

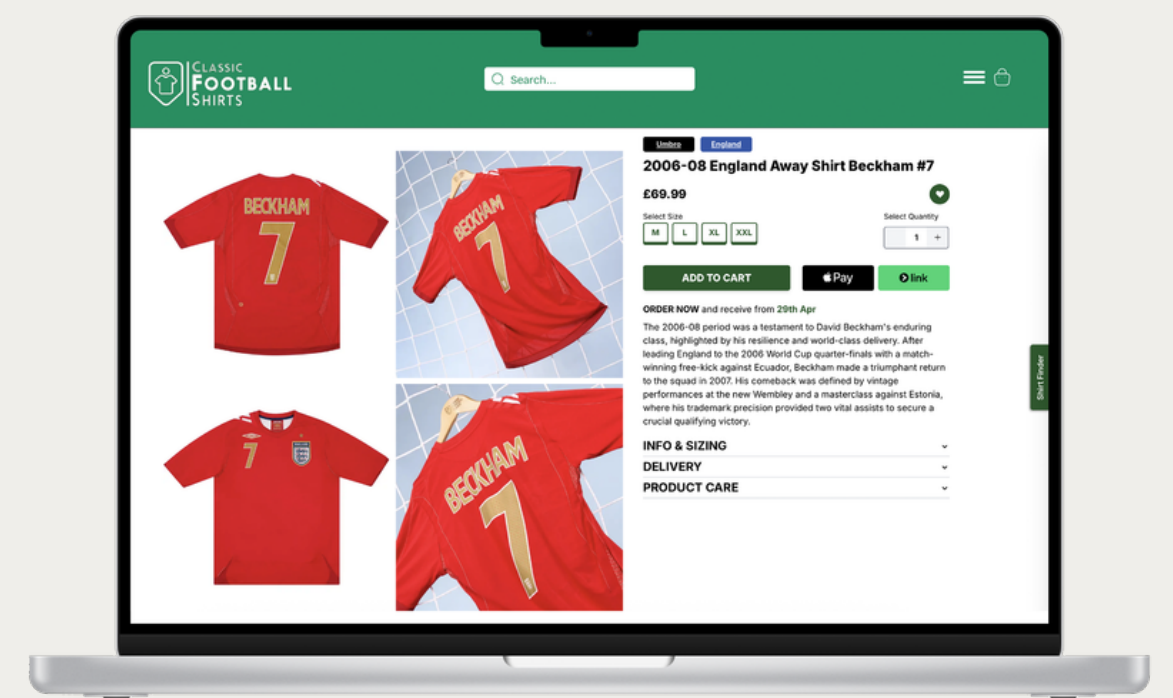
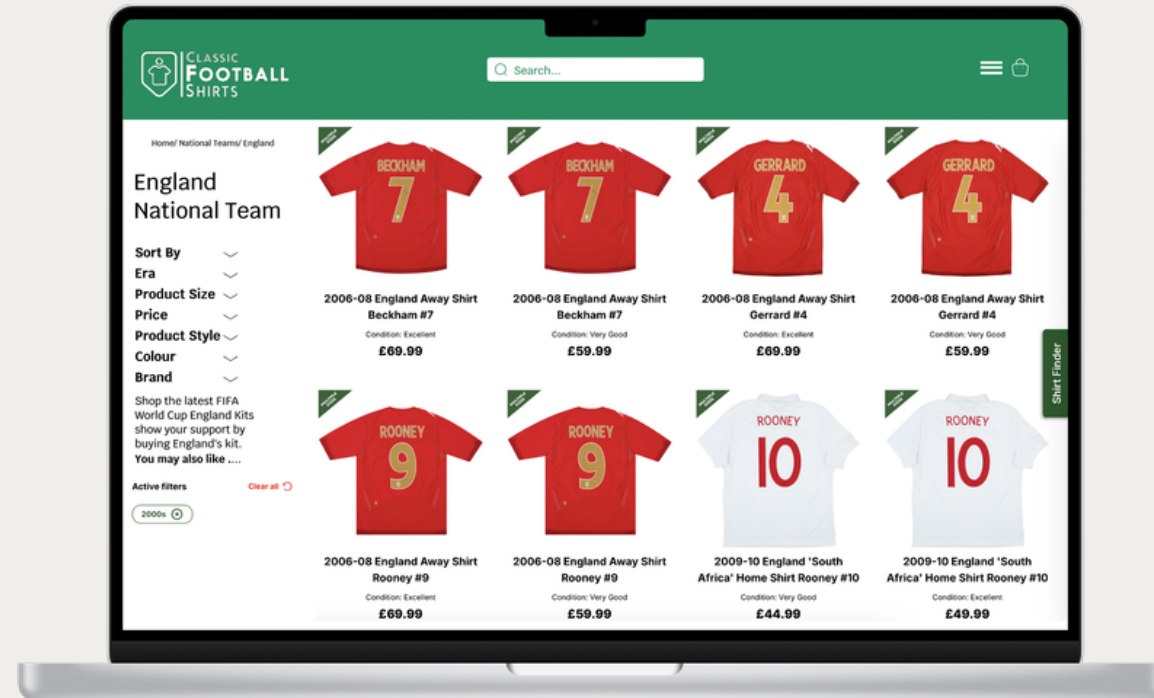
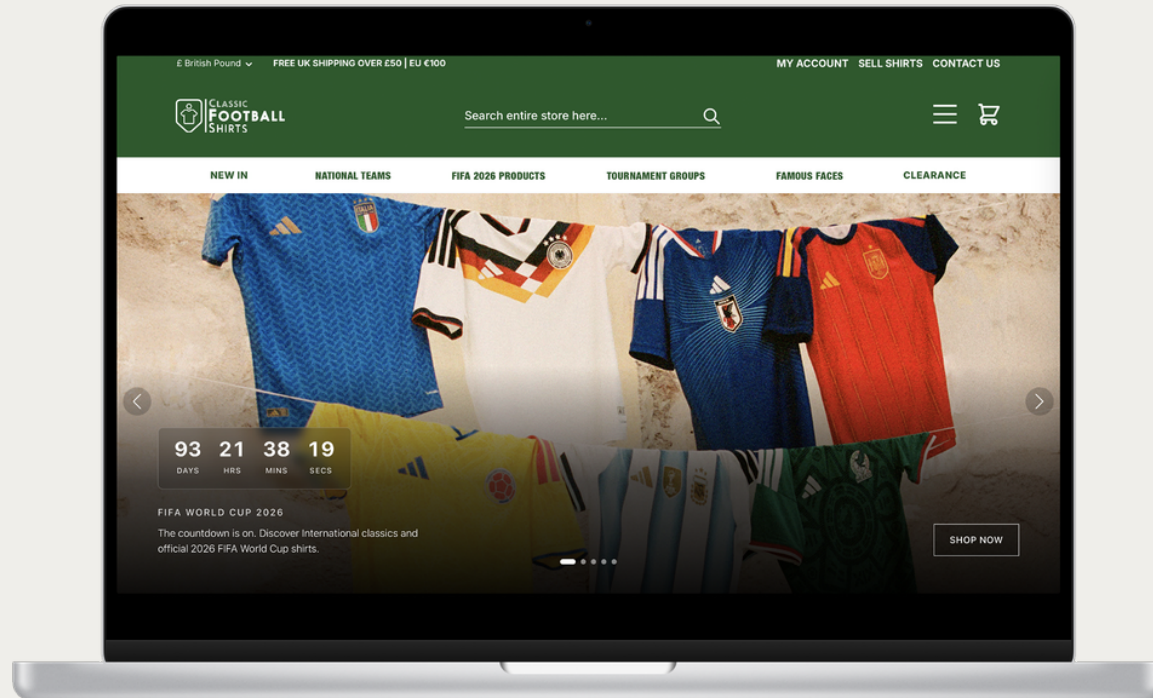
\* Final Design Portfolio

