



**NATIONAL
BANK
OPEN**

presented by  **ROGERS**

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POSITIONING

FEEL

TENNIS.





CANADA'S DNA IS SYNONYMOUS WITH MULTICULTURALISM AND DIVERSITY, AND CANADA'S TOP TENNIS PLAYERS DON'T SHY AWAY FROM THIS ESSENCE EITHER: MOST ARE SONS AND DAUGHTERS OF IMMIGRANTS.

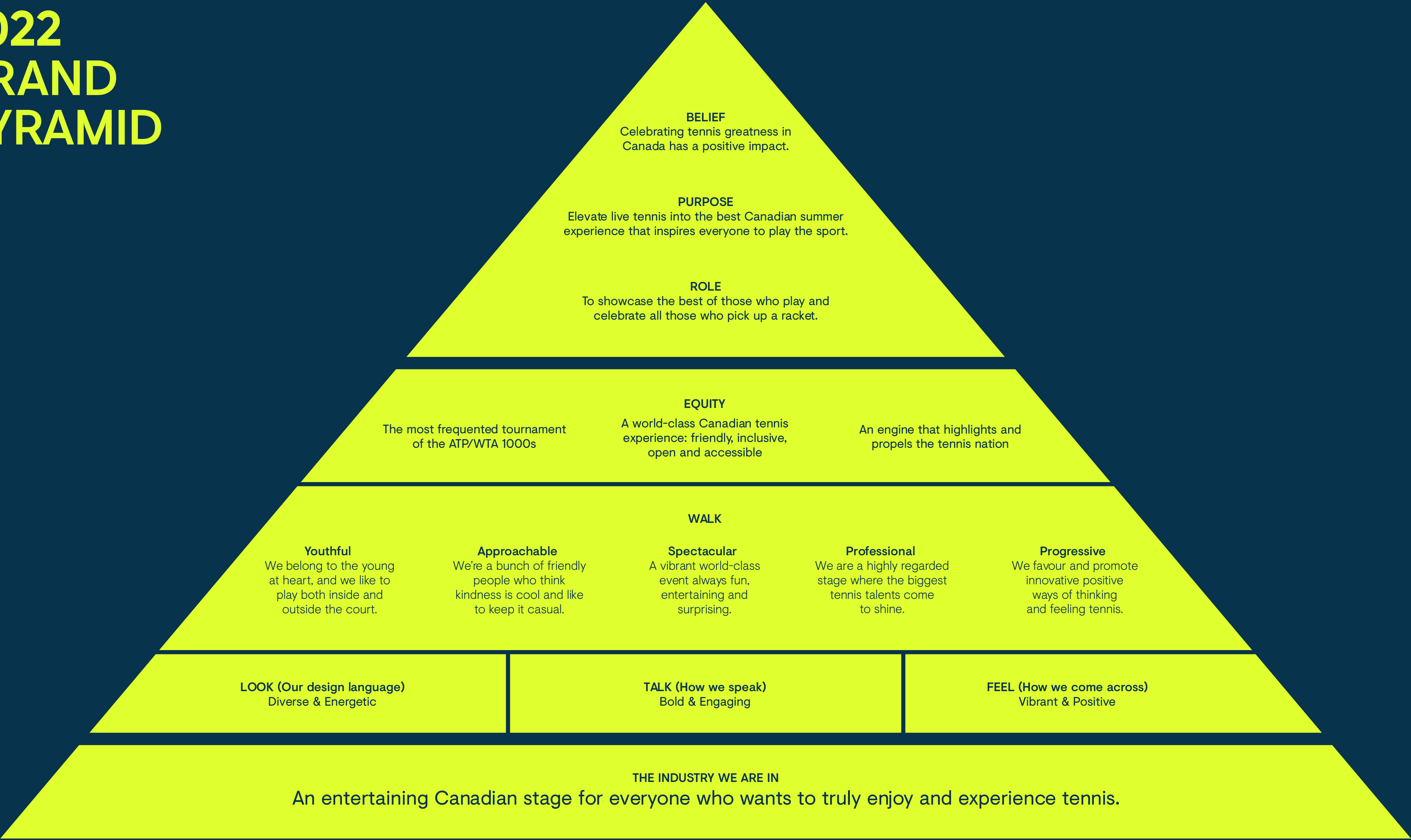
TENNIS IS ALSO ONE OF THE MOST DIVERSE AND INCLUSIVE SPORTS IN THE COUNTRY. AT THE HEART OF THE TOURNAMENT'S NAME (OMNIUM) IS AN INVITATION FOR ALL TO PLAY.

THE NATIONAL BANK OPEN IS ABOUT TURNING AN INDIVIDUAL SPORT INTO A COLLECTIVE ONE, WHERE WE ALL BENEFIT FROM PLAYING –

FROM THE PROS TO FANS TO AMATEUR PLAYERS, ETC.

2022 BRAND PYRAMID

POSITIONING



MANIFESTO



**OUR NATION
IS COMPRISED OF
ALL NATIONS.**

**AND OUR
PLAYING FIELD
IS UNLIKE
ANY OTHER.**

WE'RE EXCLUSIVE
BECAUSE WE'RE INCLUSIVE.

ON OUR COURT, WE SERVE UP DIFFERENT
TRADITIONS WITH THE SAME PASSION.
WE TURN UP THE SPOTLIGHT TO
CELEBRATE OUR DIFFERENCES.

AND OPEN UP THE WORLD OF TENNIS
TO NEW CODES, NEW PLAYERS
AND NEW POSSIBILITIES.



FROM FAR
AND WIDE,
THIS IS
WHERE OUR
COUNTRY
UNITES.

WHO WE ARE



WHO WE ARE

SO COME ONE,
COME ALL.

THIS IS
OUR HOME COURT
AND IT BELONGS
TO YOU.

