

JWAU

(Jesus was an Ultra)



Buliding an Identity.

Exploring the overlap between hooliganism & religion and expressing that through design.

CJ McLeod



BRAND STRATEGY



The **BRAND PURPOSE** of **Jesus Was an Ultra** is to educate and invite football fans (and those interested in culture) to explore the rich, often overlooked overlap between football and religion, through a carefully constructed and designed publication & app.

The brand purpose is the unifying statement that speaks to our brand's reason for existence. It is the one expectation that aligns all brand actions, behaviours, and communications. Aspirational and achievable, our brand purpose motivates the long-term goal for the brand.



Our **BRAND VALUES** are COMMUNITY, DIVERSITY & SOCIAL RESPONSIBILITY.

Brand values serve as guiding principles for your business and should be integrated into your culture and customer interactions. They shape your company's messaging, culture, and strategy, offering your customers and employees insight into your essence.



Our **BRAND PERSONALITY** is BOLD, MATURE, DISRUPTIVE & DETERMINED.

Brand personality, the memorable persona the brand presents to the world, helps bring the brand positioning to life and helps customers form an emotional connection to the brand. It includes how the brand looks, acts, and sounds, but in human terms. Our personality traits set the criteria for developing, as well as evaluating, our verbal and visual identity. They also help us define, in a relevant way, how we behave, what we say, and how we say it.



Our **TARGET AUDIENCE** consists of ...

Knowing your audience helps you shape everything, from your tone of voice to your visual style. Understanding who we're speaking to ensures our language, imagery, and references land where they matter most.

**Football
Fans**

Friend Groups

Creatives

Trend
Followers

Hooligans

Street
Artists

Savvy

Bloggers

Journalists

Age 16-44

Educators &
Students

Writers

**Religious
Followers**



Our **BRAND LANGUAGE** uses terminology that consists of/that is...

Brand language plays a vital role in shaping how a brand is perceived, fostering recognition, trust and emotional connections with its target audience.



BRAND ASSETS



BRAND IDENTITY.

JWAU

Logomark (Noto Serif):

JW
AU

Taking something that looks sacred and using it to brand a concept that fuses football violence, belief, brotherhood, and street energy. It invites curiosity and signals deeper meaning.

Logomark (Main Logo):



The hands uplifted beneath the football echoes the religious gesture of offering, or worship; perfectly aligning with the project's theme: football as a form of modern devotion.

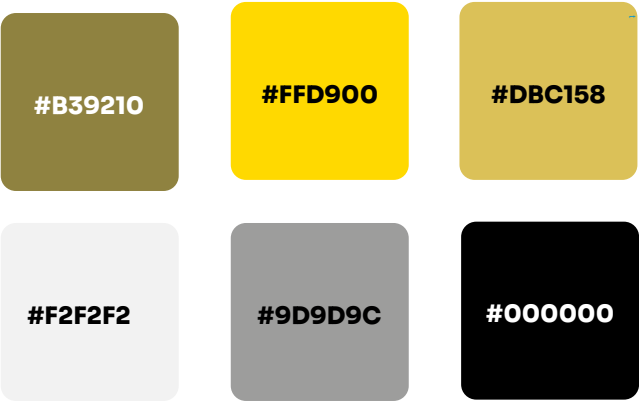
Logomark (Attack Graffiti):

JESUS WAS
AN ULTRA

Will be used as another logomark variation. However, in this case it will be used for book titling and potential stickers.



Colour Scheme:



I set out to use this collection of colours as they symbolise order and authority. The golds and yellows have a deep connotation to glory and sacredness nodding to sacred artefacts and football glory days.

As for the monochrome tones, they ground the palette in realism, referencing stadium steps,

Typography (Neue Hask Grotesk):

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Neue Haas Grotesk is the original version of what later became Helvetica. Its roots in Swiss design give it a sense of institutional authority, neutrality, and graphic clarity—qualities that are sharply contrasted when paired with the rawness of football culture and the sacredness of religious symbolism.

This tension creates a visual juxtaposition; almost like using a sacred chant in a stadium anthem.

LOGO. 001

This logo is a use of the closure Gestalt principle. Closure reinforces the idea of belief without complete vision, just as religion often asks followers to have faith in what's unseen.

The hands uplifted beneath the football echoes the religious gesture of offering, or worship. This perfectly aligns with the project's theme: football as a form of modern devotion.



JWAU

EMBLEM MARK.

An emblem combines text inside a symbol or icon, often giving it a badge or seal-like appearance. It's more traditional and formal.

This emblem mark logo is used as 1/3 logo variations for the JWAU brand. It's primary use will be used for iconography and subtle branding for potential touchpoints.



LOGO. 002

JWAU

This logo is used for styling the book title and potential stickers for the brand. The hand-drawn, graffiti-inspired lettering makes it feel rebellious, urgent, and authentic, mirroring how football fandom and faith can both exist in the streets, outside institutions.

WORD MARK.

A word mark is a logo that consists entirely of text (usually the brand name) in a stylized font or typeface. It's all about typography.

This word mark logo is used as the 2nd (out of 3) logo variations for the JWAU brand. It's primary use will be used for statement branding, this being for books, titling, merchandise and more.

JESUS WAS
AN ULTRA
JESUS WAS
AN ULTRA



LOGO. 003

JWAU

This logomark is used as another variation. It's primary use will be used for styling the book title and potential stickers.

LETTER MARK.

A letter mark uses initials (typically two to four letters) instead of a full brand name. It's focused on simplification and abbreviation.

This emblem mark logo is used as 3/3 logo variations for the JWAU brand. It's primary use will be used for short and effective branding in cases such as an app store name or social media handle.

