

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



Club Branding & Visual Identity

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



Social Media & Content Systems

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



Academy & League Development

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



Sponsorship & Pitch Deck Design

- Sponsor proposals
- Season plans
- Commercial storytelling

About Me

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 SRIDHAR
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)

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**

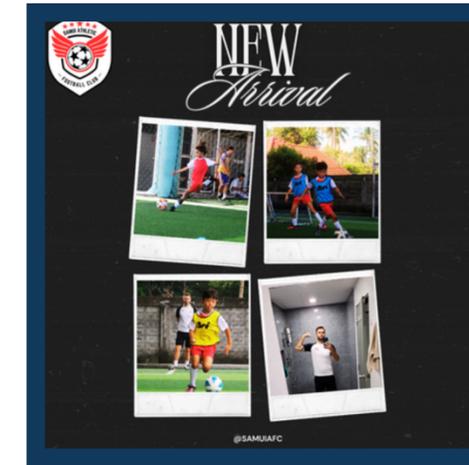
Matchday graphics • Brand visuals • Academy communication



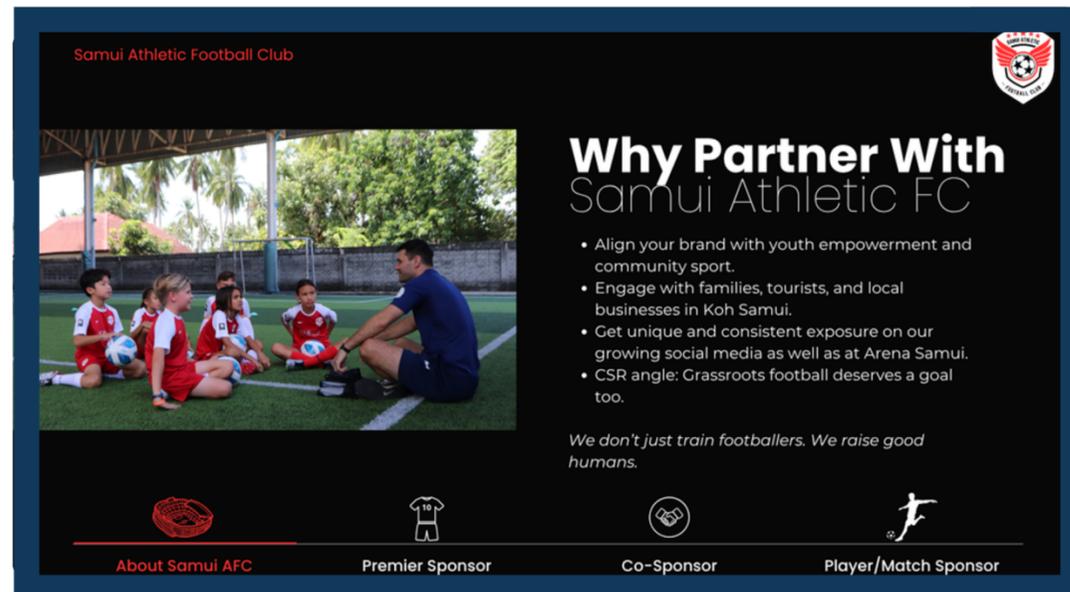
Club Primary and Seasonal Logos



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



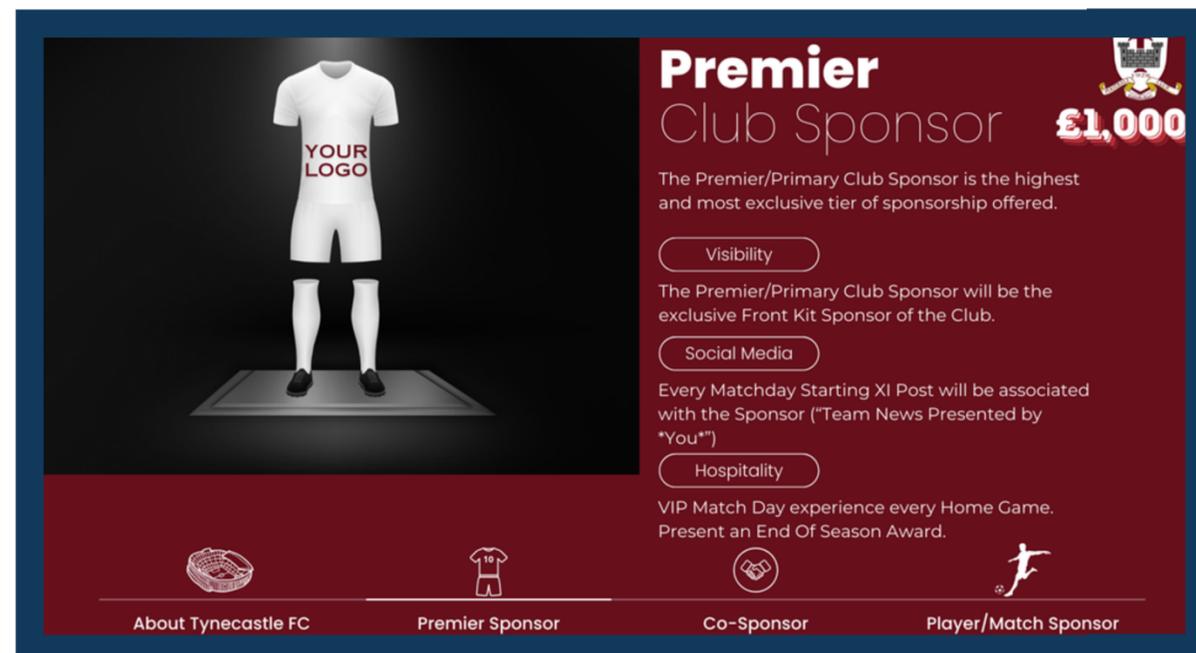
Home & Away Matchday Templates



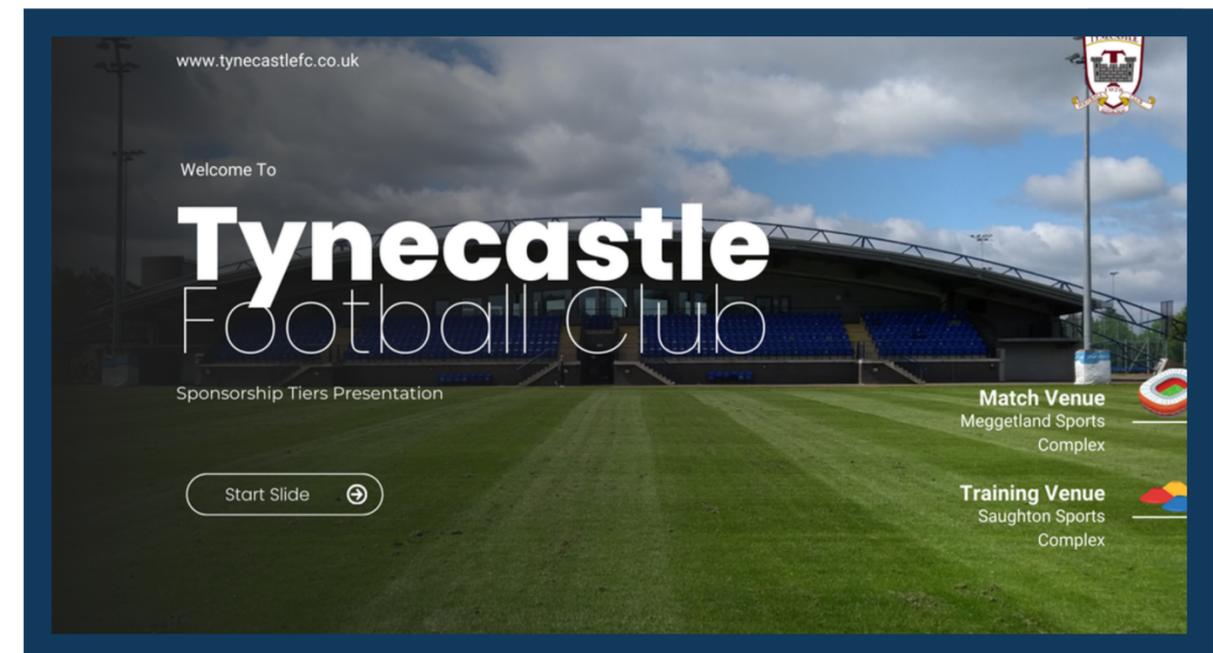
Club Event Communication



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