THE NATIONAL
BANK OPEN●

THE BALL



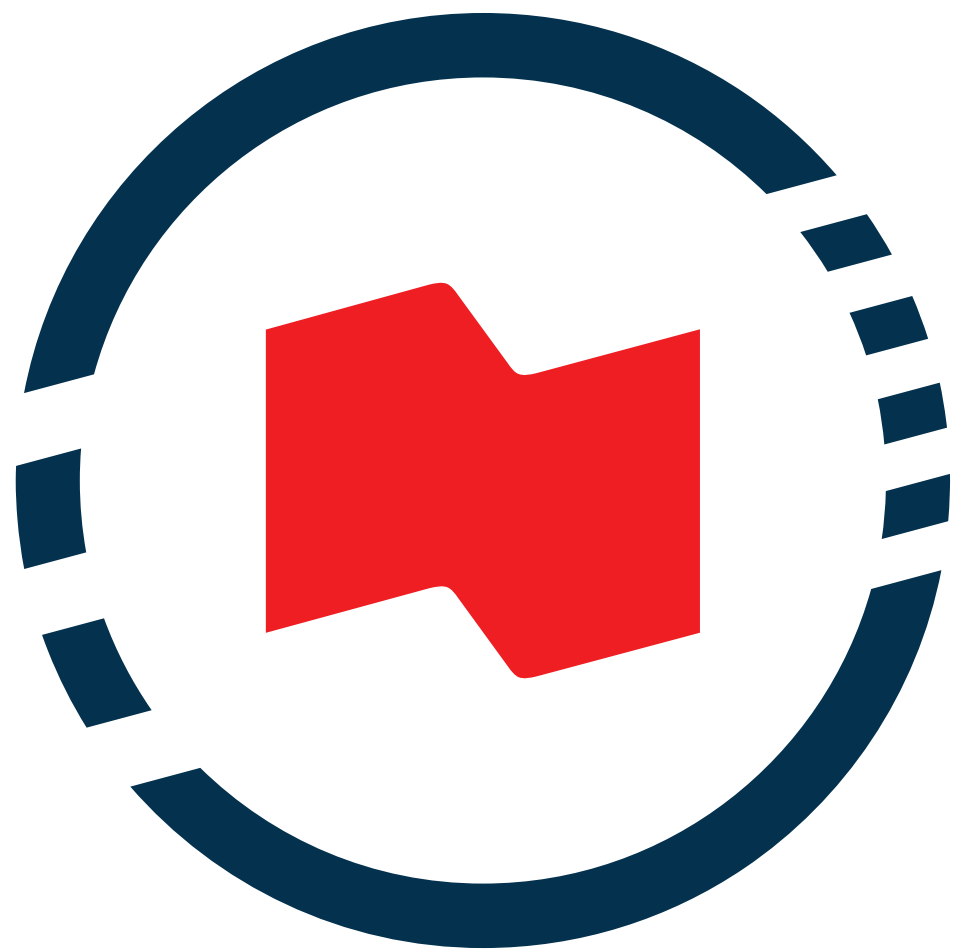
**THE
TENNIS BALL
REPRESENTS VIBRANCY
THROUGH ITS FLUORESCENT
COLOUR AND TOGETHERNESS AS
IT BOUNCES BACK AND FORTH
FROM ONE PLAYER TO ANOTHER.**

