

# PEORIA CITY SOCCER



KYLIE CUTTING, BRENNAN JACOBSON & SOPHIA COULTER

# GOALS:

- GRAB THE **ATTENTION & AWARENESS** OF THE COMMUNITY, YOUTH TEAMS, AND SUPPORTERS ETC.
- DESIGN SIMPLE, BUT **BOLD** STATEMENTS THROUGH VISUALS THAT THE AUDIENCE MAY INTERPRET HOWEVER THEY PLEASE!

PEORIA  
CITY

# **OUR BIG IDEA:**

- FOCUS ON THE **EMOTIONAL EXPERIENCE** OF SOCCER USING SIMPLE WORDS AND POWERFUL IMAGERY.



# **OUR BIG WORDS:**

*UNITY*

*LOYALTY*

*EMOTION*

*CULTURE*

*PASSION*

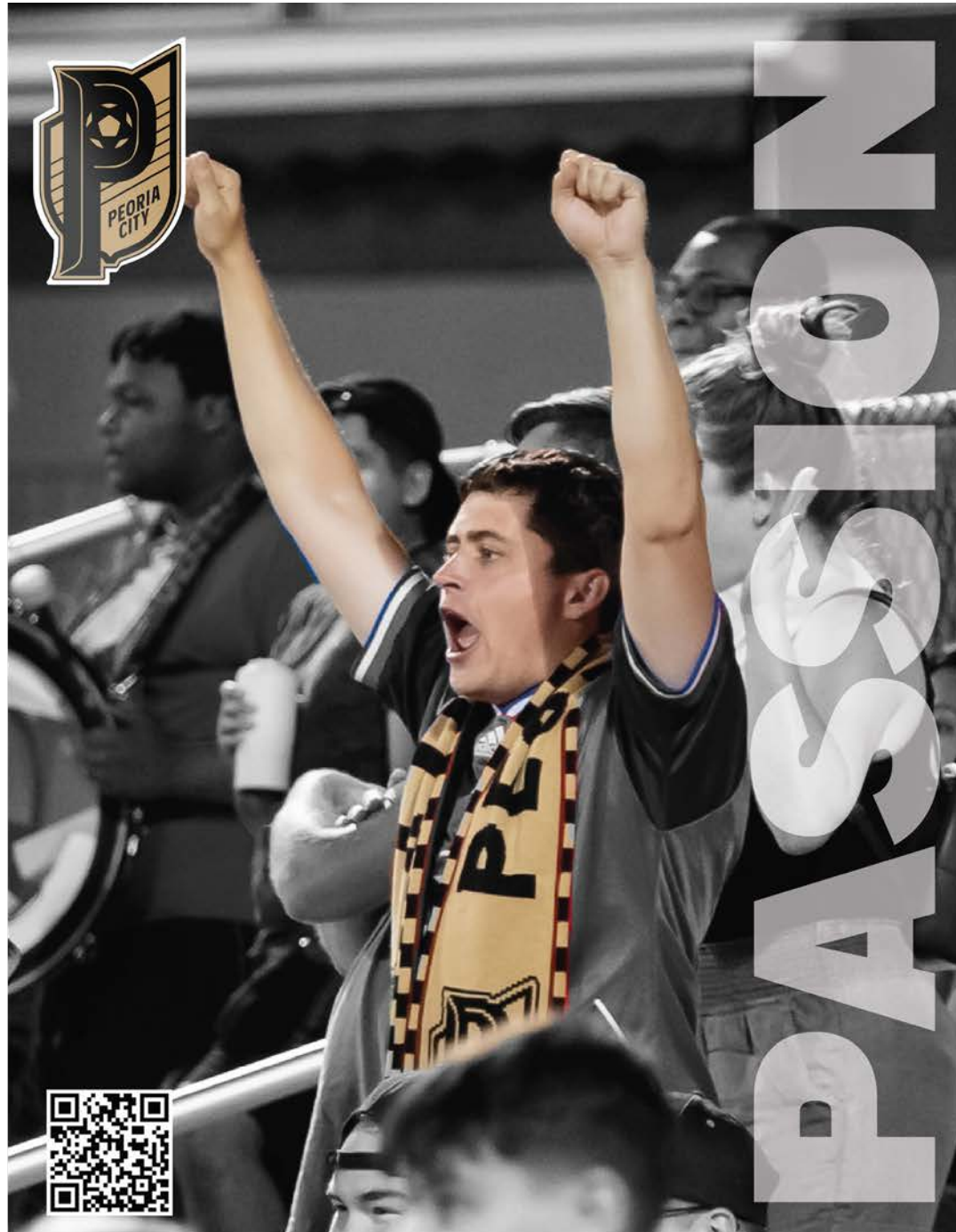
*PEORIA  
CITY*

# **AUDIENCE:**

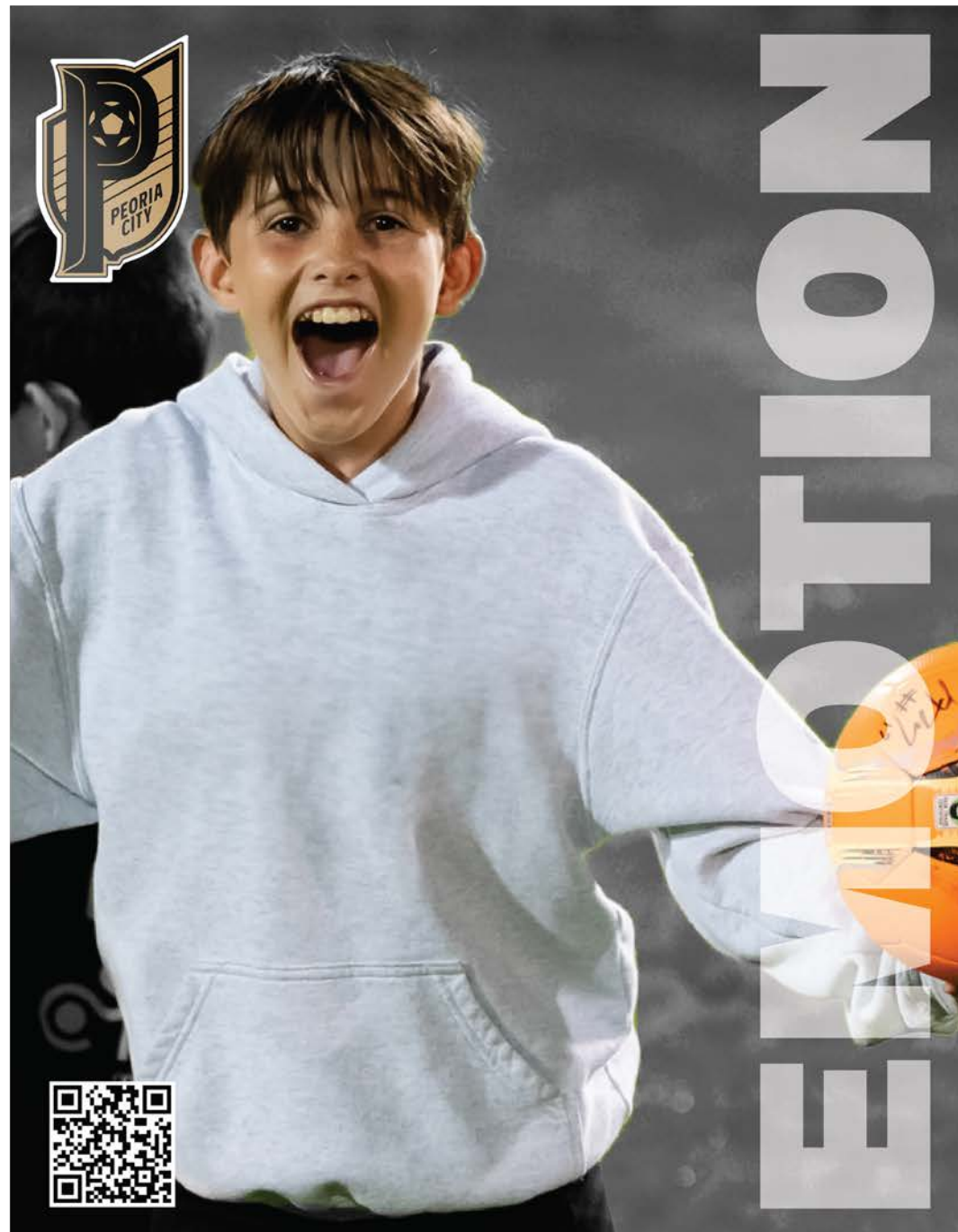
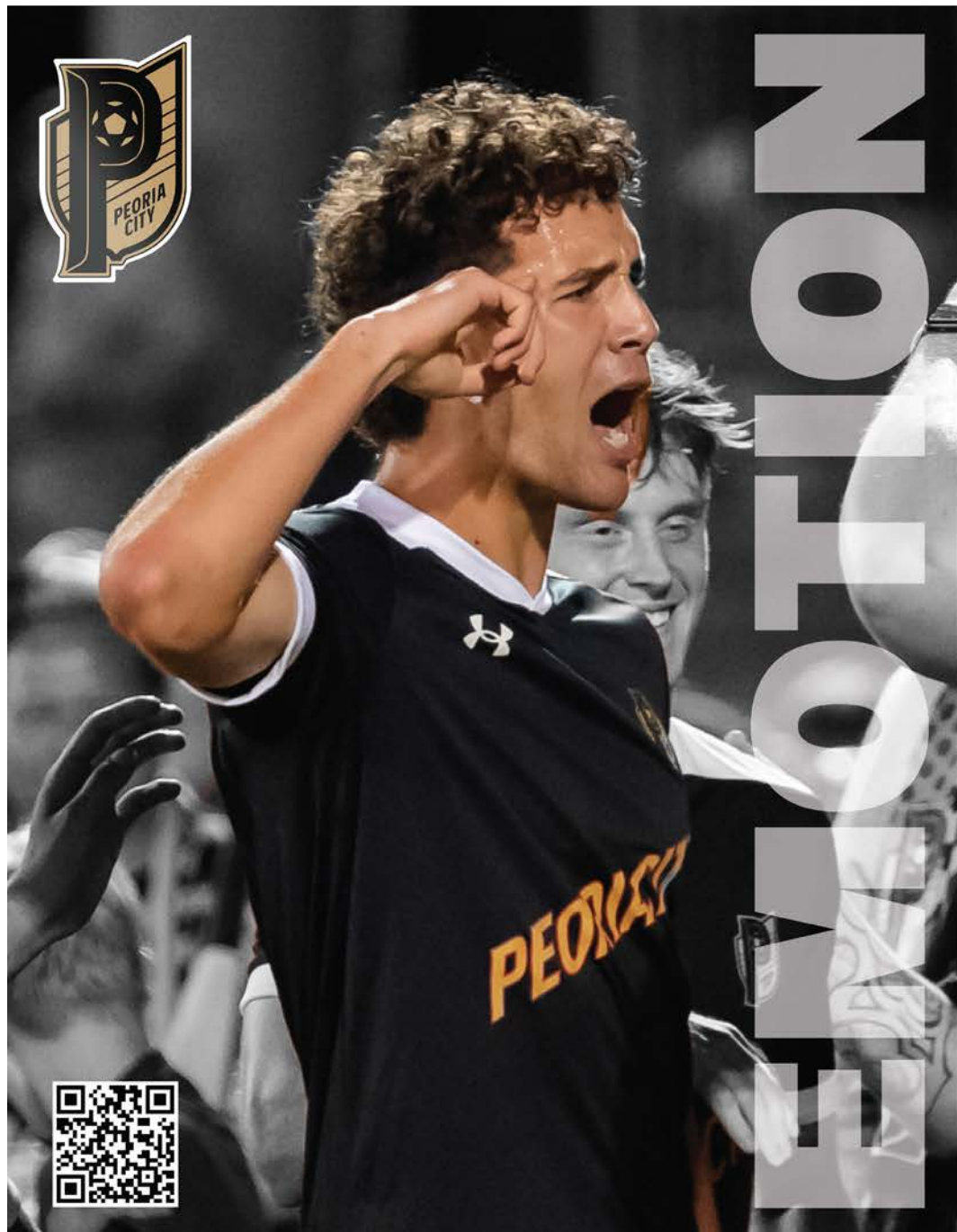
**PEOPLE WHO ARE **PASSIONATE** ABOUT THE GAME &  
POTENTIAL NEWCOMERS WHO CAN SUPPORT  
PEORIA CITY SOCCER!**



