

# Arjun Sridhar



## Portfolio

Sports Branding | Club Content | Academy & League Consultant

Remote Consultant working with clubs & organisations across the UK, Europe, UAE, and Asia

# What I Do

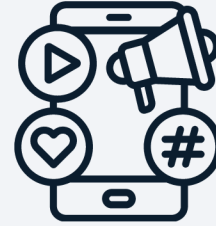
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## Club Branding & Visual Identity

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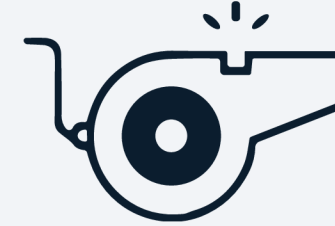
- Logos
- Colours
- Matchday templates
- Team identities
- TV/advert monitor displays



## Social Media & Content Systems

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- Content calendars
- Content ideas
- Captions
- Copywriting
- Posting structure



## Academy & League Development

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- Frameworks
- Parent communication
- Coach guides
- Session plans
- Administrative assistance
- Tournament formats



## Sponsorship & Pitch Deck Design

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- Sponsor proposals
- Season plans
- Commercial storytelling

# About Me

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I help sports clubs, academies, agencies, and leagues build their brand, grow their digital presence, and develop stronger sporting education and development programmes. My work blends on-ground football experience with creative branding, digital design, and commercial strategy.

## **Football-first mindset –**

Experience with academies, leagues & clubs.

## **Systems-driven approach –**

Templates & structures clubs can reuse.

## **Global experience –**

SAFC, Tynecastle FC, ISS, SDL, Comma Brand Solutions, FanzOwn Entertainment, Uttar Pradesh Kabaddi League, Elite Sports Academy.

## **Remote-ready –**

Fast delivery, organised communication.



**ARJUN SRIVIDHAR**  
MANAGEMENT CONSULTANT

# Case Study: **Samui Athletic Football Club** (Thailand)



Branding • Content • Academy Communication • Club Identity

Samui Athletic Football Club is a youth-first academy in Koh Samui, Thailand.

I support SAFC with identity design, matchday content, and academy communication systems.

**Objective:** Build a professional brand and communication system that families, players, and fans can depend on every week.



**Designed Club Logo and Visual Identity**







**Create Matchday and Social Media Graphics**







# Needs vs Solutions: **Samui Athletic Football Club** (Thailand)

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## What They Needed

-  • A clear **club identity** to unite players & parents
-  • A professional **matchday content system**
- A structured **communication model**
-  • **Consistent visuals** for the academy
- **Templates** coaches could reuse easily
-  • Stronger presence for **sponsor visibility**

## What I Delivered

-  • Modern club **branding** with visual consistency
-  • Weekly **matchday/social templates** & posting plan
-  • Parent-friendly **communication assets**
- Canva-based **design system** for staff
-  • Sponsor-ready visibility and **presentation tools**

# Selected Designs: **Samui Athletic FC**

Matchday graphics • Brand visuals • Academy communication



Club Primary and Seasonal Logos



Matchday Content



Kit Arrival Shots



Sponsorship Deck Visual



Academy Event Communication



# Case Study: Tynecastle Football Club (Scotland)



Matchday Templates • Digital Branding • Fan-Focused Content

Tynecastle FC is a historic Edinburgh club competing in the Scottish football pyramid.

I supported the club with clean, modern matchday & social content templates to help strengthen digital engagement and unify their visual identity online.

**Objective:** Deliver consistent and professional matchday content that appeals to fans and supports Tynecastle's long-term digital growth.