**INSPIRED BY THE BALL AND
ITS MOVEMENT IN THE GAME,
THIS TRACK TAKES ON A
PLAYFUL, UNIFYING
AND DYNAMIC
APPROACH.**

BRAND ELEMENTS

MAIN LOGO

POSITIVE



**NATIONAL
BANK
OPEN**

presented by  **ROGERS**

NEGATIVE



POSITIVE – B&W



YELLOW BACKGROUND

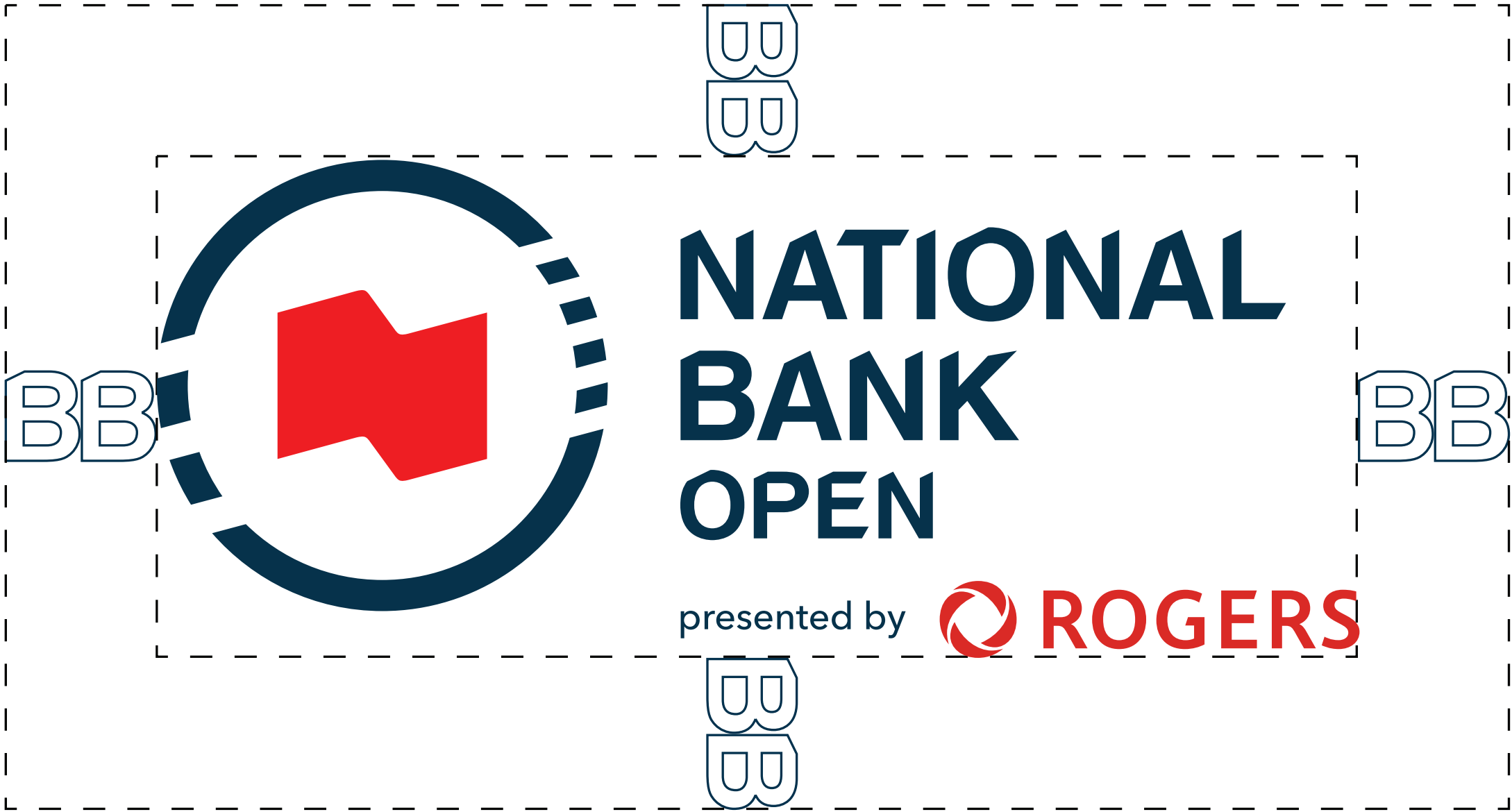


NEGATIVE – B&W



MAIN LOGO

PRIMARY LOGO CLEAR SPACE



MINIMUM SIZE

Minimum width of NBO logo
1.75 inches or 125 pixels



MAIN LOGO

HORIZONTAL VERSION

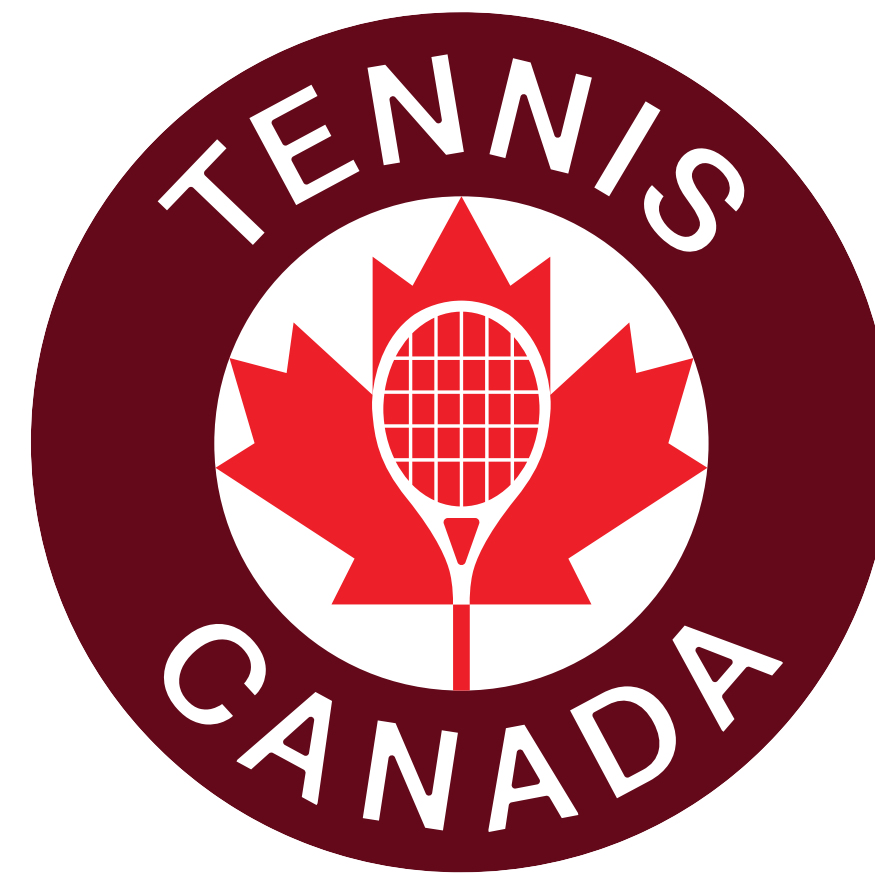


MINIMUM SIZE

Minimun width of NBO logo
2.75 inches or 198 pixels



TC OFFICIAL LOGO AND USAGE



Please be mindful of
outer stroke of TC logo when
placing it on white backgrounds.

