

QUICK LANE BOWL

DIGITAL ASSETS - MARKS, LOGO AND PANTONE COLOR INFORMATION

The following items are requested for use with our publications and Media Relations departments. Each institution should provide the following information to Nate Sass via Events File Drop [HERE](#) by **Wednesday, December 6th**.

- Institution Marks, Logos and Style Guide with Pantone Color Information
- Color, EPS & JPEG images/logos of official primary logo, team helmet logo and mascot
- High resolution headshots of the institution president, athletic director and head coach, with name and title
- Two or three high-resolution action photos of the head coach and key players from regular-season games played in 2023
- Decal keepsake photos to generate a PhotoSlap® Life size photo stickers. For best quality, images should be at least 3000 x 3000 pixels, 300 dpi and at least 2MB. Ideal photos are vertical and focused on the particular player, preferably on a white backdrop and free of any obstructions (i.e. other players body parts)
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- List of Team for roster card program
- Alphabetical and numerical roster – Word document
- Fight Song with and without video (*only needed if the band is not present*)
- Institution Background – Word Document
- Summary of the team's football history – Word Document
- Five-minute highlight b-roll from the regular season with action shots*
- 30-second team intro video to be used during pre-game ceremonies*
- 30-second institutional spot for ESPN*

During your stay, please upload a one (1) minute "Behind the Scenes" clip taken during each of your team events to the Events File Drop [HERE](#) to be played during the game.

*The video board specifications are:

- 1920x1080
- 30fps (29.97) or 60fps (59.94) progressive or interlaced
- Square Pixels
- .MOV or .MP4 format preferred

For purposes of painting the end zones for game day, please ship an end zone stencil to be used and sent back with the team after the bowl game. The Quick Lane Bowl will make its best efforts to prepare the end zone similar to your home game field. Please also provide proper end zone language (institution name/mascot) so the bowl game can update stadium diagrams.

If you already have a logo spec sheet in illustrator .eps format that includes all of the information requested, please submit to Nate Sass.

Please return to Nate Sass by **Wednesday, December 6th**
Email: nate.sass@lions.nfl.net or via File Drop.