# Style Guide



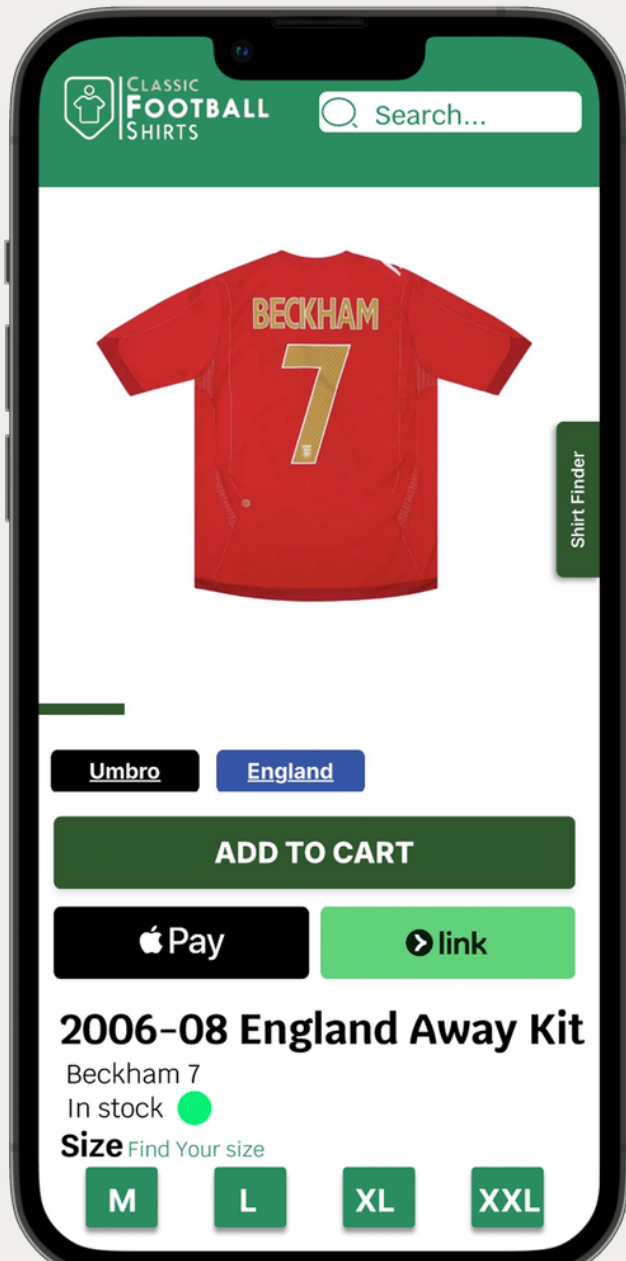
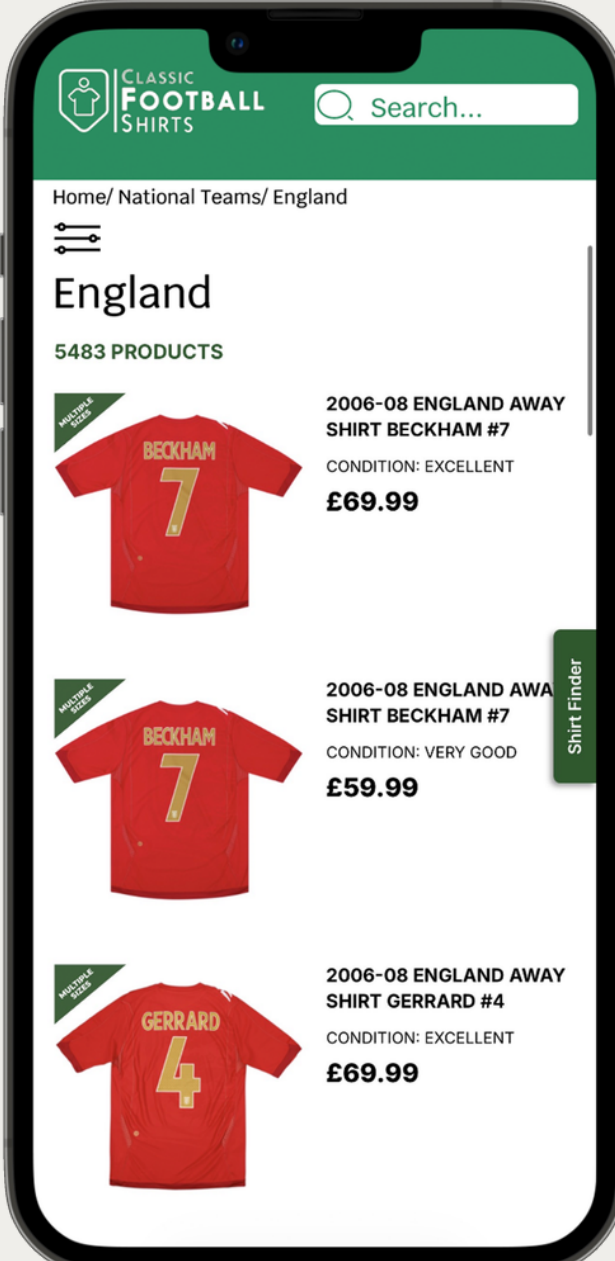
# Web Design

Landing Page  
Home Page  
PLP (Product Listing Page)  
PDP (Product Detail Page)



# Mobile Design

- Landing Page
- Home Page
- PLP (Product Listing Page)
- PDP (Product Detail Page)





WATCH PARTY CHALLENGE

# WHO'S GOT THE KIT?

Wear your most iconic vintage shirt.  
Post your crew. Win a free one.

- 01 **Wear It**
- 02 **Post It**
- 03 **Win It**

## The Campaign

Wear a shirt post it and you could potentially win a free shirt from classic football shirts  
 Aim is to engage the lad pub culture where you and your friends wear the most iconic shirt you have.