MAIN LOGO – COMBINED – LOCK

+ ATP + TC



COLOUR PAIRINGS



MAIN LOGO – COMBINED – LOCK

+ WTA + TC



COLOUR PAIRINGS



MAIN LOGO – COMBINED – LOCK

+ ATP + WTA + TC

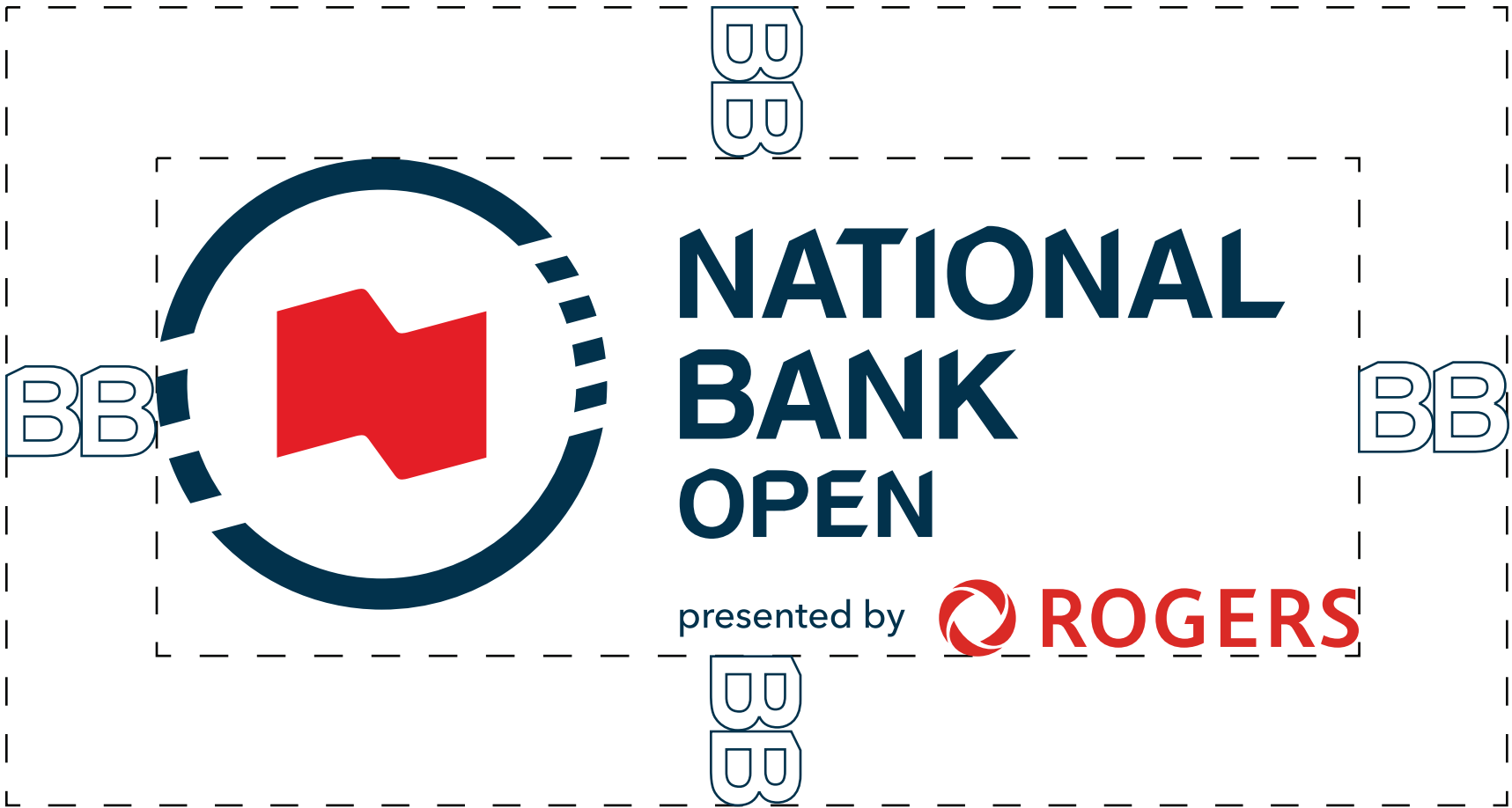


COLOUR PAIRINGS

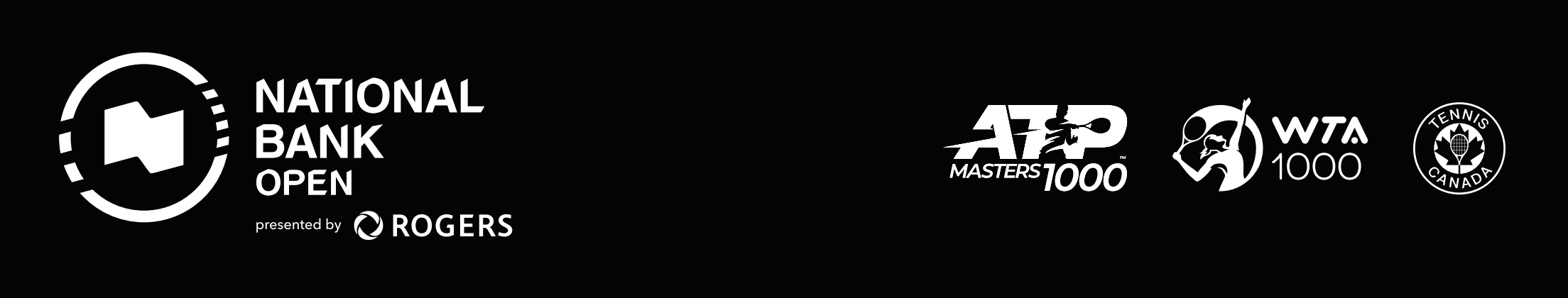


MAIN LOGO – COMBINED – UNLOCK

+ ATP + WTA + TC



COLOUR PAIRINGS



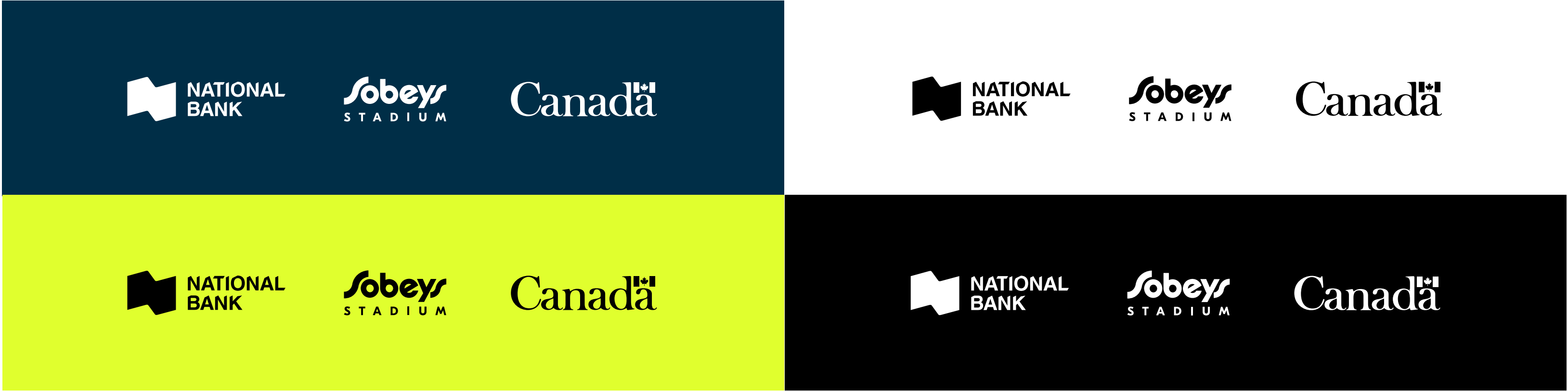
TORONTO – SECONDARY LOGOS

Appearing on marketing collaterals when possible

