



Project:
Sports Charity Branding

Client:
Beyond the White Line

Location:
Nationwide, UK

Year:
2021

CASE STUDY

Sports Charity Branding for Beyond the White Line

Introduction

Beyond The White Line (BTWL) is a not-for-profit organisation that seeks to affect change within the professional sports industry for athletes and stakeholders alike.

JAX Branding's values align with BTWL, so it was a natural choice to collaborate with them and prepare young men and women for life away from the sport to ensure that athletes become happier and mentally healthier people during and after their careers.

Challenge

To create a positive change within the sports industry through raising the brand awareness of Beyond the White Line's vision and portraying it through effective strategy, impactful messaging, and a punchy visual identity built around the existing logo.

Insights

Right from the beginning, BTWL's transparency and enthusiasm shone through, making the whole branding

process a delight. During the brand workshop and multiple brainstorming sessions, we agreed on the importance of mental health within the sport and how important it is to champion the human element of it. At the end of the day, athletes are human beings and not commodities for entertainment. With solid foundations, we focused on sending the right message and building brand awareness.

Outcome

With the right look and feel, Beyond the

White Line has become a trustworthy partner within the global landscape of professional sport. BTWL is currently partnered with Swansea City AFC, Oxford City FC, Shrewsbury Town FC, Leeds Tykes RUFC, Katarina Johnson-Thomson and many more.

An indirect result of the collaboration was BTWL's appearance on SkySports and James' interview on BBC Radio.

Services provided:

Brand Workshop
Art Direction
Business Consultancy
Content Strategy
Copywriting
Design

[JAXBRANDING.COM](https://www.jaxbranding.com)



Hi

I'm Jack Bies and I want to thank you for taking the time to read this case study. Time indeed is an essential thing that we should all cherish. Footballers' time on the pitch, A.K.A their professional career, is limited to only a few years. If you're one of them, you know how hard you've worked all your life to perform

in front of the fans and do what you absolutely love. Playing football was one of the best things that ever happened to me. You know why? Because it allowed me to dream. For me, it ended pretty quickly and only at a semi-pro level. Despite that, I promised myself to become a PRO in anything else

I do in my life. Today, I give back what I got from football and help players and people in the industry to build powerful brands that positively impact the world. Feel free to contact me on social media or book a call on my website to discuss your business idea and take it to the next level. Speak soon!