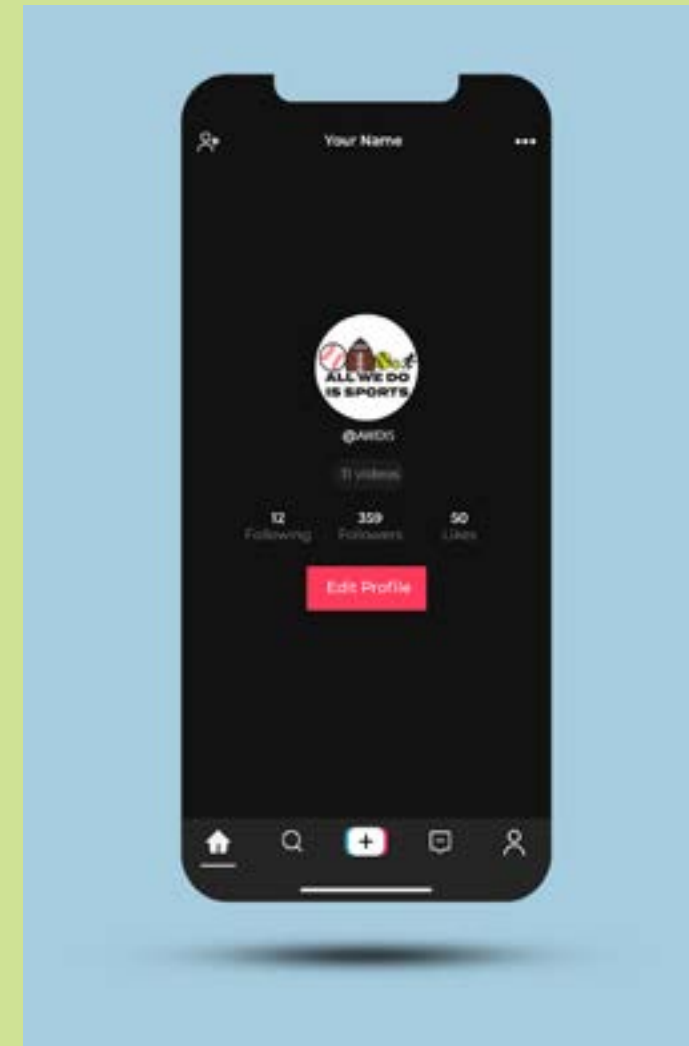
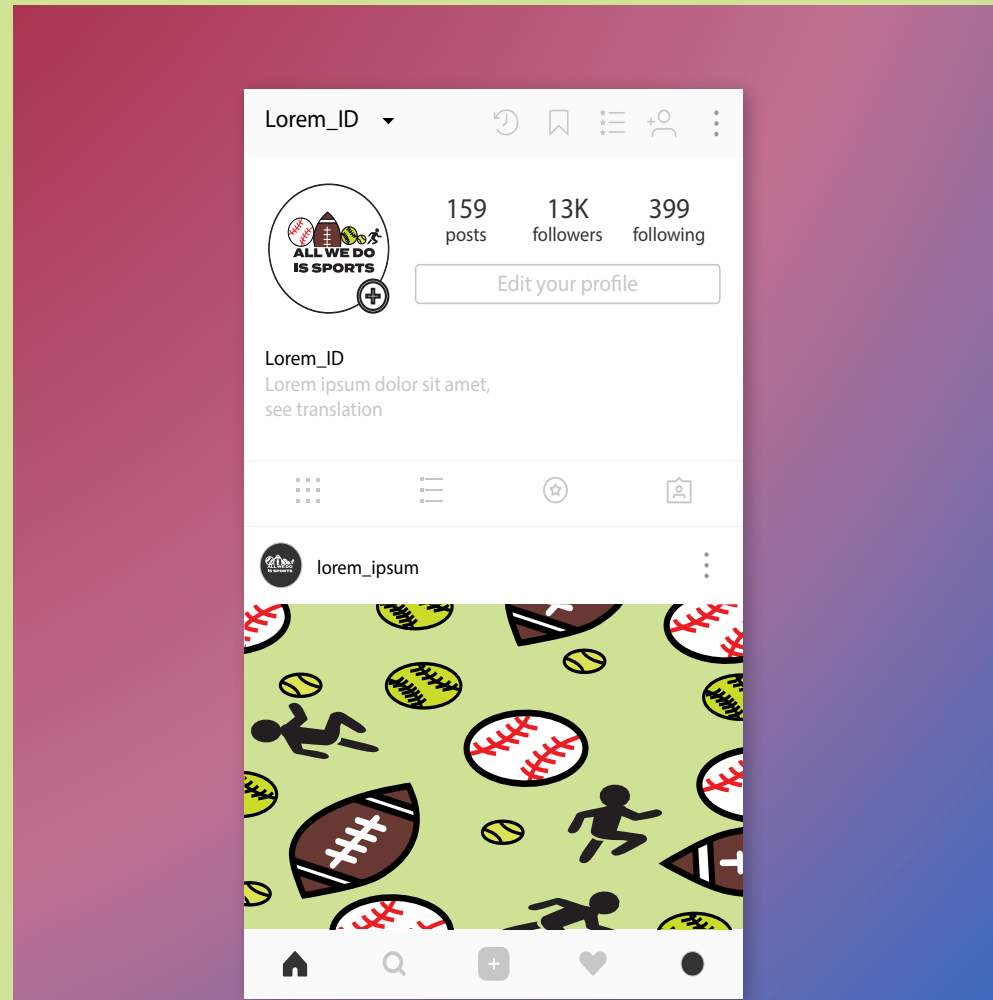
Logo Social Media Mockups