SAME WIDTH AS MAIN LOGO



COLOUR PAIRINGS



MONTREAL – SECONDARY LOGOS

Appearing on marketing collaterals when possible

SAME WIDTH AS MAIN LOGO



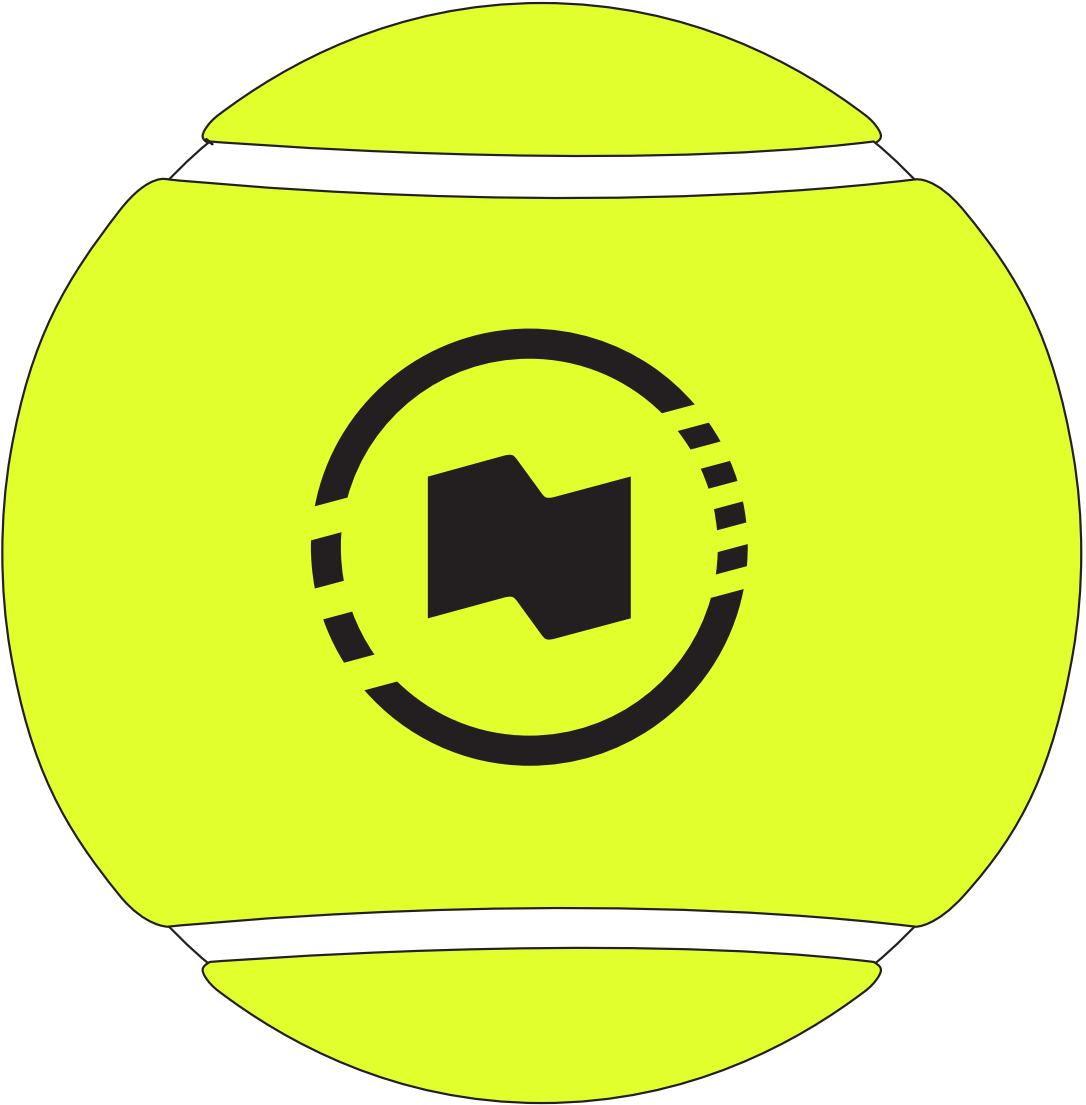
COLOUR PAIRINGS



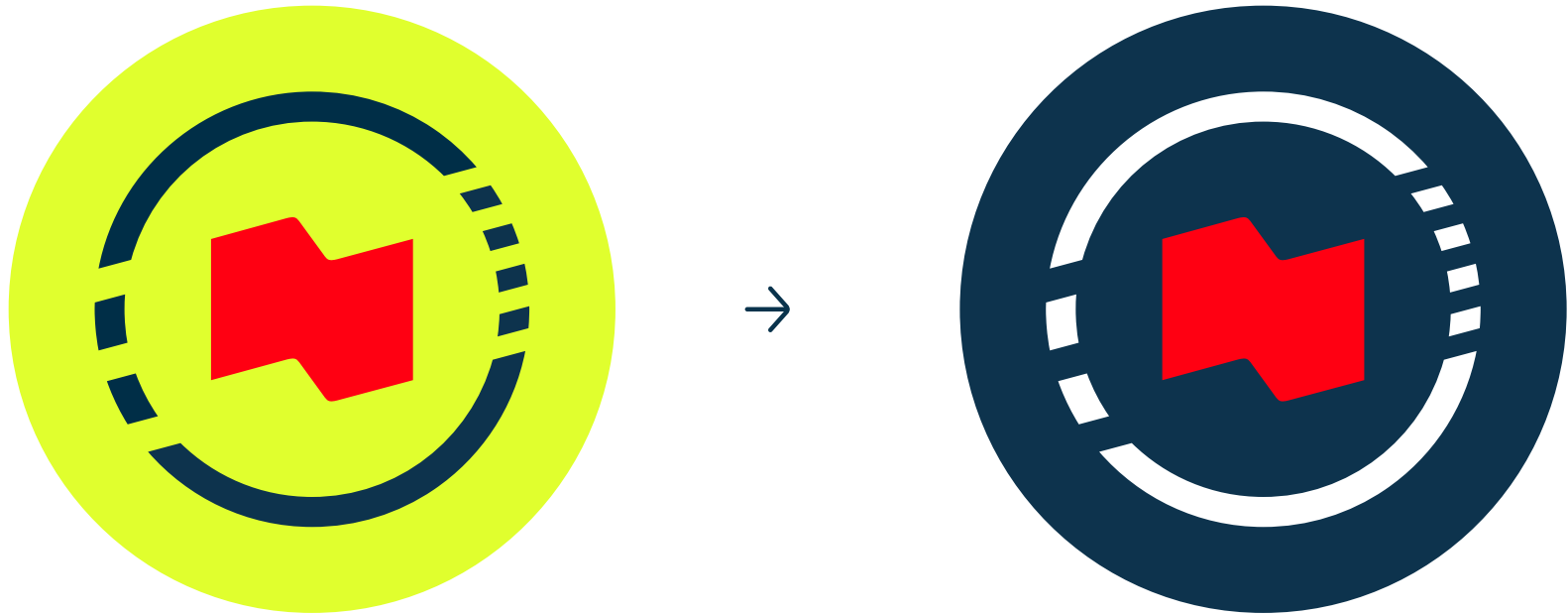
APPLICATION ICON



OFFICIAL BALL



SOCIAL MEDIA ICON



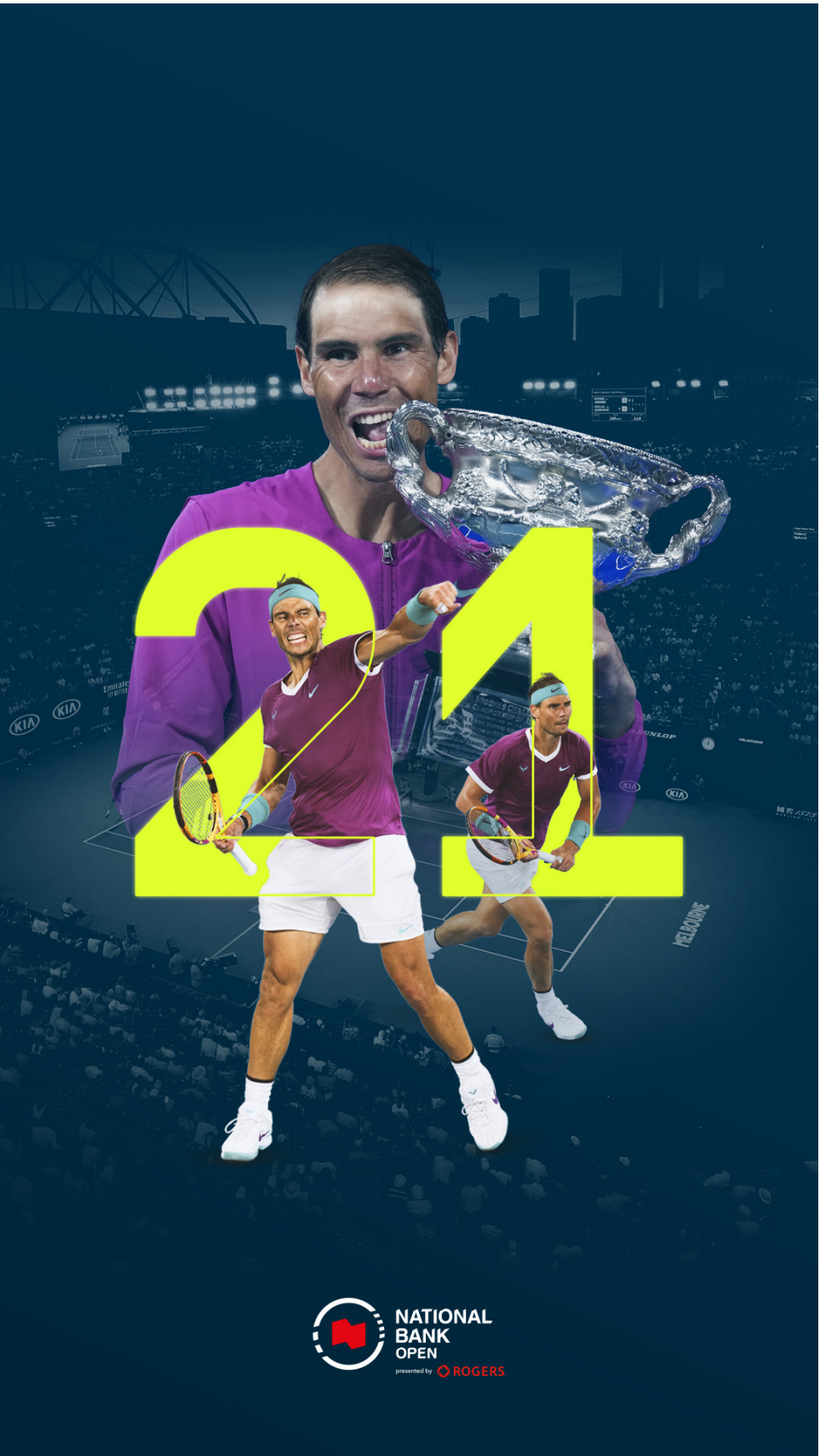
TOURNAMENT ICON TO BE USED
IN SPECIAL APPLICATIONS
WHERE SPACE IS LIMITED OR
FOR BILINGUAL PURPOSE.

