

Irish Football Fan TV

Visual identity + Branded content production

Rebuilt the visual identity for a football media platform and produced 100+ branded graphics over two months — driving 296.5K Instagram views and 21,541 likes during the engagement.

ROLE — Brand Designer & Content Producer

CLIENT — Irish Football Fan TV

ENGAGEMENT — 2 months · Aug–Sep 2024

PLATFORMS — Instagram · YouTube



The Brief

Irish Football Fan TV is an established football media platform with a real audience — but their content was being held back by their visuals.

The feed was a mix of inconsistent Canva templates, blurry stock images, and plain-text posts that didn't read as a brand.

The owner wanted visual consistency — a coherent identity that would make every post instantly recognisable as IFFTV and drive higher engagement across Instagram and YouTube.

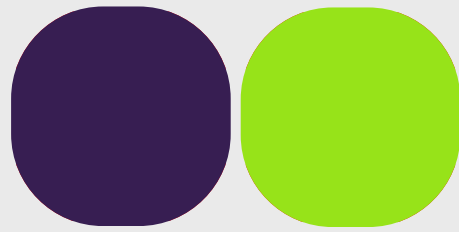
The logo was off-limits (owner's call), so the refresh focused on everything else: palette, typography, post templates, thumbnails, and the actual production of branded content at the speed football news demands.



THE BRAND SYSTEM

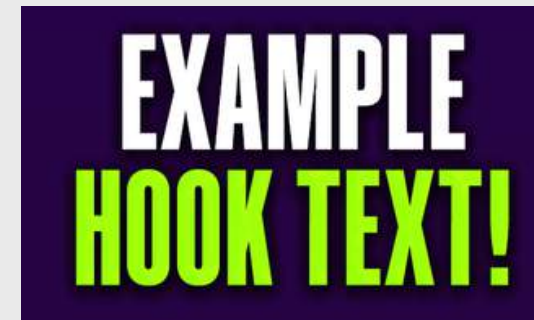
Before any content went out, the brand needed a foundation.

Colour Palette



Built around purple and lime green — a high-contrast pair that cuts through a feed of muted football content and makes every IFFTV post instantly identifiable at thumbnail size.

Typography System



Bold, high-impact type designed for hook-first headlines. Optimised for legibility at the size people actually see content — small, scrolling, on mobile.

Post & Carousel Templates



Designed branded templates for the recurring formats: headline news posts, player-feature carousels, quote slides, transfer rumours, match previews. Every format had a consistent visual structure.

YouTube Thumbnail Style



A consistent thumbnail treatment using the new palette, bold text overlays, and Photoshop-retouched player imagery — built for click-through, not just brand consistency.

The Workflow

News-reactive production at the speed football moves.

Football media moves fast — transfer news, breaking stories, manager quotes, post-match reactions all need to be designed and posted while the story is still peaking.

The workflow was direct: the owner sends a brief (player, story, angle, hook direction), the graphic is designed in Photoshop with full retouching, and it's delivered within the hour.

During summer transfer window, that meant multiple stories breaking at once and constant turnaround pressure.

3+ graphics per day
100+ total across the engagement
<1hr brief-to-delivery turnaround
Photoshop + Camera Raw every piece



Headline Piece

Brighton Boss Hails Evan Ferguson · Instagram carousel

A news-reactive Instagram carousel built around Brighton manager Fabian Hürzeler's praise for Evan Ferguson — designed and posted while the story was still trending.

Format: Carousel · 2 slides · headline graphic + pull-quote slide

Result: 38K+ views · 2.6K+ likes

Why it worked:

- Speed — posted while the news was still peaking, not hours after
- Visual hierarchy — bold hook headline, retouched Ferguson image as the focal point
- Brand consistency — lime green inset for the Hürzeler quote kept the post instantly recognisable as IFFTV
- Engagement caption — open question prompt drove comments and shares, not just passive likes



