

BRIEF

Re-brand the Baltic Market.

A PROJECT BY AMBER CHEYNE

LOGO

By placing the logo at a 45° angle this enables us to view the B and m.





Embraced by locals, enjoyed by visitors,
celebrating together! We're Liverpool's first
street food market. Not only that, it's
the place to #eatdrinkdance all at once.

COLOUR PALETTE



TYPOGRAPHY

The Baltic countries are located at a 45° angle North West to Liverpool, the home to the Baltic Market. All typography will be placed at this angle to echo this.

FITZLE
BAL TIC MARKET



EAT



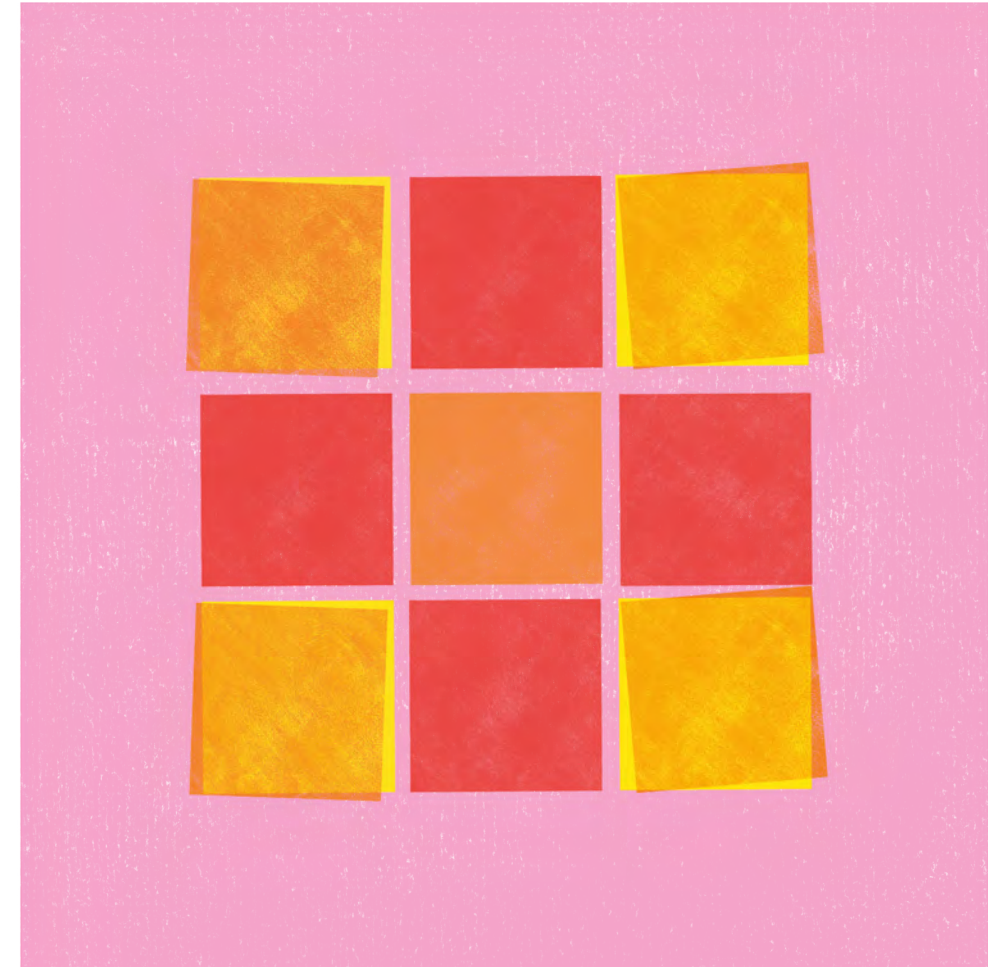
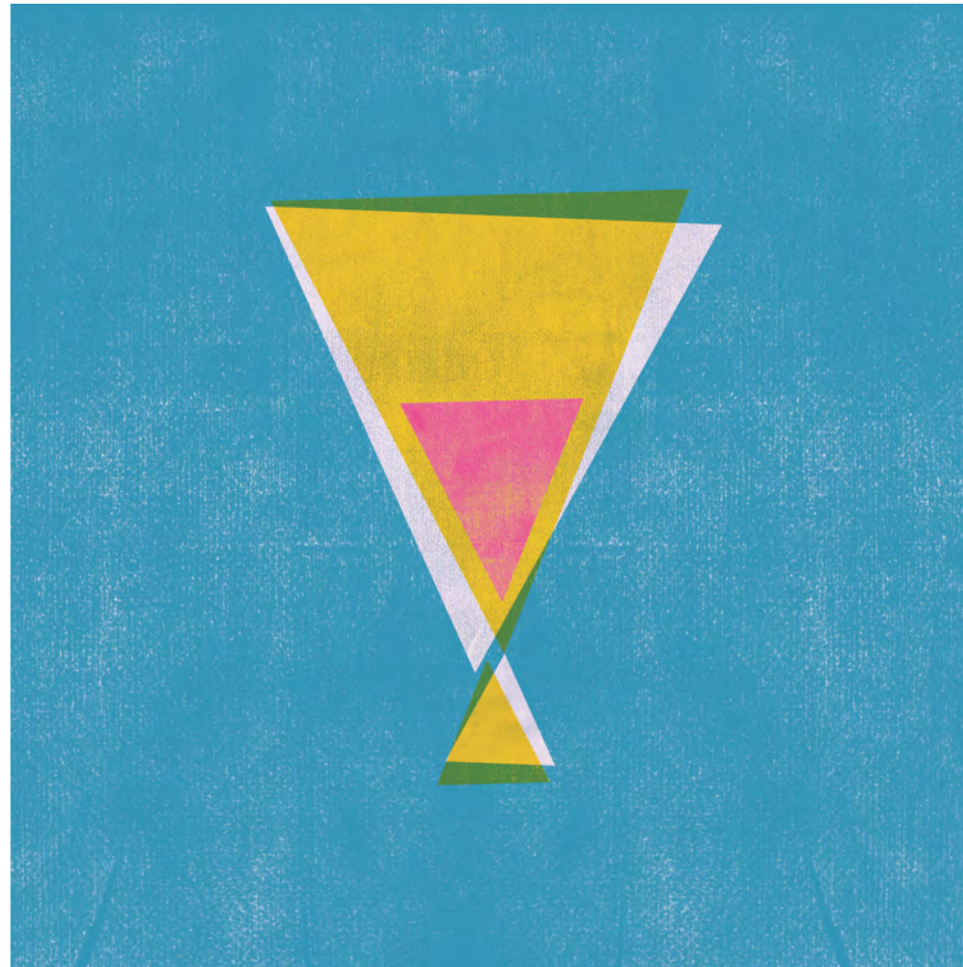
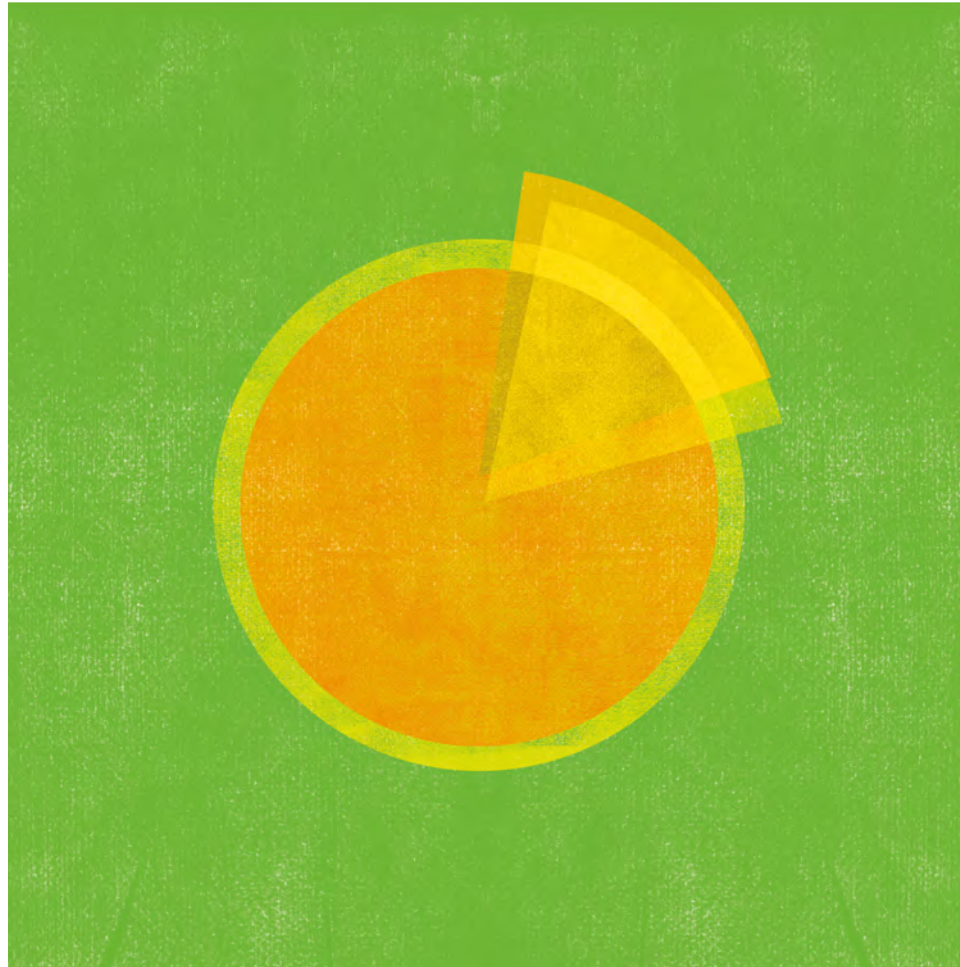
DRINK