# OUR DESIGNS:



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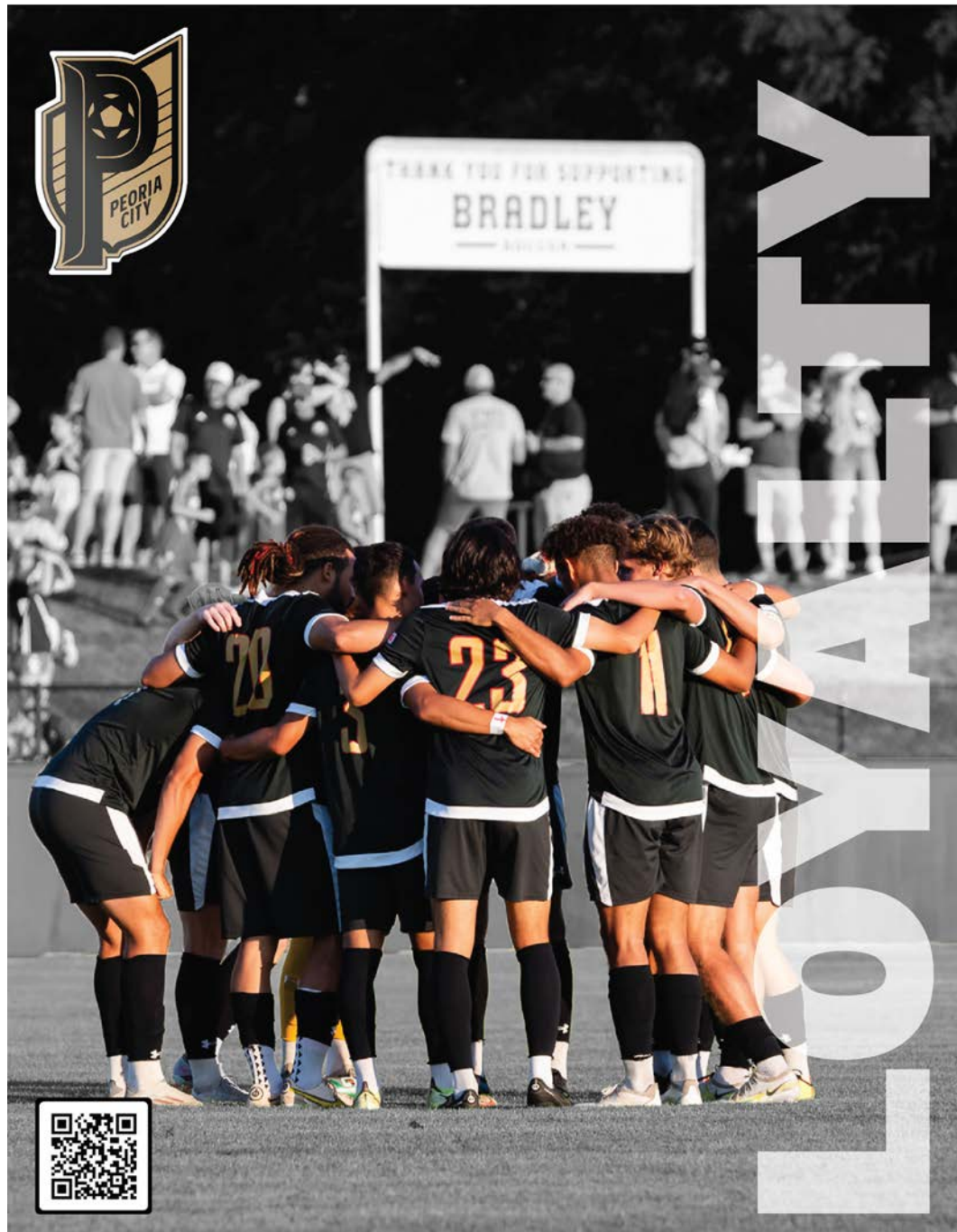


