



Windfall Design

Oxfordshire

Northfield House
Northfield End
Henley-on-Thames, Oxon
RG9 2JG United Kingdom

P // + 44 (0) 1491 845 620
F // + 44 (0) 8704 867 662

Melbourne

Level 1
122 Toorak Rd
South Yarra, 3141
Victoria, Australia

P // + 61 (0) 3 9015 9665

Brand Development

Rohan Smith Football Training is a training camp ran by former AFL 300 gamer Rohan Smith to help junior's refine and better their skills. Keeping inline with the AFL and Western Bulldogs colours we also incorporated Rohan's trademark number 5 within the typography. This allowed it to retain a strong AFL affiliation without it camp being endorsed.

Resources

Research
Brand Development
Marketing Tools