# Social media



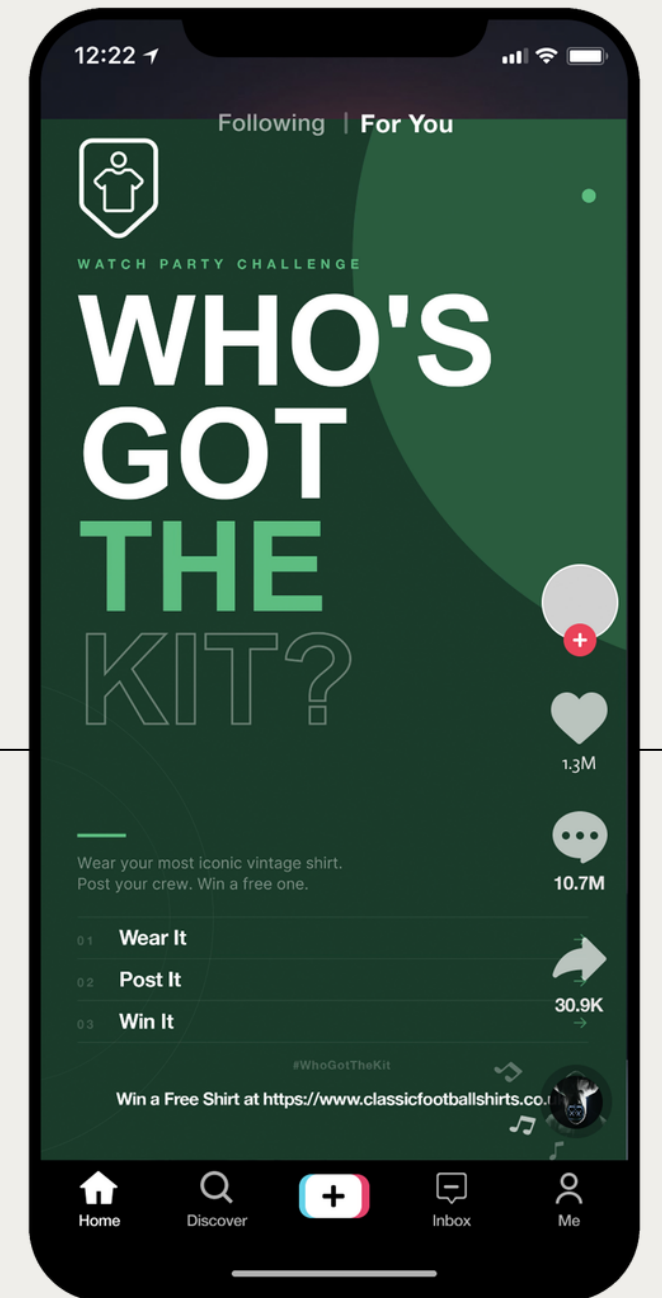
### #WhoGotTheKit

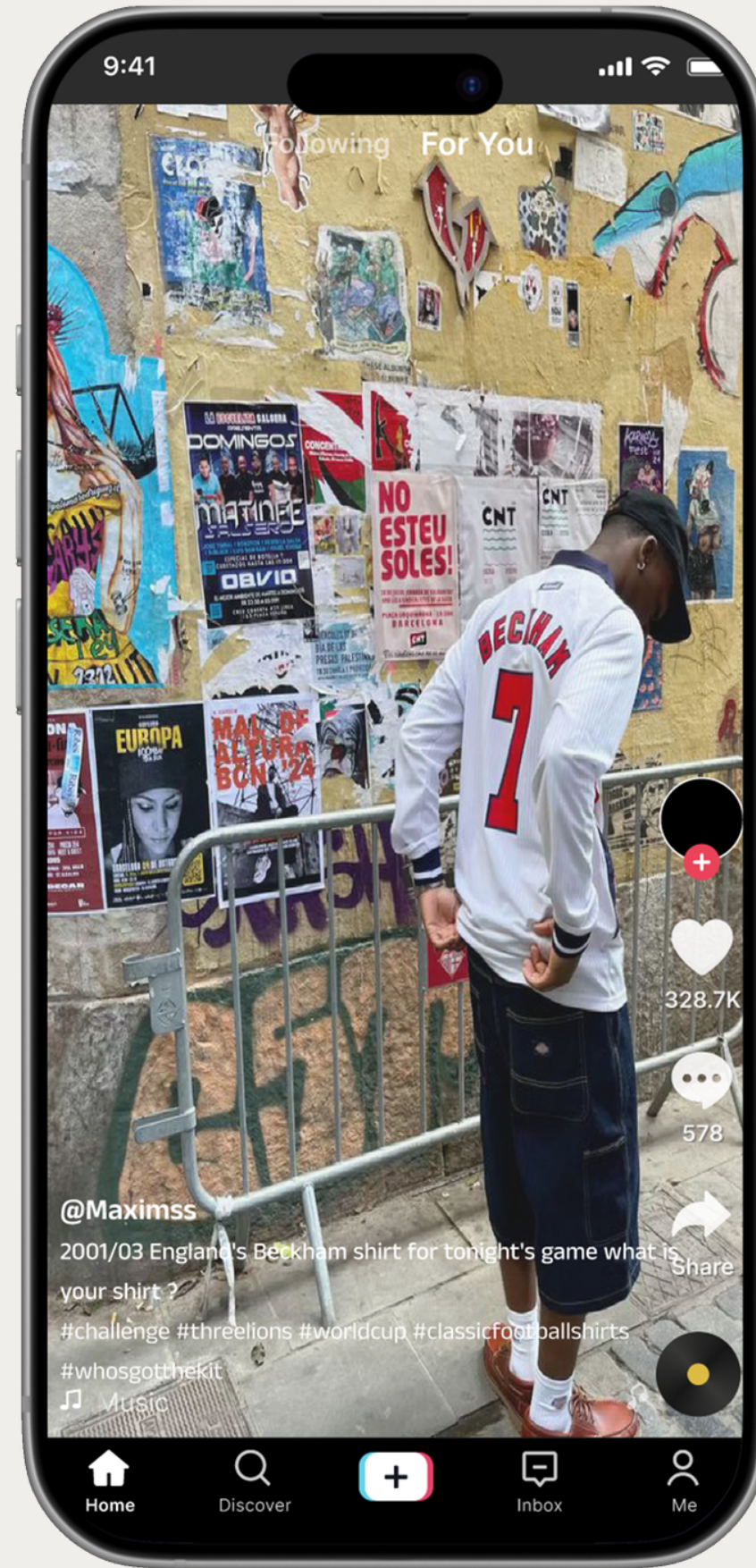
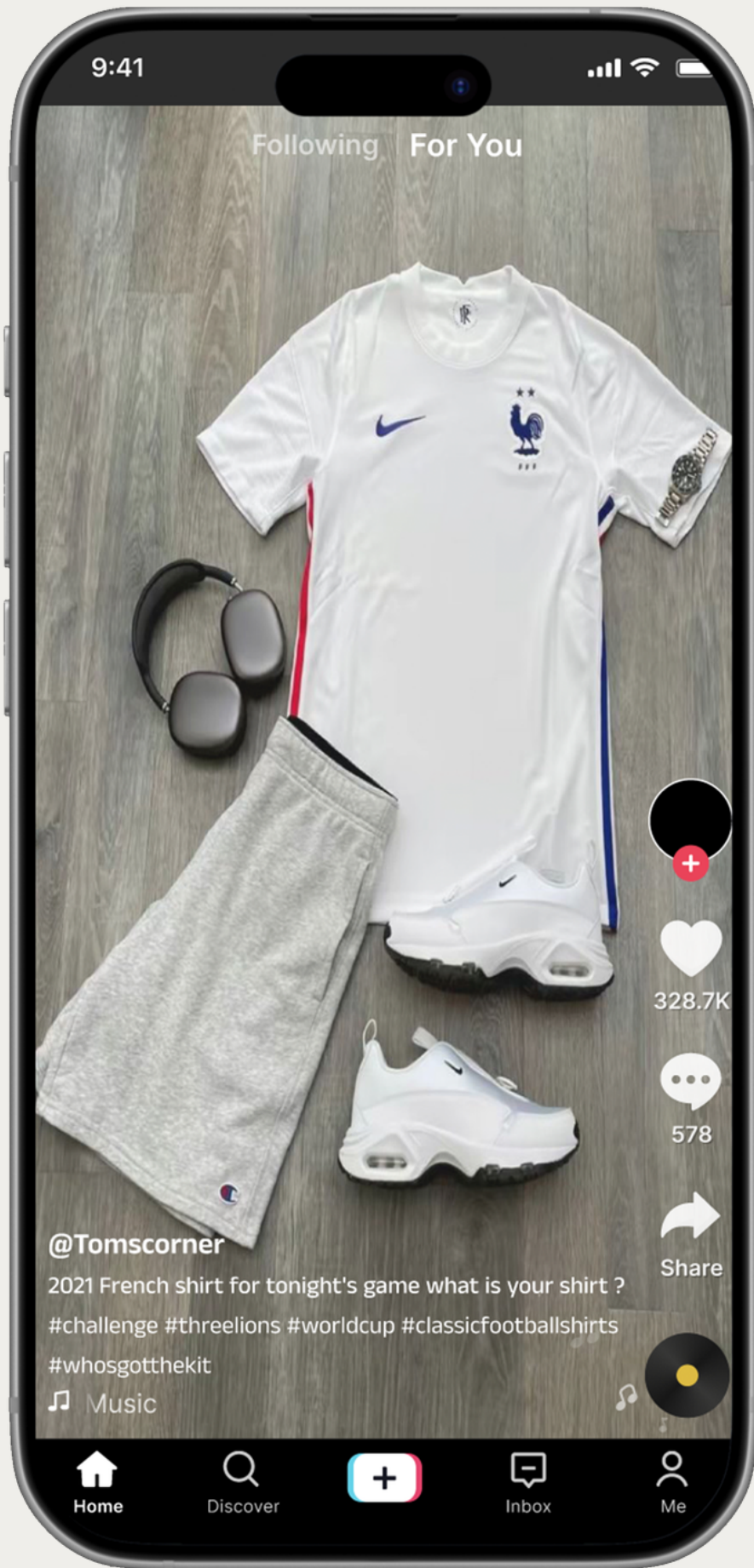
The World Cup watch party kit battle.  
Wear the rarest shirt. Win a free one.

