

Basketball

Northern Ireland



BRAND GUIDELINES

NEWRY FLIERS

TYPOGRAPHY

TITLE-120pt

SUBHEADING-65pt

FONT- Adrianna Condensed ExtraBold

Paragraph information - No larger than 50pt

FONT- Bicyclette

LOGO



The logo must be placed clearly as a watermark. The white font logo is only to be used on dark backgrounds ie. blue.



The logo must be placed clearly as a watermark. The blue font logo is only to be used on white backgrounds ie. white

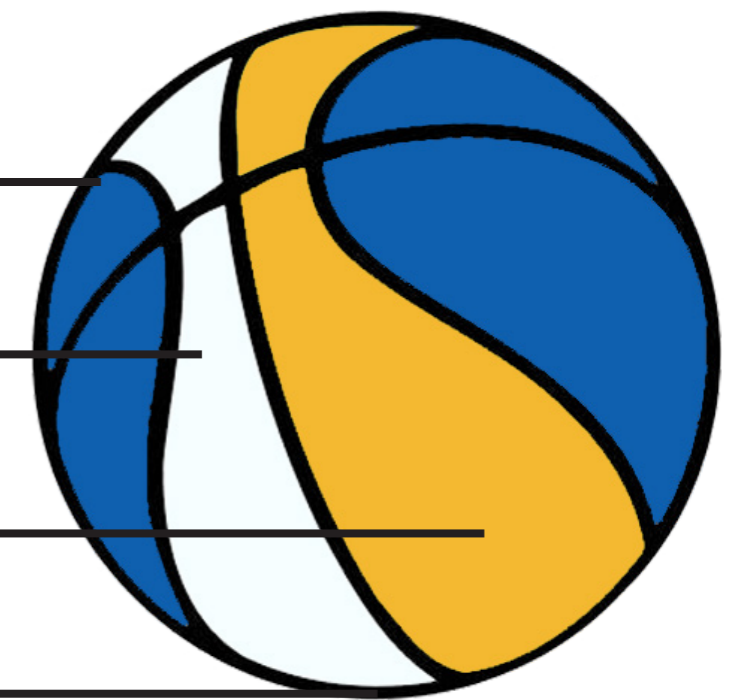
COLOUR

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#ffffff

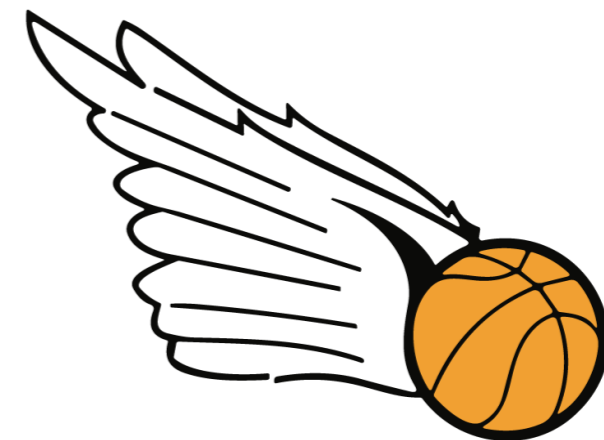
#efb62c

#000000



Newry Fliers colour pallet with blue and yellow as the primary colour in all graphics.

ALTERNATIVE LOGO



This is the icon for Newry Fliers. The icon must be used when the full logo can not. Facebook must have this icon as there profile picture. All social media posts must include this icon.