Player of the Match Template



Starting XI Template



# Selected Designs: Tynecastle FC

Matchday content • Fan engagement • Sponsorship design



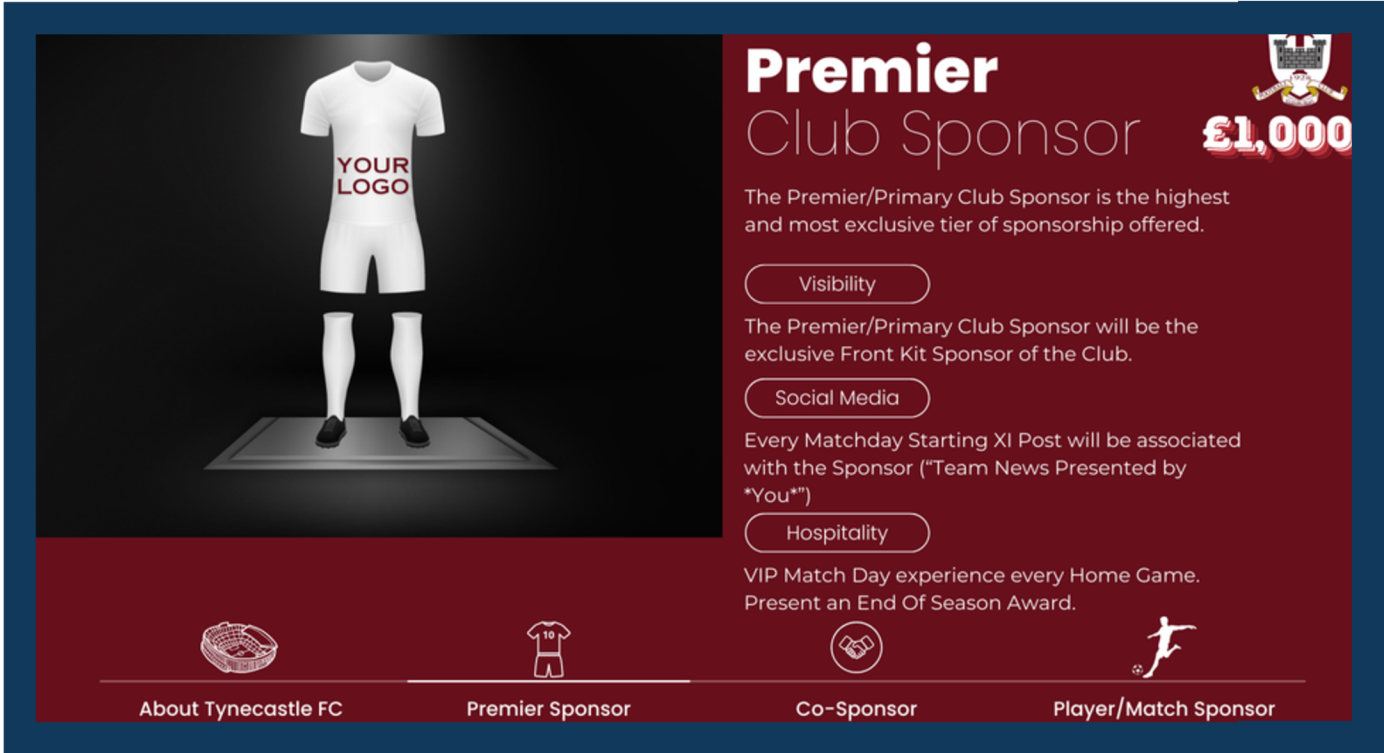
Home & Away Matchday Templates



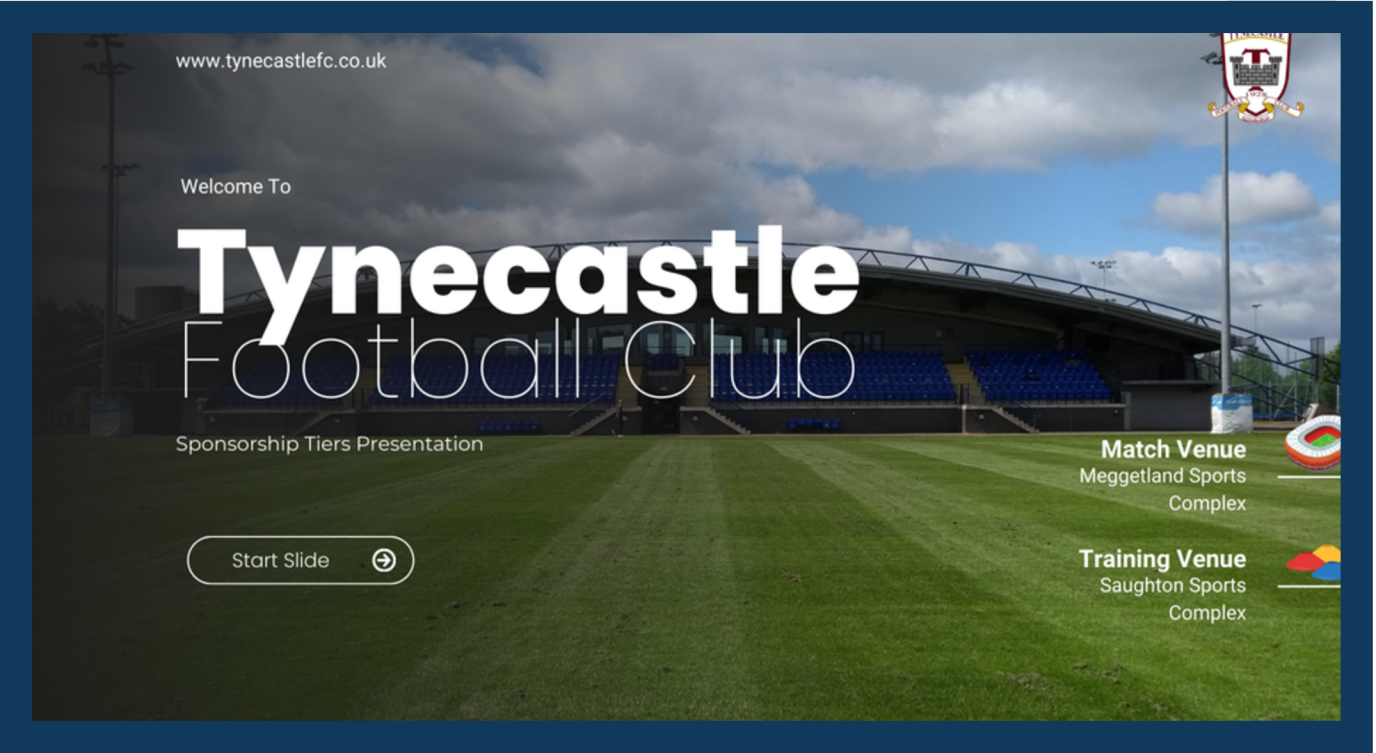
Club Event Communication



Fixtures Template



Sponsorship Deck Visual



Club Branded Document Visual



# Case Study: International School of Samui (ISS) & Samui Development League (Thailand)



Programme Identity • Team Branding • League Design & Communication

I work with the International School of Samui to shape their football programme's visual identity and develop the Samui Development League — a community-focused youth football & basketball league with multiple teams and weekly fixtures, and the first-of-its-kind on the island of Koh Samui.

This included building visual identities for multiple teams, creating matchday content systems, and designing TV display graphics used on-site every week.

**Objective:** Create a complete visual & communication framework that supports league growth, player engagement, and school pride.