- 01 **Wear It** Most iconic shirt
- 02 **Post It** TikTok your crew
- 03 **Win It** Free shirt up for grabs

**Win a Free Shirt**  
classicfootballshirts.co.uk

ENTER NOW





## The Campaign

Wear a shirt post it and you could potentially win a free shirt from classic football shirts

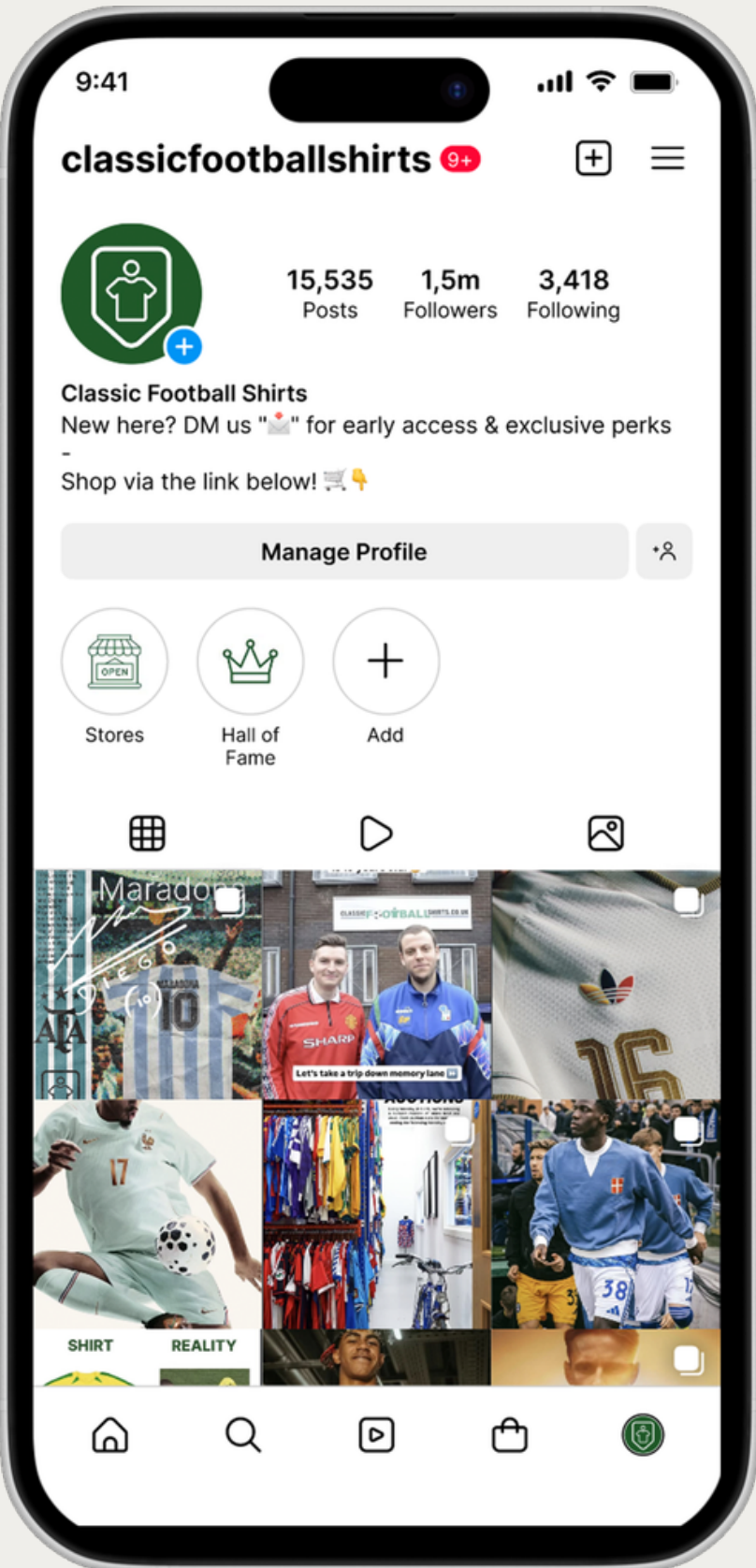
Aim is to engage the lad pub culture where you and your friends wear the most iconic shirt you have.

