

NATIONAL
BANK
OPEN

presented by  ROGERS

NBO VIDEO GUIDELINES

2024

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01/ GUIDING PRINCIPLES

GUIDING PRINCIPLES

Here are some examples of the video guiding principles. Creativity is welcomed just be sure to get approval from the Studio to ensure alignment with the TC or OBN/NBO brand.

- Always use NBO approved fonts. No other fonts should be used.
- No outlines or special effects on fonts.
- Consistency is key across different videos (within reason).
- Creativity is welcomed as long as it stays within the NBO brand.
- Involve the Creative Studio lead and coordinator early on in the process. They should see creative before it goes to internal clients.

Marga Ashley (Studio Lead):
mashley@tenniscanada.com (until Sept 2, 2024)

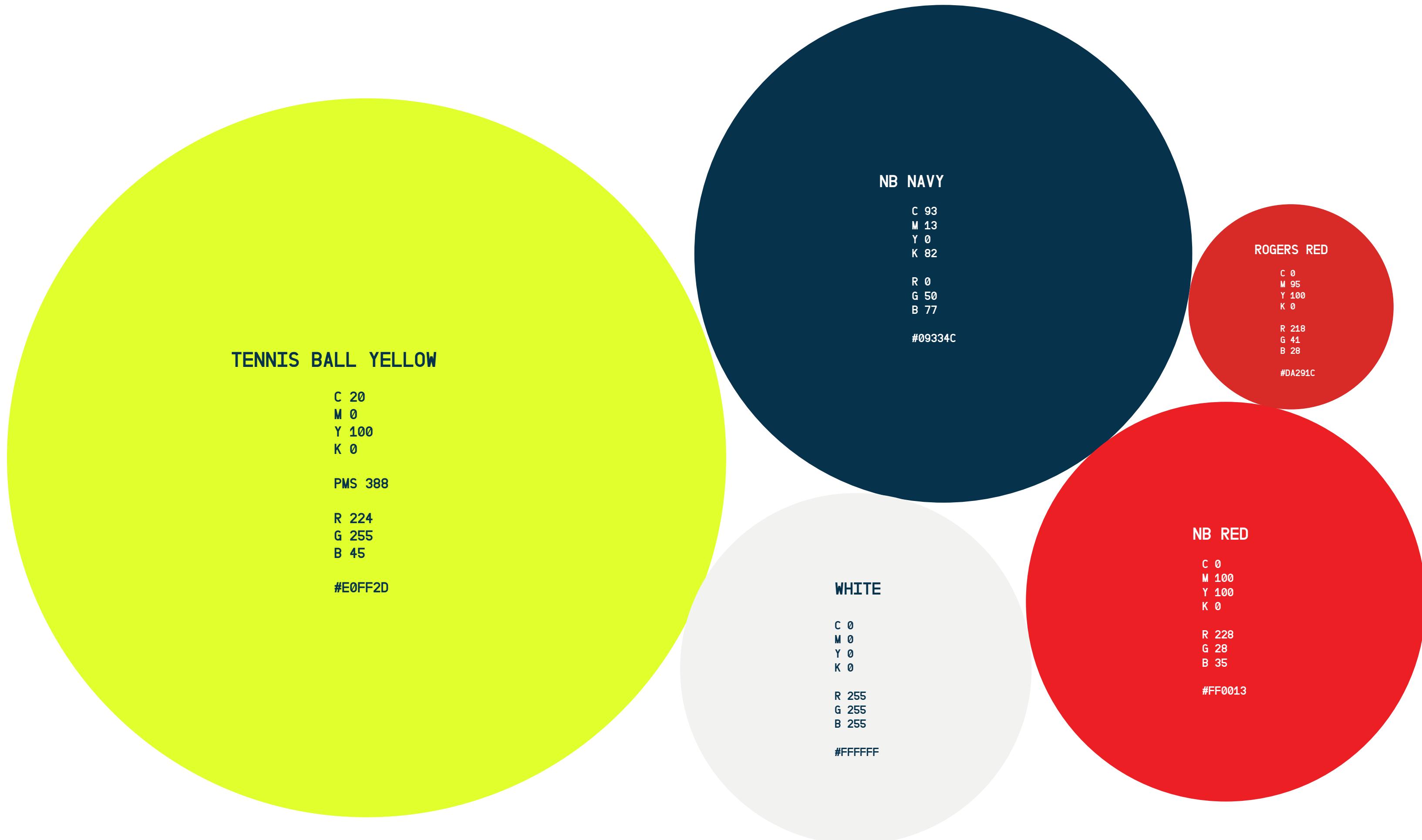
Natalia Velarde (Studio Lead):
nvalarde@tenniscanada.com (after Sept 2, 2024)

Melissa Airdrie (Studio Coordinator):
mairdrie@tenniscanada.com

02/ CORE IDENTITY

OFFICIAL COLOURS

Use the NB Navy, Tennis ball yellow and white primarily. The reds can be used sparingly and as accent colours.



NBO/OBN NB GROTESK

This font can be used for headlines and information in Tennis ball yellow, navy or white.

For instructions on how to purchase, please contact
brand@tenniscanada.com

THE NBO FONT (TENNIS BALL FONT)

is used sparingly and as a headline text, do not use more than 20% of the design and always use in Tennis ball yellow.

GILROY

Used for body copy and legal text. Use capitals for headline text when only using all Gilroy font and sentence case for body text. Blue and white are the colour choices.

GRAPHIC HEADLINE

Colour: Always use tennis ball yellow

NBO
CUSTOM
BALL

LOVE
ALL

HEADLINE & INFORMATION

Colour: Tennis ball yellow, navy or white depending on the layout

NB
GROTESK
PRO

FEEL
TENNIS.