DANCE

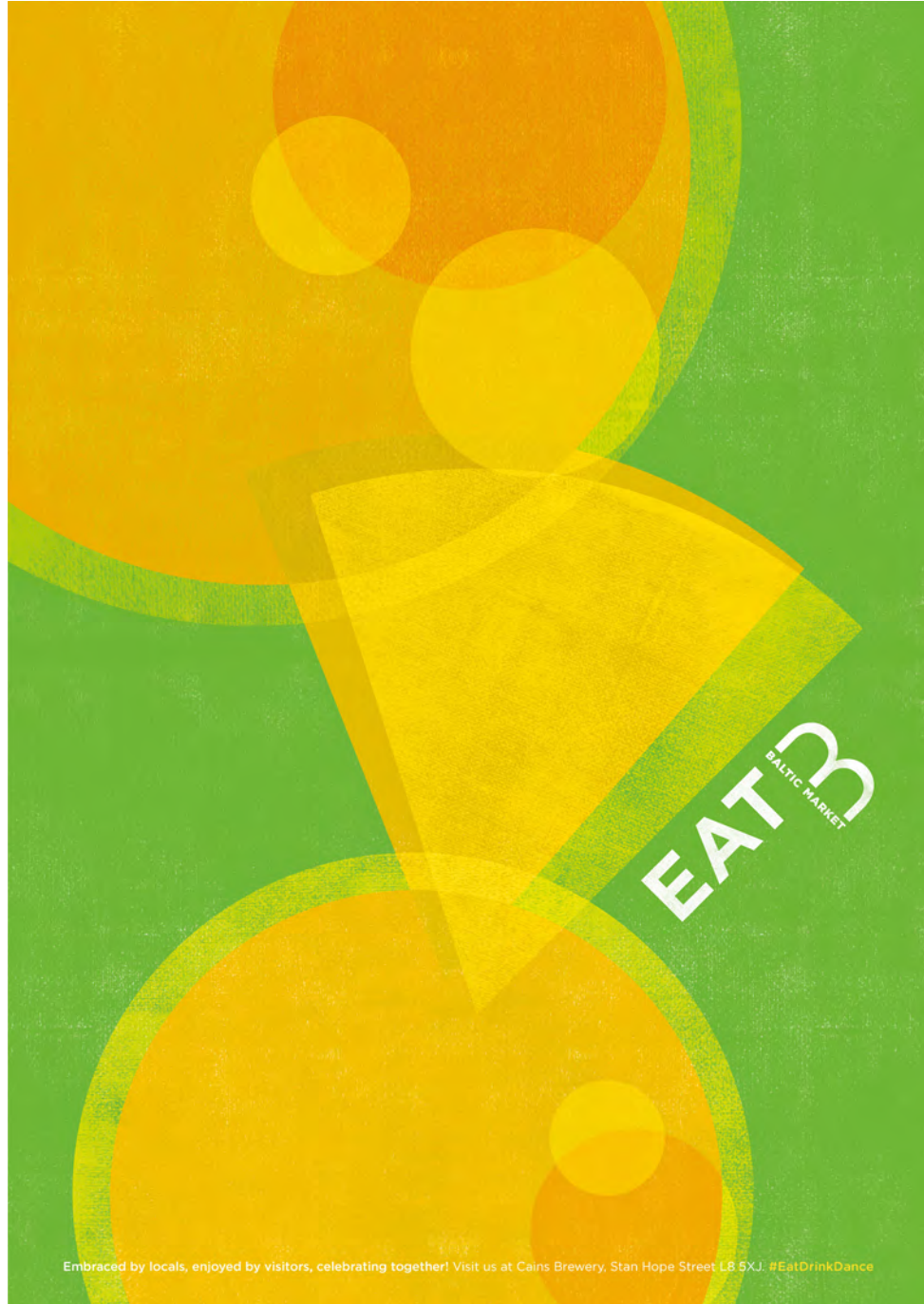
BRAND IDENTITY

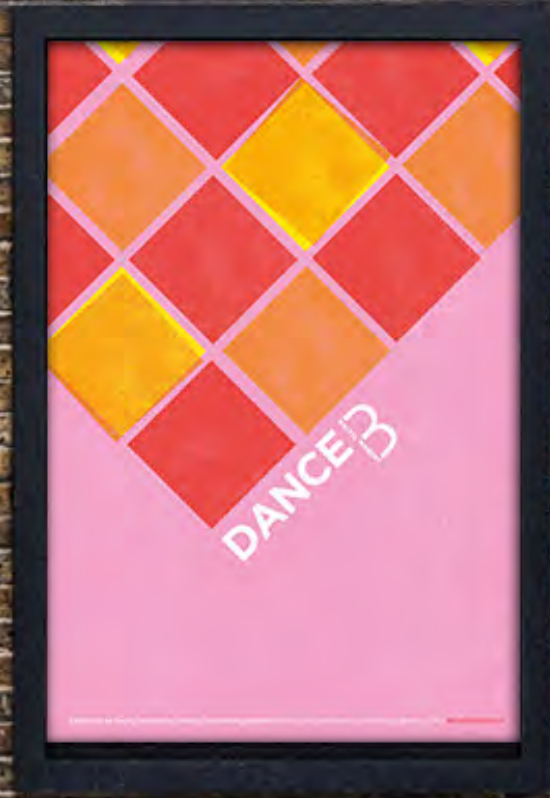
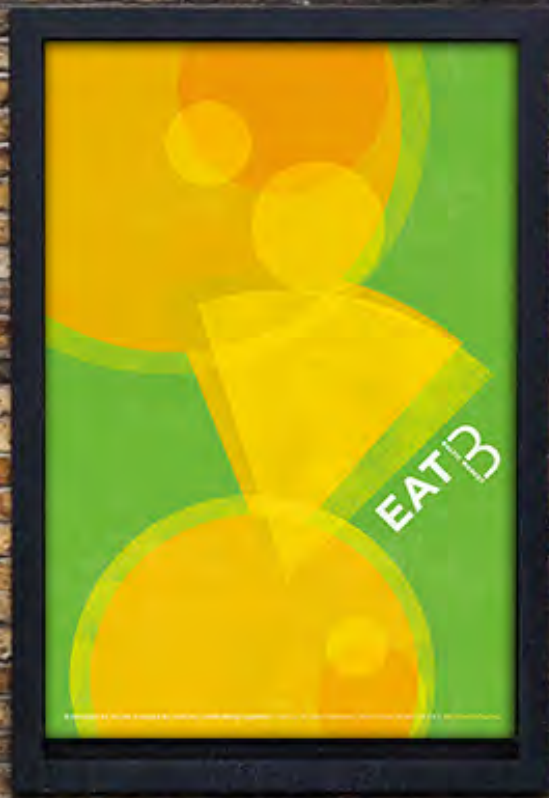
Shapes are used to create graphic images representing eat, drink and dance.



ADVERTISEMENTS

When advertising the Baltic Market, a set of three posters will always appear together. Once next to each other this reads as eat, drink, dance.







