

# 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.

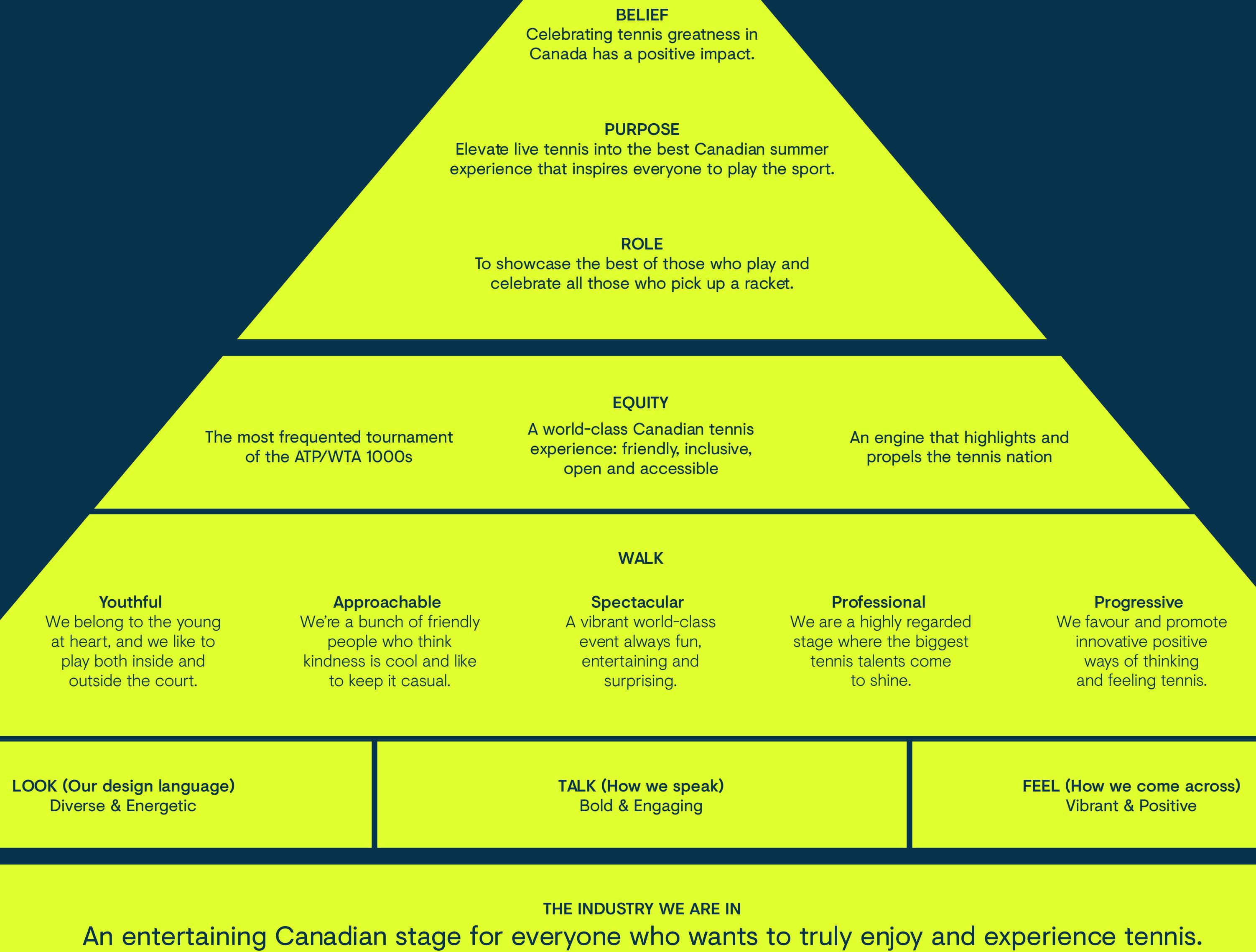
THE NATIONAL BANK OPEN IS ABOUT TURNING AN INDIVIDUAL SPORT INTO A COLLECTIVE ONE, WHERE WE ALL BENEFIT FROM PLAYING –

FROM THE PROS TO FANS TO AMATEUR PLAYERS, ETC.

# 2022 BRAND PYRAMID

POSITIONING

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# 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

SO COME ONE,  
COME ALL.

THIS IS  
OUR HOME COURT  
AND IT BELONGS  
TO YOU.

THE NATIONAL  
BANK OPEN.

# THE BALL



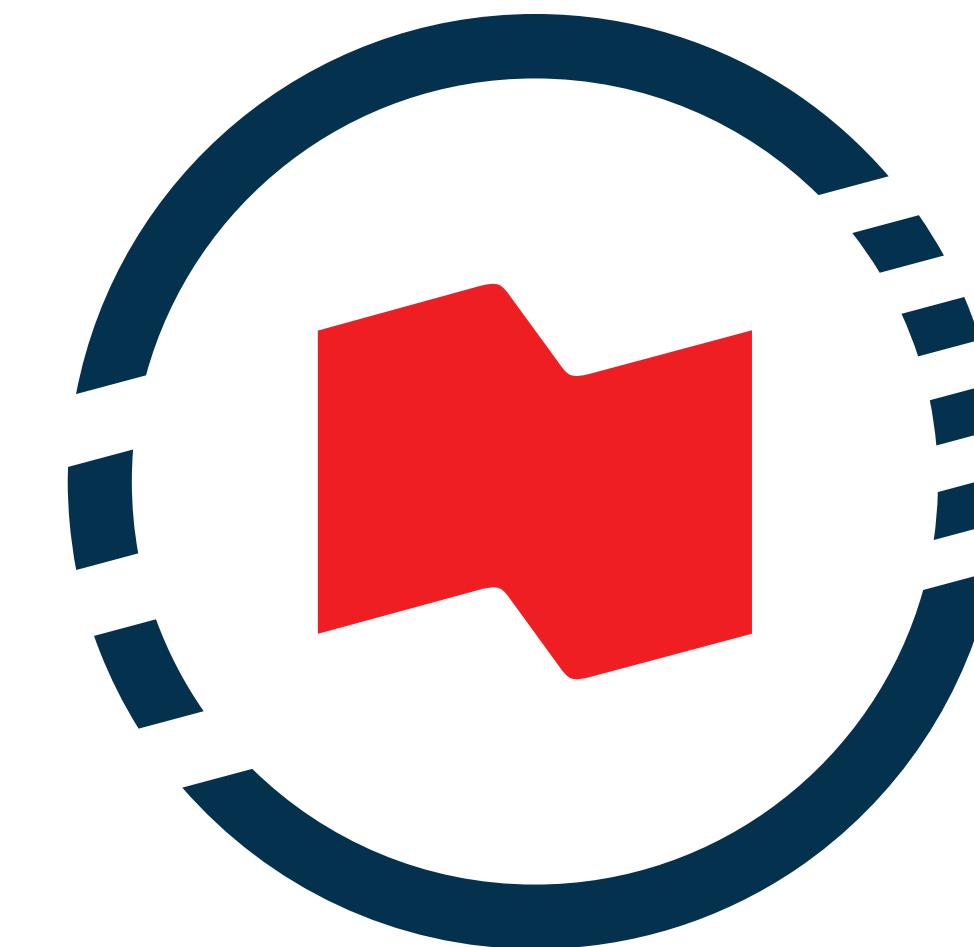
THE TENNIS BALL REPRESENTS VIBRANCY THROUGH ITS FLUORESCENT COLOUR AND TOGETHERNESS AS IT BOUNCES BACK AND FORTH FROM ONE PLAYER TO ANOTHER.