AUGUST 6 TO AUGUST 14

BODY COPY & LEGAL

Colour: White or navy depending on the layout

NB GILROY
IS SETTING TO SERVE
AGAINST SHAPOVALOV

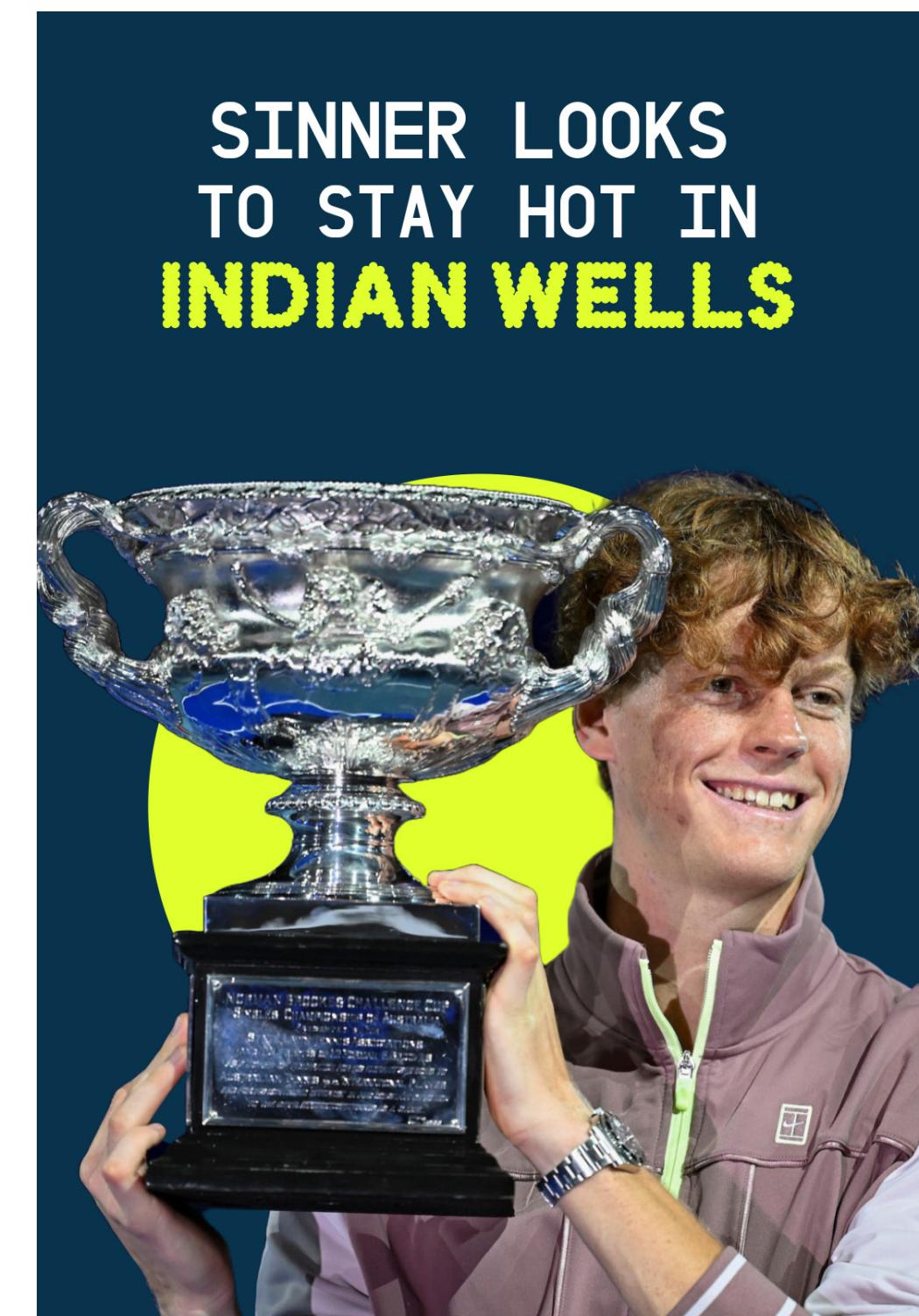
Proud to present the Montreal tournament since 2005 and the Toronto tournament since 2010, we are starting a new chapter with Tennis Canada.

The Rogers Cup presented by National Bank becomes the National Bank Open presented by Rogers.

This new agreement strengthens our ties and allows us to take part in the growth of tennis across the country.

LAYOUT EXAMPLES

Here are some examples of NBO assets and the look and feel of the brand.



LOGO COLOUR PAIRING

Here is a list of the colour pairings to use for the NBO logo and background.

Main colour layouts are Marine Blue, Tennis ball yellow and white.

Secondary colours are here for reference but are rarely used.

LOGO COLOUR PAIRINGS

The NB flag must always be red.
Exception: White flag on blue background

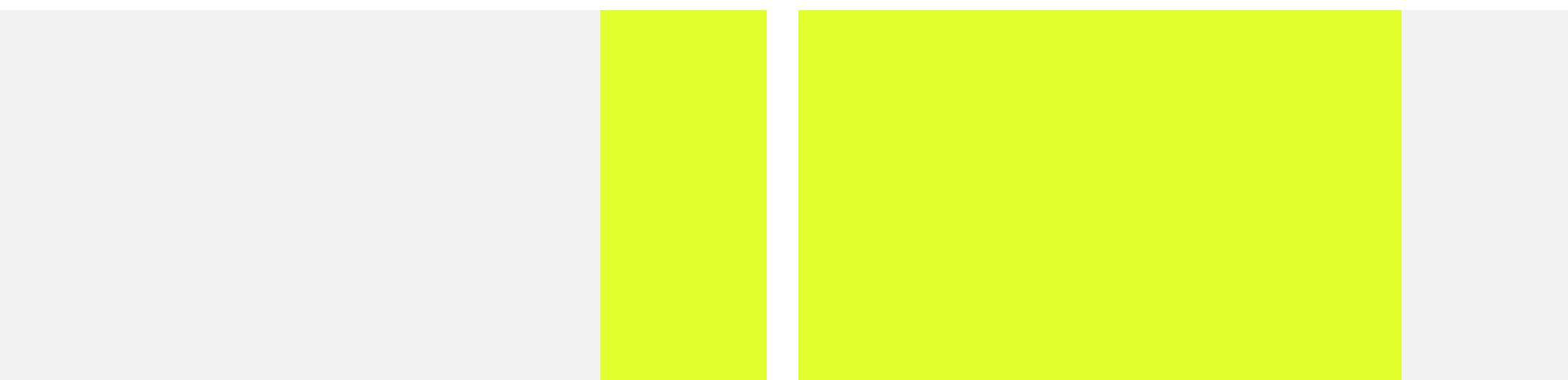


LAYOUT COLOUR PAIRINGS

Main



Secondary



LOGO COLOURS

The official logo's are the full colour and inversed versions and should only be placed on solid colour backgrounds preferably in blue or white. Please contact the studio if you have questions about any other colour backgrounds.

The black or white logo's are only used when there is a one colour print/layout.



03/ GRAPHIC ELEMENTS

LOWER THIRDS

As seen in the examples, we can explore different options with the use of NB Grotesk in different sizes.

Font's are at 100% opacity with a slight drop shadow.

The graphic asset in example 2 can be found in the NBO/OBN Adobe Creative Cloud library.

NB Grotesk - White
NB Grotesk - NB Yellow

SYLVAIN BRUNEAU
HEAD OF WOMEN'S PRO



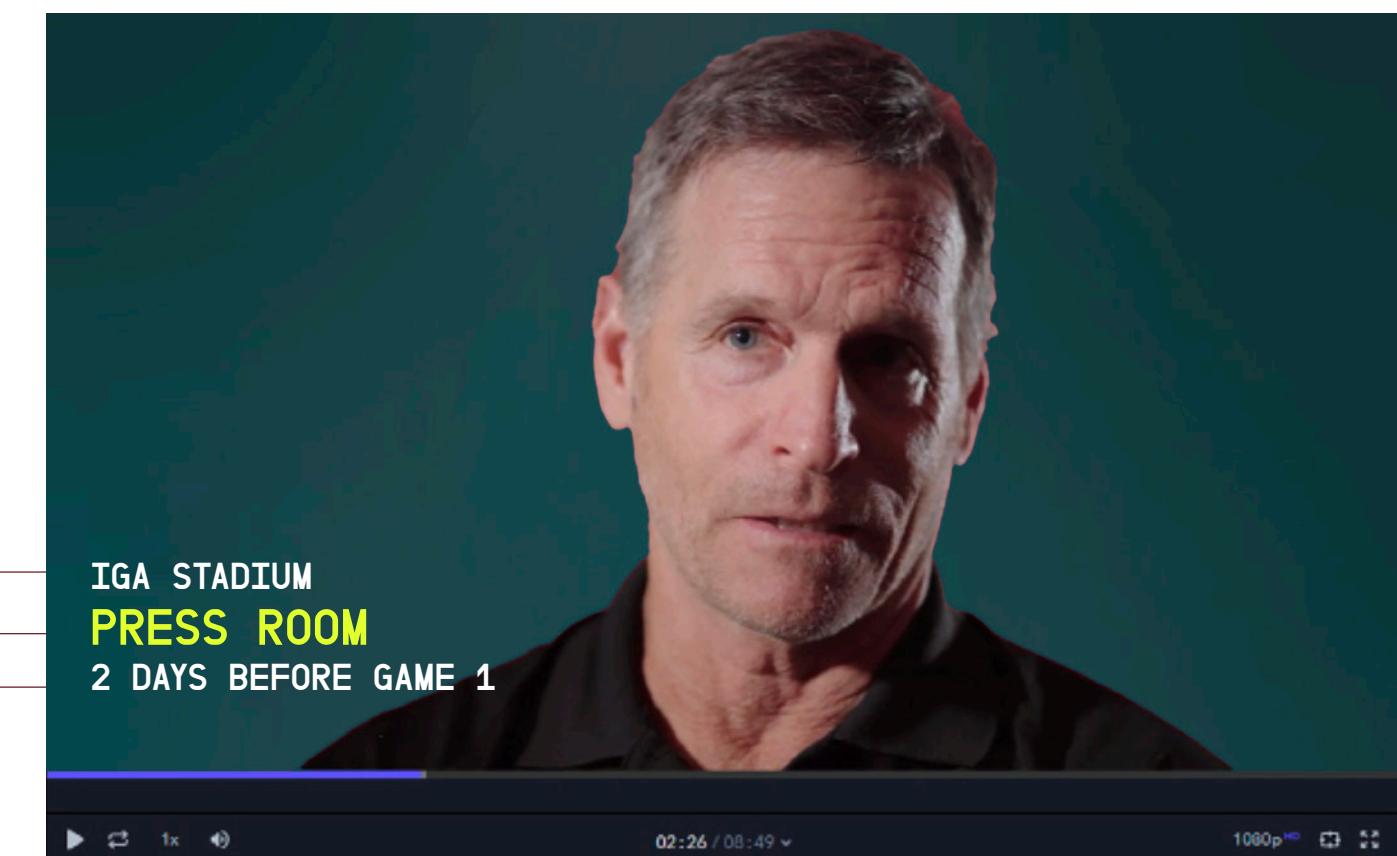
Option of using the graphic element as well