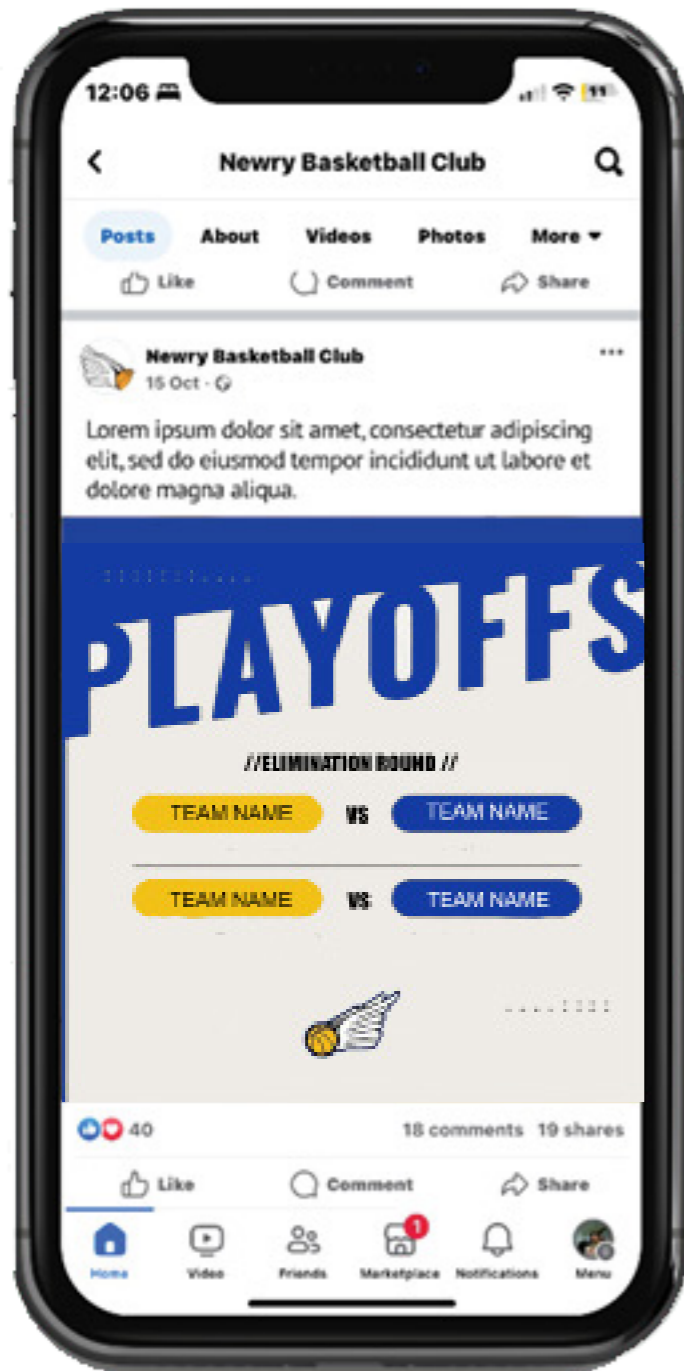
TAGLINE / SLOGANS
NEWRY FLIERS

DRIBBLE THE DREAM

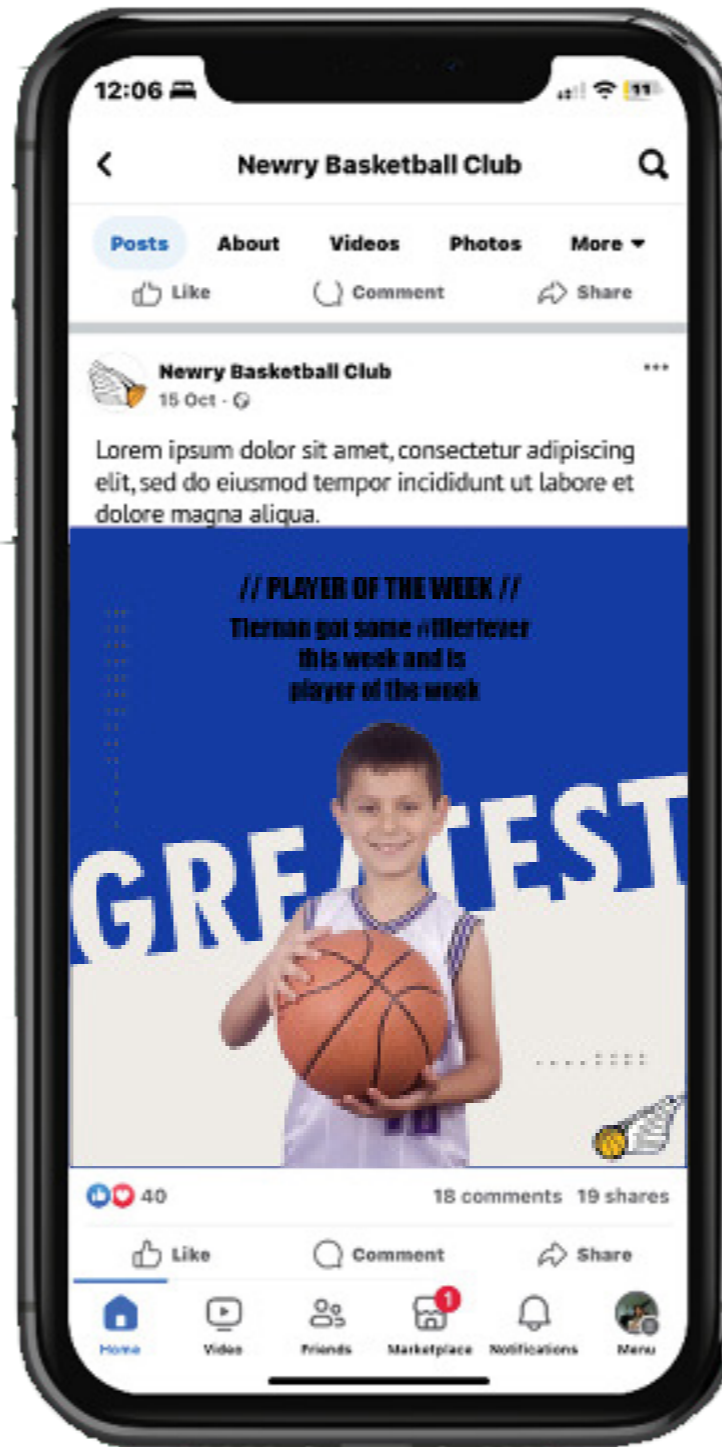
FLIER FEVER

**WHEN IT COMES TO
SPORTS, GIRLS RUN THE
WORLD.**

SOCIAL MEDIA TEMPLATE: NEWRY FLIERS



PLAYOFFS



PLAYER OF THE WEEK



FIXTURE

STORYBOARD FOR PROMOTIONAL VIDEO: NEWRY FLIERS



The promotional video will start with young women before a match.



Motion graphic included in transition. Sliding into a coach being interviewed/ continuing to talk in the background of the video.



Transitioning into the girls preparing before a match.



Motion graphic included in transition. Gliding into the girls planning before a match.



Easing into action shots.



Flowing into action shot of basketball going in the hoop in slow motion.