BAR AREA





TABLE SETTING



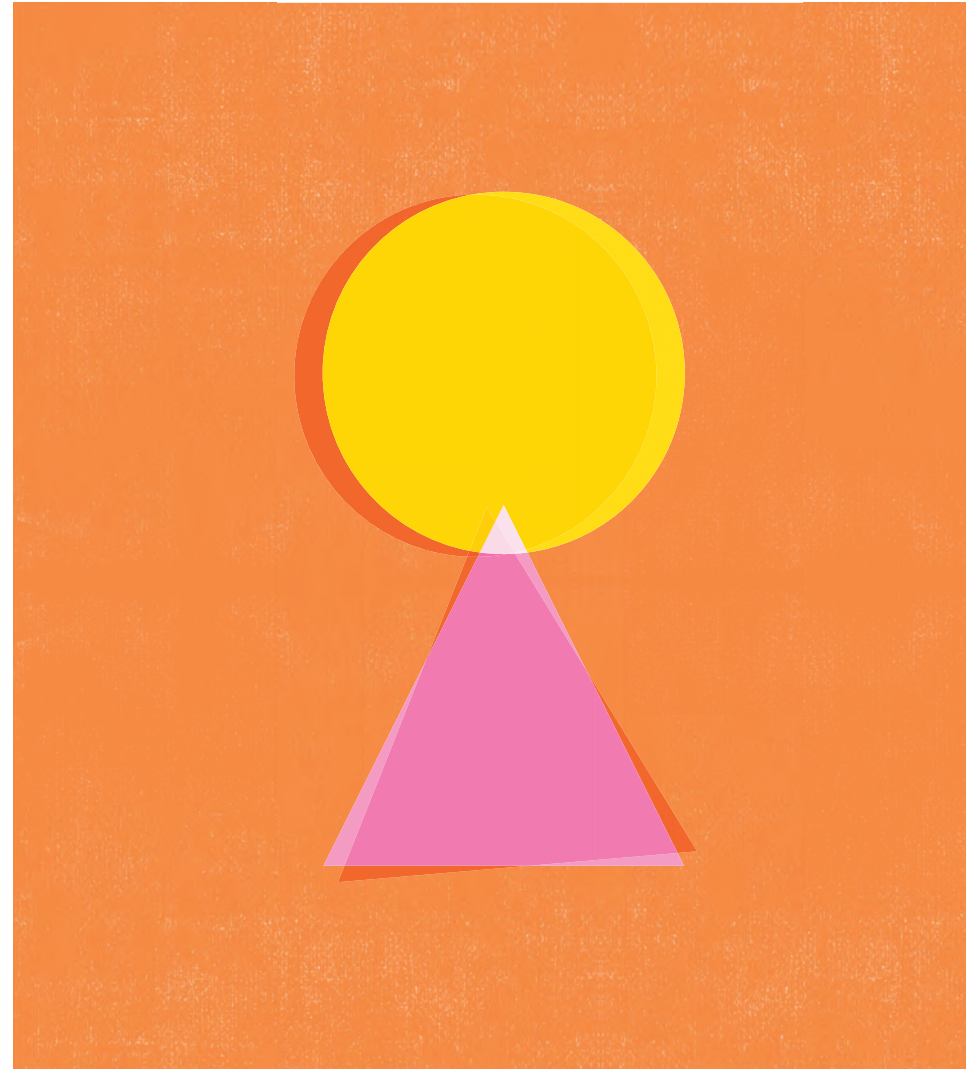
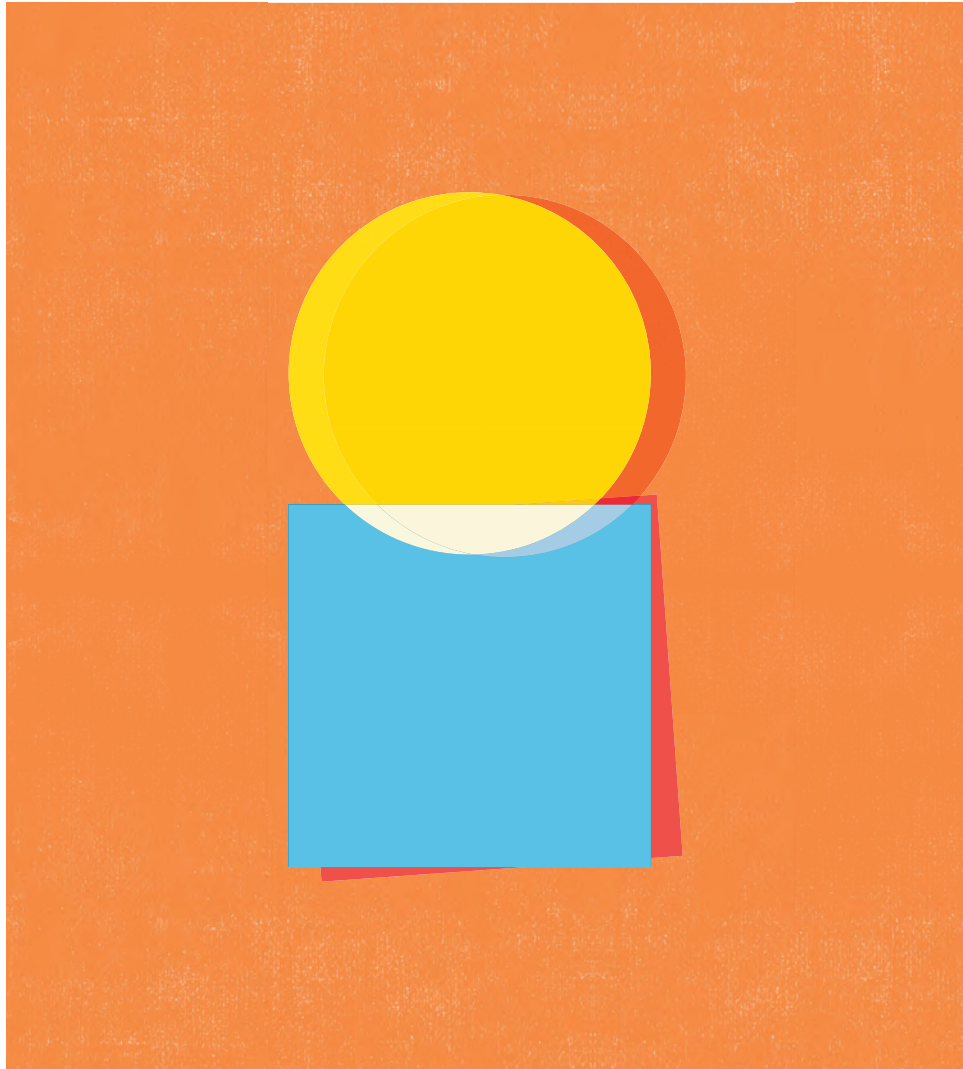
STAFF T-SHIRTS

Each staff member will wear a T-shirt, by using each symbol their name badge will distinguish which sector they work in.



TOILETS SIGNS

Using shapes to display male and female toilets.