**JW
AU**

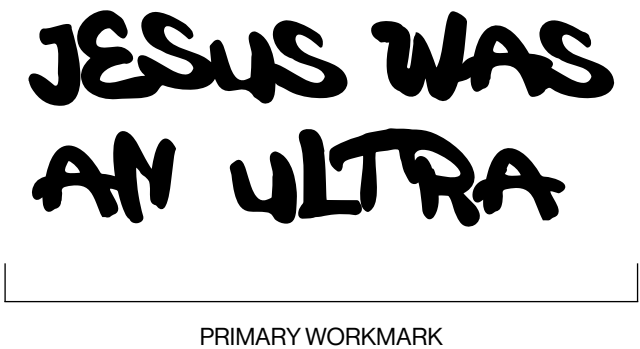
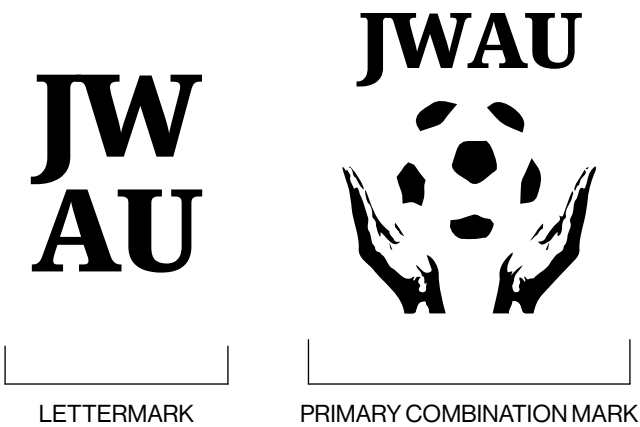
JWAU



LOGO USAGE.

JWAU

Due to the nature of our logo(s), it can be used in two distinct variations: as a combination mark, utilizing both the lettermark/wordmark and the icon, or for smaller applications, just as the icon.

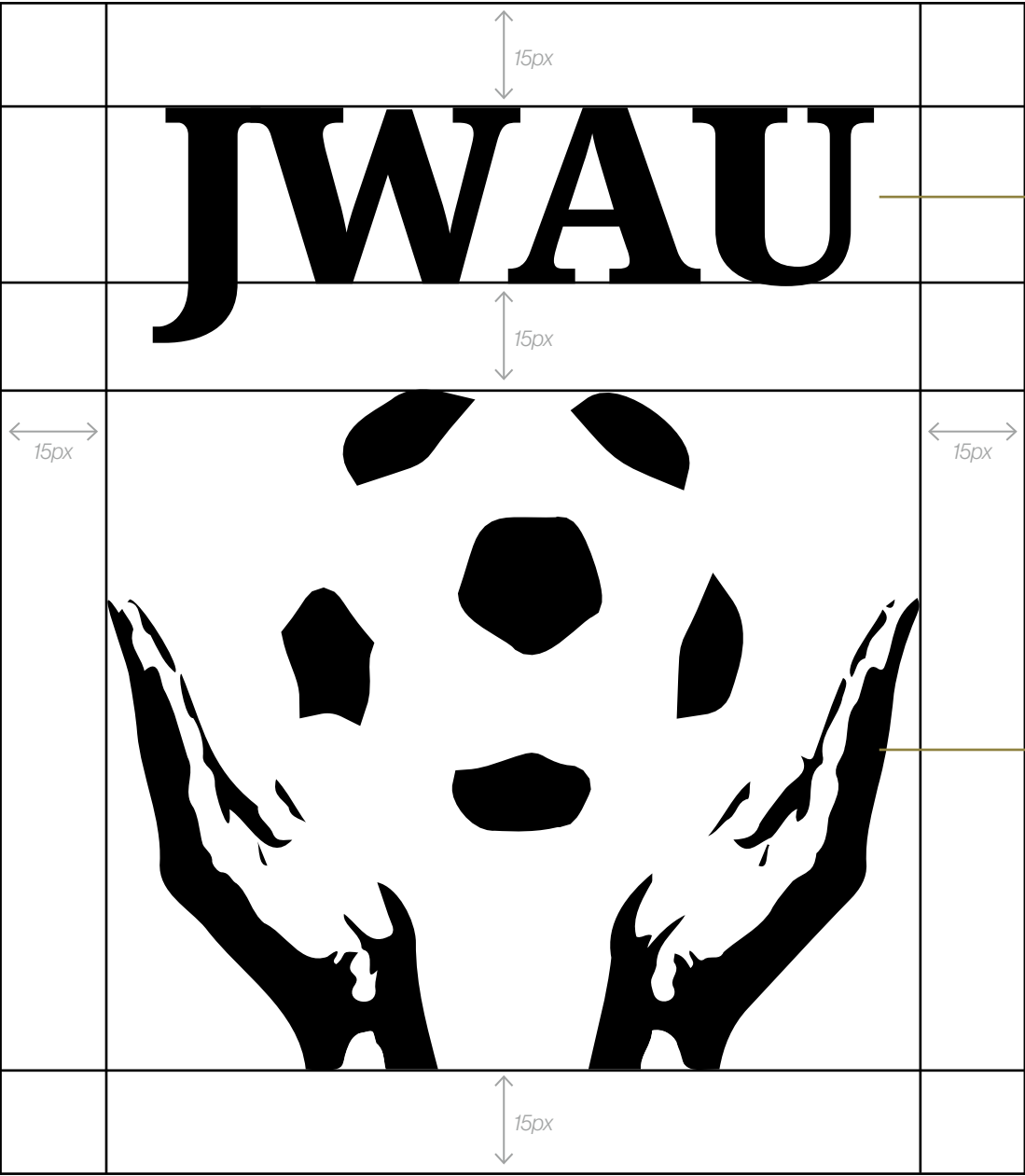


CLEAR SPACE.

When using the JWAU letter mark & emblem mark together (or alone) there should be adequate spacing surrounding the combination mark to keep it legible.

The space surrounding the mark should be equal to or greater than the 15px size (or the equivalent if shrunk). This allows for consistency throughout the entire design.

JWAU



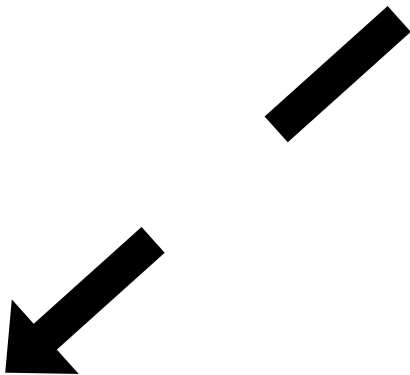
**LETTER
MARK** (IN PX)
100W x 33H

**EMBLEM
MARK** (IN PX)
115W x 96.5H



MINIMUM SIZE.

JWAU



7x6mm is the minimum height the icon can shrink to while still being legible

COLOUR PALETTE.

JWAU

This logomark is used as another variation. It's primary use will be used for styling the book title and potential stickers.

PITCH BLACK

#000000

LOYAL BLACK

#454545

STADIUM GREY

#a1a3a3

VICTORY WHITE

#f2f2f2

MATCHDAY YELLOW

#ffd900

LEGEND'S YELLOW

#debd00

HALF-TIME ALE

#8f8240

WINNERS GOLD

#b08f0c

VINTAGE GOLD

#705b07



TYPE STANDARDS.