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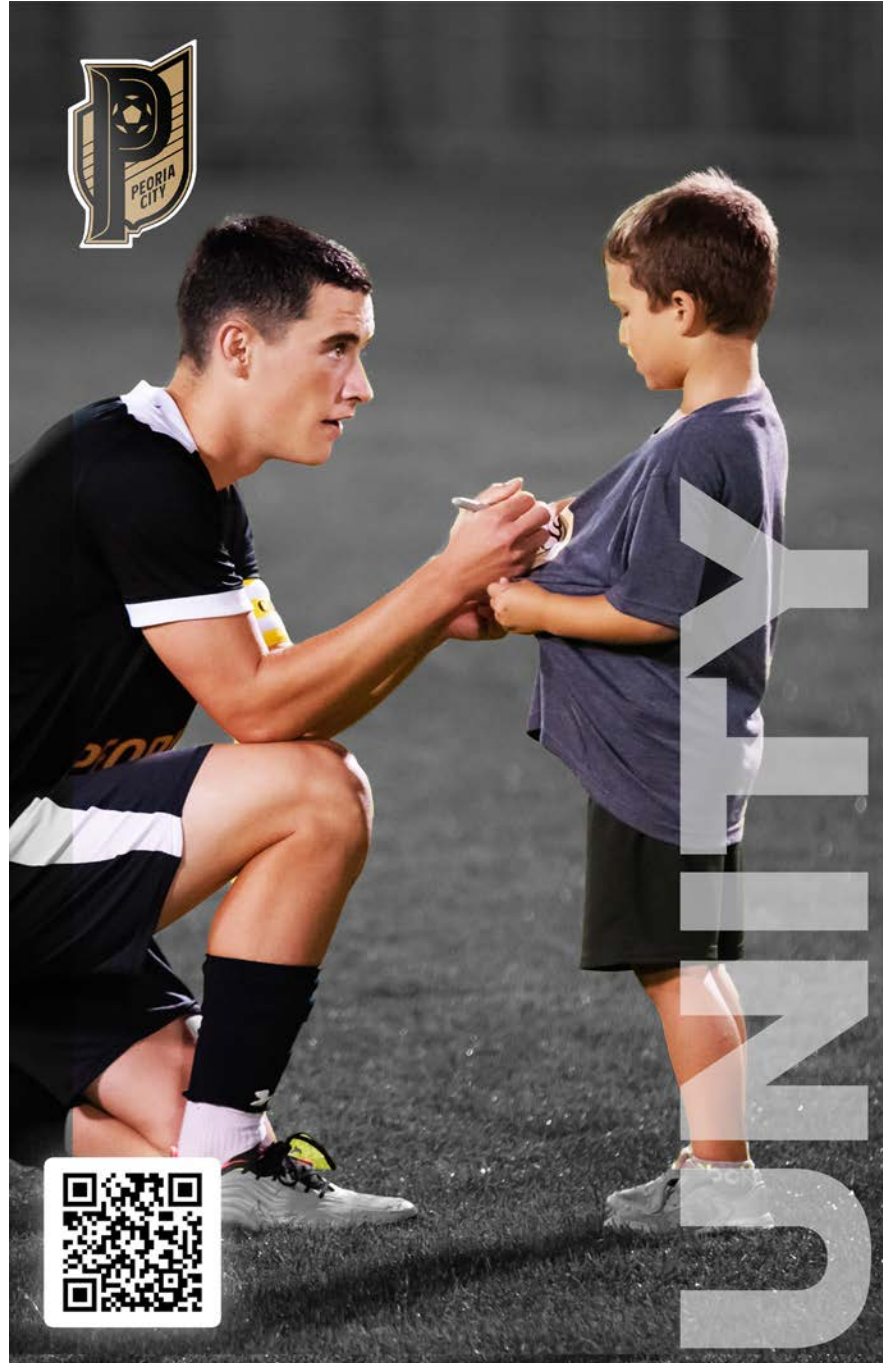




# OUR DESIGNS:



# OUR DESIGNS:



# OUTSIDE POSTER:



# BILLBOARD:




# SOCIAL MEDIA:

 **peoriacitysoccer**  
Shea Stadium (Peoria, Illinois)

**USL 2**  
League Two

**PASSION  
EMOTION  
UNITY**

**SEASONAL TICKETS  
ON SALE NOW!  
LINK IN BIO**



**100 Likes**

**peoriacitysoccer** Kick off the new season with us in 2025!  
[View all 16 comments](#)

 **Peoria City Soccer**  
Sponsored · 

Let's kick off the season with our first matchup!