When using 3 lines, main text should be in the middle

NB Grotesk - White
NB Grotesk - NB Yellow
NB Grotesk - White

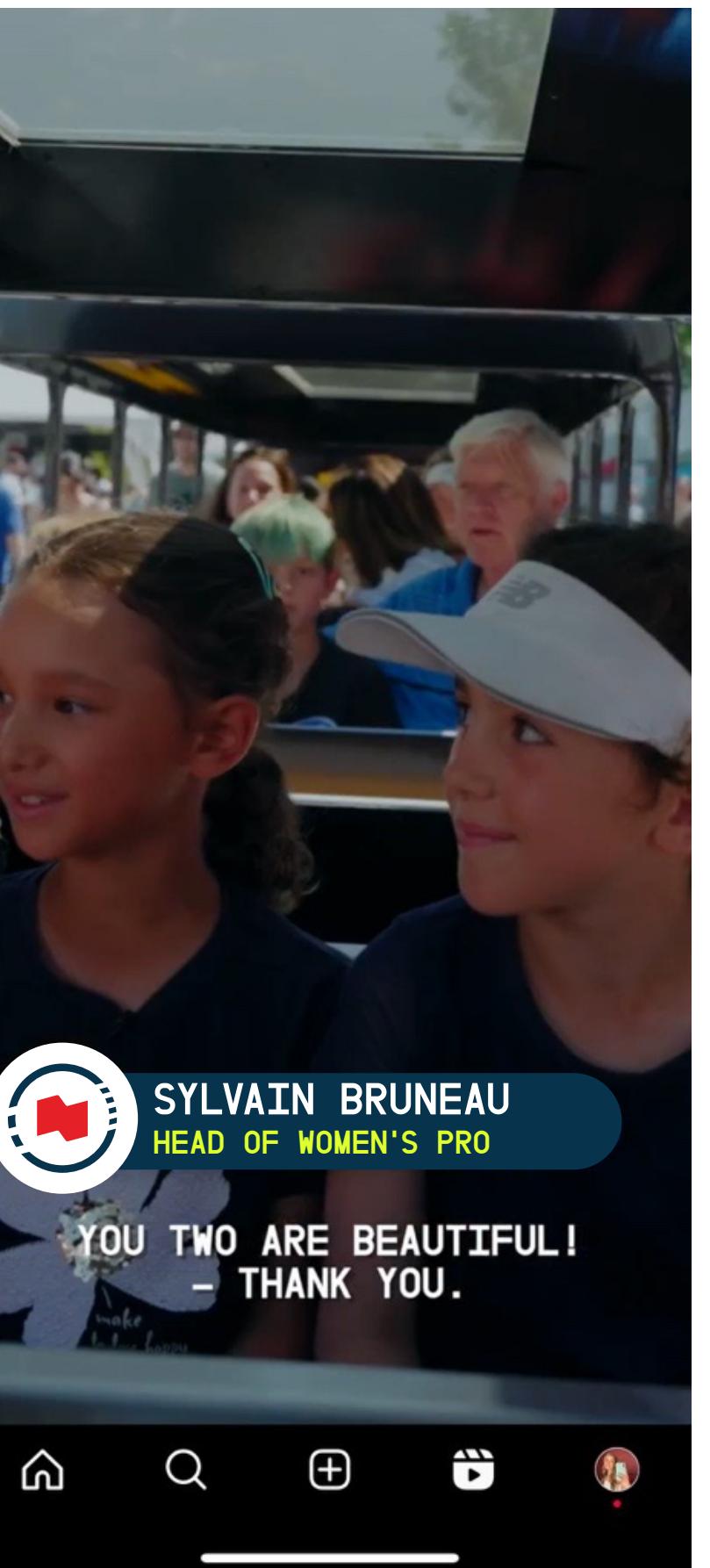
IGA STADIUM
PRESS ROOM
2 DAYS BEFORE GAME 1



LOWER THIRDS VERTICAL

NBO-0BN

Here is an example of 1080 x 1920 lower third placement. The colour background version is recommended for the vertical layouts because they are more visible on a busy background.



LOGO LOCK-UPS

1. End slates with sponsors example
16 : 9 logo's will be placed side
by side using the template for
spacing.

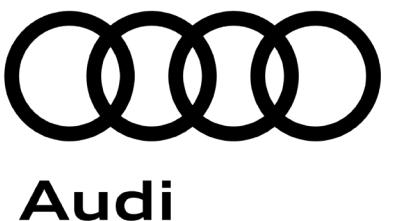
2. For 9 : 16 layout's use 2 end
slates, first the sponsor logo centred
horizontally and vertically and then
end with the NBO or OBN logo centre
aligned vertically and horizontally as
well.

Lock ups have been created and can
be found here: (insert link)

1.



2.



WATERMARK

Watermarks should be placed in all videos in the top right hand corner with 75% opacity and a slight drop shadow.

