

BRAND UPLIFT

MATCH FOR HOPE 2025

WHAT IS MATCH FOR HOPE?

Match for Hope is not just a game; it's a concerted effort to raise funds for essential education to children and young people most in need, particularly in regions affected by conflicts, disasters, or poverty.

NEW MODERN DESIGN

The redesigned Match for Hope logo modernizes the original with a sleek sans-serif font for a fresh, contemporary feel. The use of negative space around the football player adds balance and depth, reinforcing the logo's dynamic and engaging appeal.



KSI X ABOFLAH LOGO

The logo combines bold, impactful elements with a cohesive color scheme to represent the high-energy, dynamic team of KSI and Aboflah. The soccer ball, trophy, and shield shape embody athleticism and unity, while the central banner, designed like KSI's iconic bandana, emphasizes their partnership. Memorable and visually striking, the design is perfect for building excitement and recognition around this powerful duo.



CHUNKZ X SPEED LOGO

This logo represents Chunkz and Speed as reigning champions, with the crown and star symbolizing their title-holding status from last year. Unlike the KSI x Aboflah logo, it uniquely features the initials "CS" to highlight the captains' leadership. The teal color scheme and shield shape convey unity, strength, and making it a powerful emblem of their championship team.



KSI x ABOFLAH
2025
974 STADIUM

2025
MATCH FOR
HOPE
مباراة لإحياء الأمل

CHUNKZ SPEED
LS
2025
FEBRUARY 2025