JWAU

This logomark is used as another variation. It's primary use will be used for styling the book title and potential stickers.

NEUE HAAS GROTESK DISPLAY PRO (XXTHIN - BLACK)

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

NEUE HAAS GROTESK DISPLAY PRO ITALIC (XXTHIN - BLACK)

*Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz*



OTHER ASSETS.

JWAU

Extra typefaces to support the main type of the brand identity. These will be used as little typographic icons or glyphs within the different touchpoints of the brand (the book & app).

Regular 30 pt

**MUSTASE
URMAW**

Regular 24 pt

**VERY VERY
PUNK FONT**

Medium 30 pt

**VTKS EASY
WAY**

Regular 36 pt

**Crystal
Radio Kit**

Medium 48 pt

Stolzl

Regular 36 pt

PUNK KID



PHOTOGRAPHY.

For this project I sourced photos from various different newspapers, publications, films, social media platforms and reports, crediting them appropriately within my publication and app design (**this project is not commercialised**).

I did these all overlaying the original image I would use. I used 1 'Levels' adjustment & 3 'Threshold' adjustments.

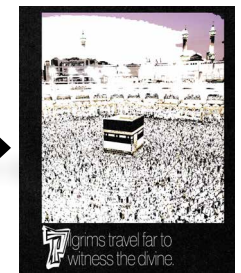
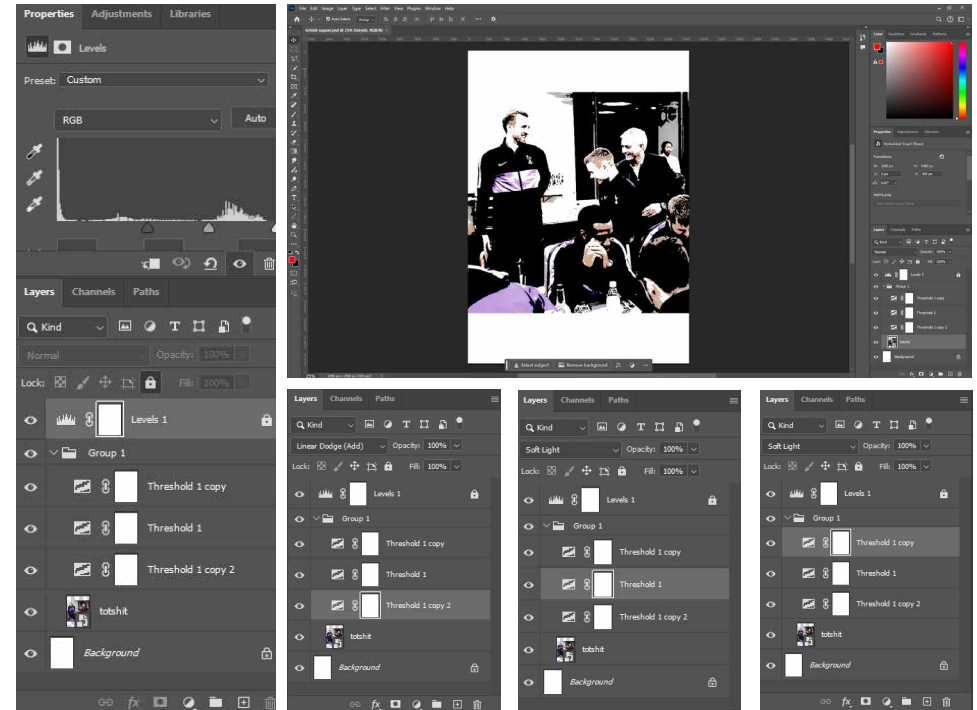
With the 'Level' I pulled the black closer to the centre to up the contrast and give it a dark and grungy feel.

Then for the 'Thresholds' the lower one (or Threshold copy 2) I made Linear Dodge. This brings out the features clearer.

Then for the other 2 Thresholds I made them the 'Soft Light' blending mode which gave the image its natural colour but in a more aggressive manner (thanks to the threshold).

THE BOOK.

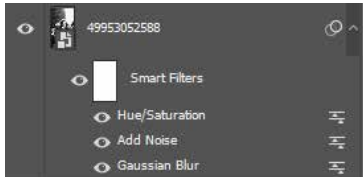
Photography for the book followed these settings to maintain consistency throughout it.



PHOTOGRAPHY.

JWAU

More sourced photos from various different newspapers, publications, films, social media platforms and reports, crediting them appropriately within my publication and app design **(this project is not commercialised)**.



Images contain 3% Gaussian Blur, 10% Noise & -70 Saturation to maintain consistency throughout the marketing.

**BRAND
SYSTEMS**



HOW OUR BRAND IDENTITY WORKS.