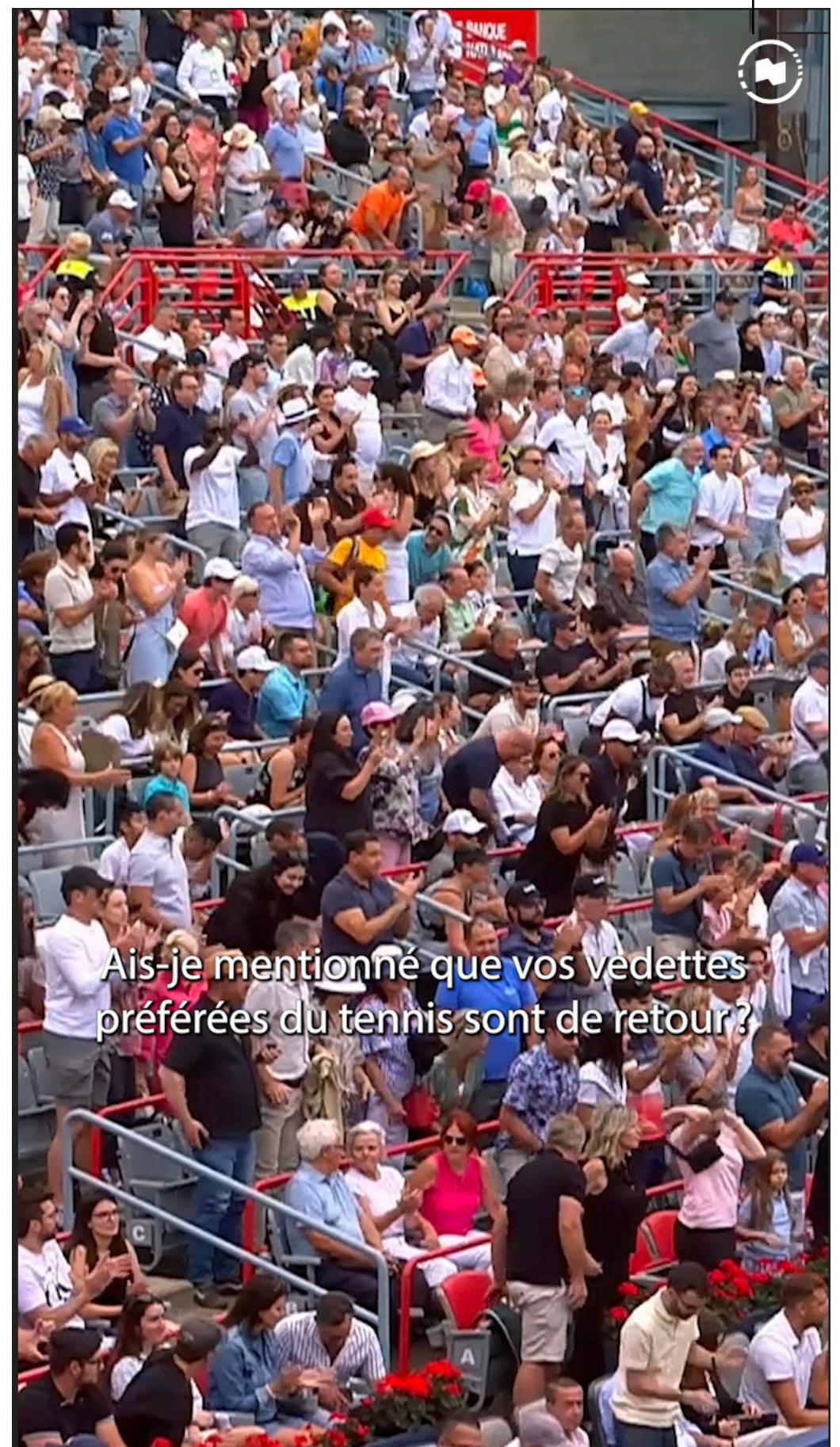
Position: 1843.0 78.0
Scale: 15.0
Scale width: 100%
Anchor point: 313.5

Vertical placement:

Position: 979.4 95.5
Scale: 15.0
Scale width: 100%
Anchor point: 232.3 365.2



Watermark placement



Watermark placement

THUMBNAILS

NBO/OBN

We use thumbnails in order to create brand awareness and identify OBN/NBO videos.

We have a variety of templates depending on the type of video. Please refer to the templates here: (insert link)

VIDEO BOARD SAMPLES

Here are some examples of the design and layouts we use for last years digital boards.

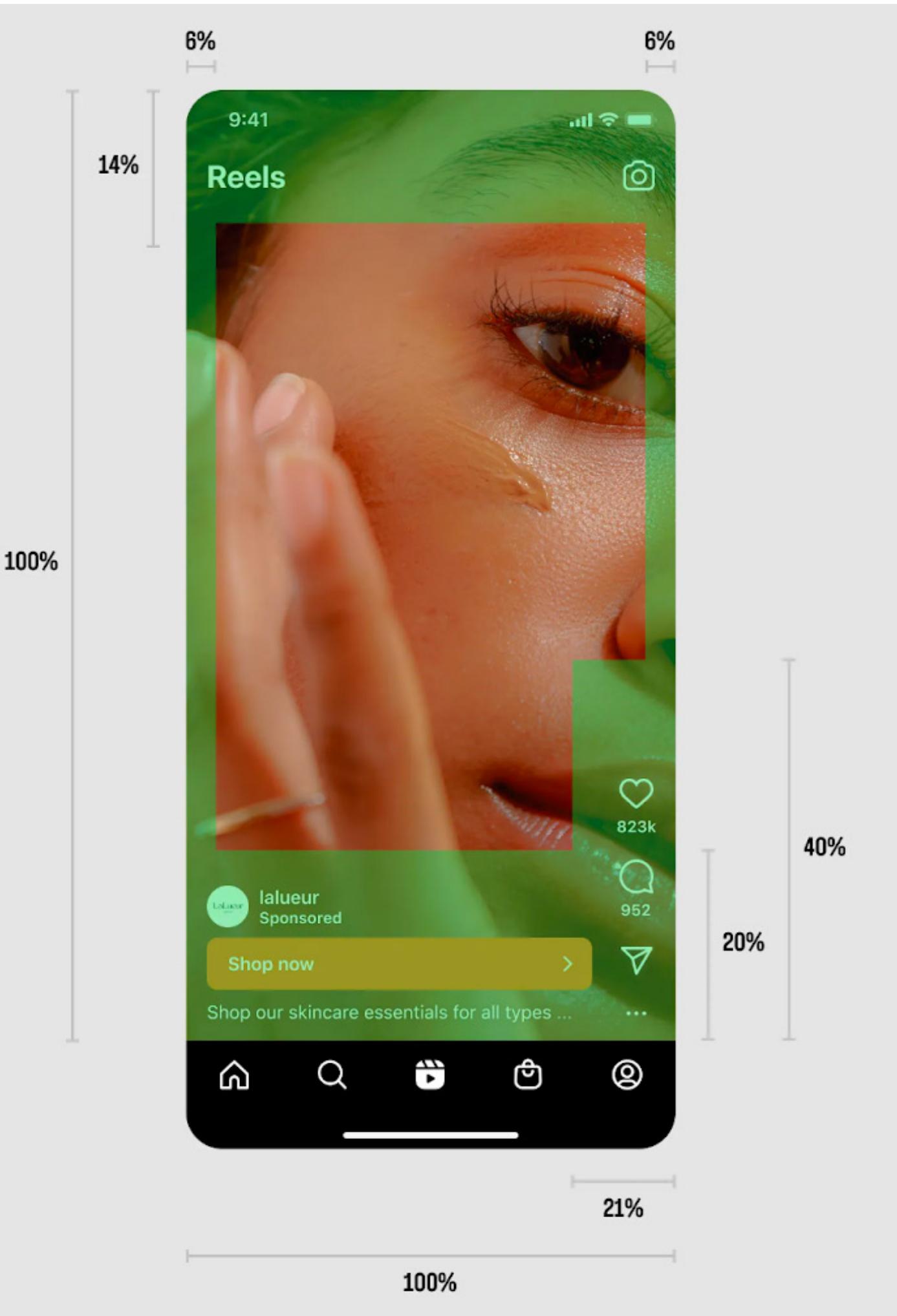


SAFE SPACES IG

INSTAGRAM REELS

Here are the safe zones measurements for IG Reels, you can download a PNG template here (insert link)