Headline Piece: Ray Parlour

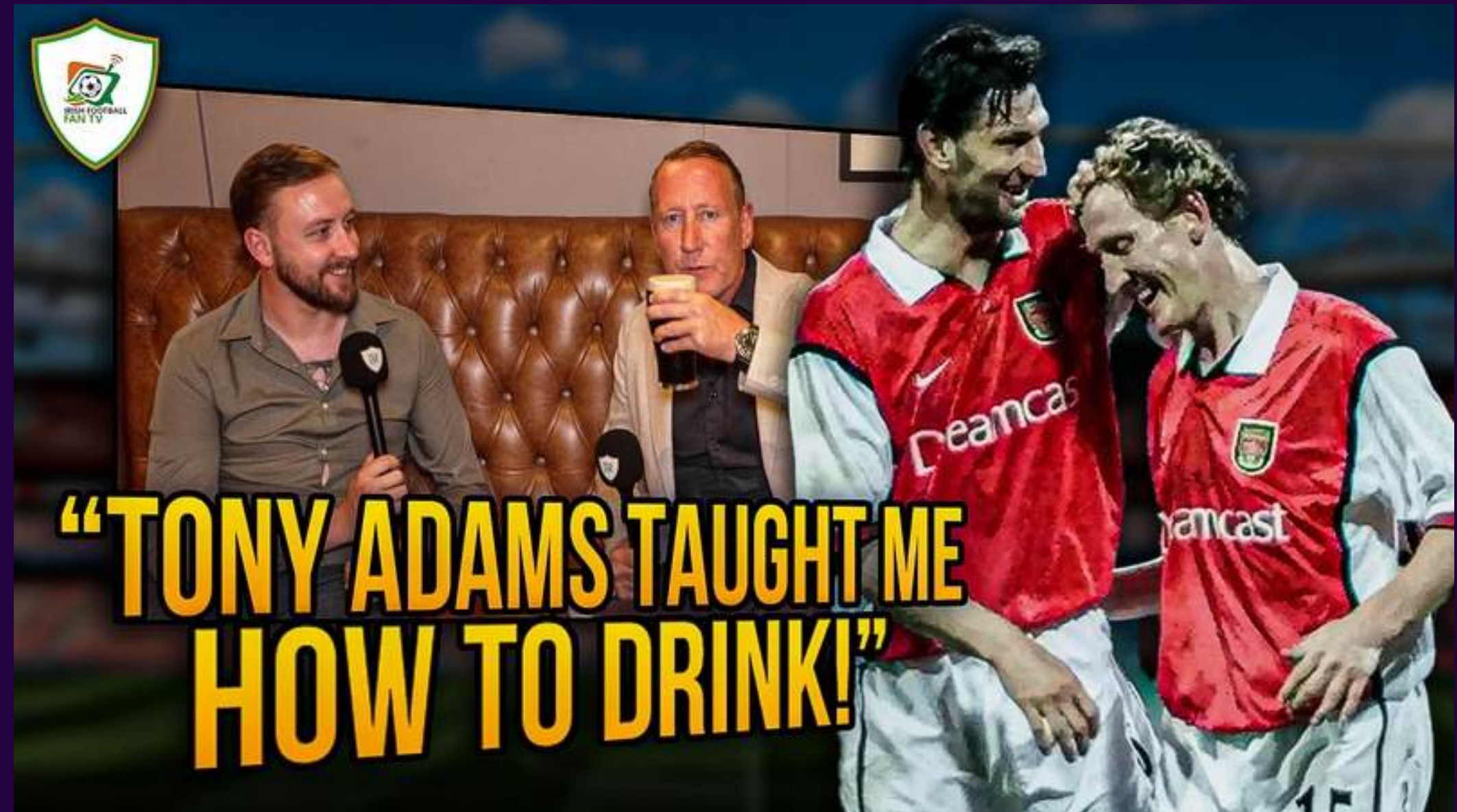
Arsenal Invincibles podcast · YouTube thumbnail

Designed for a long-form podcast interview with Arsenal Invincibles legend Ray Parlour — packed with stories about Tony Adams, Roy Keane, and that iconic era. The thumbnail had to compete in Arsenal fan YouTube against thousands of other clips, so the design leaned into nostalgia and a punchy pull-quote built for click-through.

Format: YouTube thumbnail · 16:9 Result: 6.7K+ video views

Why it worked:

- The hook quote — "TONY ADAMS TAUGHT ME HOW TO DRINK!" is provocative, curiosity-driving, instantly clickable
- Bold yellow type with heavy outline and shadow — readable at thumbnail size, which is the metric that actually drives click-through
- Composite of interview screengrab + iconic Adams celebration photo — creates a "then and now" visual tension that pulls Arsenal fans in instantly
- Brand consistency — IFFTV logo placement and overall layout matched the broader thumbnail system I built
- Collaborative direction, my execution — I proposed several visual options and agreed the screengrab + historical composite approach with the owner; all design, retouching, and final craft were mine