JWAU



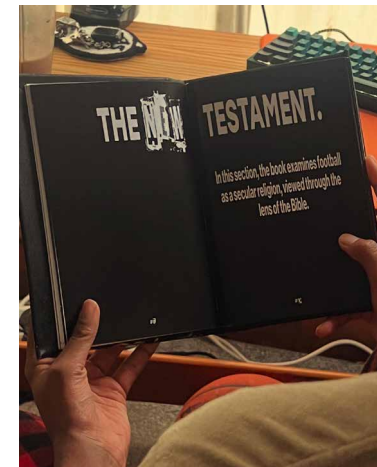
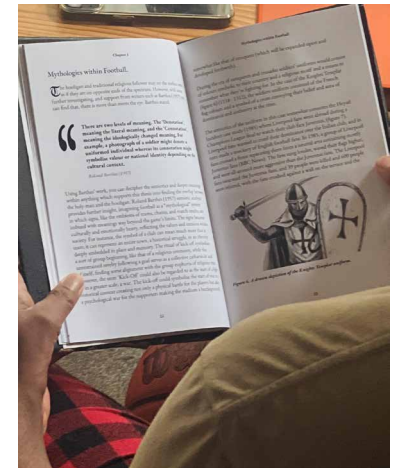
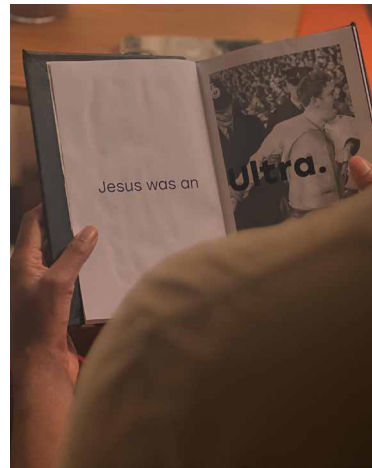
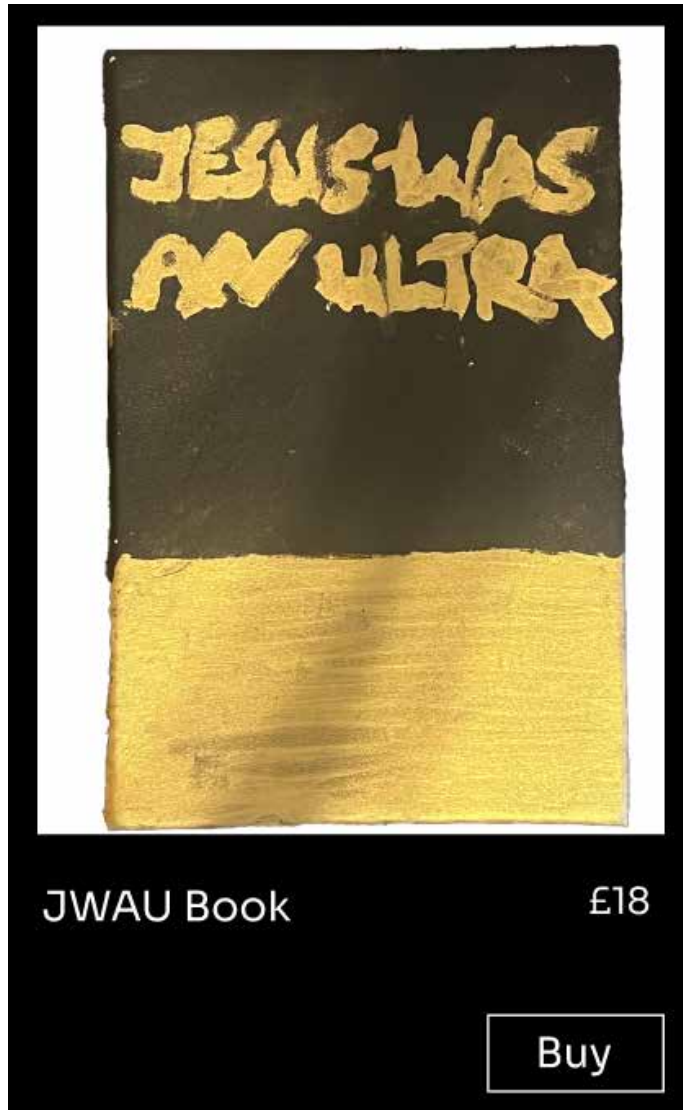
Example Billboard



BOOK.

JWAU

The book is a handmade leather cased graphic publication split into two halves. The Old Testament & the New Testament. I took the approach of using the sacredness of the bible for the casing and distorting that sacredness, with the chaotic design of the hooligan (which is why the title looks so scuffed). This book can stand as a prototype for a series of mass produced 'JWAU' books to be sold as merchandise and be used as a touchpoint.



SCARF.

JWAU



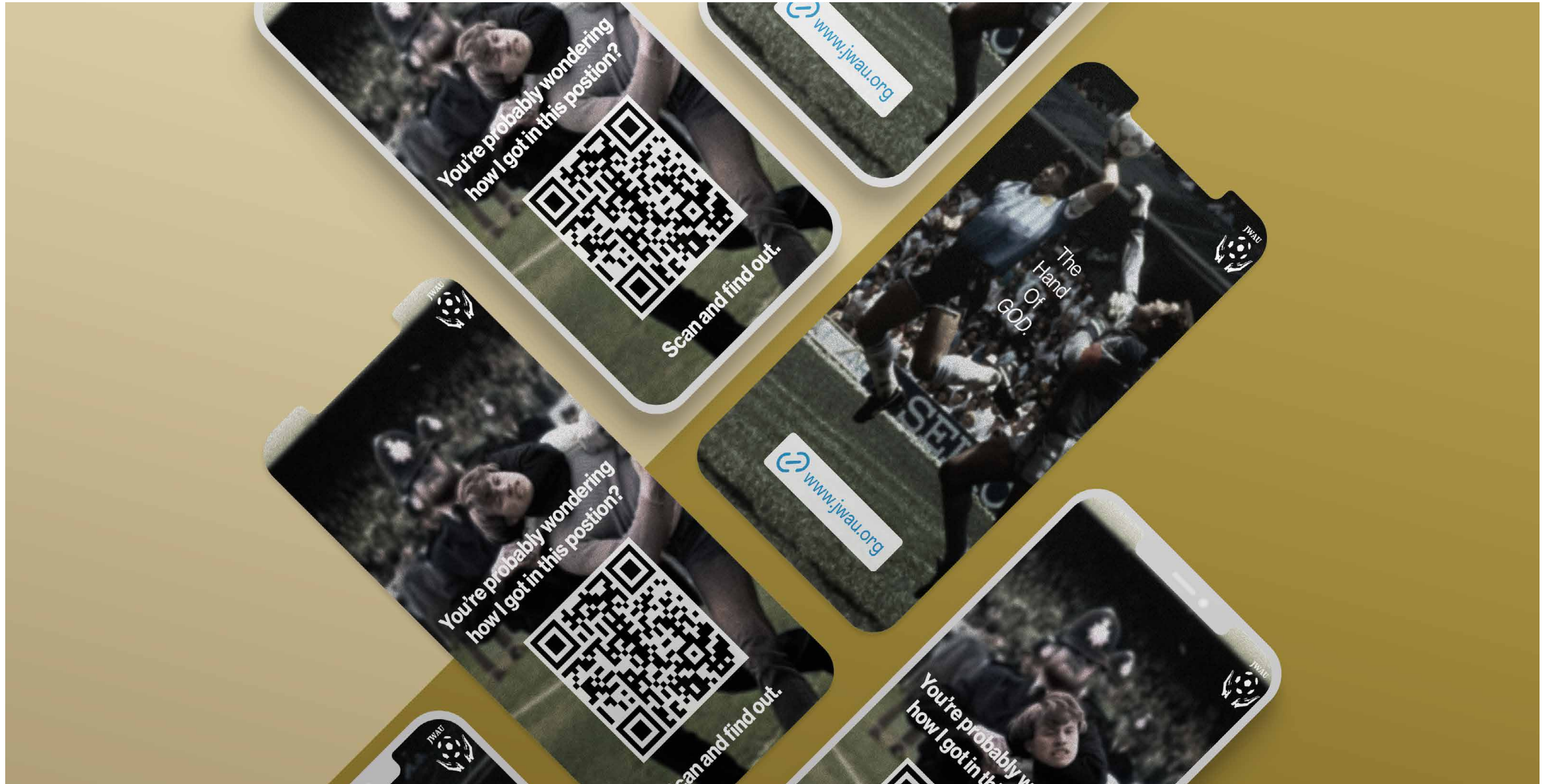
The scarf stands as a secondary graphic for the brand. It can be sold as merchandise and be used as a touchpoint to bring the brand to consumers' attention.