INSTAGRAM REELS

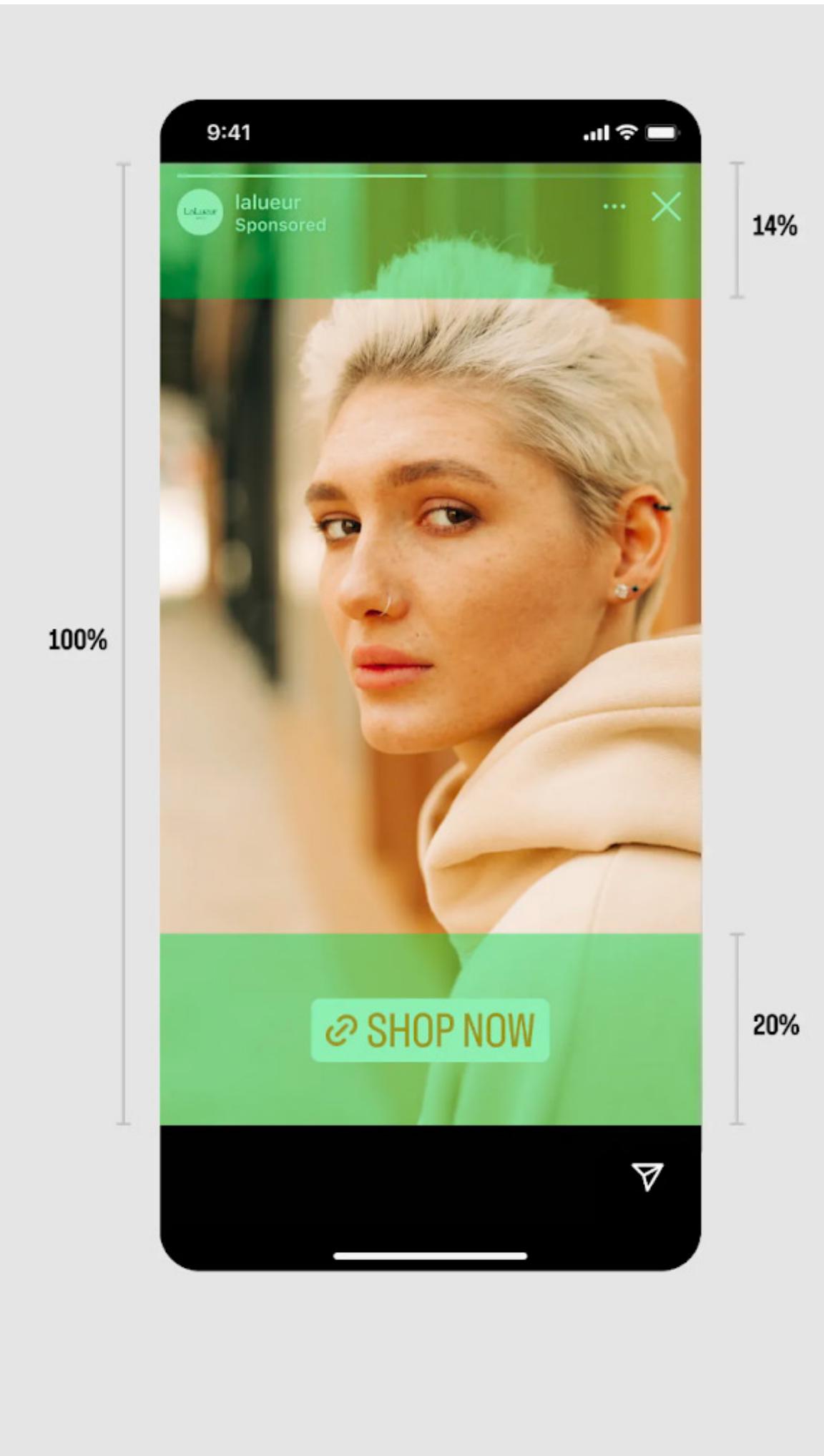


SAFE SPACES IG

INSTAGRAM STORIES

Here are the safe zones measurements for IG Stories, you can download a PNG template here (insert link)

INSTAGRAM STORIES



VIDEO BOARDS

For video board font we use Gilroy bold in sentence case, centred.

Font's are at 100% opacity with a slight drop shadow.



Centre Court Video Board Specifications

Dimensions: 1920x1080 px

Proportions: 16x9

Resolution: 72ppp

Minimum size reference of fonts:

Gilroy Bold = 90pts

Gilroy Bold = 94pts

VIDEO GRAPHIC ELEMENTS

For the opening screen of the video, you may include a title, but it is not mandatory.

We use the font NB Grotesk for the titles.

01

Opening screen with a title



02

Opening screen without a title



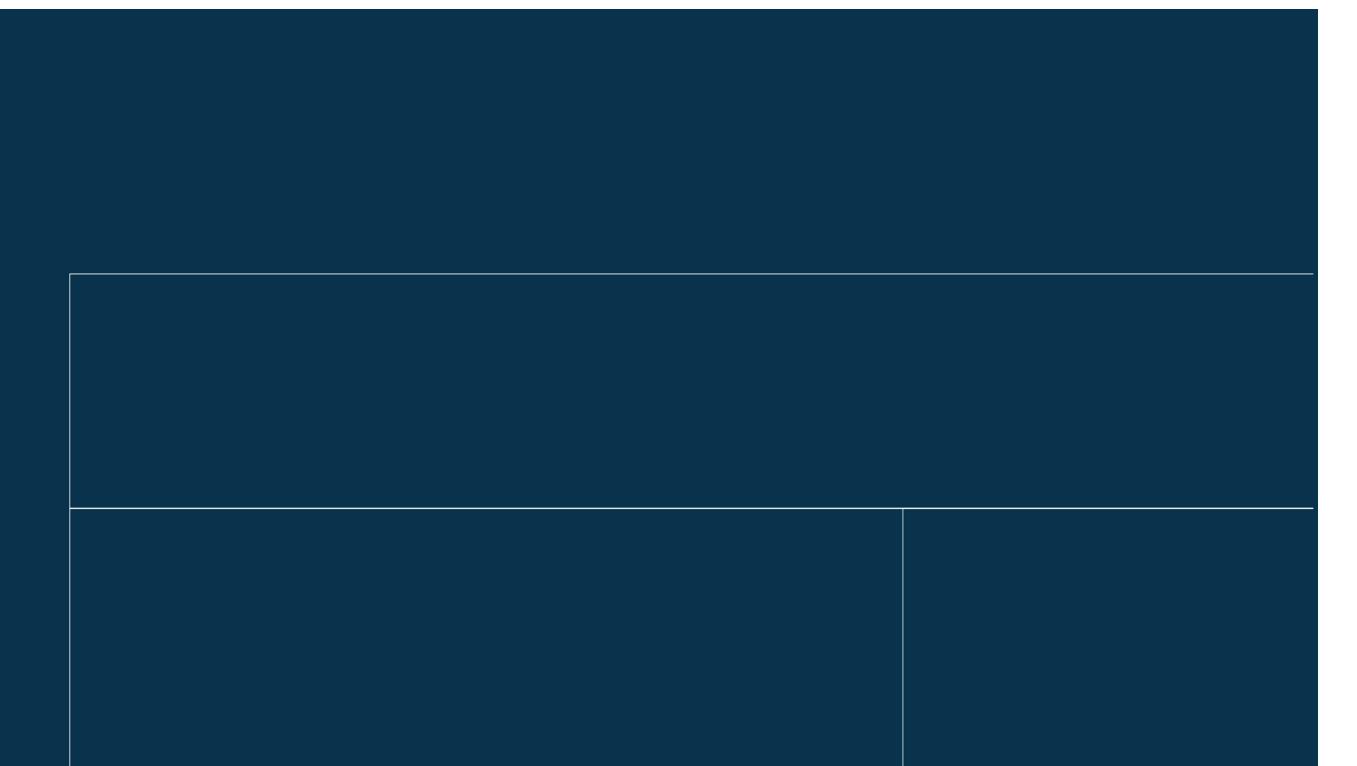
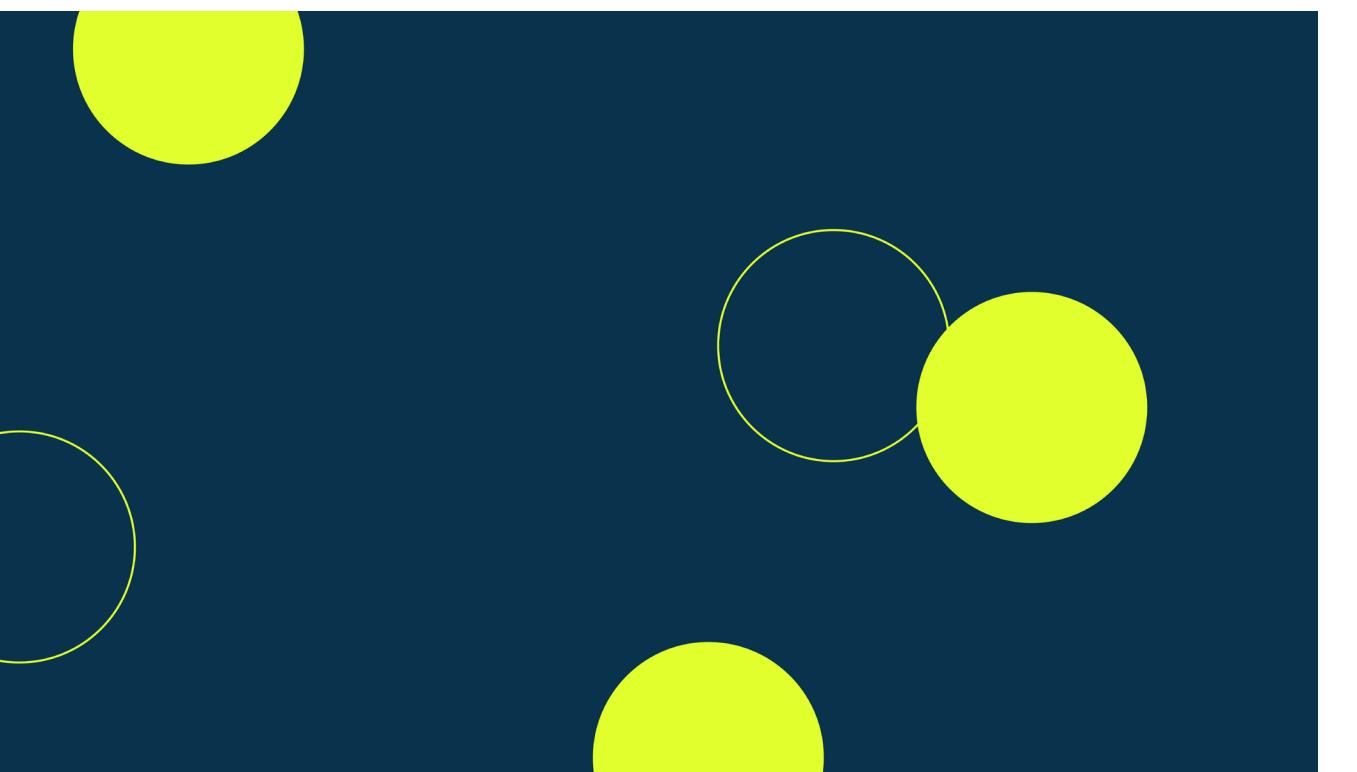