# Social media

Instagram Posts



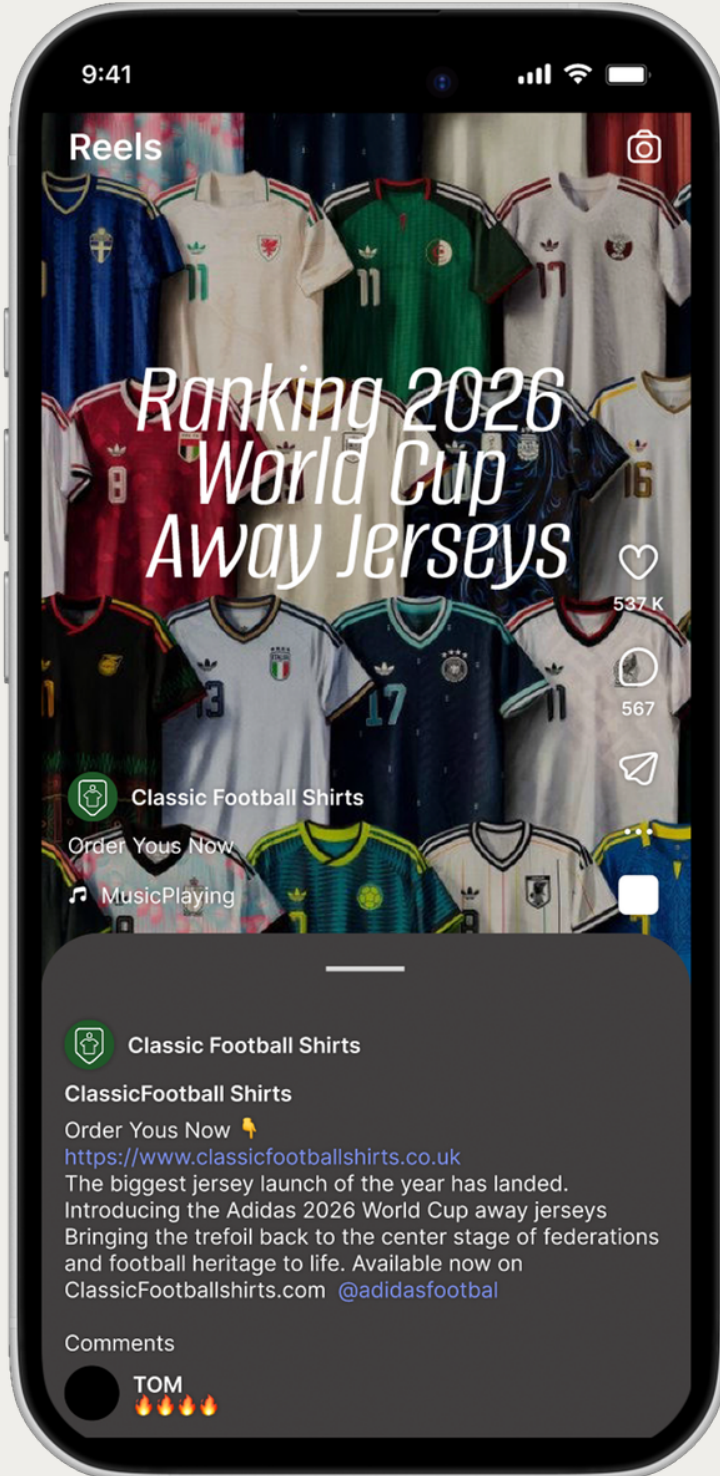
# Instagram Posts



Our teams aim was to focus on social media due to classic football shirts huge presence on all of the social media platforms