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

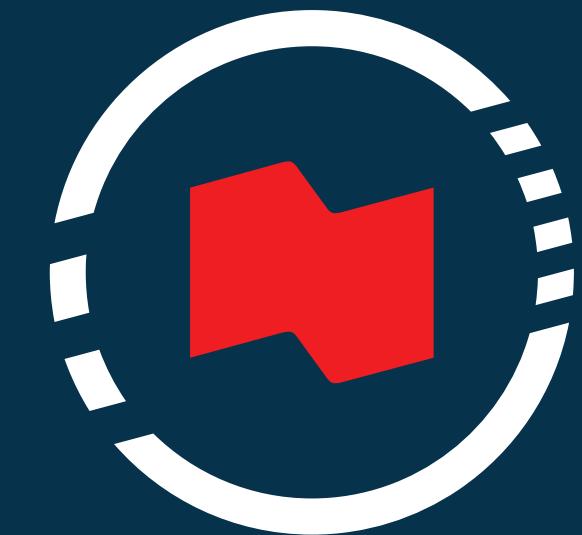


**NATIONAL  
BANK  
OPEN**

presented by

 **ROGERS**

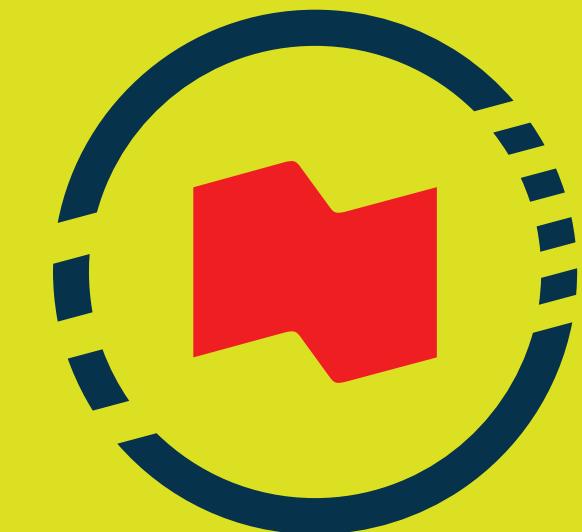
NEGATIVE



NATIONAL  
BANK  
OPEN

presented by

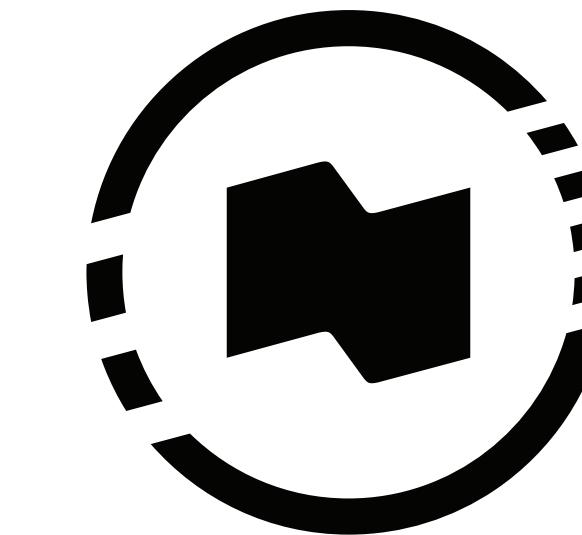
YELLOW BACKGROUND



NATIONAL  
BANK  
OPEN

presented by

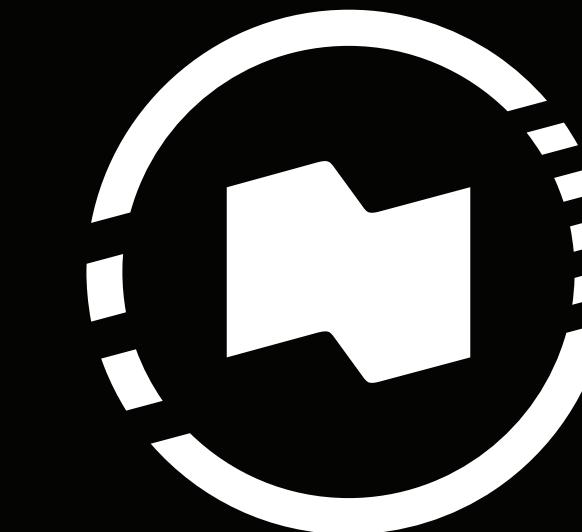
POSITIVE - B&amp;W



NATIONAL  
BANK  
OPEN

presented by

NEGATIVE - B&amp;W



NATIONAL  
BANK  
OPEN

presented by

## PRIMARY LOGO CLEAR SPACE

## MAIN LOGO



## MINIMUM SIZE

Minimum width of NBO logo  
1.75 inches or 125 pixels



## MAIN LOGO

## HORIZONTAL VERSION



## MINIMUM SIZE

Minimum 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

BRAND ELEMENTS



COLOUR PAIRINGS

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## 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

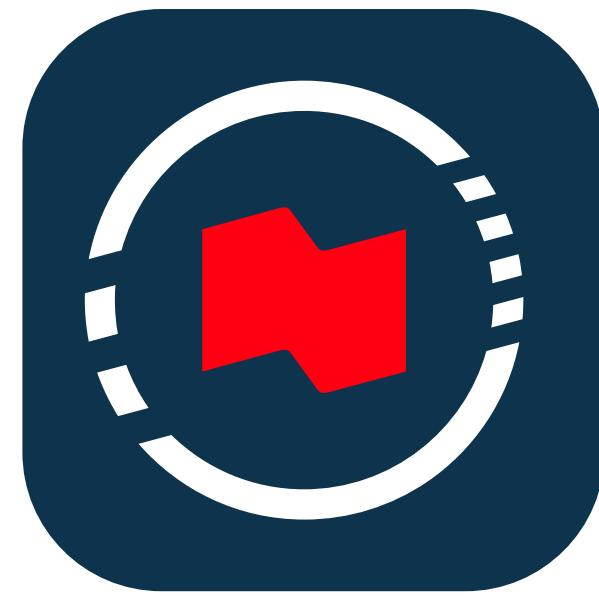
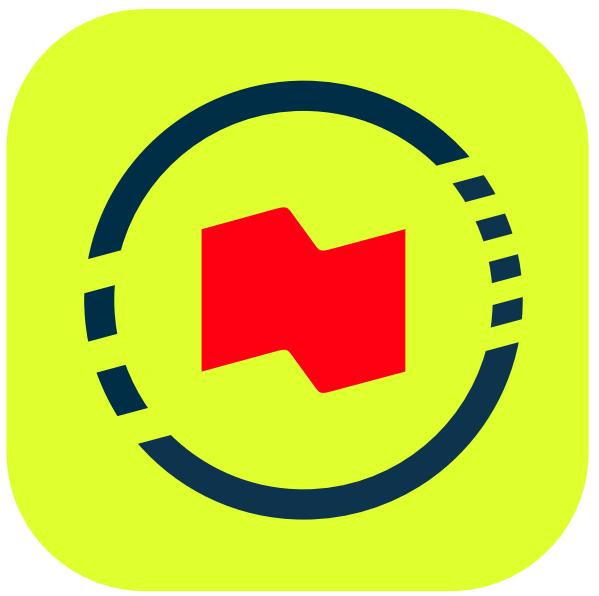


