

# a brand new identity

## THE BRAND game day coaching

Started by 2 former teammates, Game Day Coaching was created to give athletes an opportunity to excel in their sport and reach their full potential with personalised training programs and experienced coaches.

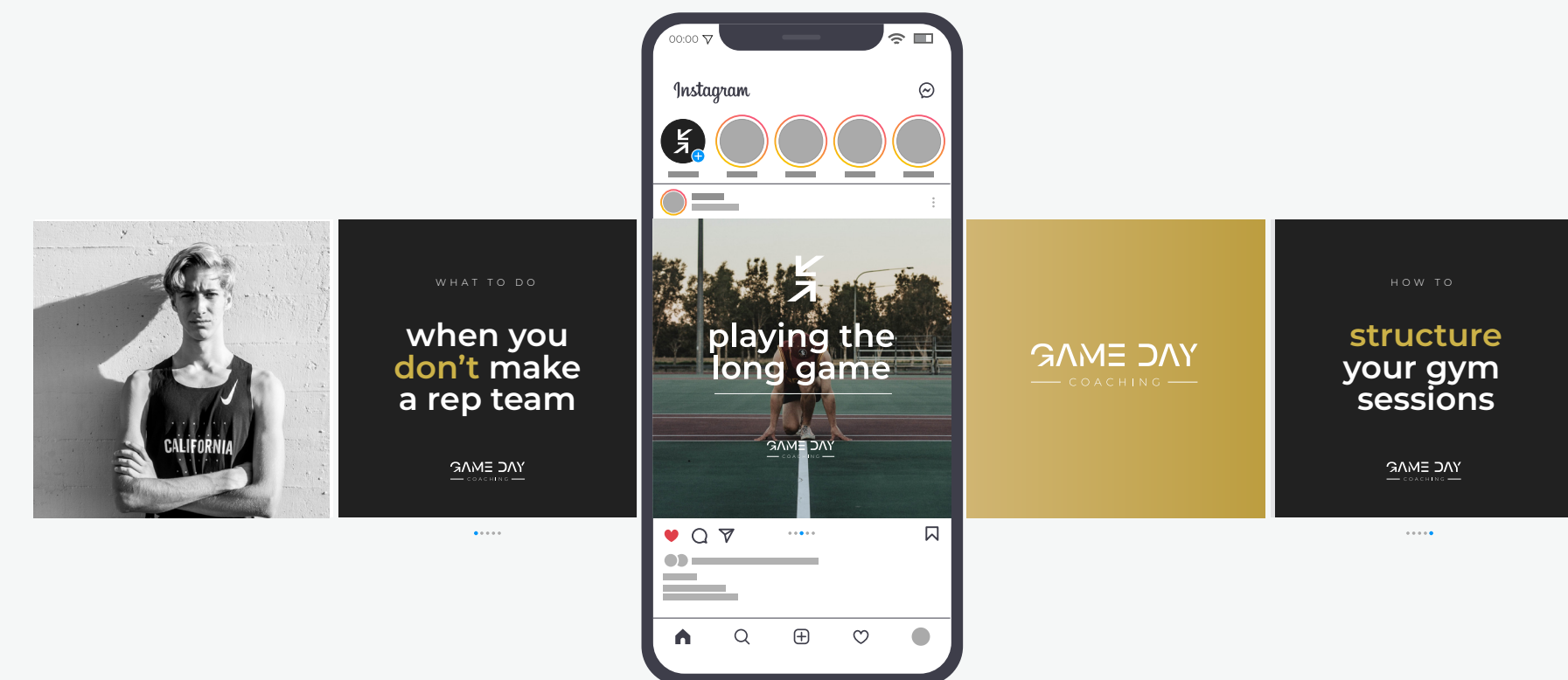
### THE BRIEF

Angus and Tommy came to us to get a new brand identity. They were struggling to pinpoint and speak to their ideal audience, and this was affecting consistency in brand identity across socials and marketing. Growing fast, they needed some guidelines and a professionally designed logo and website to set them up for long term success.

### services we provided

Strategy • Branding • Design • Website

[gamedaycoaching.com.au](https://gamedaycoaching.com.au)



DON'T JUST TAKE OUR WORD FOR IT

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We loved the initial strategy session and didn't realise how much we needed it to provide clarity on our target audiences and direction. The streamlined process made it easy and convenient to work with the team, and we're stoked with the new website as it has enabled us to reach more of our audience, and we've already seen positive results from prospective clients.

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Angus Dean

Co-founder and Coach at Game Day Coaching