Instagram Reels



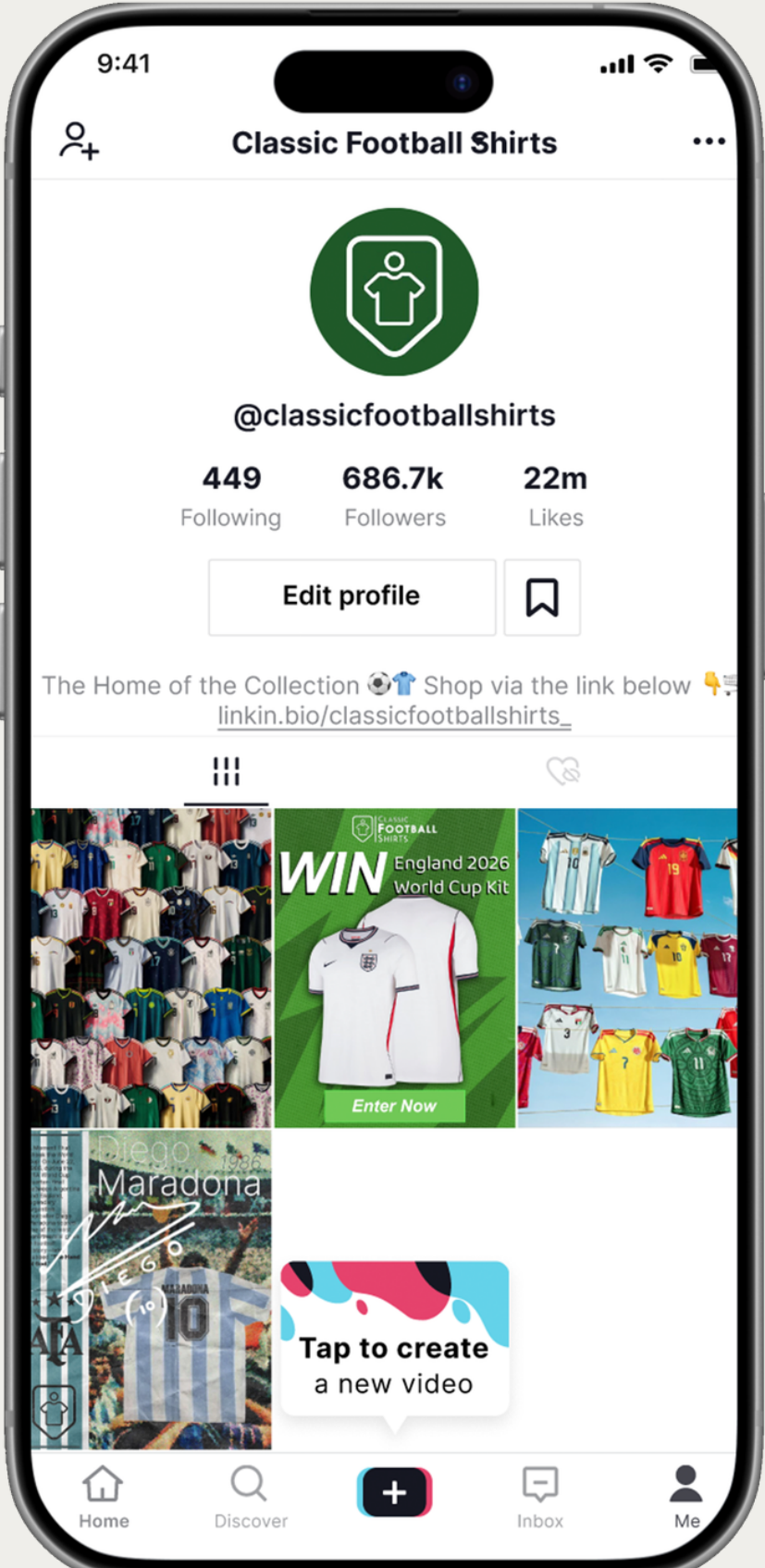
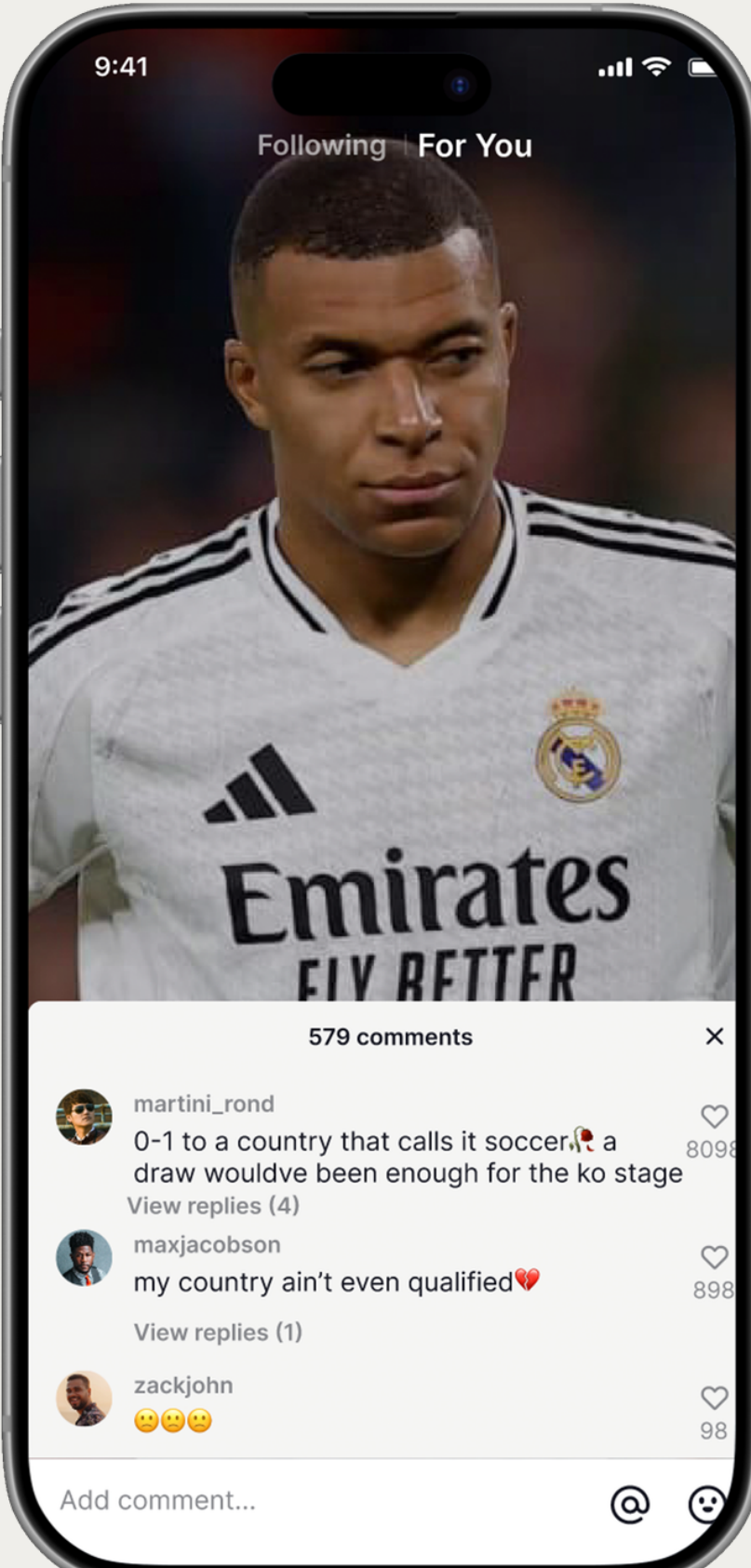
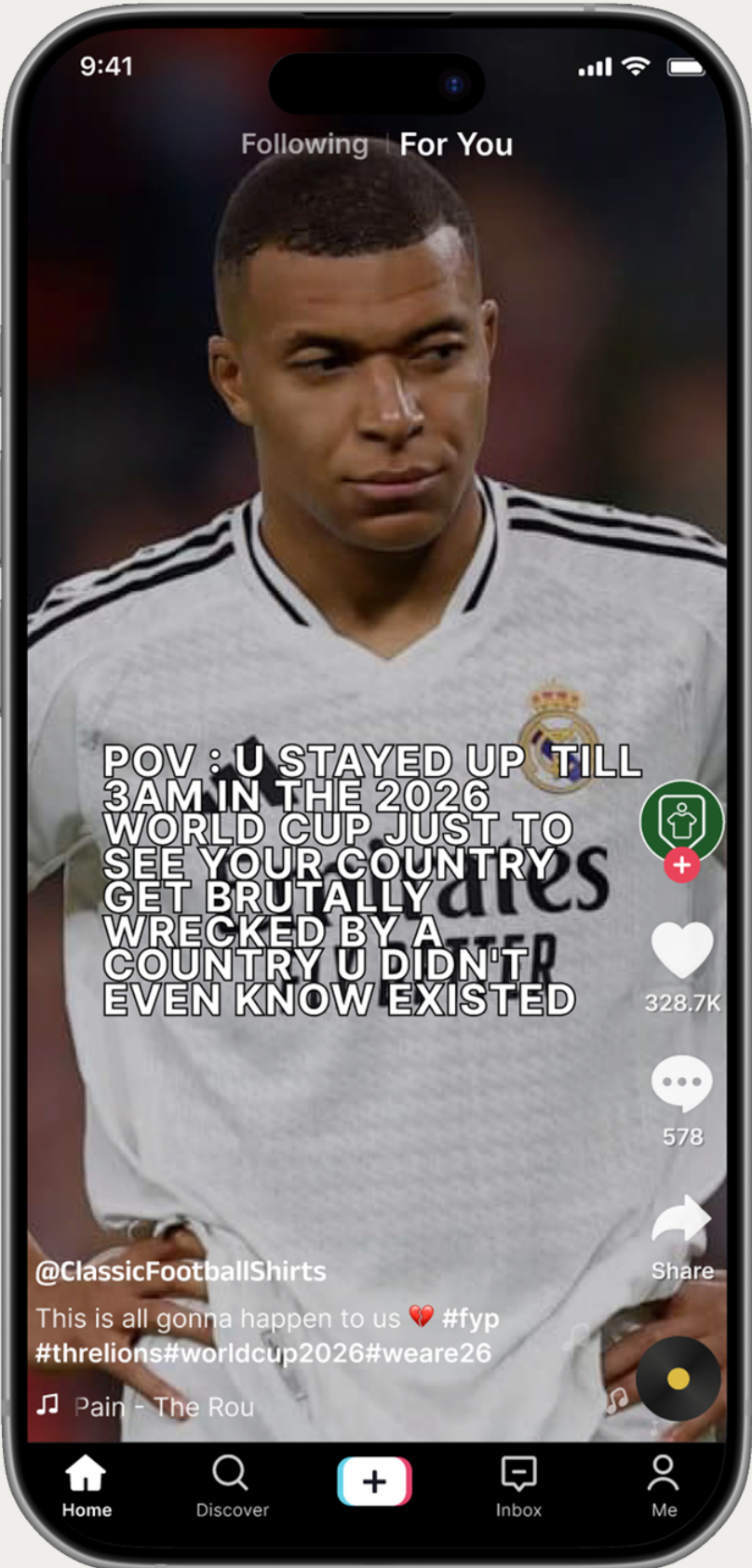
Sponsored Stories

