

★ JACKSON BACHEWICH ★

WEBSITE DESCRIPTION: Creative Communications student with a passion for sports, eager to help teams build brands and engage fans

www.jacksonbachewich.ca

★ BRAND RESEARCH ★

BRAND VALUES:

- **Authenticity:** Honest, always staying true to my word, owning up to mistakes
- **Creativity:** Thinking outside the box to create new and exciting ideas.
- **Commitment:** Dedicated to doing great work and seeing things through.
- **Learning:** Always eager to learn and grow from new experiences.
- **Accountability:** Taking responsibility and delivering reliable, providing trustworthy results.

KEY AUDIENCES:

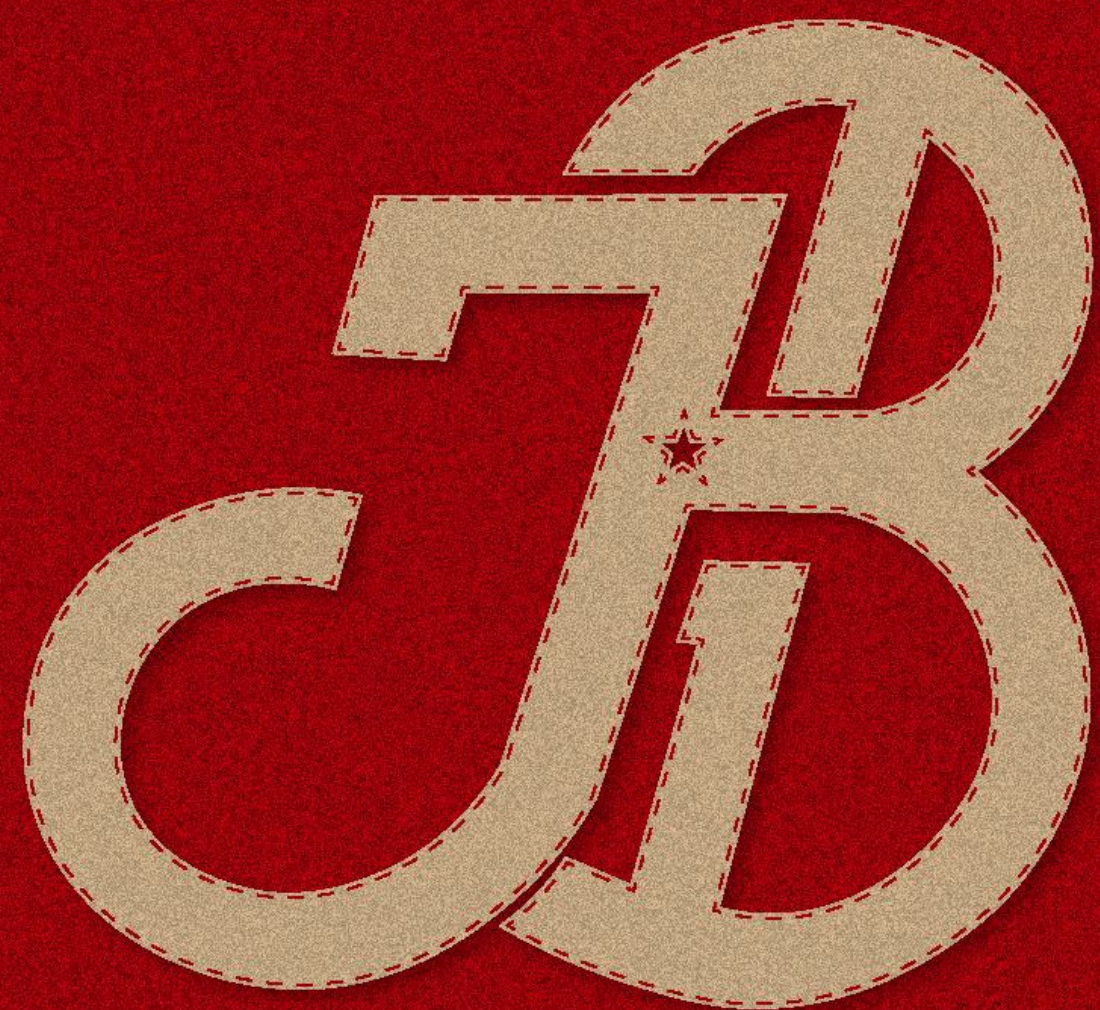
First Audience: Sports (Hockey) teams/organizations

- **Who They Are:** Decision-makers overseeing team operations and performance.
- **What They're Looking For:** Skilled professionals who enhance the team's brand, communication, and fan engagement.

