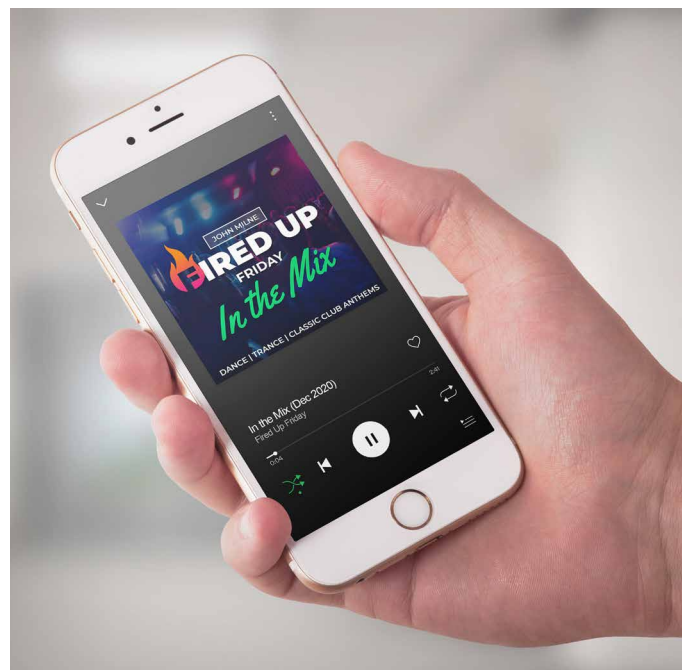
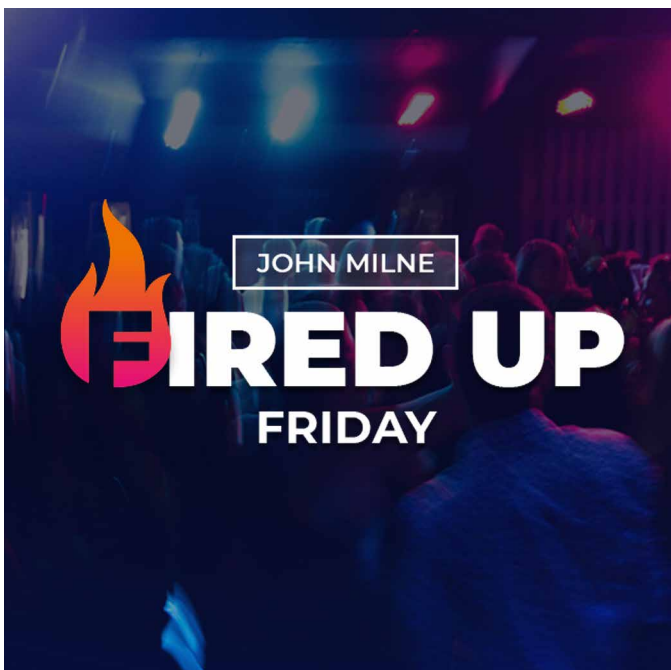




Fired Up Friday:

Back in the day John presented Fired Up Friday on Tay FM, playing all the biggest classic club, dance and trance, anthems. During lockdown he decided to reinvent Fired Up Friday and bring it back as a weekly playlist, recorded from his home studio, bringing you some banging tunes as well as his future club hits.



I created the Fired Up Friday branding back in 2019 for the 20th anniversary, and a one off comeback, of the show. Using the Tay FM colour gradient within the flame element linking it to where it all started.

With a limited colour palette the use of the bright emerald green helps attract attention and helps to make the design 'pop'. The style is simple and modern with a slight nostalgic feel, reminiscent with night clubs from the 90s and 00s and helping to turn staying in into the new going out!



Content creation consisting of fun engaging visuals in the forms of social posts and video for the Fired Up Friday social channels, as well as profile and cover images, including variations for MixCloud.

