

# Whitewater Creative

## Design and Branding Solutions

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### **Case Study: Bury St Edmunds RUFC**

### **Marketing Design**

(Local Businesses)

#### **Project Overview**

Bury St Edmunds Rugby Union Football Club (RUFC) celebrated its centenary with a significant milestone, marking 100 years of rich history. Whitewater Creative was tasked with bringing their refreshed identity to life, ensuring consistency across both digital and printed assets. Our focus was on developing a cohesive and impactful look across their social media, brochures, and event materials to reflect their new identity and reinforce their prestigious legacy.

#### **Challenges Client Was Facing**

Bury St Edmunds RUFC needed a design partner to translate their new visual identity into effective marketing and communication tools. While the new brand elements were established, the challenge was to create a unified, professional presence that extended seamlessly across multiple platforms. This involved aligning their digital channels, printed assets, and event materials to create an integrated brand experience that would resonate with both existing and potential members, sponsors, and event attendees.

#### **Our Approach and Process**

We began by understanding the core of the club's rebrand and the goals for their centenary year. From there, we crafted a fresh, cohesive visual identity that resonated across both digital and print channels.



For the club's social media, we focused on creating a modern yet historic feel, which respected the club's long-standing reputation while appealing to a broad and diverse audience.

In addition to digital design, we took the rebrand's visual elements and translated them into printed assets. This included brochures aimed at prospective members and potential commercial partners, which were designed to strengthen outreach efforts and encourage new relationships.

## **Our Solutions and Outcomes for the Company**

Our design solutions included two key brochures—one targeting prospective members and the other focusing on commercial partnerships. These assets were designed to align with the club's rebranded identity, presenting a professional and polished representation of the club that enhanced their appeal to both individuals and businesses.

Additionally, we continued to support the club with designs for high-profile events such as fireworks displays, networking functions, and the President's Dinner. The event materials followed the same design principles, ensuring a consistent and premium aesthetic for every occasion.

Our ongoing involvement ensured the club's branding was consistently reflected across all touchpoints, reinforcing their values and identity with a modern, cohesive look.

## **The Results and the Impact They Had for the Company**

The new, unified design across all platforms elevated Bury St Edmunds RUFC's brand perception, significantly enhancing engagement on social media and other digital platforms. The brochures and event materials helped strengthen the club's outreach to both members and commercial partners, presenting the club in a polished and professional light.

Our continued design support maintained this visual consistency across all events, cementing the club's reputation and attracting new sponsors, members, and event attendees. By embedding the refreshed identity into all communications, we helped ensure the club's image matched its prestigious history while embracing its exciting future.



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Services:

Design • Branding • Photography & Videography • Artworking  
Email Campaigns • CGI Rendering

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