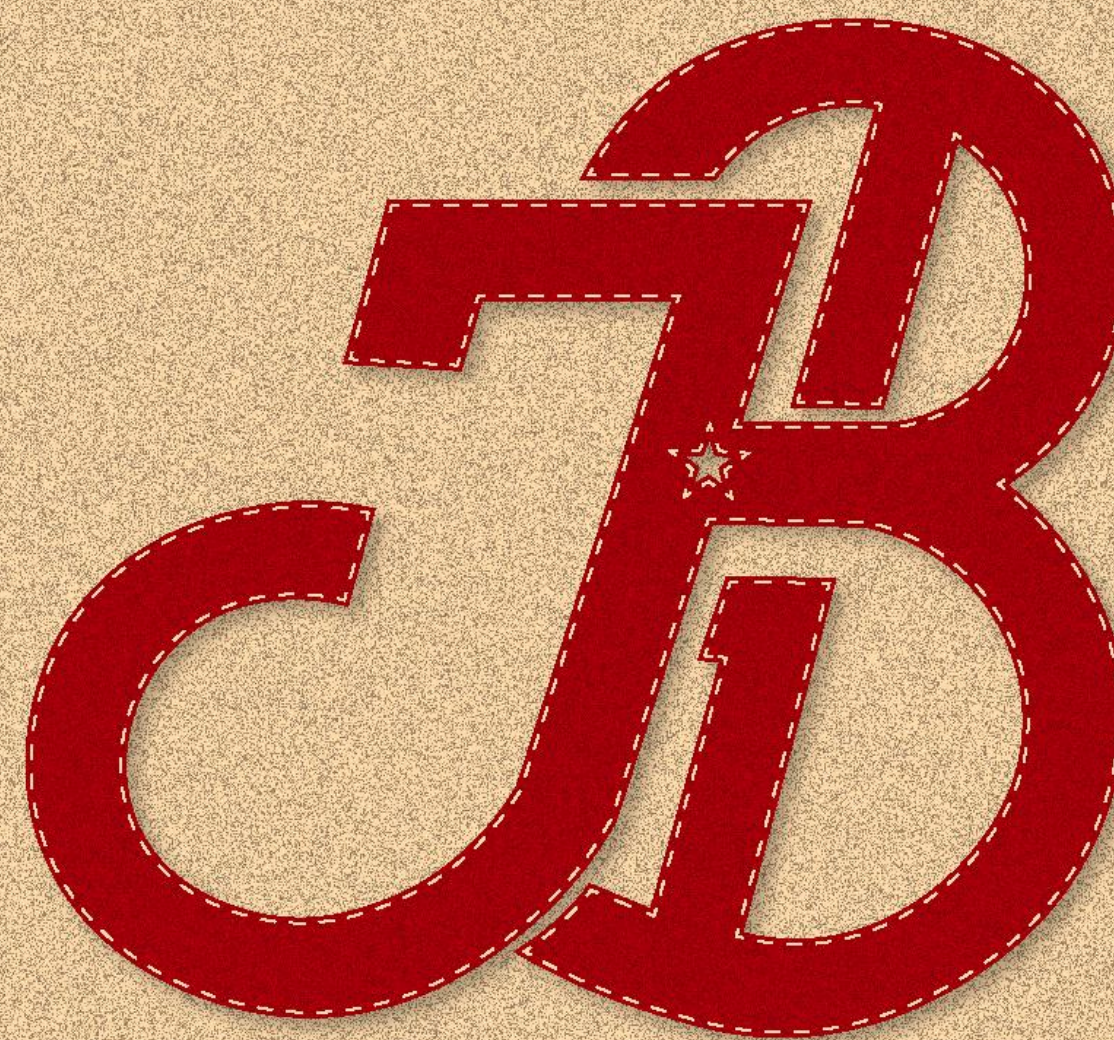
Second Audience: Marketing and Communication Departments

- **Who They Are:** Teams managing brand, digital presence, and fan interaction.
- **What They're Looking For:** Creative individuals passionate about sports who can build fan connections and boost engagement.





**JACKSON
BACHEWICH**



**JACKSON
BACHEWICH**

★ CLEAR AREA

X

X

X

X



X

X

X

X



★ COLOUR PALETTE & TYPOGRAPHY ★



MAIN FONT: KOULEN

HEADER 1: KOULEN

HEADER 2: October Compressed Devanagari (Medium)

HEADER 3: Medula one

PARAGRAPH — ALATA: Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit. Etiam Eu Turpis Molestie, Dictum Est A, Mattis Tellus. Sed Dignissim, Metus Nec Fringilla Accumsan, Risus Sem Sollicitudin Lacus, Ut Interdum Tellus Elit Sed Risus. Maecenas Eget Condimentum Velit,



Any filter used on photos throughout the website should either have a black and white or beige filter at 10% opacity



Any Button on the website should have the brands stitching pattern around it.

BACKGROUND PATTERN



If you use a pattern behind a photo, you must use the entire primary (JB) logo a 14% opacity.

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MY LINKS

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CRECOMM

GAME ON HOCKEY

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CONTACT INFO

GRAPHICS

ARTICLES

GRAPHICS

ARTICLES GRAPHICS MEDIA KITS
VIDEOS GAME DAY OPS



BRINGING SPORTS AND STORIES TOGETHER.

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