Canada\*

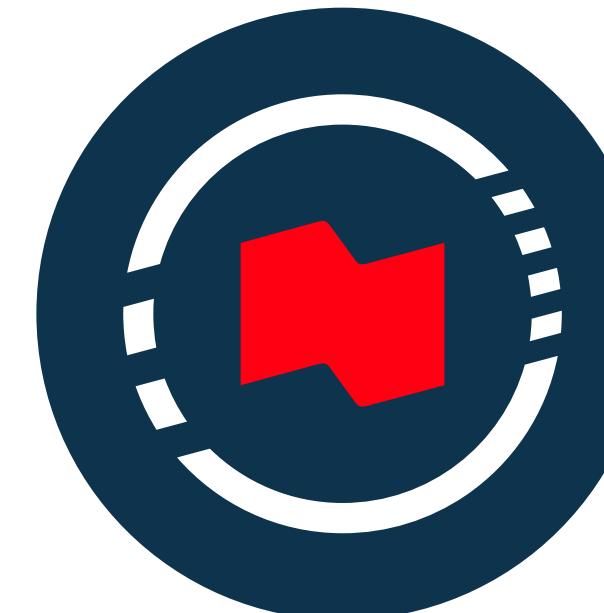
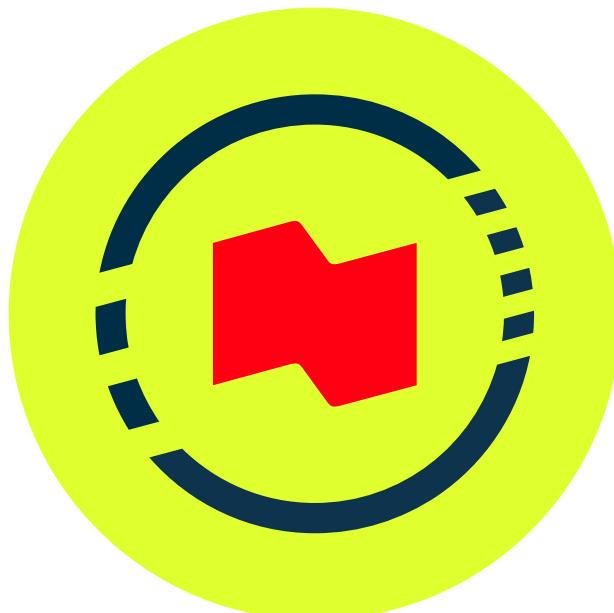
COLOUR PAIRINGS