03/ VISUAL ASSETS

BACKGROUNDS AND TRANSISTIONS

The use of colour is encouraged when using backgrounds or transitions. Here are a couple of examples the Studio has created.

You can find them here: (insert link)



PHOTOGRAPHY DIRECTION

ACCESSIBILITY AND INCLUSIVITY

Photos must highlight the accessible, sporty and friendly aspect. It is important to show diversity (body type, ethnicity, gender, age, etc).

DYNAMISM

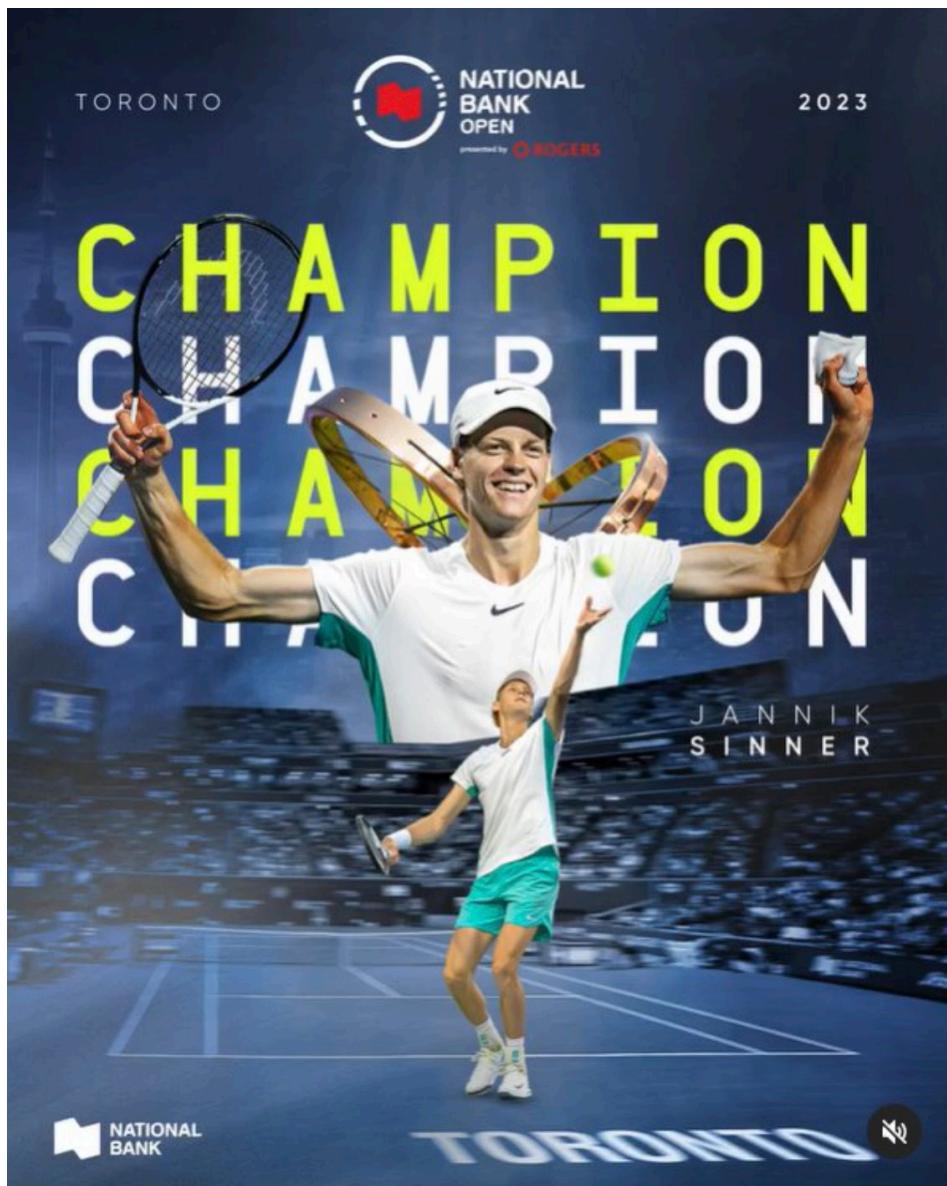
The dynamic side of tennis should also be highlighted in photos. We want to feel the energy, action and effort of the players.



ANIMATIONS

Here are some samples of social media assets and video countdown animations. Click on the links to view the animations.