SOCIAL MEDIA.

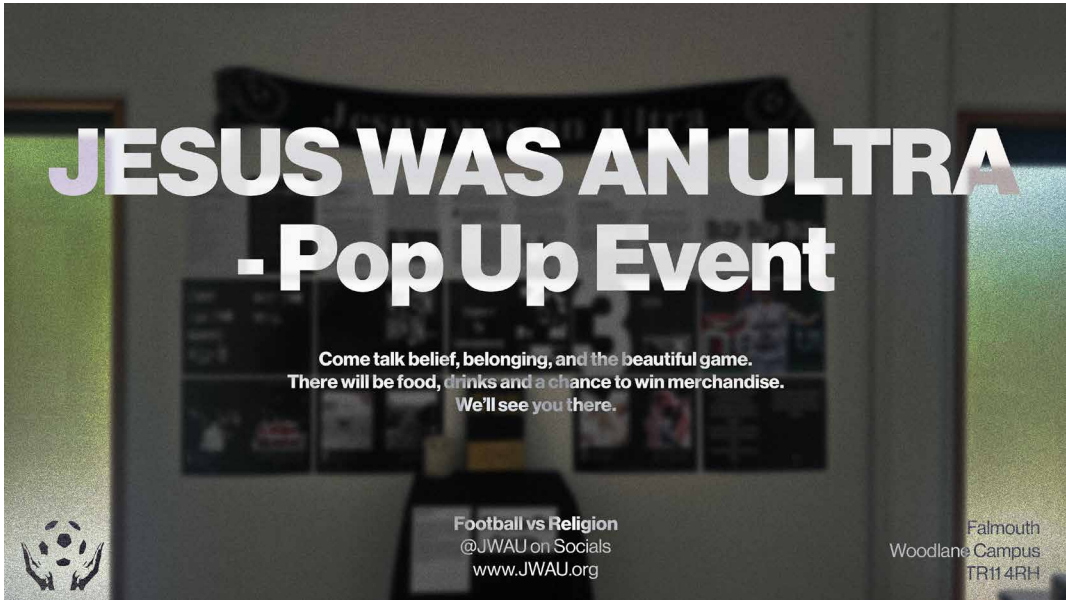
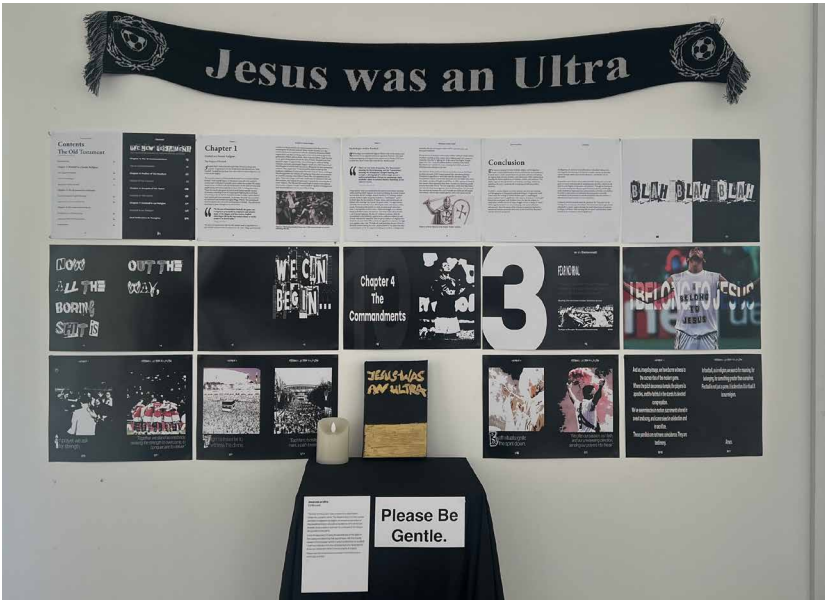
JWAU

Social Media will work as a bridge to help guide those within our target demographic to our app.

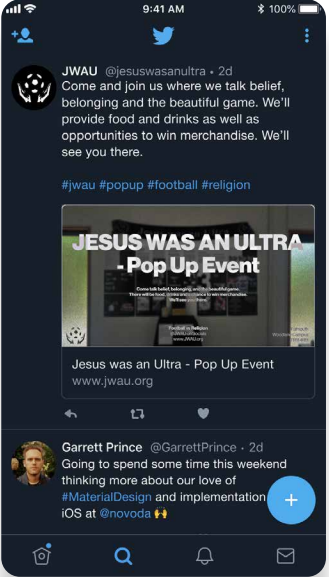
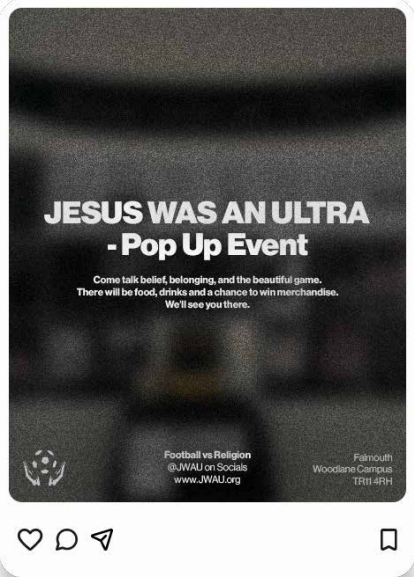


SOCIAL MEDIA - EXHIBITION.

JWAU



The exhibition serves as a popup event to help market and spread the word of JWAU.