SOCIAL MEDIA PLATFORMS

Instagram- Feed



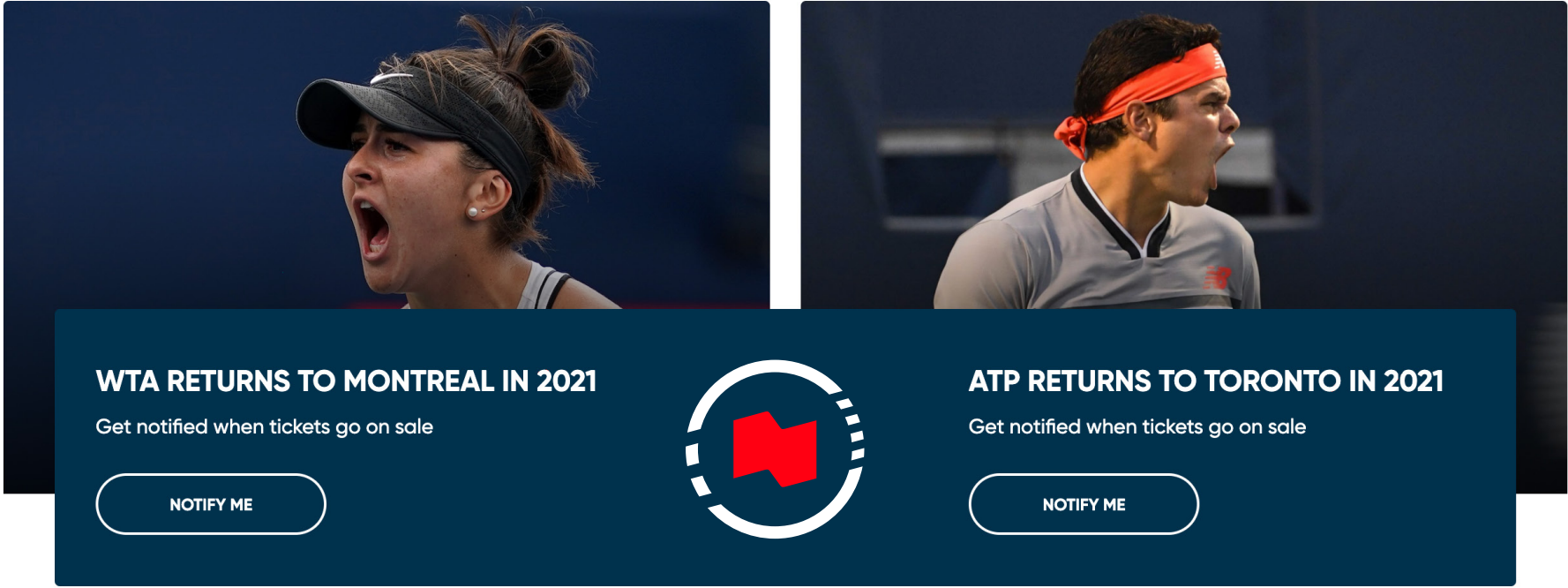
Instagram - Story



Facebook



Web - Banner



INCORRECT USE OF COMBINED LOGOS

1



2



3



4



5



6



7



8



9



10



- 1 - Do not distort the logos
- 2 - Do not rotate any Main and Tour Official Logos
- 3 - Do not use any other colorways
- 4 - Do not recolour the ATP Tour Official Logos
- 5 - Do not separate elements any Main and Tour Official Logos

- 6 - Do not increase any logos
- 7 - Do not use any Main and Tour Official Logos on a background which does not provide sufficient contrast
- 8 - Do not use the ATP Tour Official Logos on a background which does not provide sufficient contrast
- 9 - Do not crop the logos.
- 10 - Do not alter proportions for any Main and Tour Official Logos in any way

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.

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TENNIS BALL YELLOW*

C 20
M 0
Y 100
K 0

PMS 388

R 224
G 255
B 45

#E0FF2D

*For print applications,
prioritize navy as the main colour.

COLOURS

NB NAVY

C 93
M 13
Y 0
K 82

PMS 303C / PMS 2189U

R 0
G 50
B 77

#09334C

ROGERS RED

C 0
M 95
Y 100
K 0

PMS 485C

R 218
G 41
B 28

#DA291C

NB RED

C 0
M 100
Y 100
K 0

PMS 2035C / PMS 2035U

R 228
G 28
B 35

#FF0013

WHITE

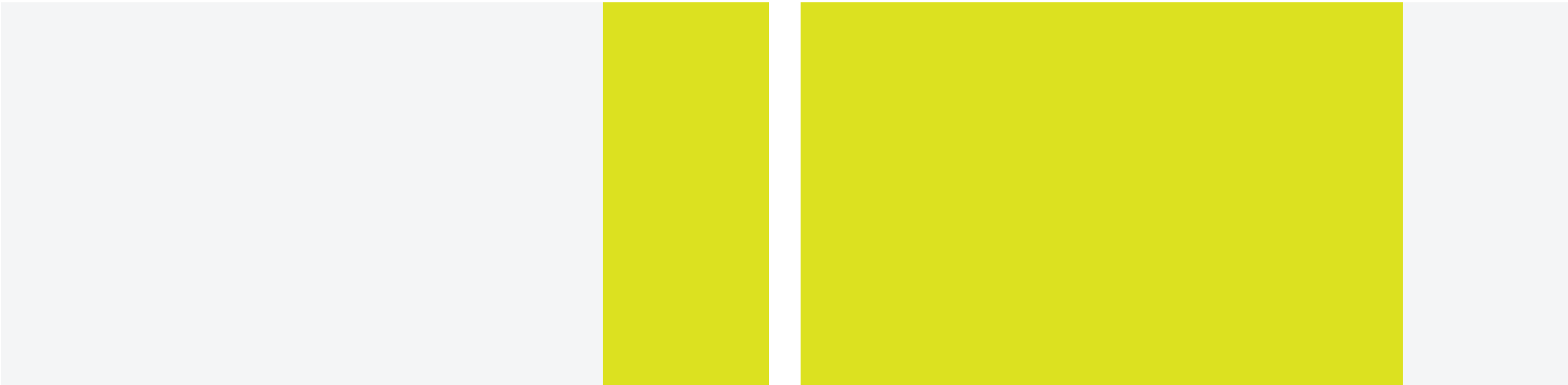
C 0
M 0
Y 0
K 0

R 255
G 255
B 255

#FFFFFF

LOGO COLOUR PAIRINGS

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



POSSIBLE COLOUR PAIRINGS

LAYOUT COLOUR PAIRINGS

Main & Secondary

PLEASE DO NOT DO THIS.



PLEASE DO NOT DO THIS.



PLEASE DO NOT DO THIS.