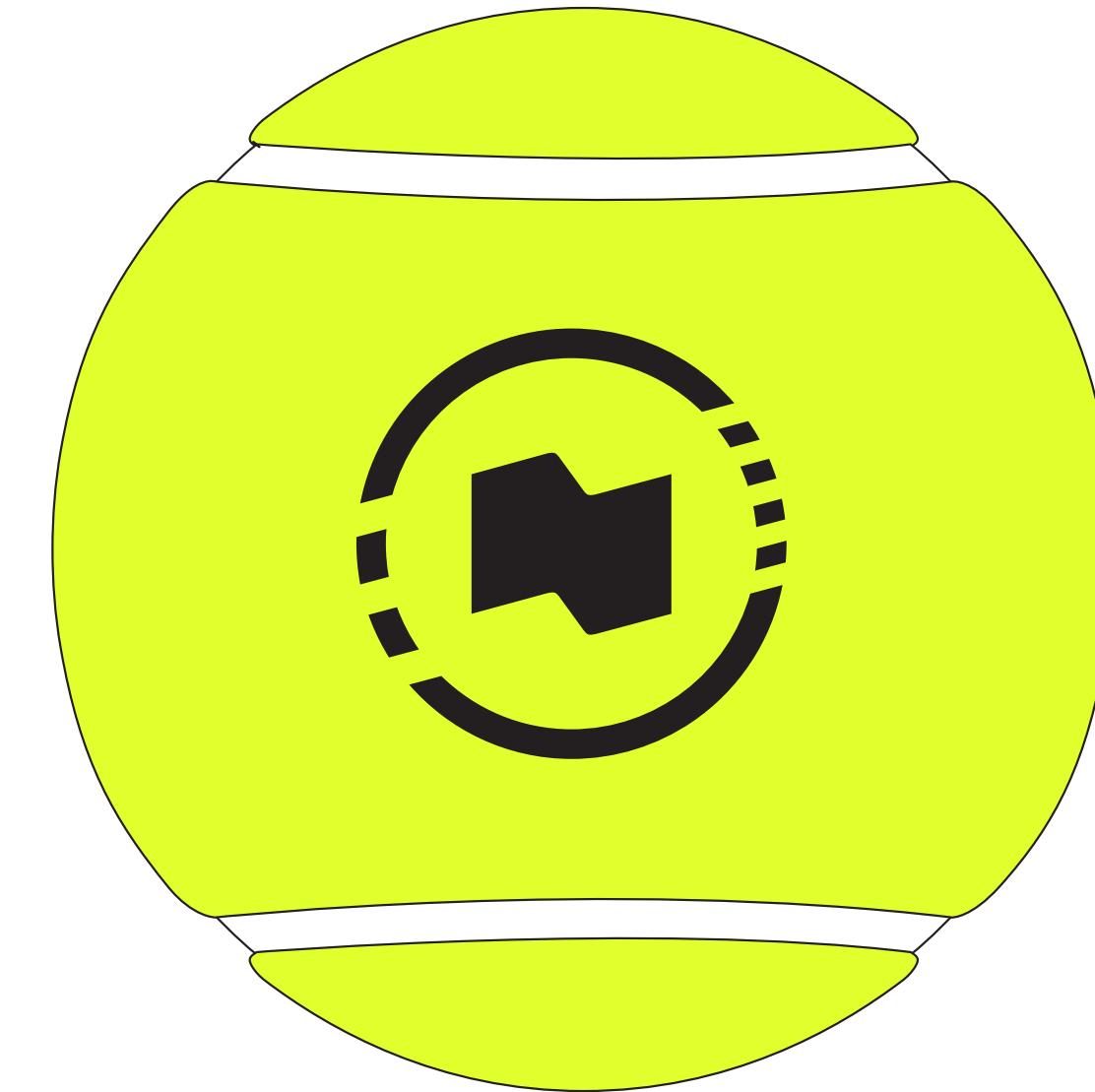
APPLICATION ICON



SOCIAL MEDIA ICON



OFFICIAL BALL



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

## SOCIAL MEDIA PLATFORMS

Instagram- Feed



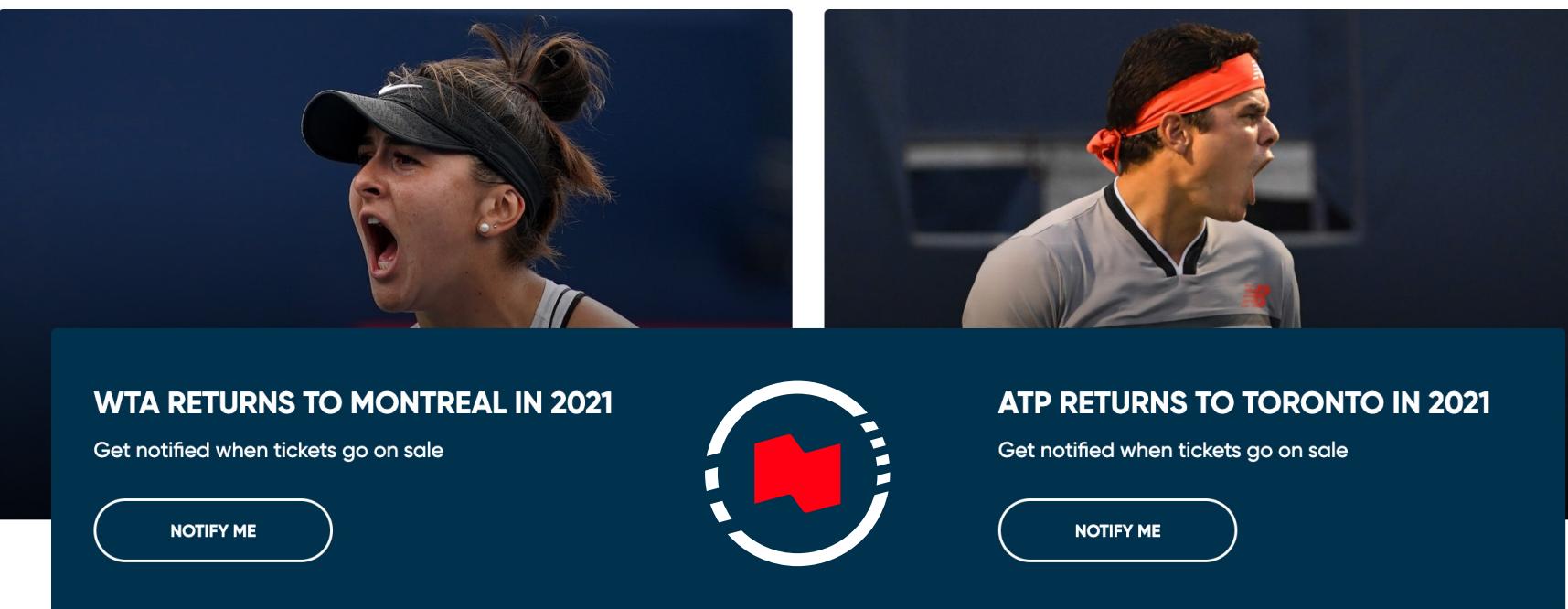

Instagram - Story



Facebook

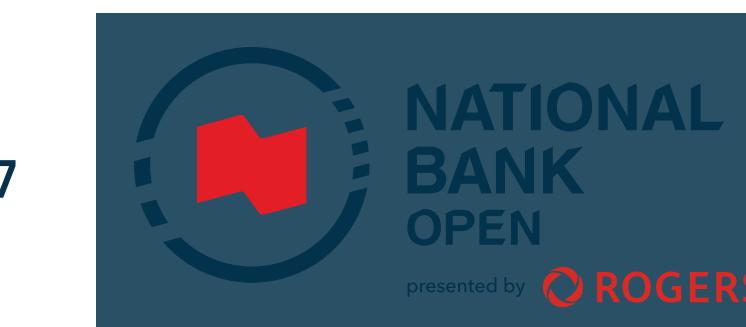
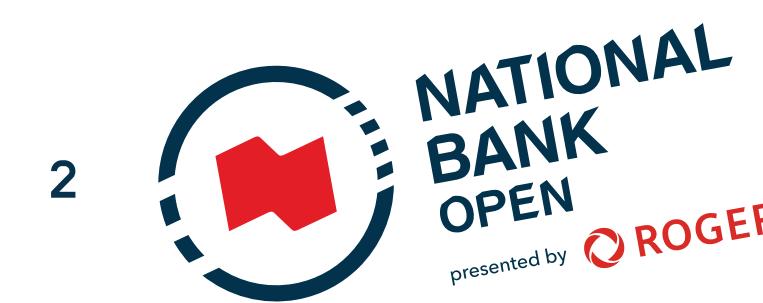
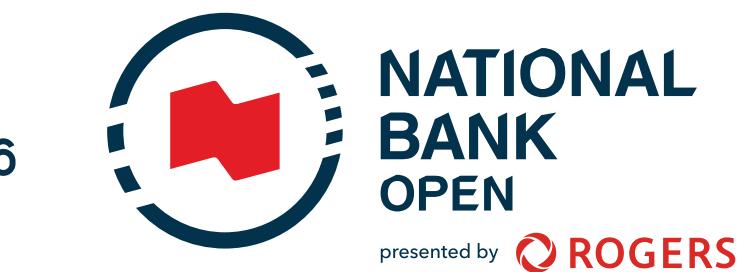


Web - Banner



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## INCORRECT USE OF COMBINED LOGOS



- 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

NBO  
CUSTOM  
BALL

LOVE  
ALL

## FONTS

## GRAPHIC HEADLINE

Colour: Always use tennis ball yellow

## HEADLINE &amp; INFORMATION

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

## BODY COPY &amp; LEGAL

Colour: White or navy depending on the layout

NB  
GROTESK  
PRO

FEEL  
TENNIS.

AUGUST 6 TO AUGUST 14

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.