**PEORIA CITY**

PEORIACITYSOCCER  
**Our city. Our Community. Our Team.** [Learn More](#)

  541 26 Comments 87 Shares

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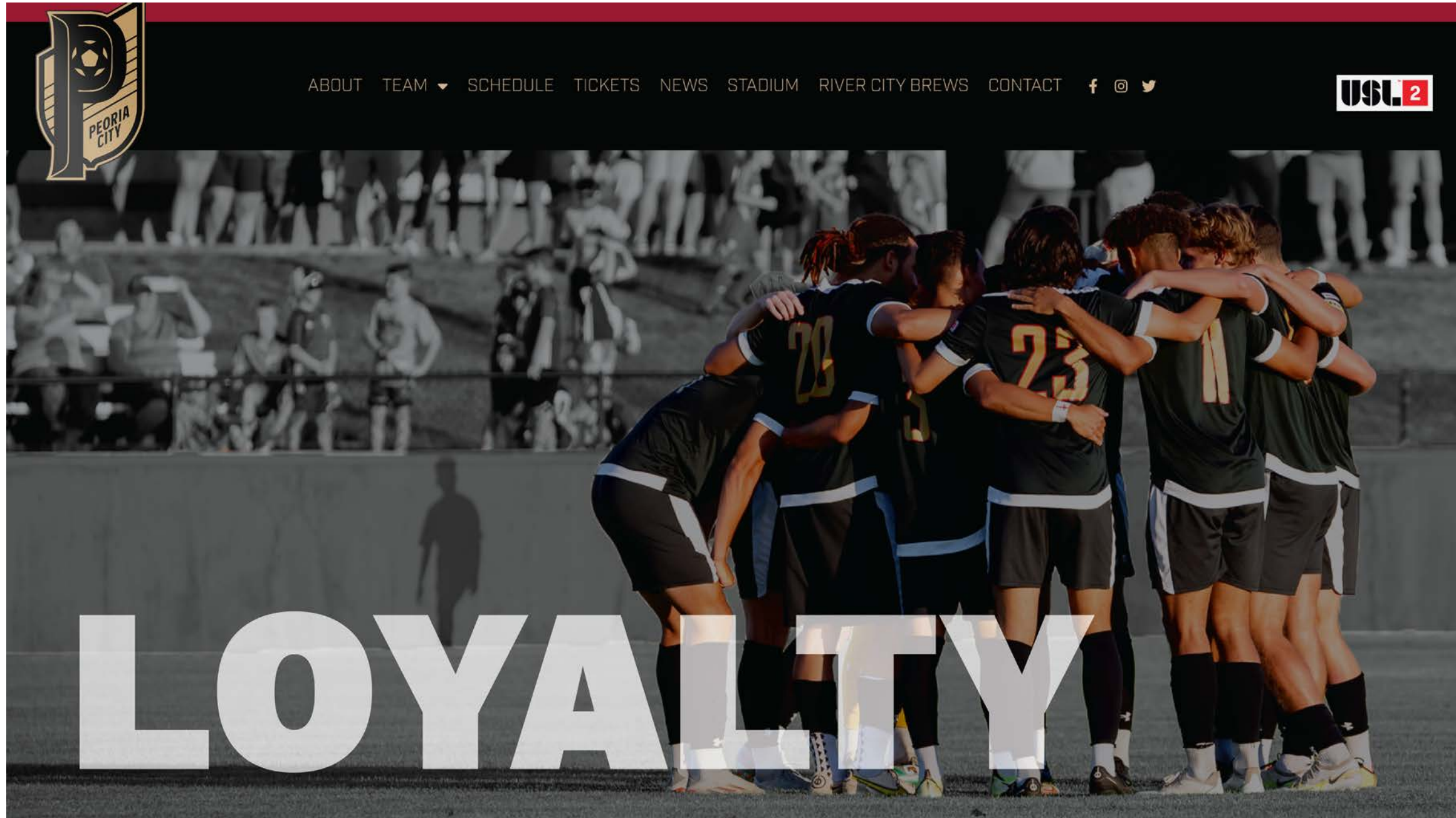
# BUS:



# LAPTOP MOCKUP:

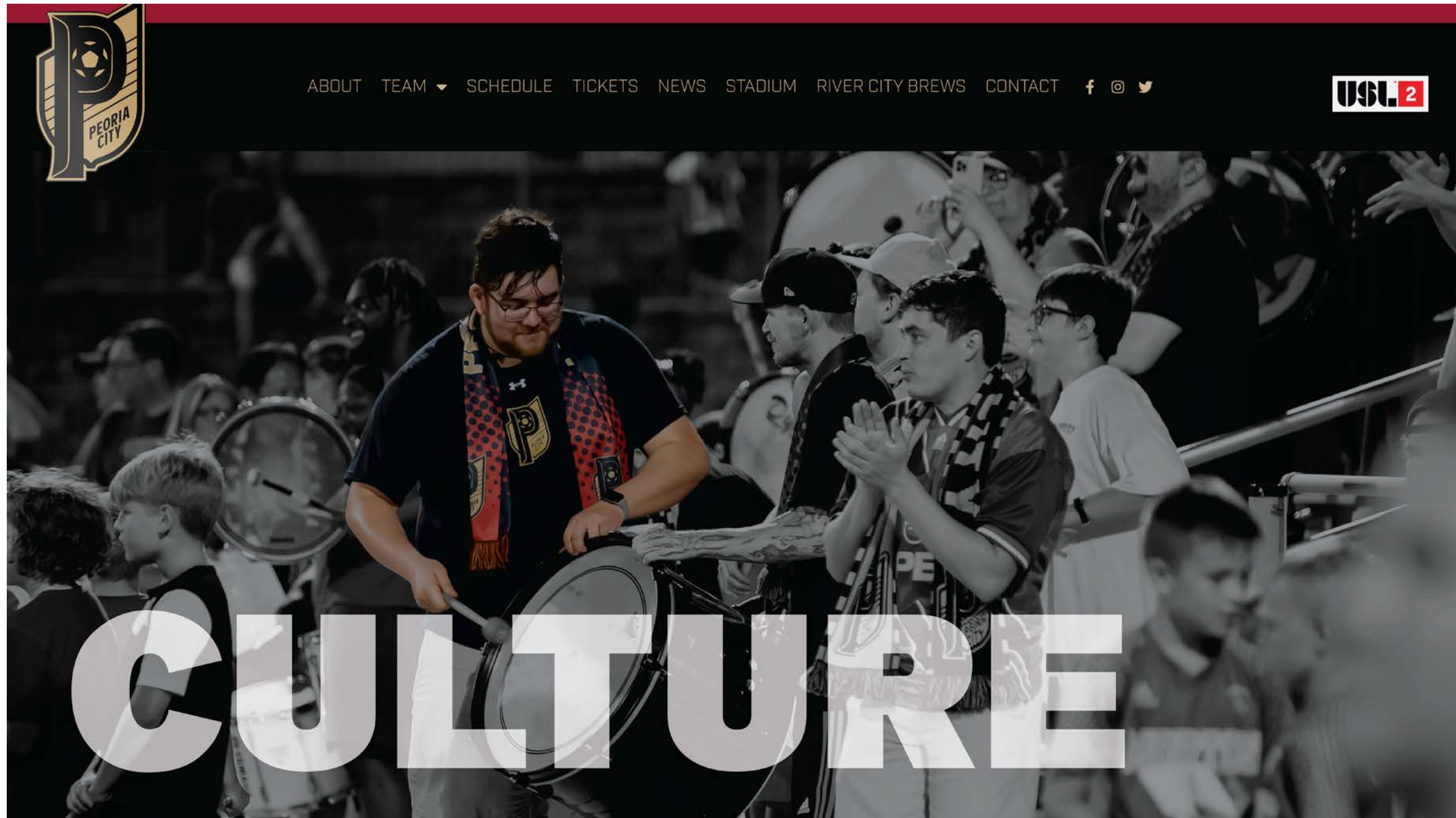


# WEBSITE MOCKUP:

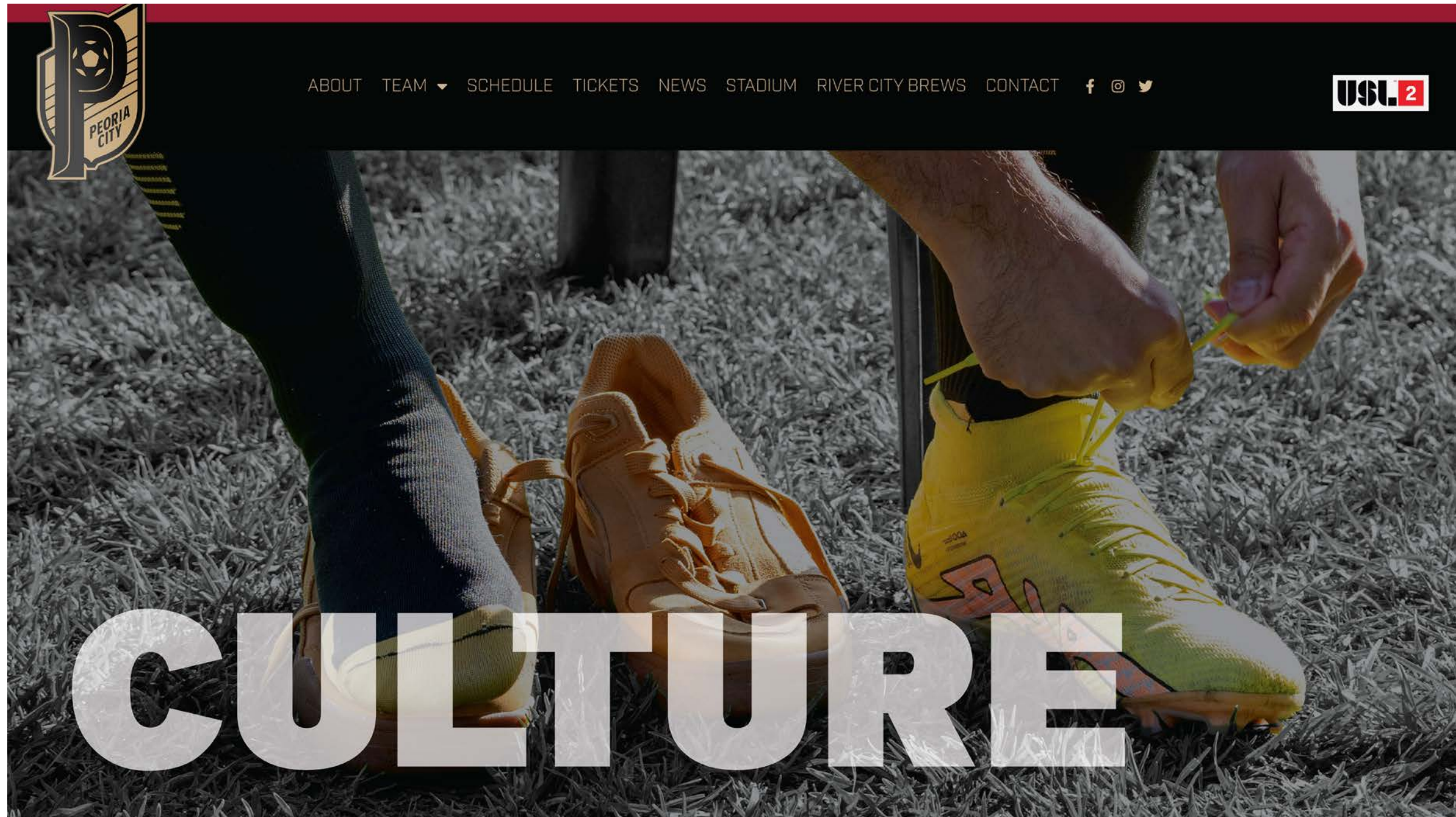




# WEBSITE MOCKUP:



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# ADVERTISMENT:

**2025**

**SUNDAY, MAY 11 AT 7PM**  
DES MOINES, IA (VALLEY HS)

**PEORIA CITY** **Vs** **DES MOINES MENACE**

**SEASONAL TICKETS ON SALE NOW!**



# PROMOTION MERCH:



# PROMOTION MERCH:



# IN CONCLUSION:

OVERALL, WE BELIEVE THAT HIGHLIGHTING THE EMOTIONAL SIDE OF SOCCER, WHETHER THROUGH THE PLAYERS OR SUPPORTERS, WILL CREATE A DYNAMIC **BUZZ** FOR THE CITY AND COMMUNITY.