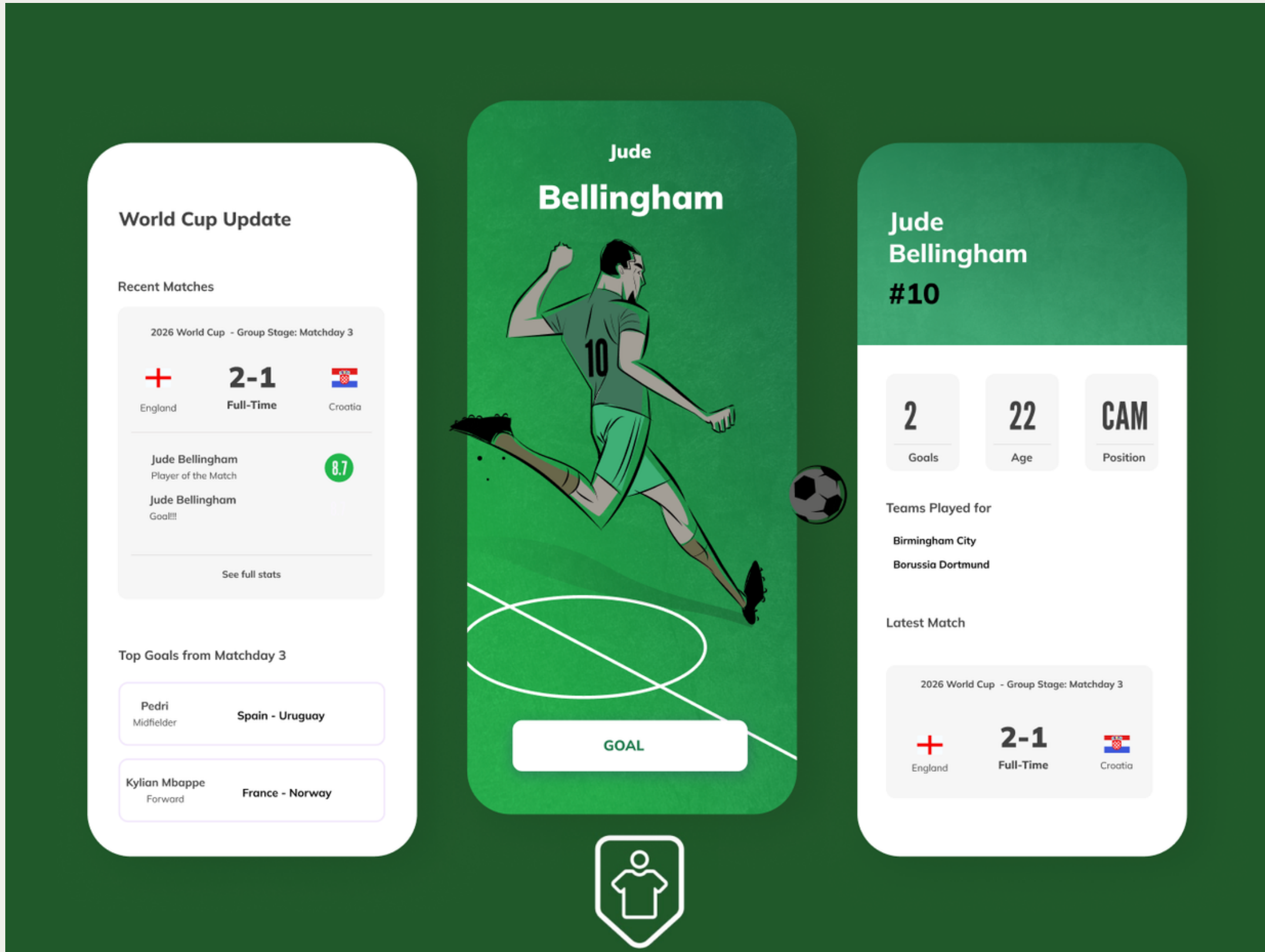


Giveaways



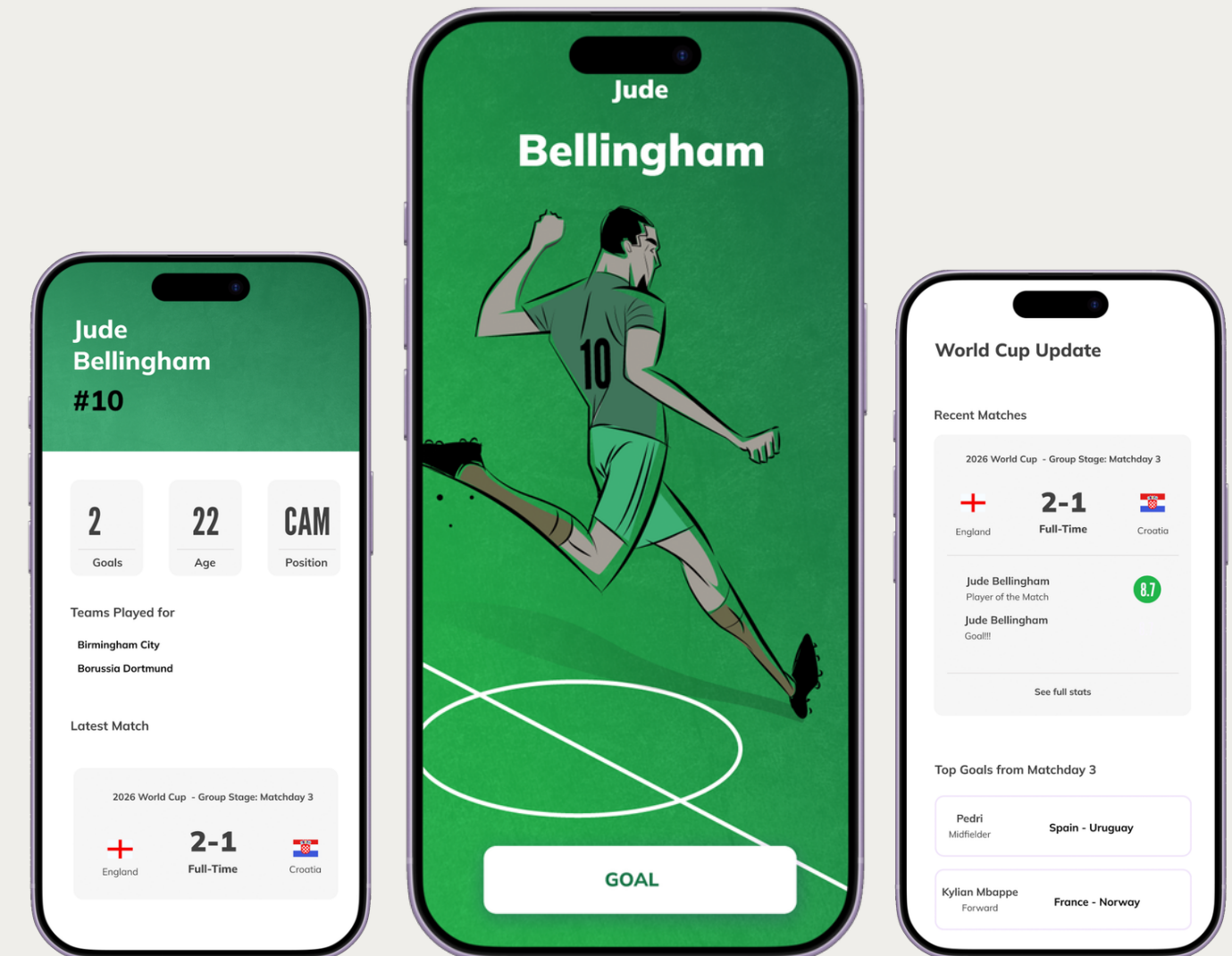
TikToks



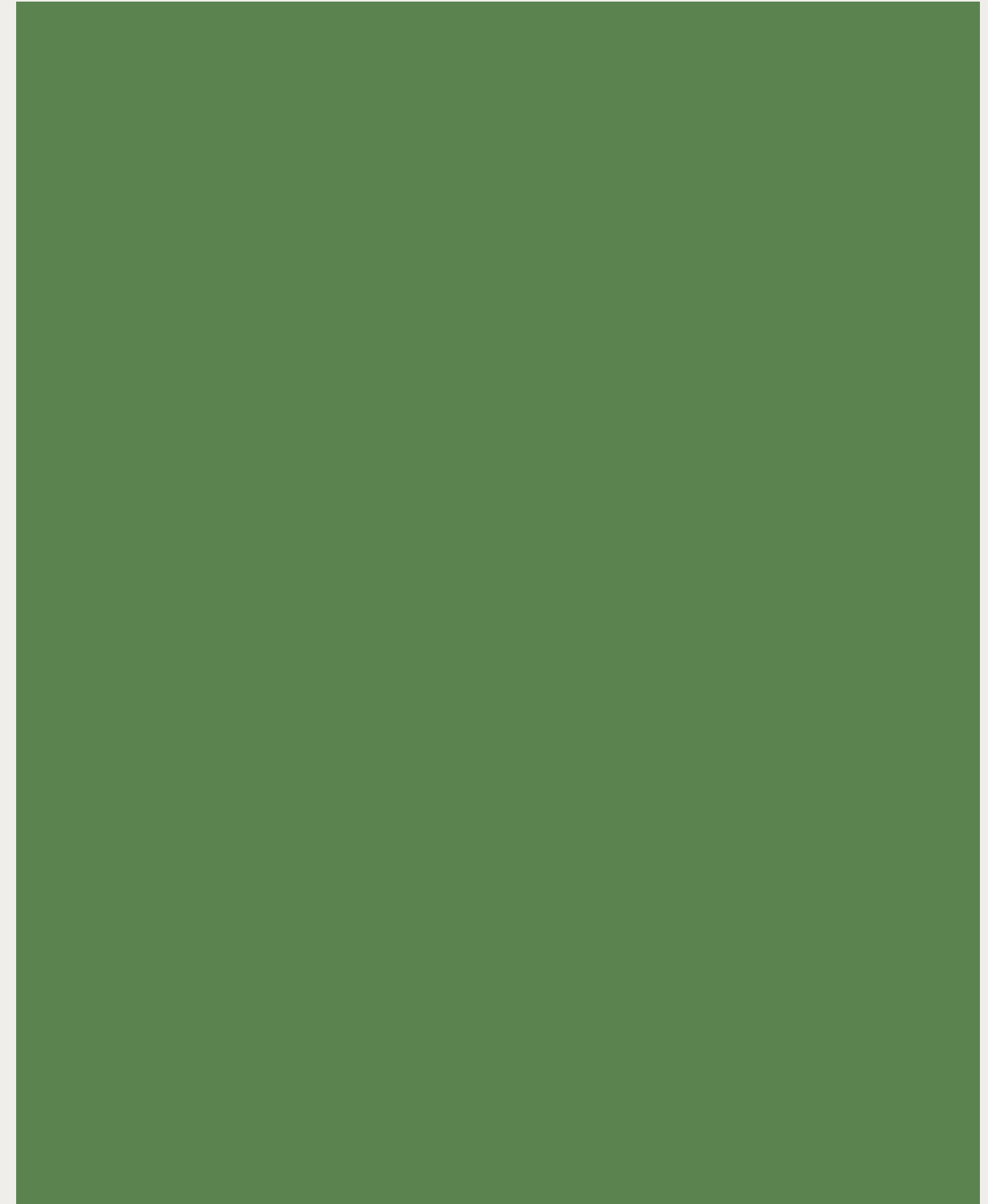


## Highlight App

From further work with the marketing team we decided to create an app that will be based around highlights of the world cup as the World cup is in the states not everyone will be able to follow the games so we want to make aa one place where you can do it all buys shirts and also be updated with all the games.



# Motion



# Physical Outputs



# Print Campaign

## Fixtures Poster

**WORLD CUP 2026**  
USA CANADA MEXICO

The poster displays the tournament schedule from the Round of 32 to the Final. It includes 16 groups (A-L) with their respective fixtures and a central knockout bracket. The final match is W101 vs W102.

**GROUP A**  
Mexico vs South Africa, South Korea vs Czechia, Czechia vs South Africa, Mexico vs South Korea, Czechia vs Mexico, South Africa vs South Korea

**GROUP B**  
Canada vs BH, Qatar vs Switzerland, Switzerland vs BH, Canada vs Qatar, Switzerland vs Canada, BH vs Qatar

**GROUP C**  
Brazil vs Morocco, Haiti vs Scotland, Scotland vs Morocco, Brazil vs Haiti, Scotland vs Brazil, Morocco vs Haiti

**GROUP D**  
USA vs Paraguay, Australia vs Türkiye, USA vs Australia, Türkiye vs Paraguay, Türkiye vs USA, Paraguay vs Australia

**GROUP E**  
Germany vs Curacao, Ivory Coast vs Ecuador, Germany vs Ivory Coast, Ecuador vs Curacao, Curacao vs Ivory Coast, Ecuador vs Germany