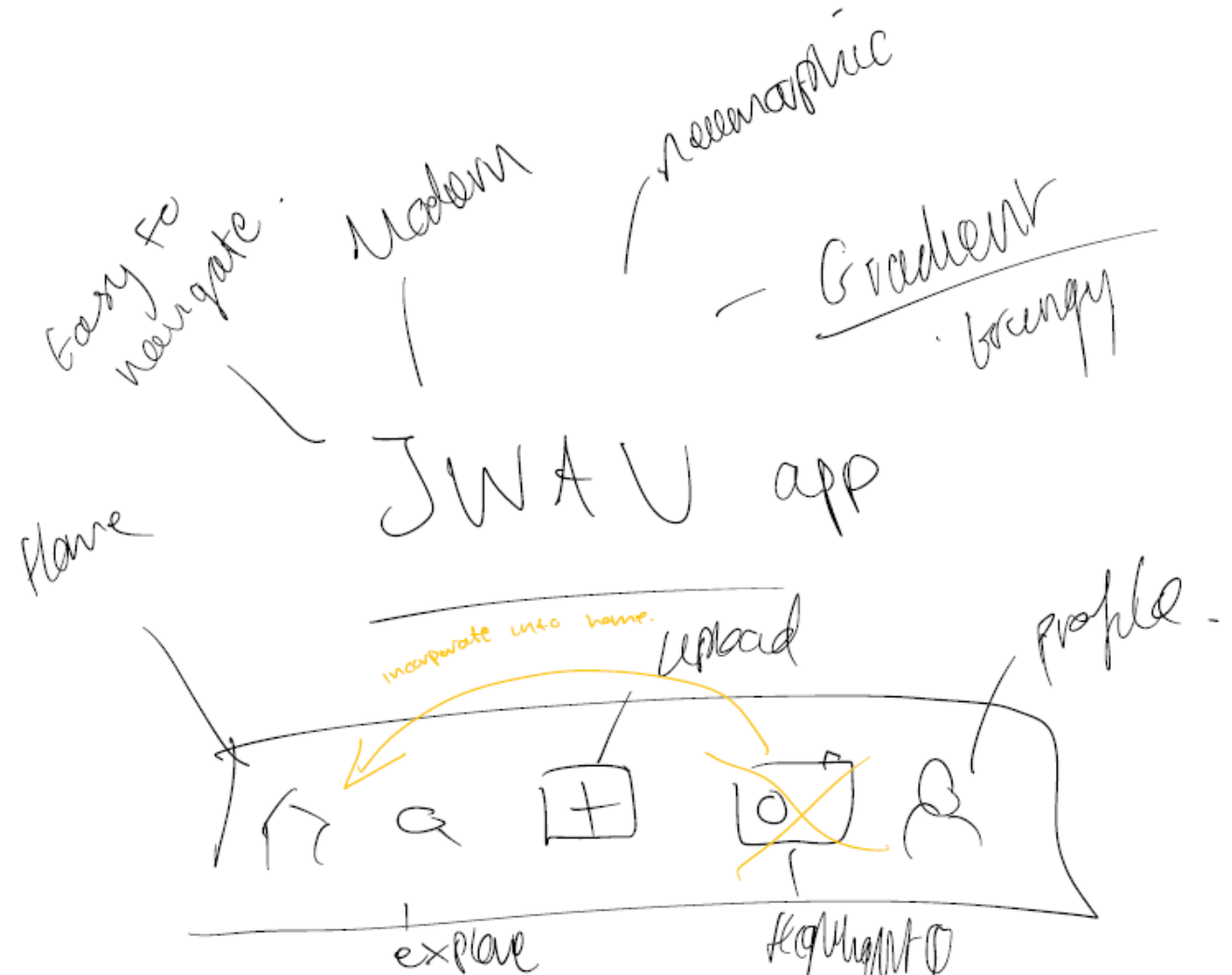


APP DESIGN.

JWAU

Initial sketches of what the app was going to look like. The purpose of the app was to work as a **free** bridge between the book and the marketing aspect of the brand.

The app will allow users to upload parallels/overlaps of instances of football mirroring religion or vice-versa, discuss football and/or religion and watch the latest football highlights.



My initial plan from these sketches was to have 5 different sections in the navigation bar, with one of the sections being 'Highlights' which would be short form content similar to reels/tiktok but for strictly football instead.