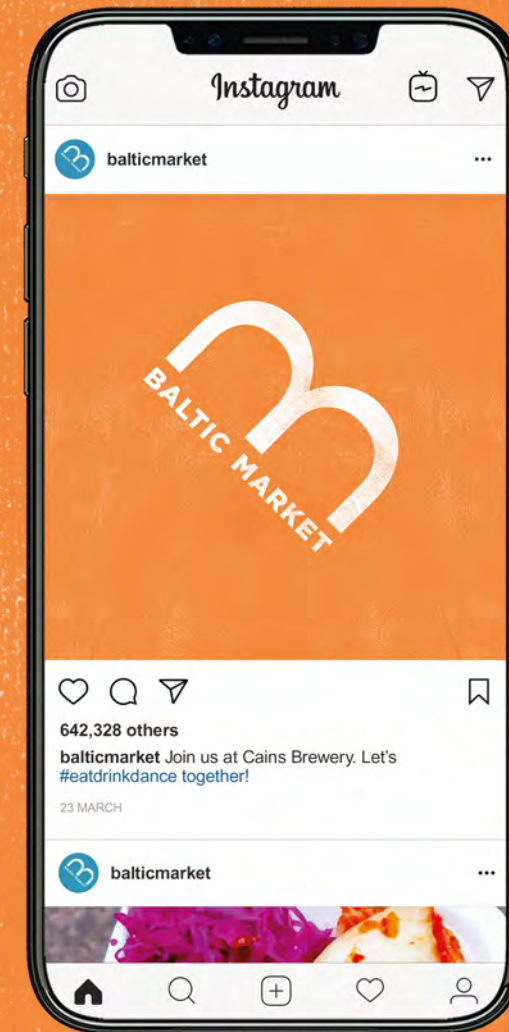
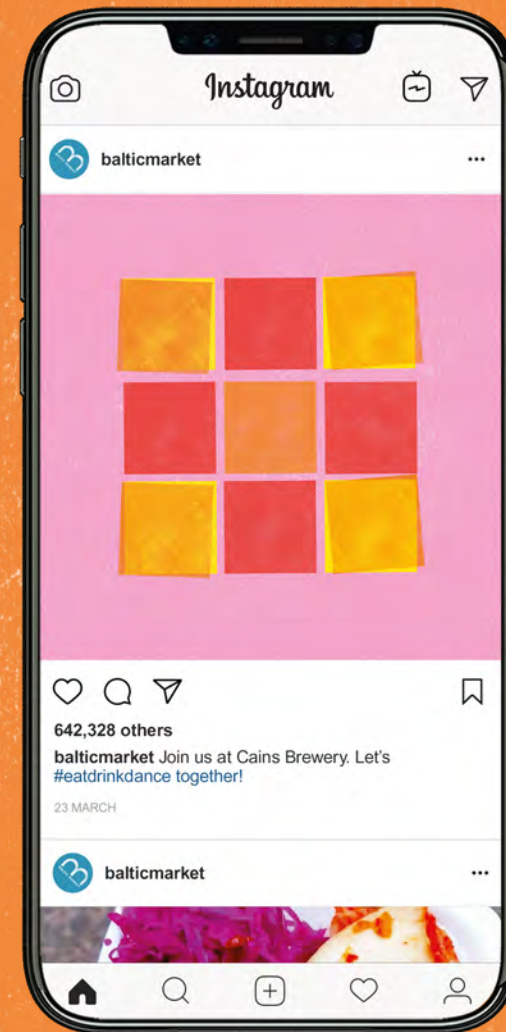