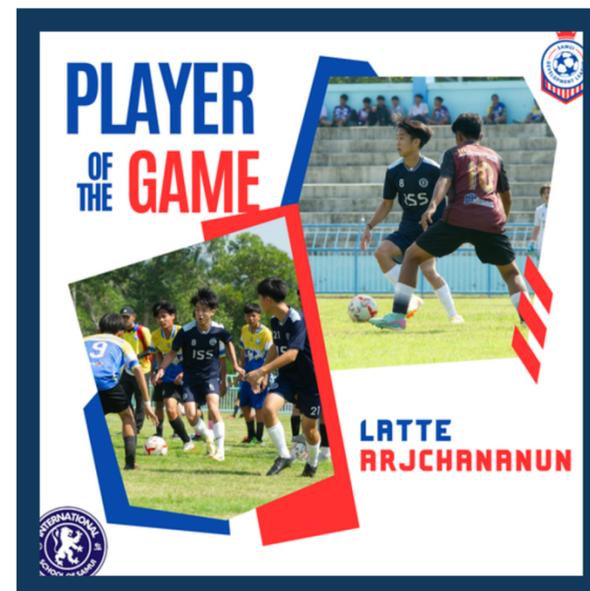
Team Identity - Rangers



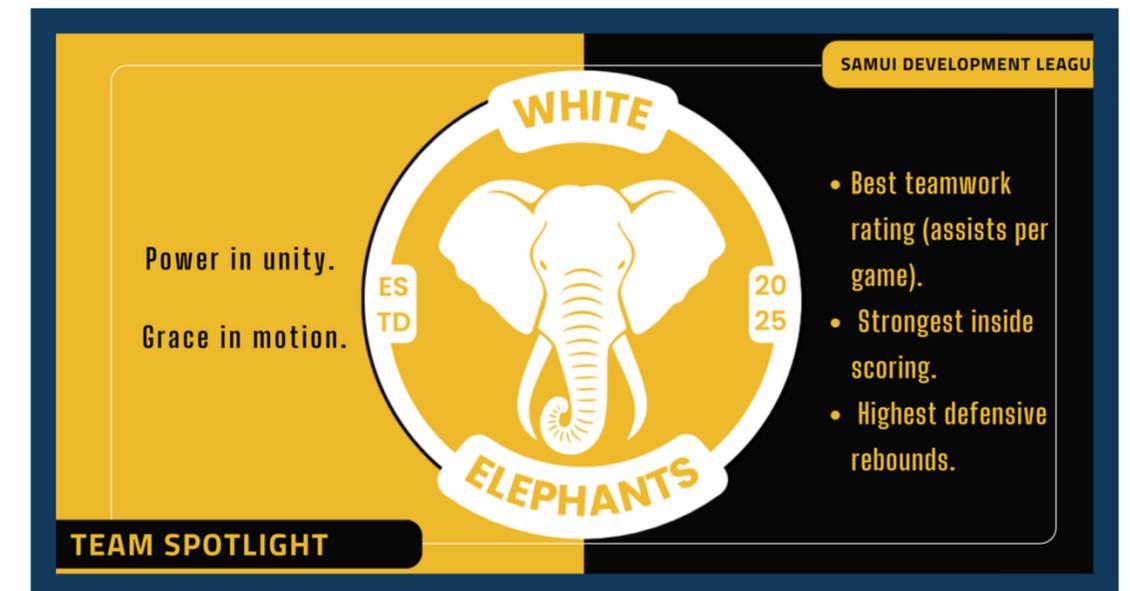
Team Identity - Bluebirds



Social Media Templates



Fixtures Template



TV Monitor Display

Clients Worked With

Clubs & Programmes



Leagues & Sports IP



Agencies & Organizations



Let's Work Together

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



Email: arjun.gallardo@gmail.com



Location: Working remotely with clients worldwide



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