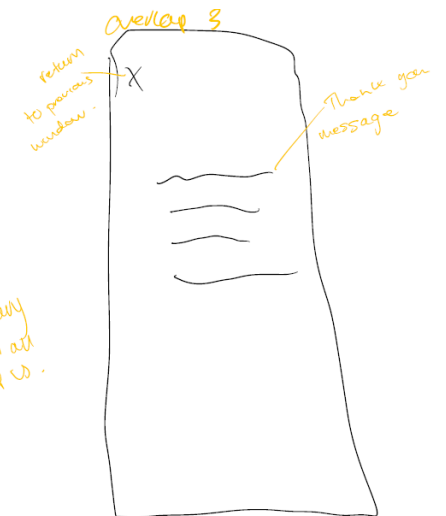
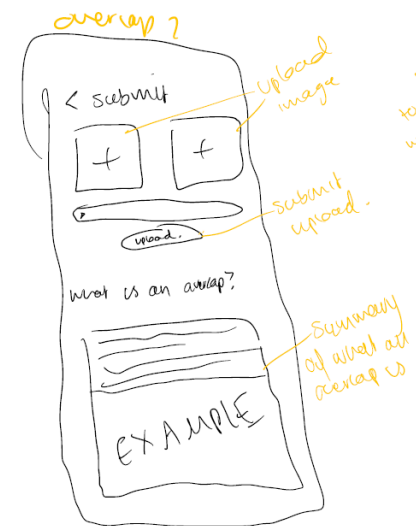
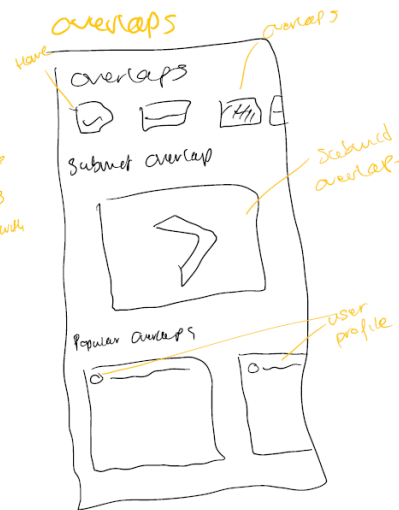
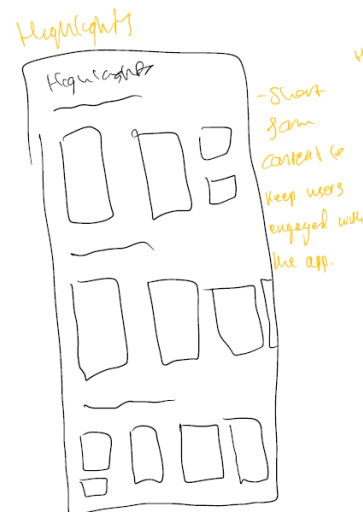
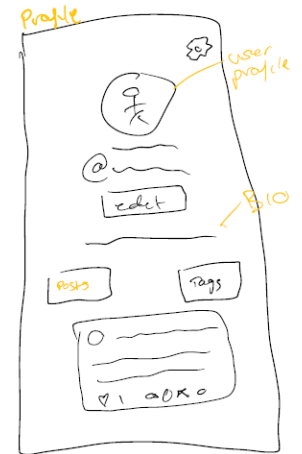
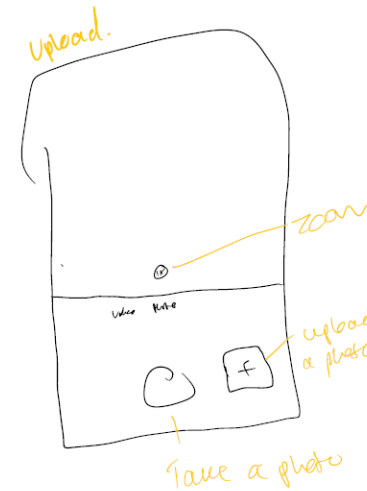
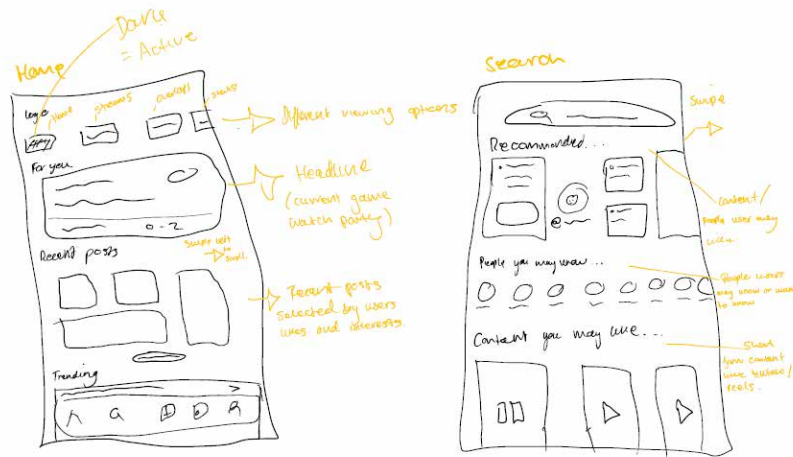


APP DESIGN.

JWAU

These were the first (and only) round of sketches I did for the app as I already had a clear idea on what I wanted and needed to replicate my designs on pen and paper to justify my final design.

One thing that changed for the real thing was that I shortened the Navigation bar to 4 windows and added the highlights to the 'Home' navigation bar instead.



APP - Icon.

JWAU

A mockup of the app on my home screen to give the app some context and show what it may look like in an average users day-to-day.

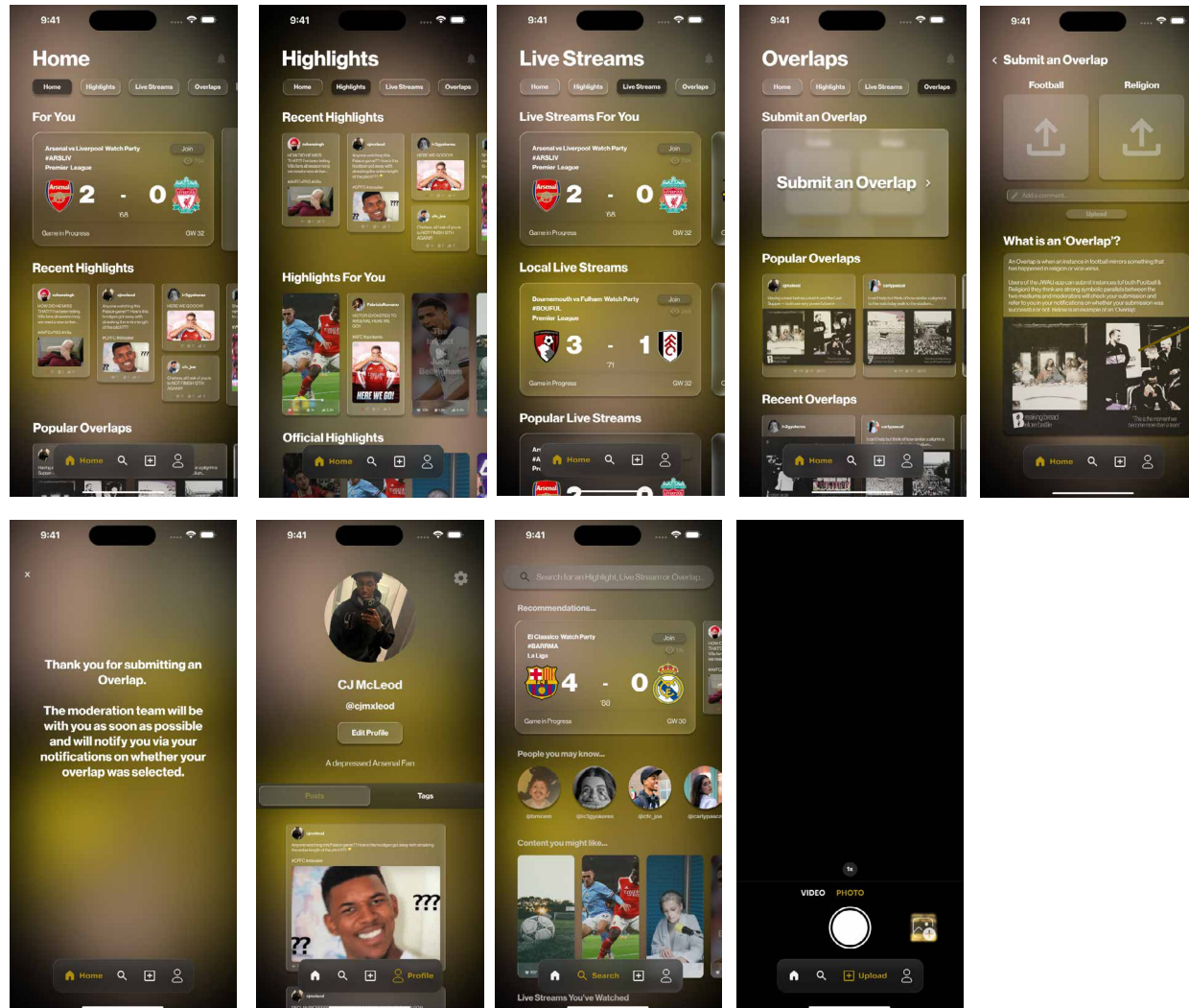


UI/UX - APP.