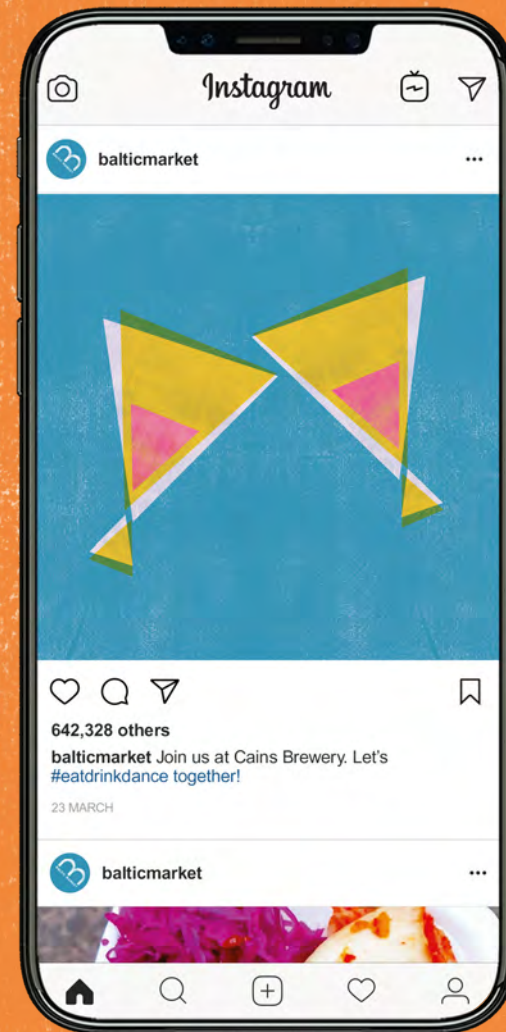
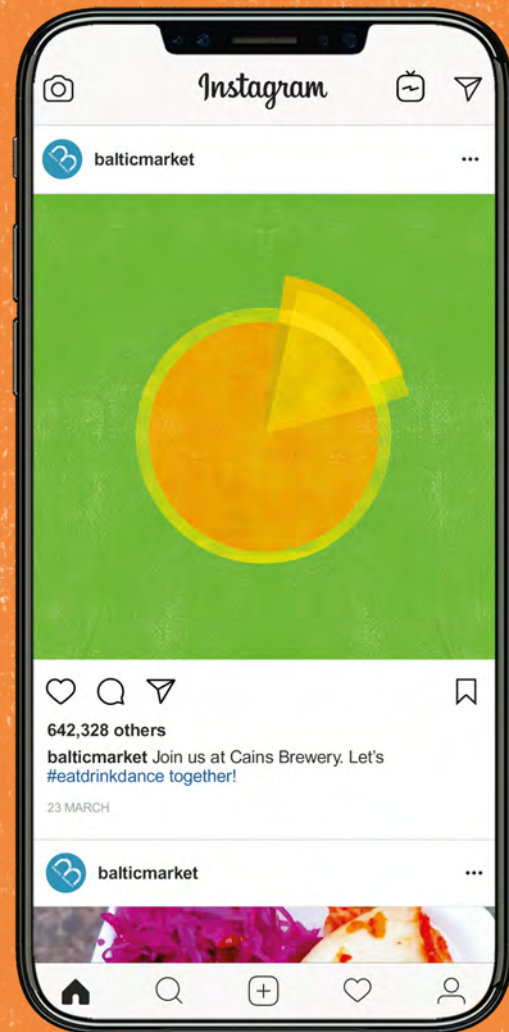
EVENT POSTERS