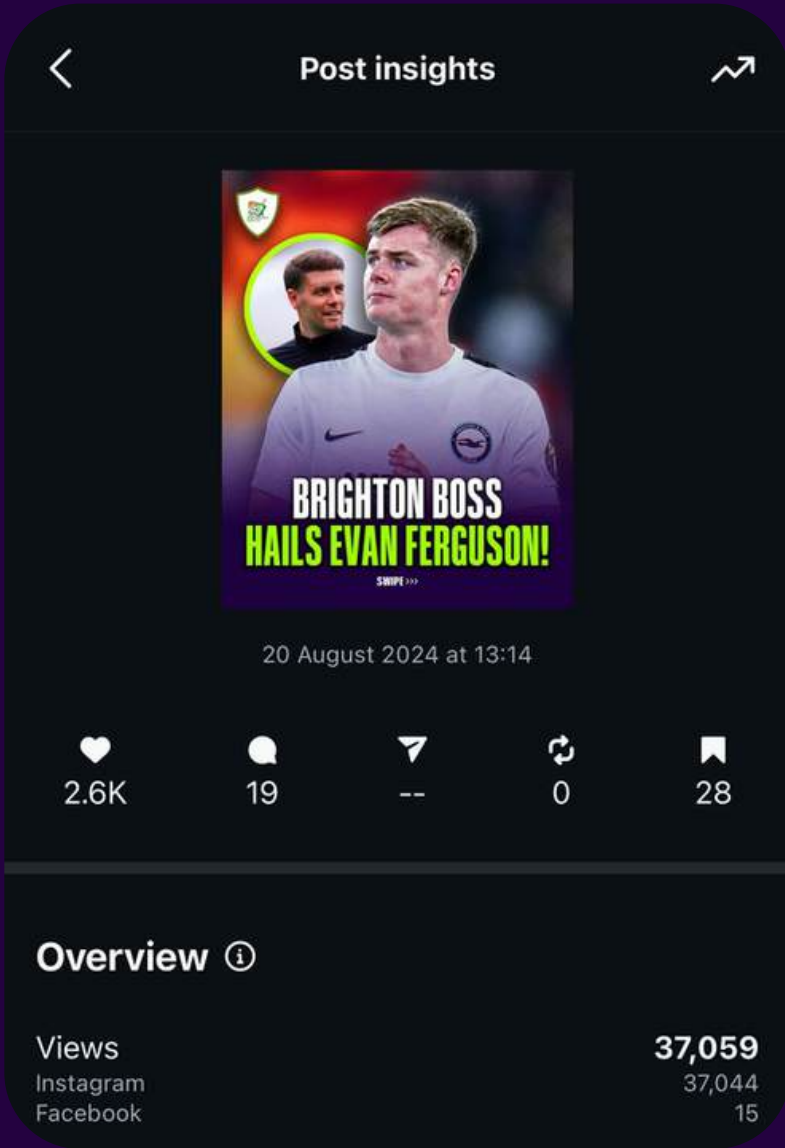
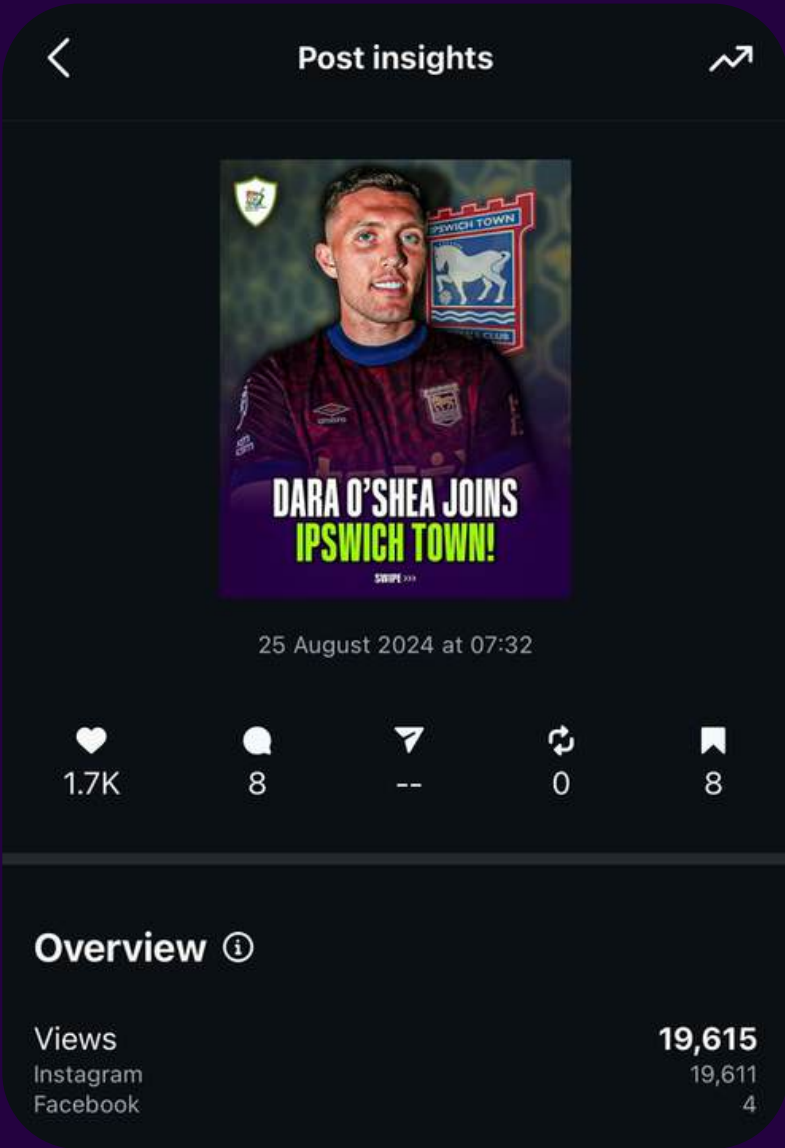
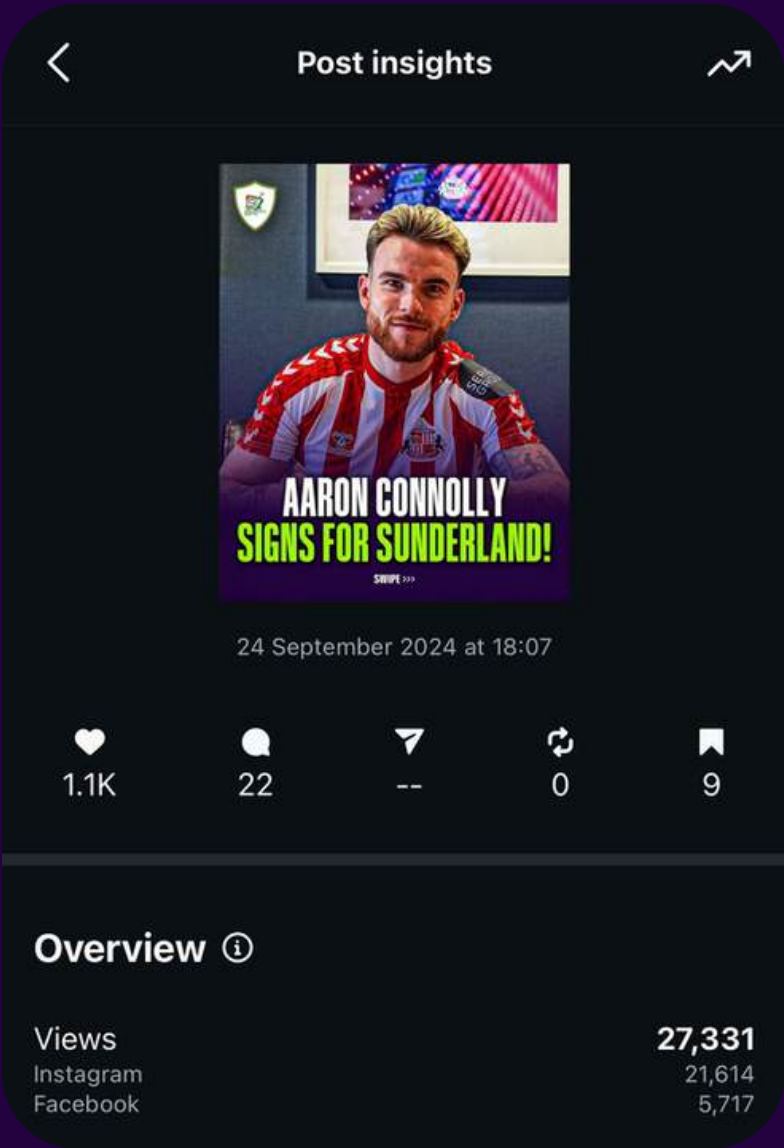
Results

2 months · Aug–Sep 2024

296.5K Instagram views · 21,541 likes

Calculated from individual collab post insights across the engagement period

- Evan Ferguson carousel: 38K+ views, 2.6K+ likes (single viral piece during transfer window)
- Ray Parlour podcast YouTube thumbnail: 6.7K+ video views
- 11K+ total YouTube views across IFFTV branded video content
- 100+ branded graphics produced across Instagram and YouTube
- Daily production cadence maintained throughout, including peak transfer window



Outcome

In two months, Irish Football Fan TV went from a feed of inconsistent, low-craft graphics to a coherent branded content channel producing 100+ pieces of high-craft work — driving real engagement numbers across Instagram and YouTube.

For a football media platform, the leverage isn't in chasing one viral post. It's in building a visual identity that makes every post immediately recognisable, then producing at the speed news demands.
Brand identity, production system, and execution: built.

Haris Khan
Content Producer & Brand Designer
harisqan.com · harisqan@gmail.com

