NBHD
MARKETING AGENCY

STUDIO CONCEPT / FOOTBALL

Fremantle Gale FC

GALE

Play the wind.

A season launch for a fictional Australian club.



A name for the afternoon wind.

Fremantle **Gale FC**

HOME PENNANT





SWALLOWTAIL PENNANT

VERMILION OXBLOOD SAIL YELLOW

THE BRIEF

Give a fictional Fremantle community club an identity that a supporter could recognise from the far touchline. Give the committee a season campaign it can run with volunteers and one local partner.

THE DESIGN

A swallowtail cut forms the club’s G. Its open end repeats in the GALE lettering. Vermilion leads on fabric, while oxblood and sail yellow carry type across printed notices and passes.

Take the opener to the street.

An A3 sheet for clubs and shopfronts gives supporters one image to remember and the details they need to get through the gate.



A3 / MATCH POSTER



POSTER IN CONTEXT / FREMANTLE WHARF

A film to share. A programme to keep.



Watch the launch film

The sailmaker’s machine sets the rhythm. The corner kick and terrace claps carry it down to the ground.



Open Wind Report

A three-colour cover turns the opening fixture into a souvenir for the walk home.

ONE MATCH, TWO INVITATIONS

Save the date. Fly the colours.

The date is the largest thing in the feed tile. Supporters can screenshot the fixture, opponent and gate times without opening a caption.

The vertical Story gives a future member a reason to turn up early. Their first stop is the West Gate, where they can collect a pass and pennant.

FREMANTLE GALE FC

2027 SEASON

17 Apr.

SATURDAY / FIRST TEAM

Opening day.

GALE v SALTPAN ROVERS

Mole End Ground

West Gate 2 pm / Kick-off 4 pm AWST

FIXTURE FEED / 4:5



Fly our

COLOURS.

A season pass and a club pennant.

Pick up yours at the West Gate.

SAT 17 APR / FROM 2 PM

MEMBERSHIP STORY / 9:16

Something to carry home.



2027 SUPPORTER SET

A vermilion swallowtail flies in the crowd. The sail-yellow pass puts the member’s name, number and season where a gate volunteer can find them.

Run the first collection on opening day. Have the member desk check off each pass as it leaves and send supporters with pennants straight to the sail loft’s station.

Let supporters put their name on it.

A local sailmaker turns a touchline sponsorship into a service on match day.



WEST HEM SAIL LOFT

At the Pennant Bar, the imagined sail loft stitches supporters' initials onto reclaimed sailcloth. A single sign carries the offer, partner name and collection point.

West Gate

Saturday 17 April, 2–4 pm AWST

Mole End Ground

Taking the first fixture to market.

Two weeks out The committee puts A3 posters into clubrooms and nearby shops. Publish the fixture tile with the opponent, ground and time.

Match week Release the supporter Story and motion fixture. Confirm pass stock, pennant quantities and a wet-weather position for the sailmaker.

Gates open The membership lead signs out passes. The sail loft runs the Pennant Bar. Volunteers offer the Wind Report match programme at the gate.

WHAT THE CLUB COULD MEASURE

Count new memberships, first-time spectators and pennants stitched. Ask at the gate where people saw the fixture, and use the opener as the baseline for the next home match.

Bring your club brief to NBHD.

hello@nbhd.marketing