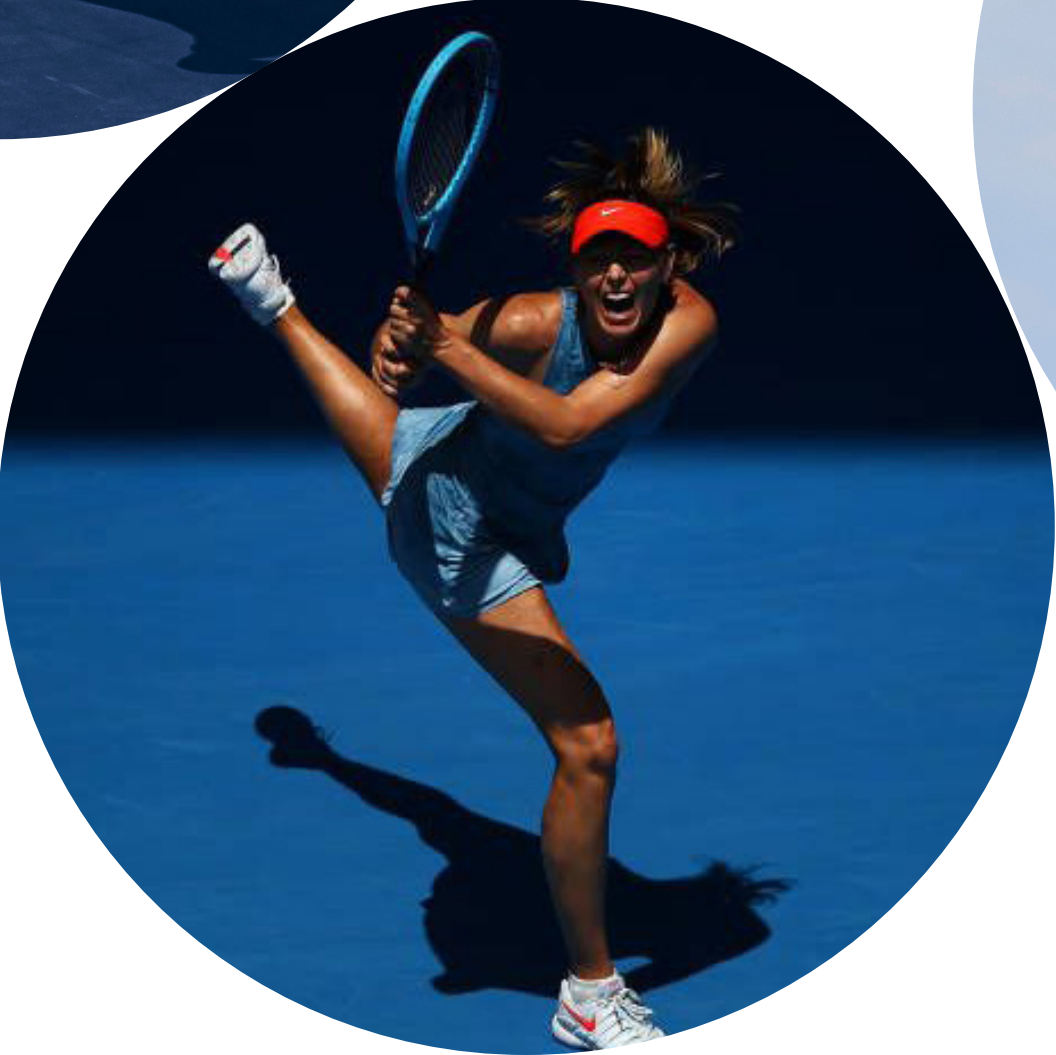
NON-ACCEPTABLE COLOUR PAIRINGS

WHAT NOT TO DO

Do not use tennis ball yellow and NB red as the main/secondary colours in any layout. Do not use the white circle logo on a yellow background.

IN-ACTION & PORTRAIT

Prioritize photoshoots with a clear blue sky for sharp lighting, but also a clean background.





ORIGINAL



RETOUCHED

- Clean any marks or unwanted elements
- Keep the colours as close to the brand colours as possible

NOISY BACKGROUND PHOTO TREATMENT

OPT. 1

OPT. 2



ORIGINAL

NEUTRALIZE BACKGROUND

CLOSE-CUT SUBJECT

- Remove any colour highlights in the background
- Remove logos or visual noise

- Close-cut subject for type integration and/or a highlight ball
- Add a small gradient so the background is not completely flat