Baltic Market hold events regularly. On these posters all shapes will be incorporated into the graphics to showcase each event.



SOCIAL MEDIA

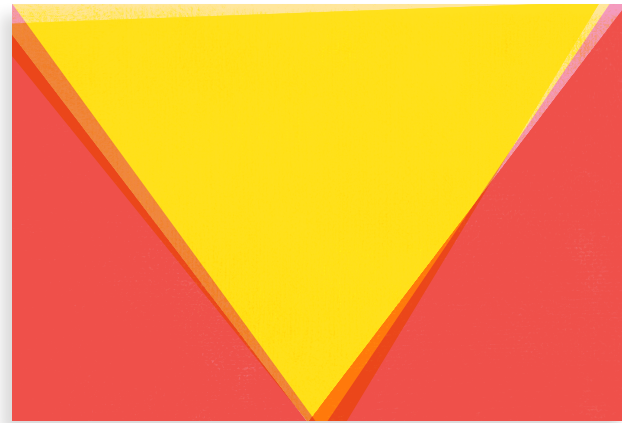
Using moving image to create Instagram posts.



ADDITIONAL TOUCH POINTS

Using triangles to create the letter 'M' for our membership cards enabling visitors to receive discounts on food, drink and events.

By placing our shapes at the bottom of our tote bag this gives the impression of your items falling to the bottom of your bag.



BRIEF

Change the lives of young female athletes in London, focusing on tennis.

PROBLEM

Over 25% of girls between the ages of 14-17 stop involvement with sport, with almost half of them citing pee pressure. adidas aims to take tennis, a primarily middle class sport, and make it accessible to all.

A PROJECT BY AMBER CHEYNE



SLAM

adidas SLAM is changing the rules.
We'll take over the walls of LDN and
bring tennis to the streets.



SLAM

ON THE STREETS

Walls are used to improve accuracy and flexibility proven by professionals like Serena and Venus Williams, as they grew up practicing tennis against walls. By taking over the walls in all boroughs of London, this makes it more accessible for girls as they are not travelling outside of their neighbourhoods.

