creative

Target Soccer CR
San Diego - Hanna Gundrum

July 27, 2020

All information contained is
strictly confidential.

Artwork Breakdown

The animal figures convey playfulness and the soccer itself. Above: visual representation of the “go for it!” copy seen later in the design.

Plants native to San Diego, including palm trees, monstera plants, cacti and more.

Soccer icons are a celebration and love for the game- whether it be orange slices at half time, jumping through the air after a ball or the winning trophy.

House / apartments symbolize community, and are representative of the types of homes found in the area.

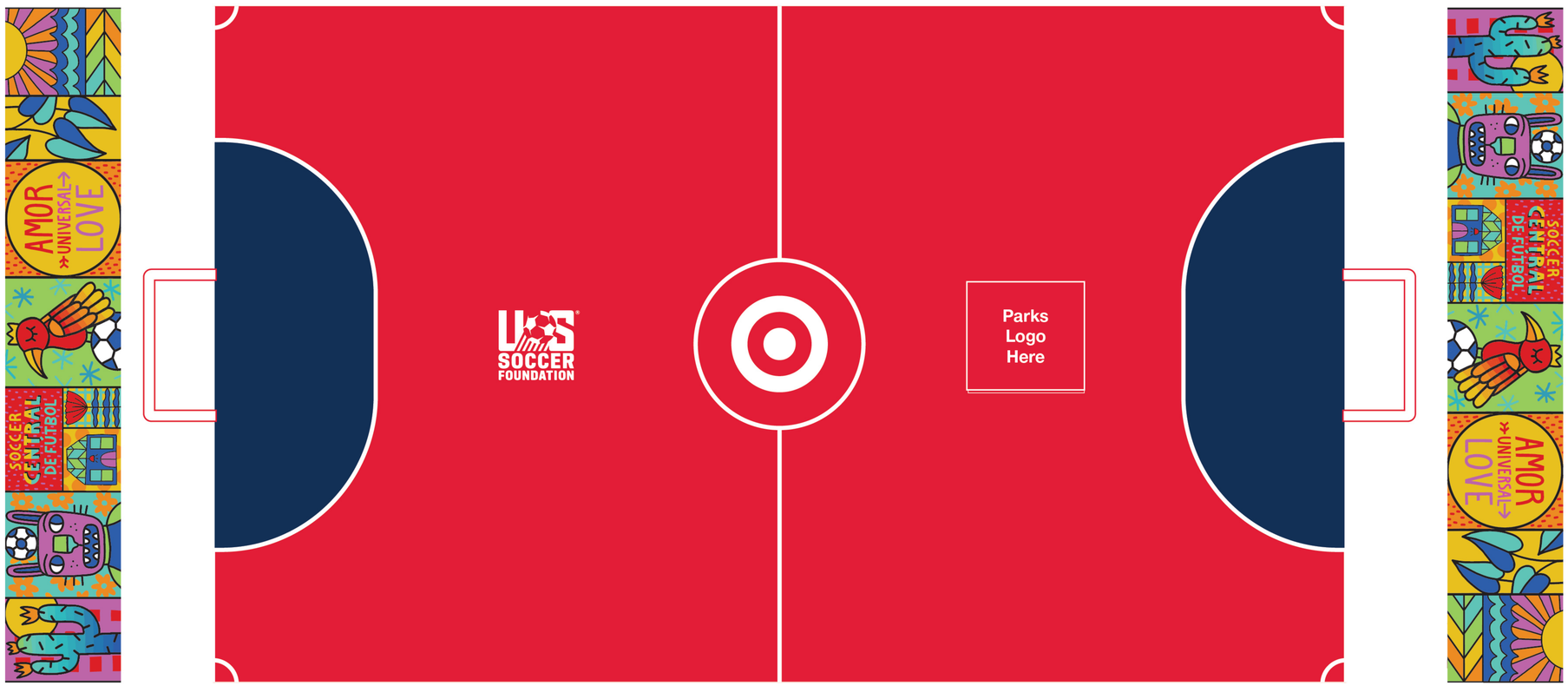
Spanish to English cognates

Soccer icons are a celebration and love for the game- whether it be orange slices at half time, jumping through the air after a ball or the winning trophy.

Copy to convey a sense of teamwork, confidence, and positivity.

Plants native to San Diego, including palm trees, monstera plants, cacti and more.

Goal Line Windscreens



Thank you