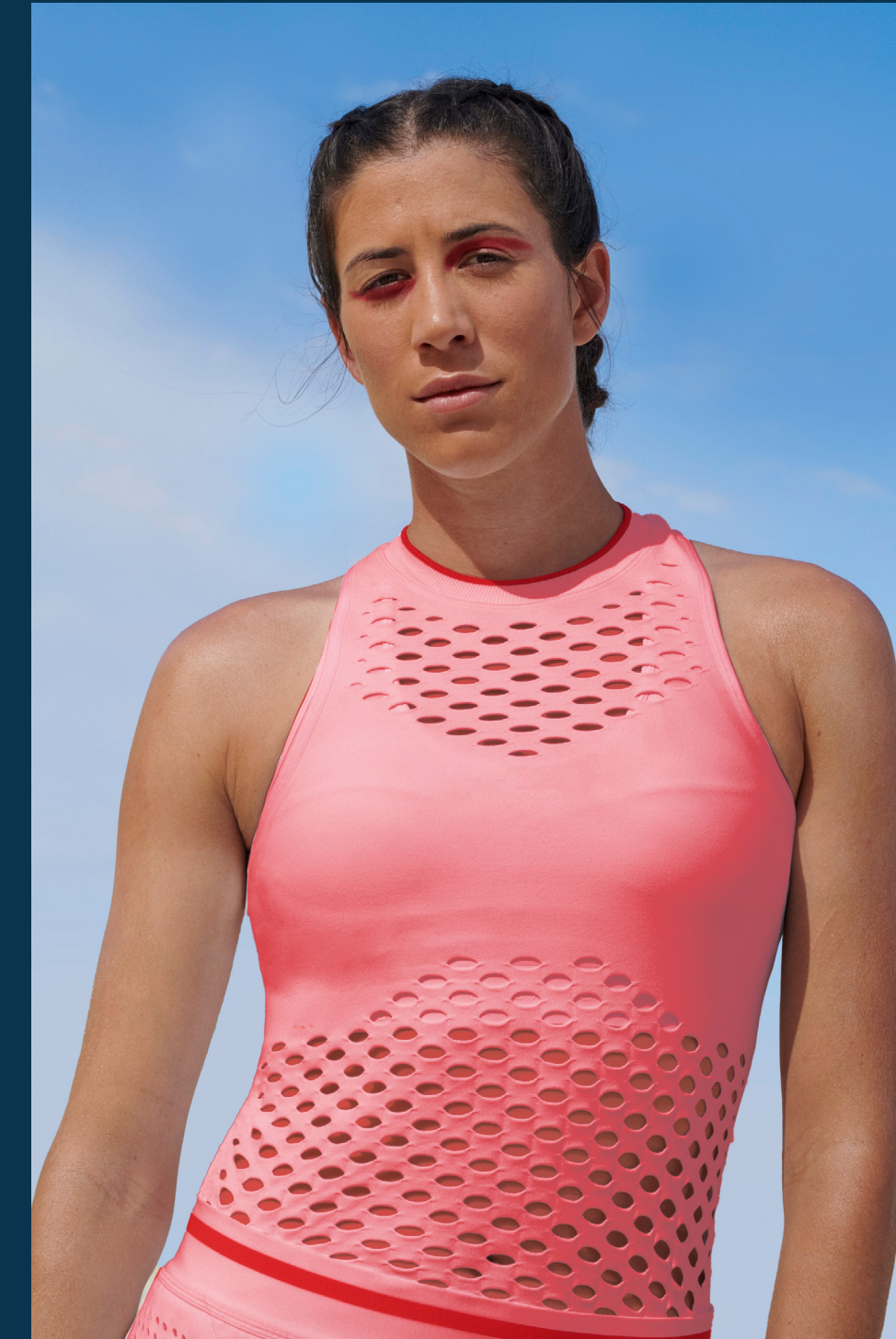


ORIGINAL



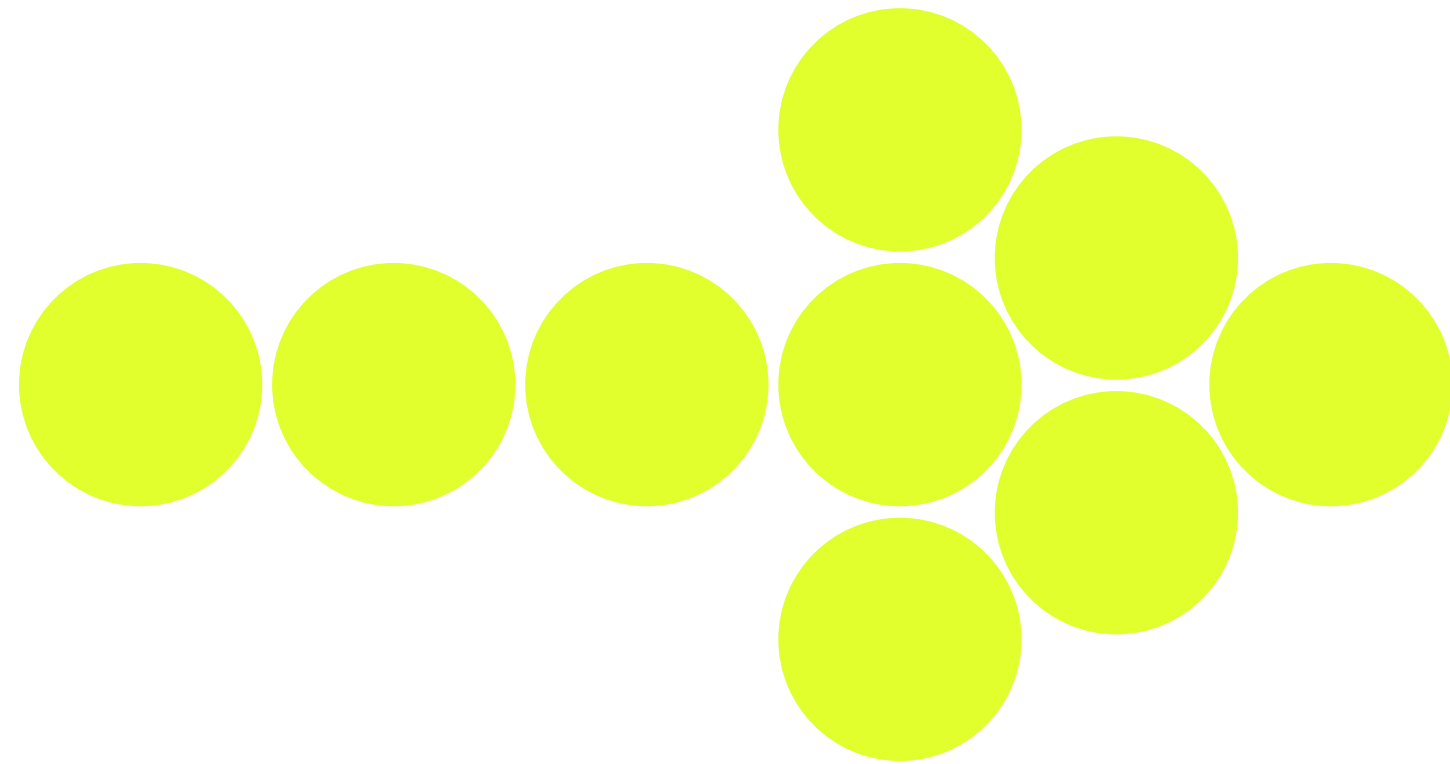
NEUTRALIZE BACKGROUND

- Make the background texture as clean as possible

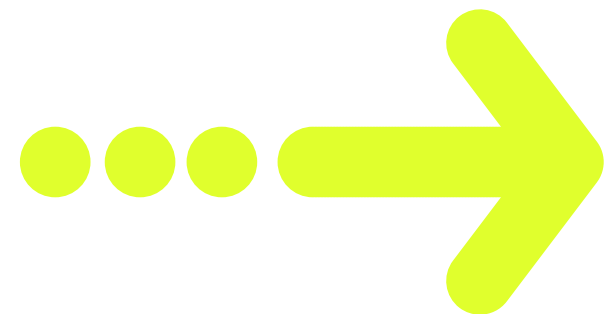


COLOURS

- Colour any clothes to make the composition pop
- Keep the brand colours in mind



**BIG, BOLD TENNIS BALL ARROWS
FOR ON-SITE DIRECTIONS**



**BIG, BOLD TENNIS BALL ARROWS
FOR SMALLER BANNERS ON-SITE
DIRECTIONS**





PRECISE SIGNAGE INSPIRED BY
THE FLUIDITY OF THE BALL TRAJECTORY



APPLICATIONS

NBO LOGO	SECONDARY INFORMATION
VISUAL SINGLE/MULTIPLE ATHLETES	
MAIN INFORMATION	
LOGOS	





NATIONAL
BANK
OPEN

presented by  ROGERS

LOREM IPSUM
ET DOLOR



LOREM IPSUM ET DOLOR LOREM

LOGO

LOGO

LOGO

LAYOUT EXAMPLES

 NATIONAL BANK OPEN
presented by  ROGERS

 WTA 1000

 TENNIS CANADA

6-14 AUGUST

THE CROWD CHEERING THE CHAMPION



FEEL TENNIS.

 GET YOUR TICKETS NOW.

 NATIONAL BANK  SOBEYS  CANADA

 NATIONAL BANK OPEN
presented by  ROGERS

 WTA 1000

 TENNIS CANADA

6-14 AUGUST

GET YOUR TICKETS NOW



FEEL TENNIS.

 NATIONAL BANK  SOBEYS  CANADA

 NATIONAL BANK OPEN
presented by  ROGERS

 WTA 1000

 TENNIS CANADA

6-14 AUGUST

PLAYERS' SNEAKERS SOLES SLIDING



FEEL TENNIS.

 GET YOUR TICKETS NOW.

 NATIONAL BANK  SOBEYS  CANADA

OMNIUM
BANQUE
NATIONALE
présenté par ROGERS

ATP
MASTERS 1000

TENNIS
CANADA

5-14 AOÛT

A SIP
OF SPRITZ
IN THE SUN
DURING
A SET



FEEL TENNIS.
GET YOUR
TICKETS NOW.

BANQUE
NATIONALE IGA Canada


OMNIUM
BANQUE
NATIONALE
présenté par ROGERS

ATP
MASTERS 1000

TENNIS
CANADA

5-14 AOÛT

GET YOUR
TICKETS NOW



FEEL TENNIS.

BANQUE
NATIONALE IGA Canada

OMNIUM
BANQUE
NATIONALE
présenté par ROGERS

ATP
MASTERS 1000

TENNIS
CANADA

5-14 AOÛT

PLAYERS'
SNEAKERS
SOLES SLIDING



FEEL TENNIS.
GET YOUR
TICKETS NOW.

BANQUE
NATIONALE IGA Canada





MAIN ENTRANCE



NATIONAL
BANK
OPEN
presented by **ROGERS**



ALL
FOR THE
COURT.