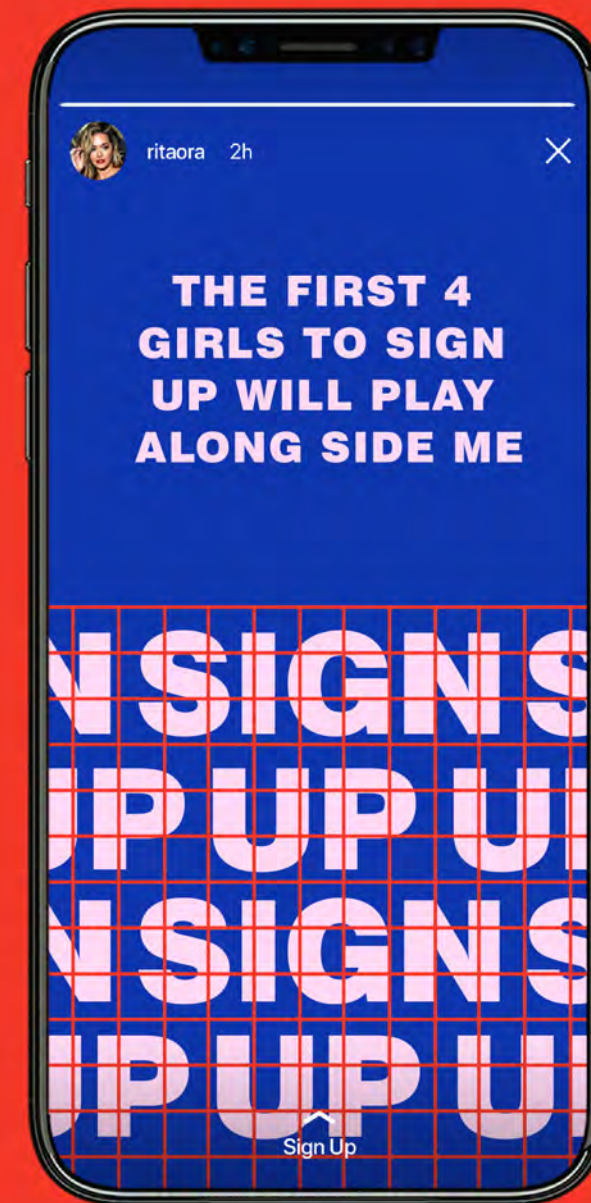




SLAM

LAUNCH CAMPAIGN

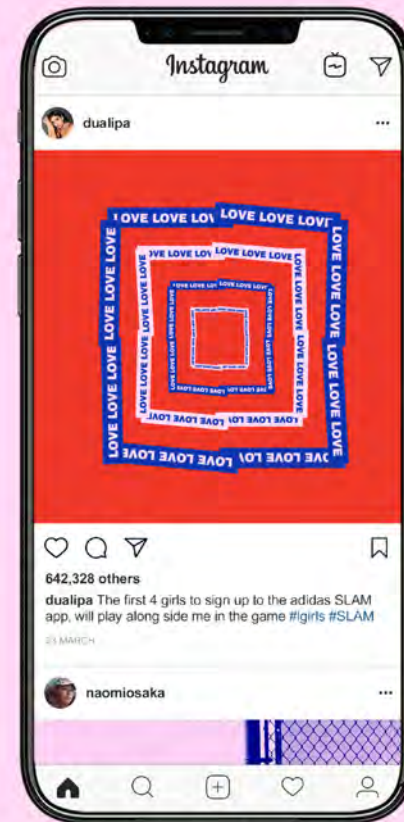
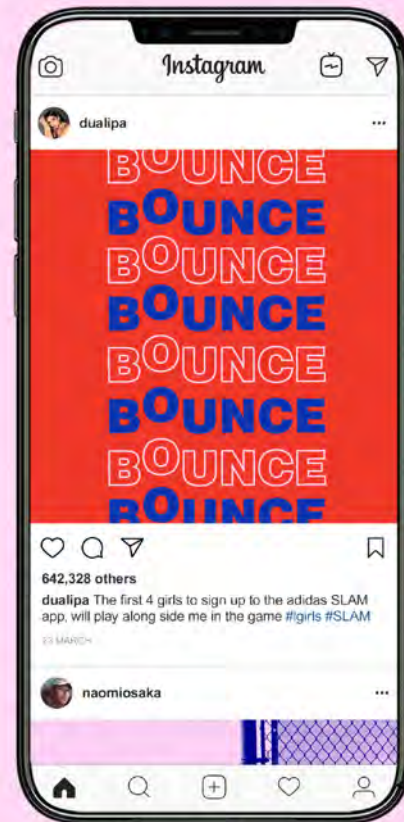
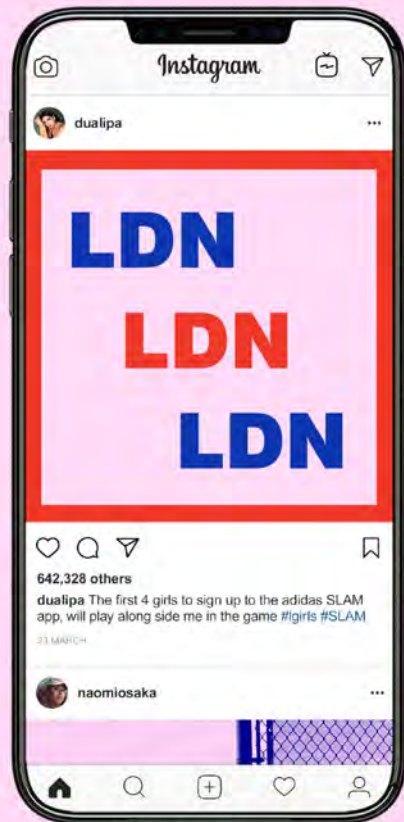
To launch adidas SLAM we will take over the Insta profiles of our adidas ambassadors. We will use Rita Ora and Dua Lipa to invite girls to sign up to their teams. The first four girls to sign up will play alongside them on our adidas SLAM walls. As these ambassadors are not athletes this shows that all girls can get involved.



adidas

SLAM

SOCIAL MEDIA





SLAM

ADIDAS SLAM APP

The adidas SLAM app is a place to organise and rally your girls together. The app also enables you to experience exclusive features. Let's move together and upload your entries to challenges set by our adidas ambassadors and women in tennis. Spread the love and share your entries. Women's sport make up only 7% of all sports coverage in the UK. The app will enable girls to experience the love by watching exclusive talks and live action tennis games.

