

QUICK LANE BOWL

DIGITAL ASSETS - MARKS, LOGO AND PANTONE COLOR INFORMATION

INSTITUTION:

Please send the following items to the Events File Drop: <https://files.detroitlions.com/filedrop/~vXy6Vm>

- Institution Marks, Logos and Pantone Color Information
- Color, EPS& JPEG images/logos of official primary logo, team helmet logo and mascot
- High resolution headshots for each player, head coach, assistant coaches and supporting staff, along with their names and positions/titles.
- High resolution headshots of the institution president and athletic director
- Two or three high-resolution action photos from each regular-season game played in 2017
- Two or three action shots of the Head Coach
- 10-15 action shots of key student athletes
- 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 and free of any obstructions (i.e. other players body parts)
- List of team for roster card
- Fight Song with and without video (*only needed if the band is not present*)
- Institution background – Word document
- Three to four university campus shots
- Alphabetical and numerical roster – Word document
- Summary of the team’s football history – Word document
- Five-minute highlight tape 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

*The video board specifications are:

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

During your stay, please upload a one (1) minute “Behind the Scenes” clip taken during each of your team events to the File Drop to be played during the game.

For purposes of painting the end zones for game day and recognition in the stadium, it is imperative that the Quick Lane Bowl receives the pantone color information along with clip art of the institution marks and logo.

The primary color is: _____ Pantone: _____

The secondary color is: _____ Pantone: _____

Font: _____

In addition, please describe (or draw) how the end zone is usually decorated for a home game at your institution with the colors, fonts, and institution name/mascot. The Quick Lane Bowl will use its best efforts to prepare the end zone similar to your home game field.

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

Please return to Justin Autajay by **Friday, December 13th**
Email: justin.autajay@lions.nfl.net or via File Drop.