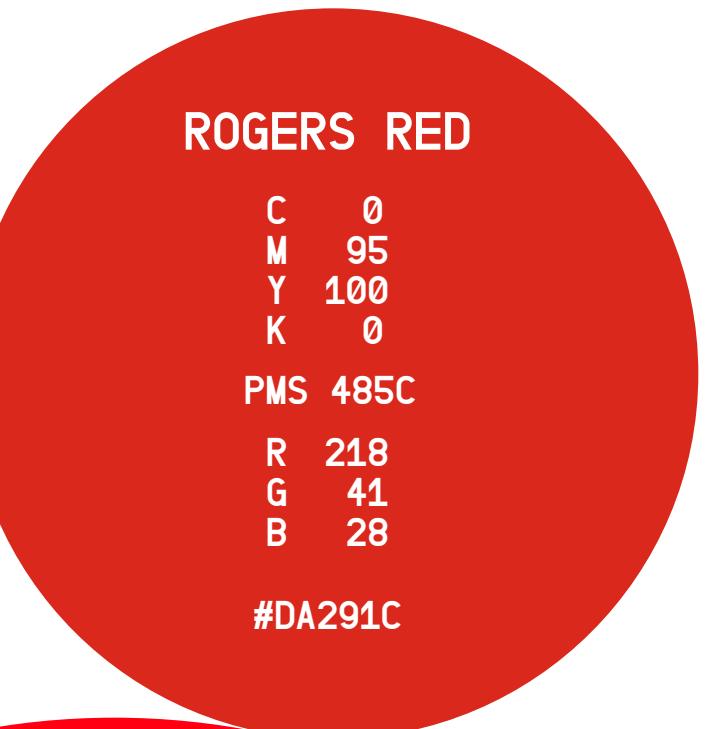
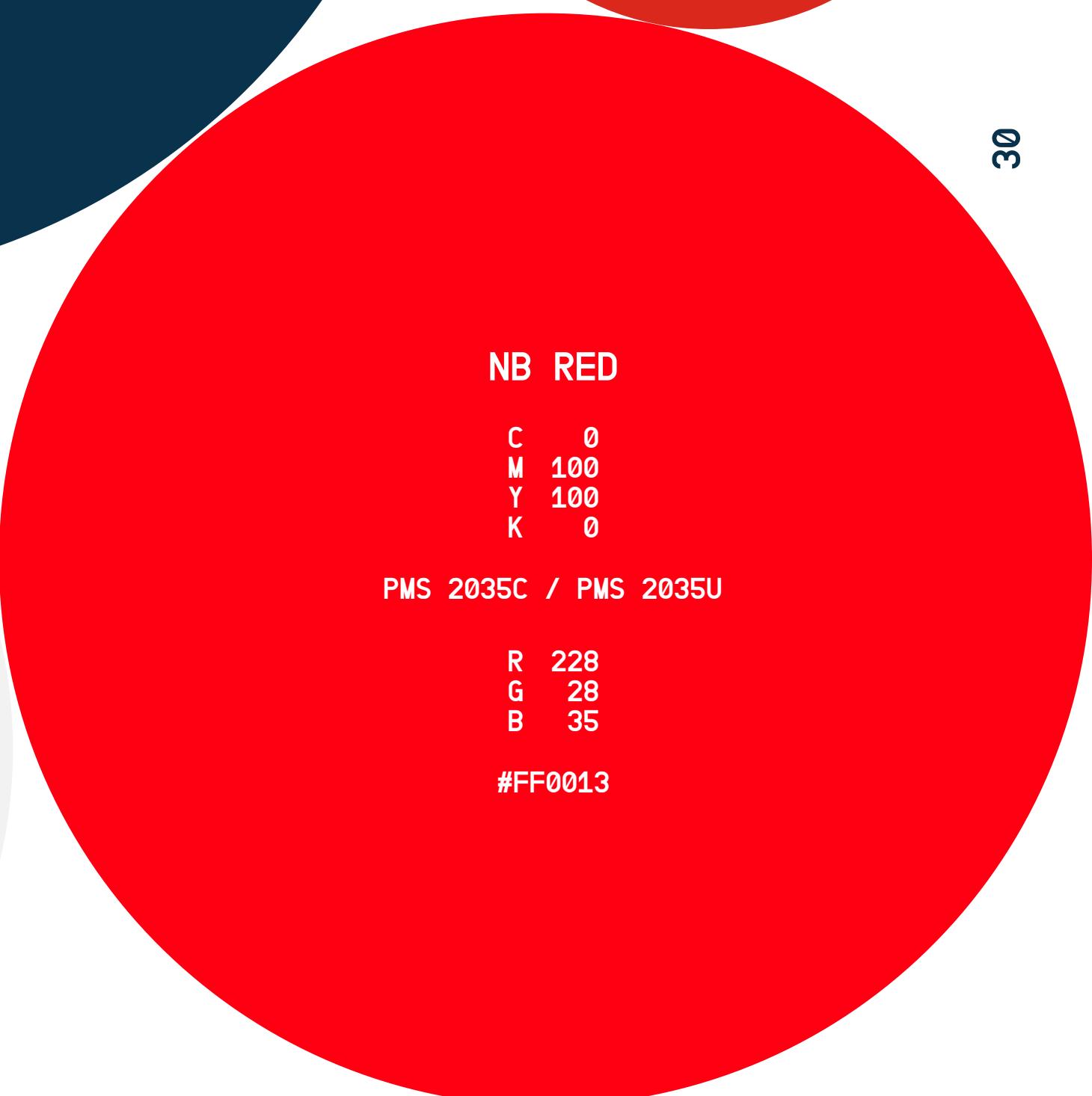
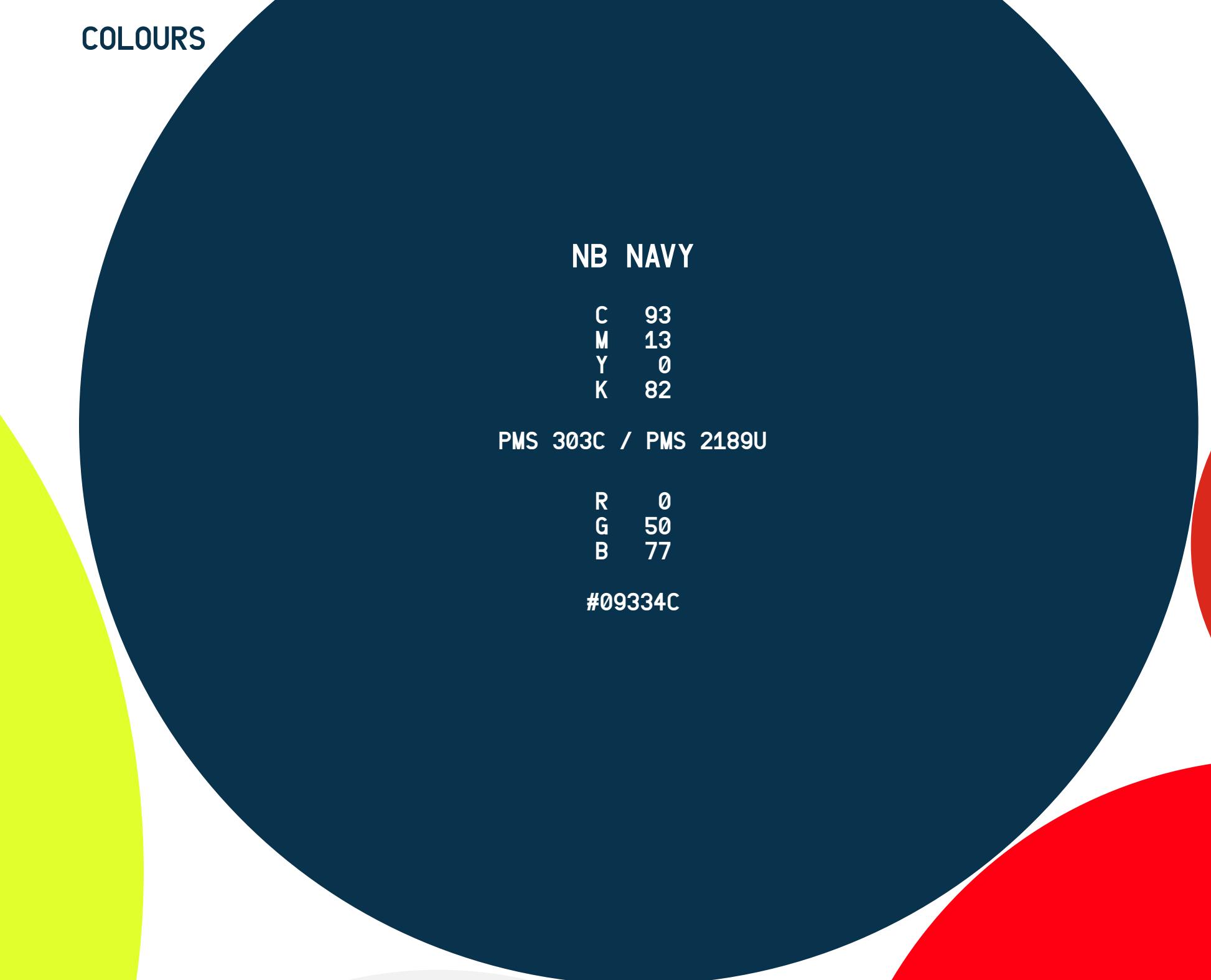
This new agreement strengthens our ties and allows us to take part in the growth of tennis across the country.