CONT.



Logo Social Media Mockups

CONT.

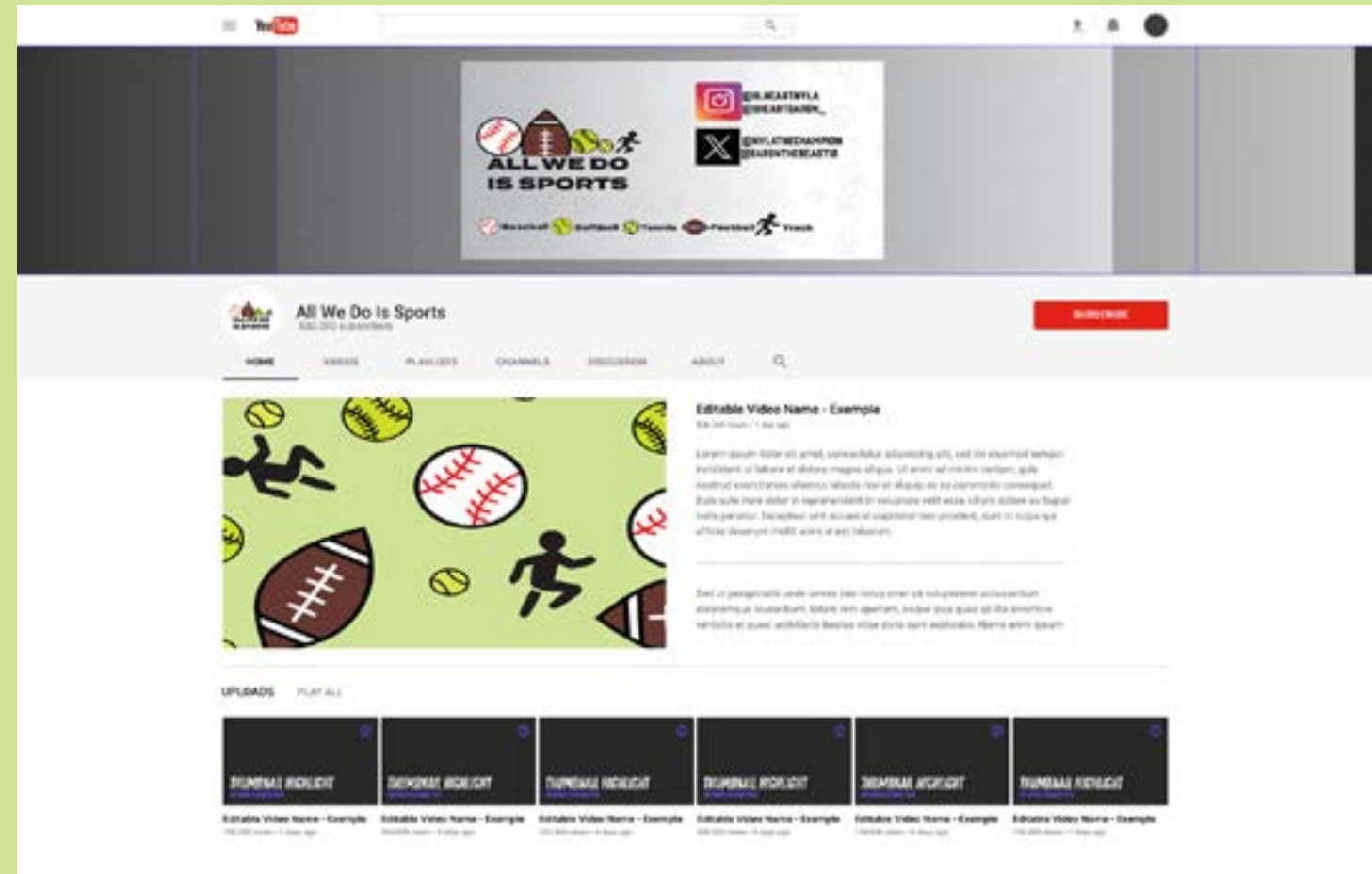


Logo Social Media Mockups

CONT.



Youtube Banner



Youtube Page