**GROUP F**  
Netherlands vs Japan, Sweden vs Tunisia, Netherlands vs Sweden, Tunisia vs Japan, Japan vs Sweden, Tunisia vs Netherlands

**GROUP G**  
Belgium vs Egypt, Iran vs New Zealand, Belgium vs Iran, New Zealand vs Egypt, Egypt vs Iran, New Zealand vs Belgium

**GROUP H**  
Spain vs Cape Verde, Saudi Arabia vs Uruguay, Spain vs Saudi Arabia, Uruguay vs Cape Verde, Cape Verde vs Saudi Arabia, Uruguay vs Spain

**GROUP I**  
France vs Senegal, Iraq vs Norway, France vs Iraq, Norway vs Senegal, Norway vs France, Senegal vs Iraq

**GROUP J**  
Argentina vs Algeria, Austria vs Jordan, Argentina vs Austria, Jordan vs Algeria, Algeria vs Austria, Jordan vs Argentina

**GROUP K**  
Portugal vs DR Congo, Uzbekistan vs Columbia, Portugal vs Uzbekistan, Columbia vs DR Congo, Columbia vs Portugal, DR Congo vs Uzbekistan

**GROUP L**  
England vs Croatia, Ghana vs Panama, England vs Ghana, Panama vs Croatia, Panama vs England, Croatia vs Ghana

**ROUND OF 32**  
1E M74, 3ABCDF, 1I M77, 3CDEFGH, 2A M73, 2B, 1F M75, 2C, 2K M83, 2L, 1H M84, 2J, 1D M81, 3DEFLJ, 1G M82, 3EHLJ

**ROUND OF 16**  
W74 M89, W77, W73 M90, W75, W83 M93, W84, W81 M94, W82

**QUARTER FINAL**  
W89 M97, W90, W97 M101, W96, W93 M98, W94

**THIRD PLACE**  
RU101 vs RU102

**SEMI FINAL**  
M102 vs W99, W100

**FINAL**  
W101 vs W102

## Postage Stamps



## Stickers