Affectively motioning into the girls celebrating.



Motion graphic included in transition. Transitioning back to the coach being interviewed..



Final shot of girls looking strong.

BRAND GUIDELINES

ANTRIM JETS

TYPOGRAPHY

TITLE-120PT

SUBHEADING-65PT

FONT- Poster Gothic Round Cond ATF Bold

Paragraph information - No larger than 50pt

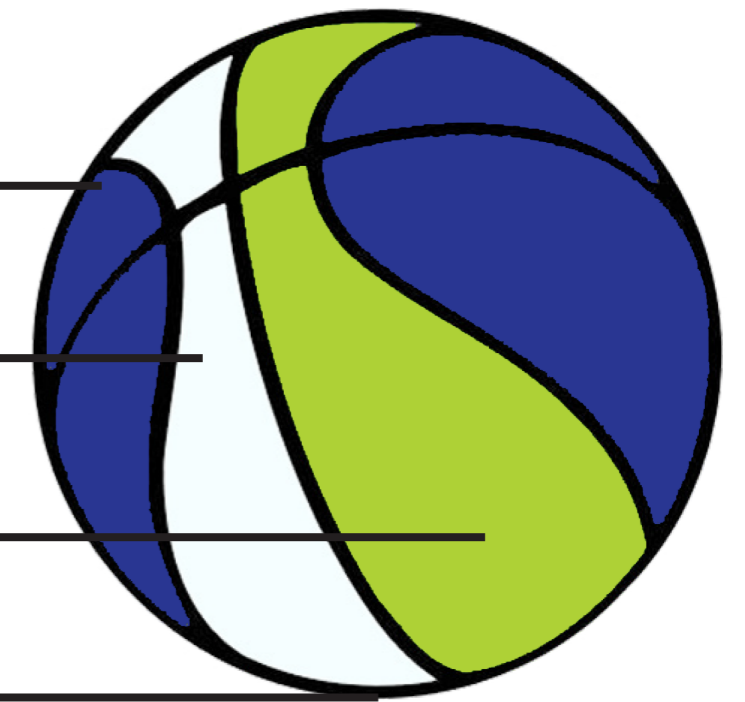
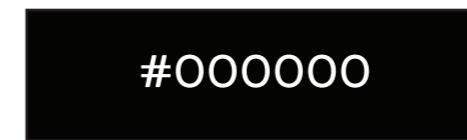
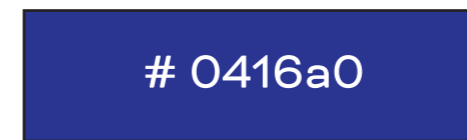
FONT- Bicyclette

LOGO



Antrim Jets full logo. This is the main logo which meets brand guideline colours. This logo must be used for the profiles of all social media accounts for Antrim Jets. The logo must be clear with all information seen on the profile icon.