CHAMPIONS ANIMATION



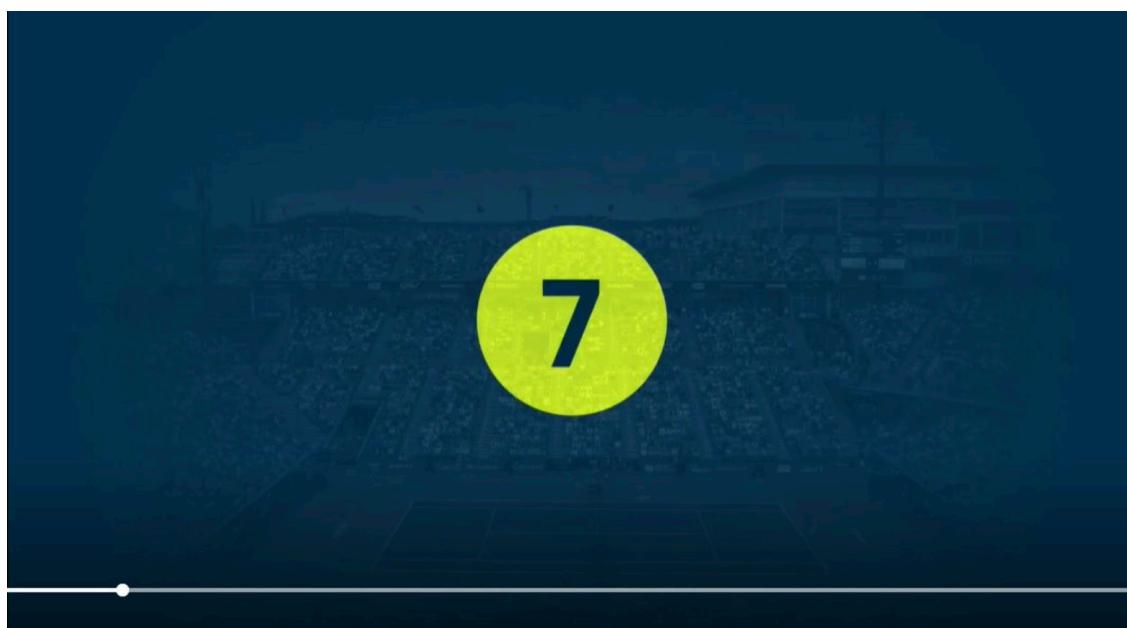
<https://www.instagram.com/reel/Cv5nLG5MAJX/?igsh=MX-Z5Y2lhZDBwZ3FmYw%3D%3D>

CHAMPIONS ANIMATION



240129-D Australian Open Template_Saba_Post.mp4

COUNTDOWN ANIMATION



<https://tenniscanada.sharepoint.com/:s/ MarComTeam/EawJa0uwqyhMuFGsIfKU-zcBe-Vffc3vaFZIW1y-rmsLAIQ?e=7ndLRt&nav=eyJy-ZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAIoijTd-HJYW1XZWJBcHAIcJyZWZlcnJhbFZpZXciOijTaGFyZUR-pYWxvZy1MaW5rlwicmVmZXJyYWxBcHBQbGF0Zm9yb-SI6ldlYlslnJlZmVycmFsTW9kZSI6lnZpZXcifX0%3D>

ANIMATIONS

THINGS TO NOTE:

- More animation of the fonts and text
- Kinetic animation
- Utilize court lines more than the balls?
- Keep it more simple if using the balls
- Utilize gradient

COUNTDOWN TO NBO ANIMATIONS



<https://www.instagram.com/reel/CvmuJCVMMEI/?igsh=MzRIO-DBiNWFIZA%3D%3D>

MORE EXAMPLES:

<https://tenniscanada.sharepoint.com/:f/s/MarComTeam/EpJBmA-tQoFFm7QlbdkQOlwBoDx55xMsBed0JnORKKosfQ?e=blHdtg>

https://tenniscanada.sharepoint.com/:v/s/MarComTeam/Ec4sm_szQ0hPkm6FgG1Y4QB9EplqvXwdgtFS2OHZaAZXw?e=xJP2M8

<https://tenniscanada-my.sharepoint.com/:p/p/mairdrie/>

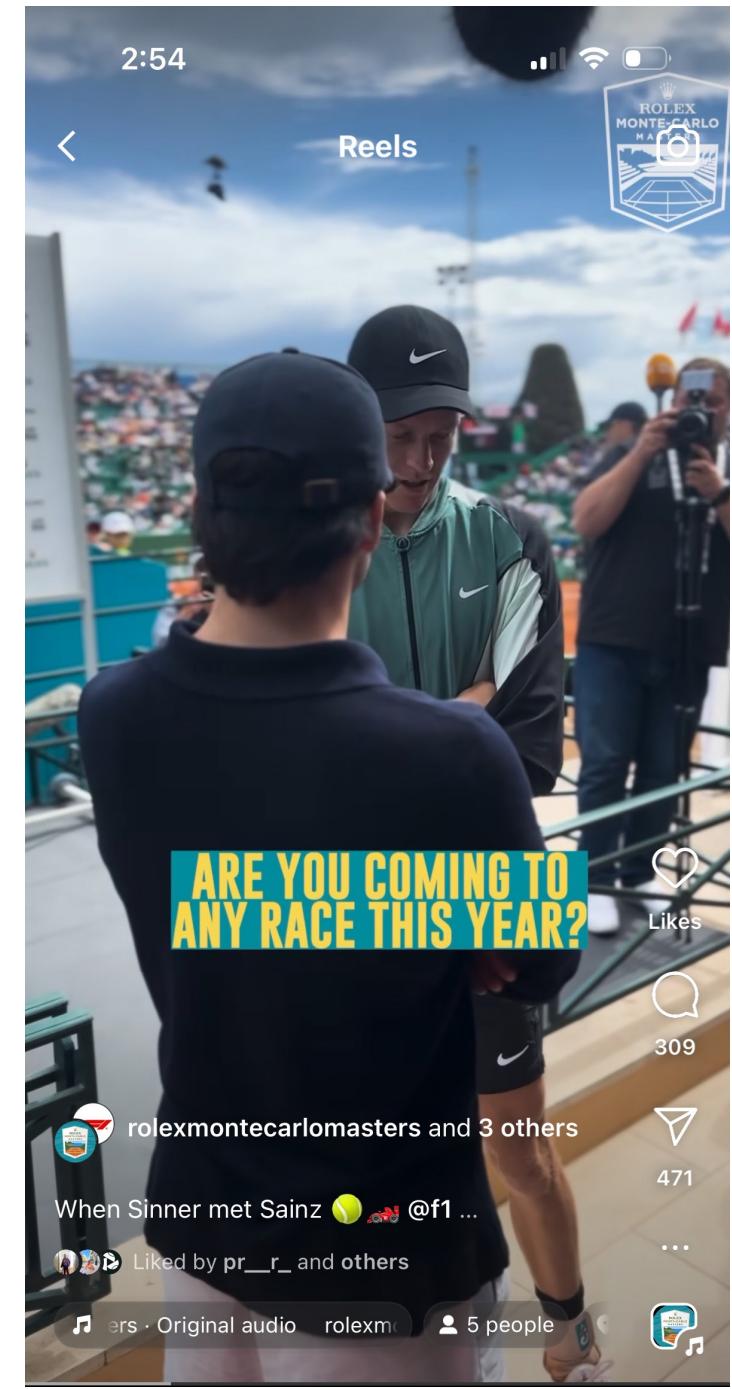
DO'S & DON'TS

Here's are some examples what not to do.

The use of NB Grotesk and NB bubble font are suggested, with NB Grotesk being the primary font and the bubble font as an accent only.



Don't use too much NB bubble font. Use it as an accent, not the primary font.