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## BRAND ELEMENTS



## COLOURS



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## LOGO COLOUR PAIRINGS



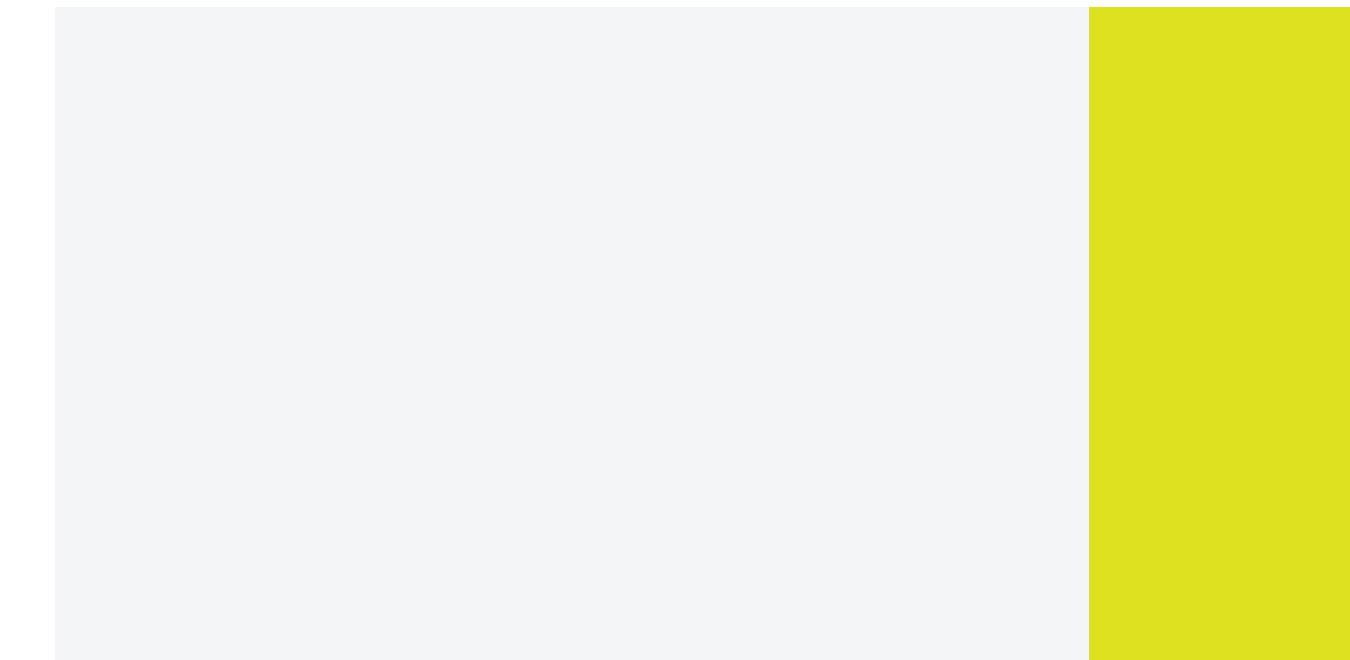
The NB flag must always be red.  
Exception: White flag on blue background



## POSSIBLE COLOUR PAIRINGS

## LAYOUT COLOUR PAIRINGS

Main & Secondary



PLEASE DO NOT DO THIS.



## 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.

PLEASE DO NOT DO THIS.



PLEASE DO NOT DO THIS.