ISS Sports & Football Academy Identity



ISS Basketball Academy Identity

# Selected Designs: ISS & SDL

Team identities • League visuals • Communication content



SDL Football League Identity



SDL Basketball League Identity



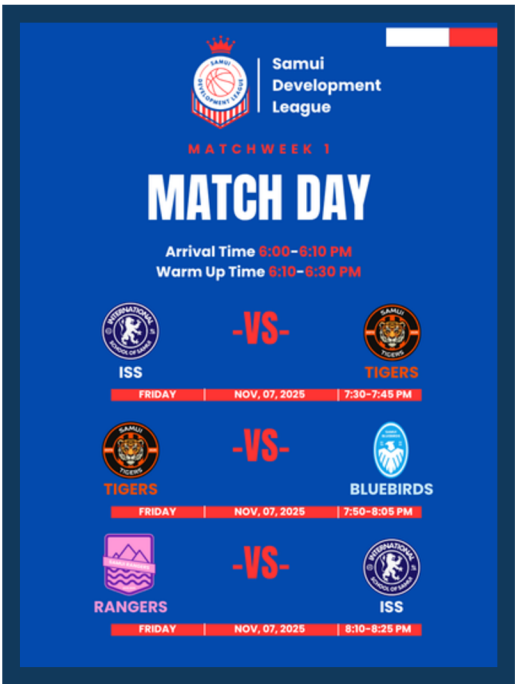
Team Identity – Rangers



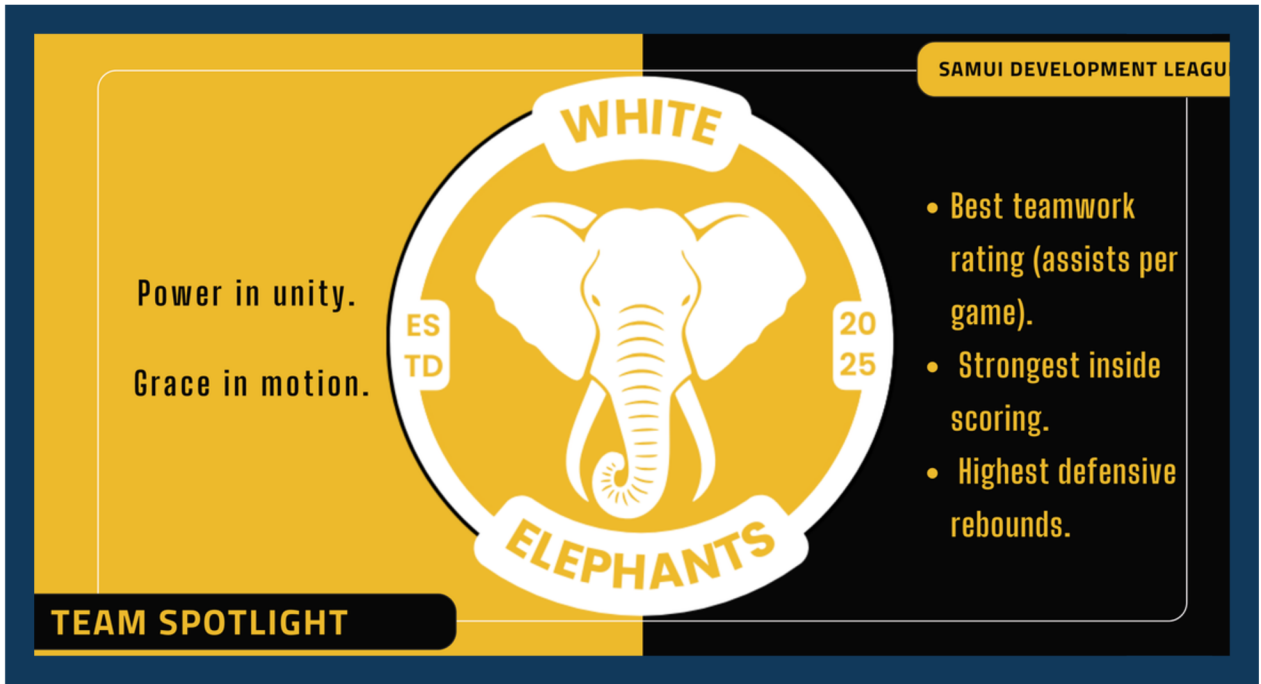
Team Identity – Bluebirds



Social Media Templates



Fixtures Template



TV Monitor Display



# Clients Worked With

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## Clubs & Programmes



## Leagues & Sports IP



## Agencies & Organizations



# Let's Work Together

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I help growing academies, clubs, agencies, and organizations build professional branding and communication systems - delivered remotely, quickly, and reliably.



Email: [arjun.gallardo@gmail.com](mailto:arjun.gallardo@gmail.com)



Location: Working remotely with clients worldwide



Availability: Flexible across time zones (UK • Europe • Middle East • Asia)