COLOUR



Antrim Jets colour pallet with navy and green as the primary colours in all graphics. This can be used as a overlay on photos to create graphics.

ICON



Antrim Jets icon. This icon must be used on all social media posts. This must be clear and used as a watermark. This Icon can be used on multiple coloured backgrounds except green.

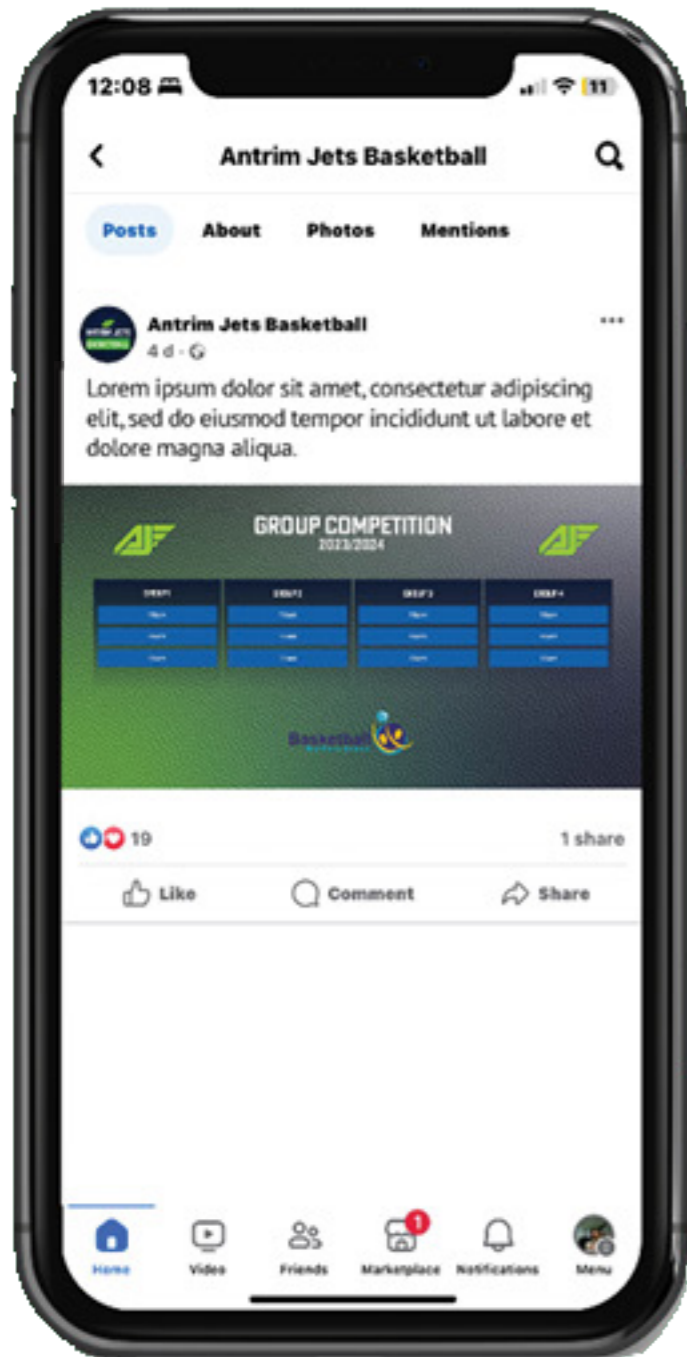
TAGLINE / SLOGANS
ANTRIM JETS

HOOP IT UP

JET SLAMMERS

**STAND TALL,
TALK SMALL,
PLAY BALL.**

SOCIAL MEDIA TEMPLATE: ANTRIM JETS



GROUP FIXTURE



COMPETITION FIXTURE



FINAL SCORE

STORYBOARD FOR PROMOTIONAL VIDEO: ANTRIM JETS



Child observing an outdoor basketball game. Taking an interest in the sport



Motion graphic included in transition. Team come over and encourage the child to play with them.



Transitions to the kids walking into club with new player.



Player is introduced to the team where management make child feel welcomed.



Child goes through the first basketball session showing drills etc.



Shows child settled with a new group of friends bouncing the ball and running forward at the camera in a straight line.



Motion graphic included in transition. Slow motion shots of different children who have now joined.



Morphs to senior players in the same line out.



Juniors saying join us now with the logo GIF and information on where to go.