## 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



ORIGINAL



NEUTRALIZE BACKGROUND

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



CLOSE-CUT SUBJECT

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

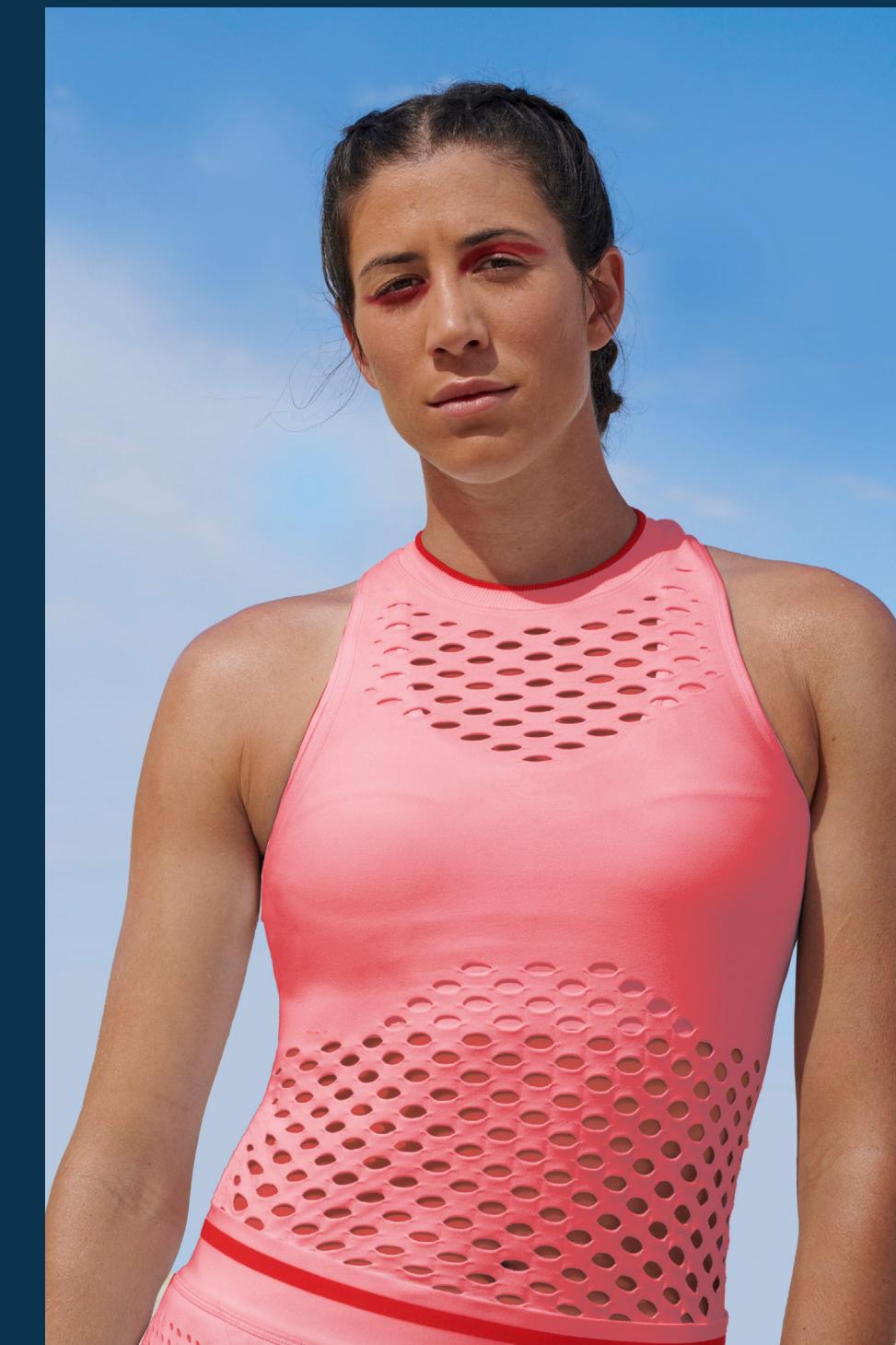


ORIGINAL



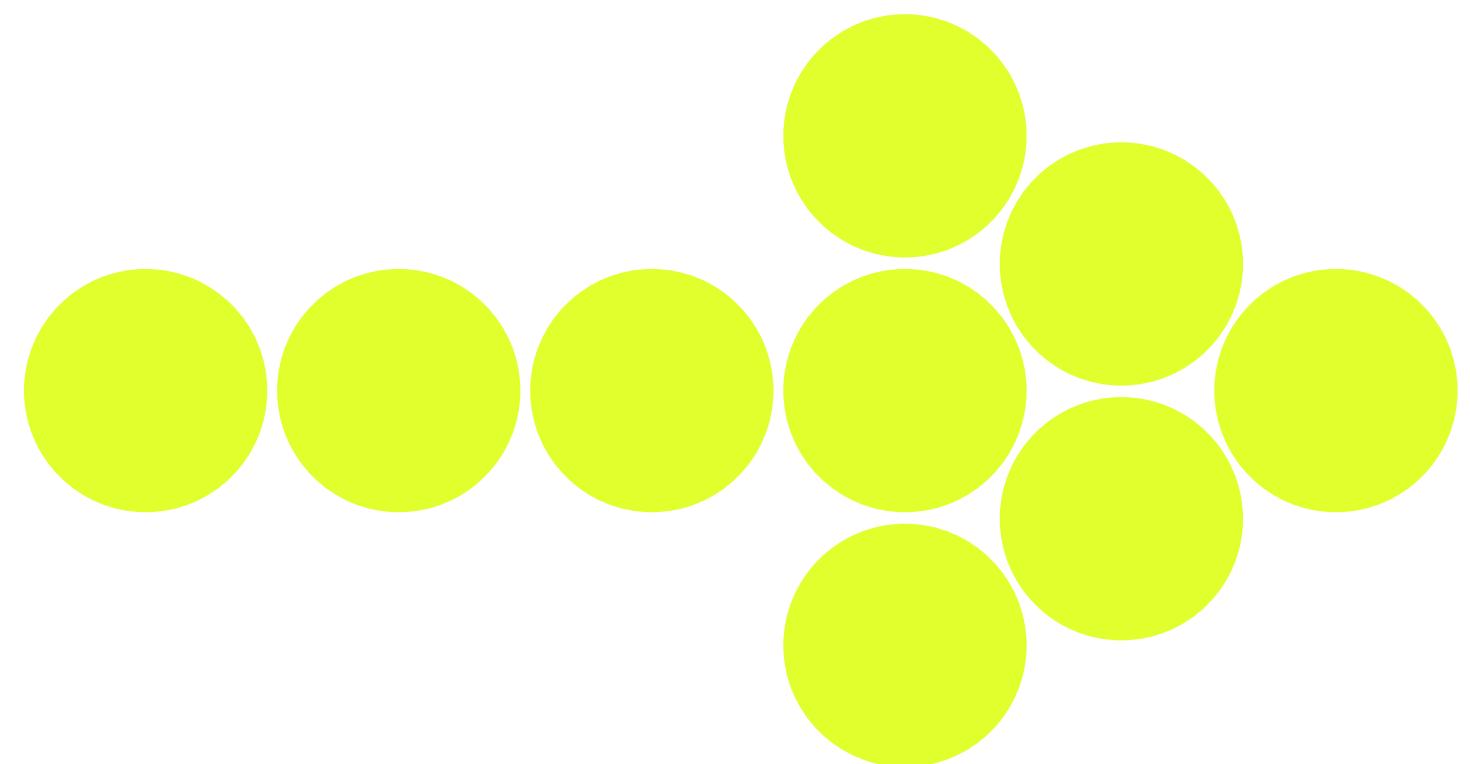
NEUTRALIZE BACKGROUND

- Make the background texture as clean as possible

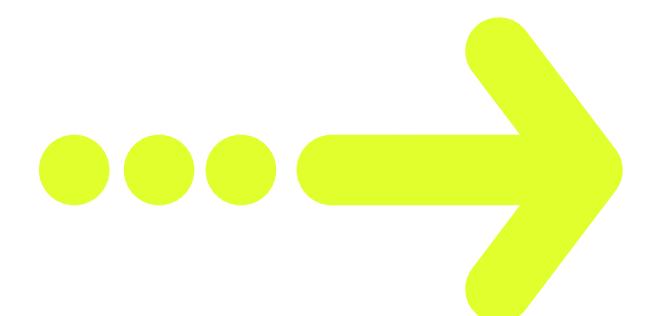


COLOURS