JWAU

With the app, users can add their friends, discuss with their friends, find new friends and discuss all things football & religion related. The style of the app follows the colour palette strictly and uses a very trendy and neumorphic /glassmorphic design.

The user experience aims to be familiar to other social platforms our users would be used to (Instagram, X, Tik Tok, etc) so shouldn't be too difficult for them to get used to.



Follows brand photography for the JWAU Book.



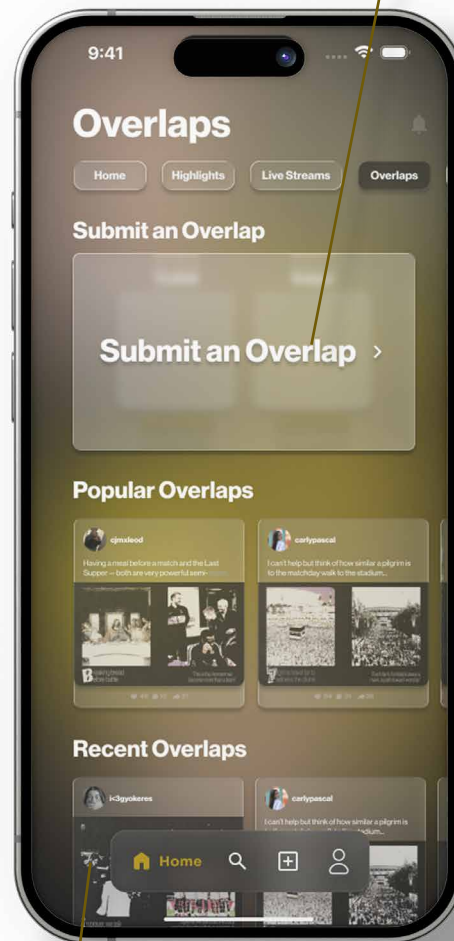
UI/UX - APP - Overlap.

JWAU

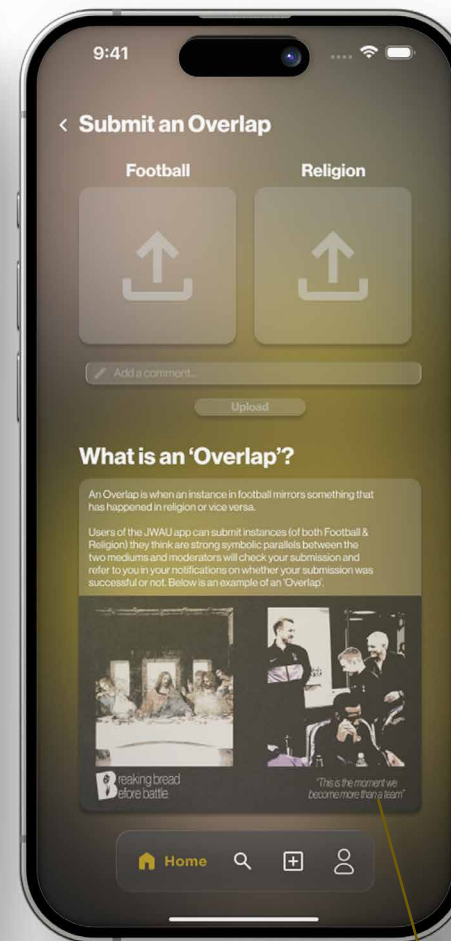
The 'Overlap' section within the home of the app is what truly makes this app unique. It allows for users to submit instances of football overlapping religion or vice versa.

Users of the JWAU app can submit instances (of both Football & Religion) they think are strong symbolic parallels between the two mediums and moderators will check the submission and refer to them within their notifications to inform them whether their submission was successful or not.

Users click this to bring them to submit an overlap

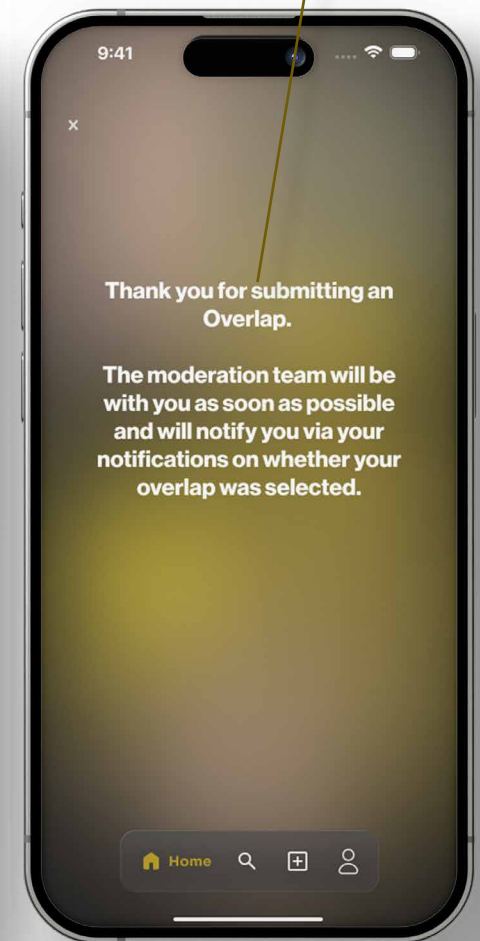


Examples of other user's overlaps.



Summary to the user on what an overlap is and how it works

Once an overlap is submitted, users are thanked and notified of their next steps.



**Thank you for
reading the
Brand
Guidelines /
Project Case
study.**

3

1

1

3

4

4

Seattle City
Light Pole



1311344

MBW