DON'TS



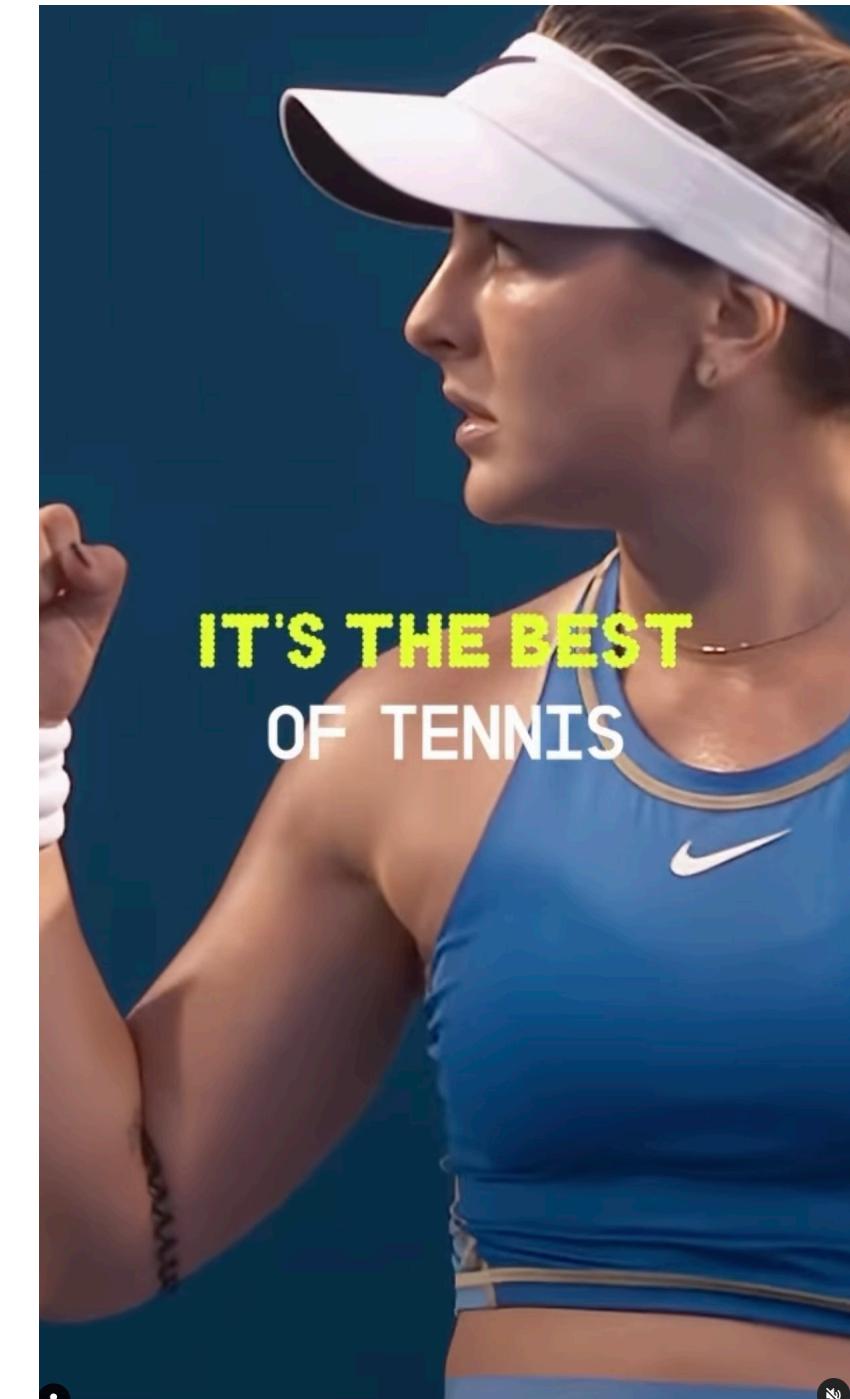
Don't use different fonts or put a background colour on the text.

DO'S & DON'TS

Here are some more examples of good text placement and usage.



This is a good example of a nice title placement. It uses both NB fonts at the same size and the bubble font is minimal



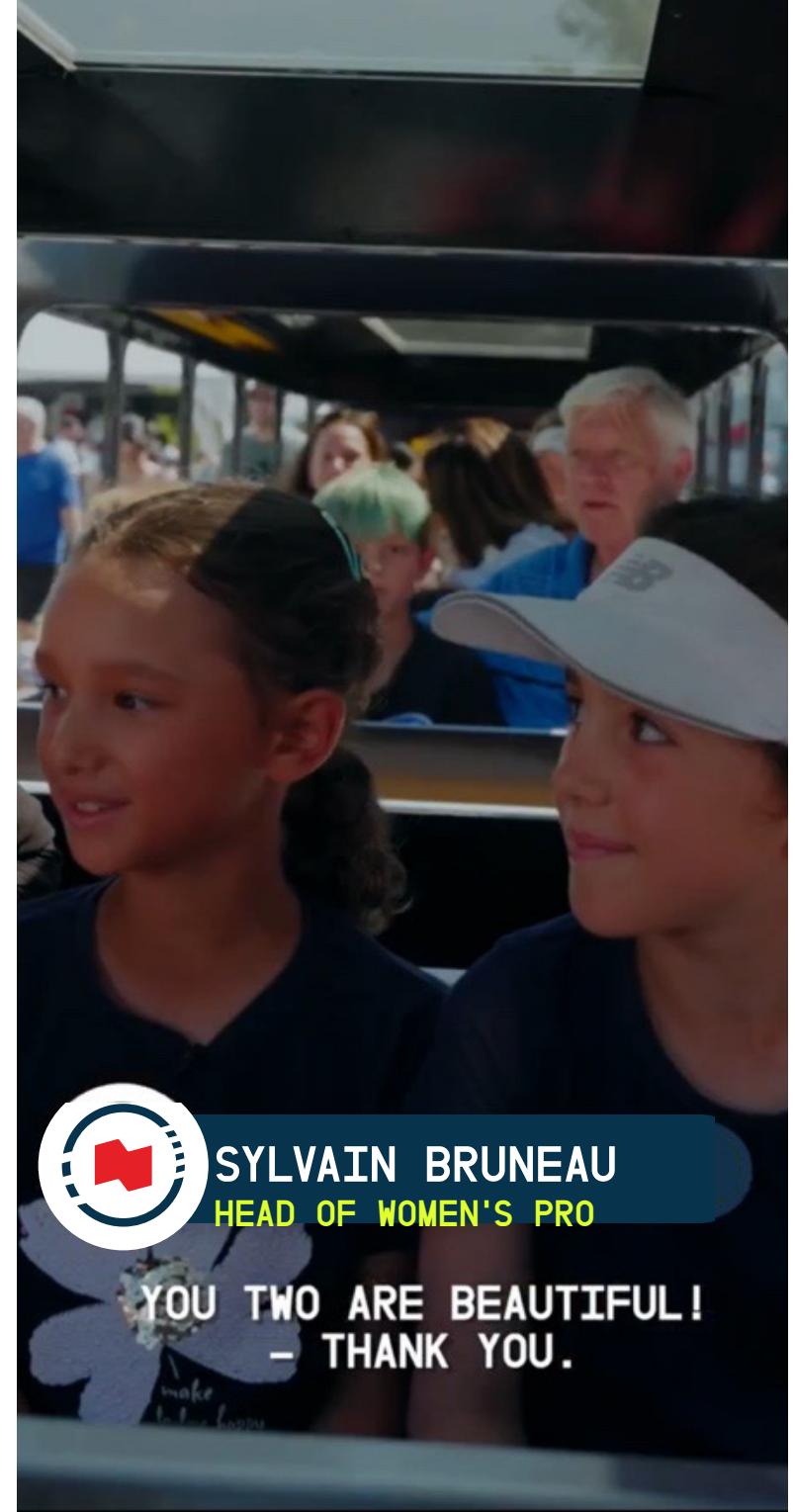
DO'S



These are good examples of text placement - Use NB Grotesk in all caps.



Do use the lower third and NB Grotesk in Caps for subtitles





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Contact

For approvals of branded material and any questions related to branding, please reach out to brand@tenniscanada.com

Materials