- 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



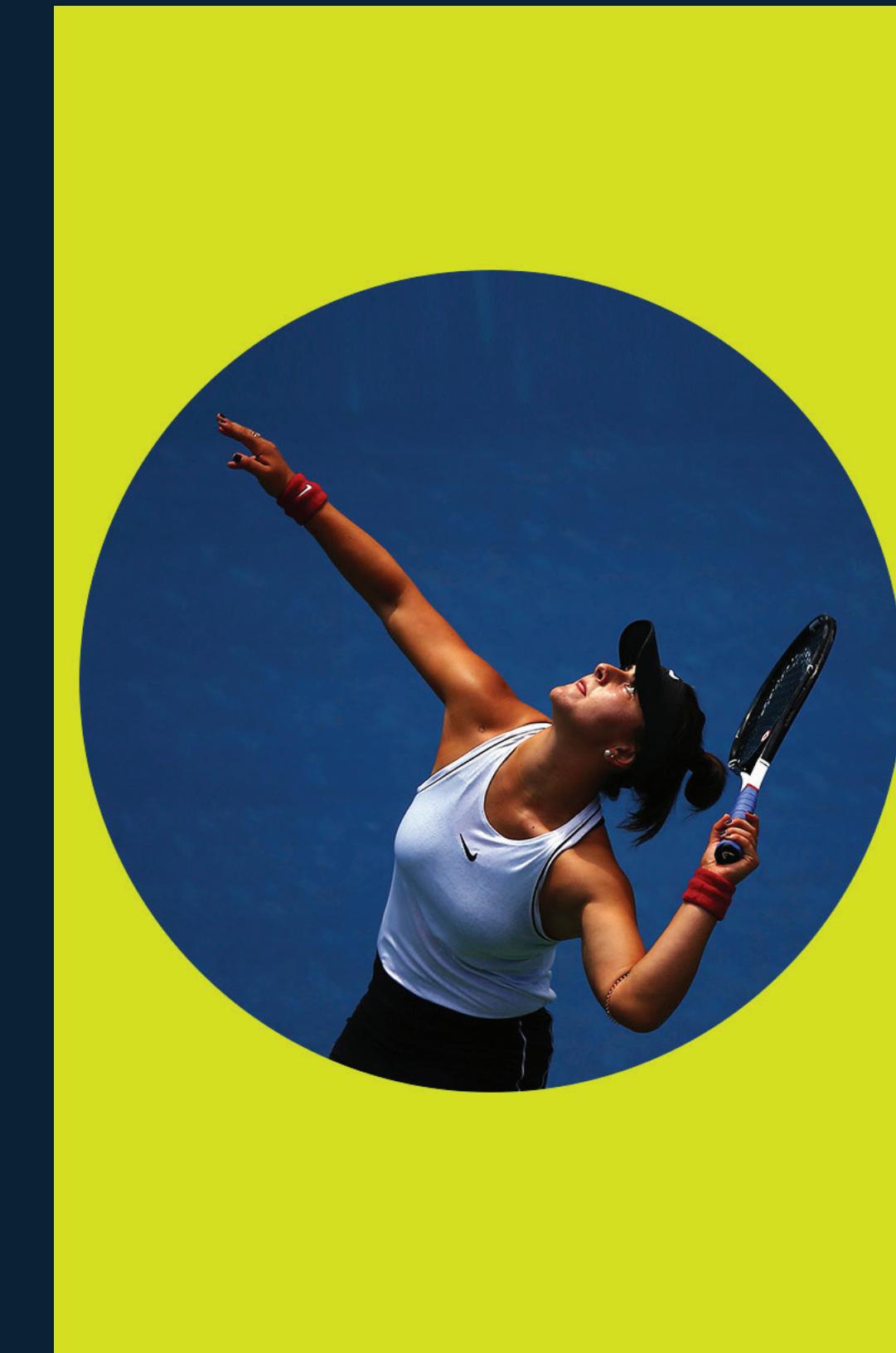


2 METERS 2

PRECISE SIGNAGE INSPIRED BY  
THE FLUIDITY OF THE BALL TRAJECTORY



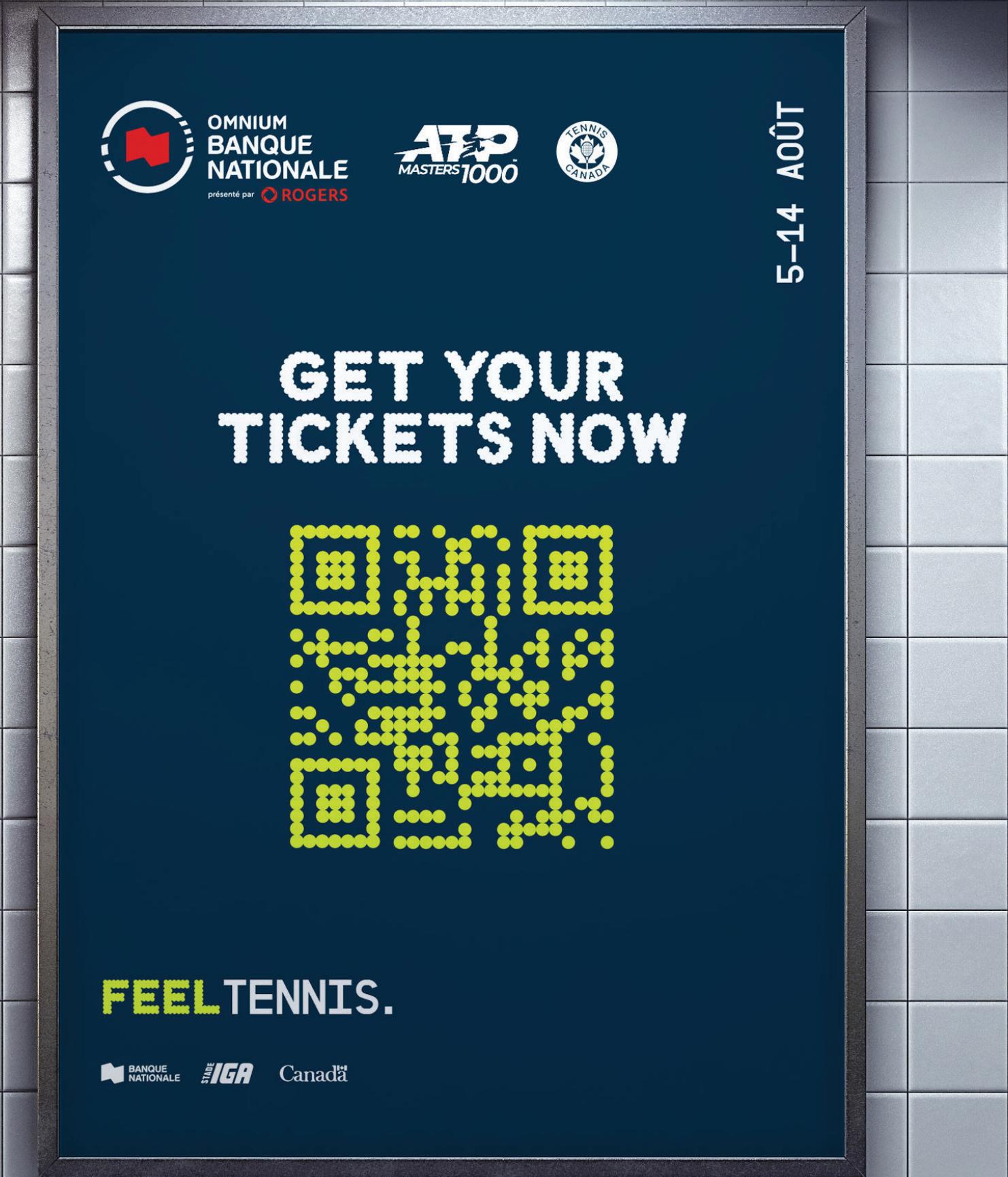
# APPLICATIONS



LAYOUT EXAMPLES

APPLICATIONS







MAIN ENTRANCE



NATIONAL  
BANK  
OPEN

presented by ROGERS

ATP  
MASTERS 1000™



us open  
series®



NATIONAL  
BANK  
OPEN  
presented by ROGERS

ATP  
MASTERS 1000

us open  
series

ALL  
FOR THE  
COURT.



