

# CREATIVE DIRECTION

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OUR GOAL IS TO PROVIDE OUR FANS WITH A MEMORABLE EVENT THAT CAPTURES THE INTENSITY OF WORLD CLASS TENNIS IN AN ENVIRONMENT THAT CAN ONLY BE EXPERIENCED IN MIAMI. WITH COVID STILL BEING A GLOBAL CONCERN IT IS KEY THAT WE MAKE CREATIVE TOUCH POINTS FEEL APPROACHABLE AND INVITING.

ELITE | TRENDY | LUXURY

# Color Guide

Orange is the primary color and proportionally is used more than the secondary colors. Secondary colors are used to support the orange and can be incorporated on social media graphics.

## Primary background color

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**Orange**  
75M 100Y 10K  
219R 92G 30B  
Pantone 717C



**Green\_Blue Gradient**  
50C 100Y 100C  
14R 198G 63B 0R 174G 239B  
Pantone 376C Pantone 2995C

## Solid secondary colors

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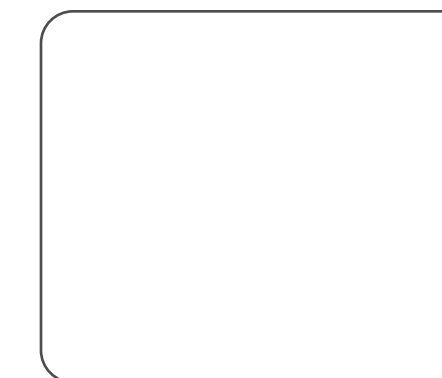
**Yellow**  
10C 100Y  
238R 232G 9B  
Pantone 3965C



**Blue**  
100C 25Y  
0R 171G 197B  
Pantone 3125C



**Verde**  
100C 10M 100Y  
0R 154G 78B  
Pantone 347C



**White**

# Typography

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TITLES - Aquilone

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**TENNIS IS BACK**

HEADLINES - Itau Display

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**Miami Open**  
**March 21 - April 3**

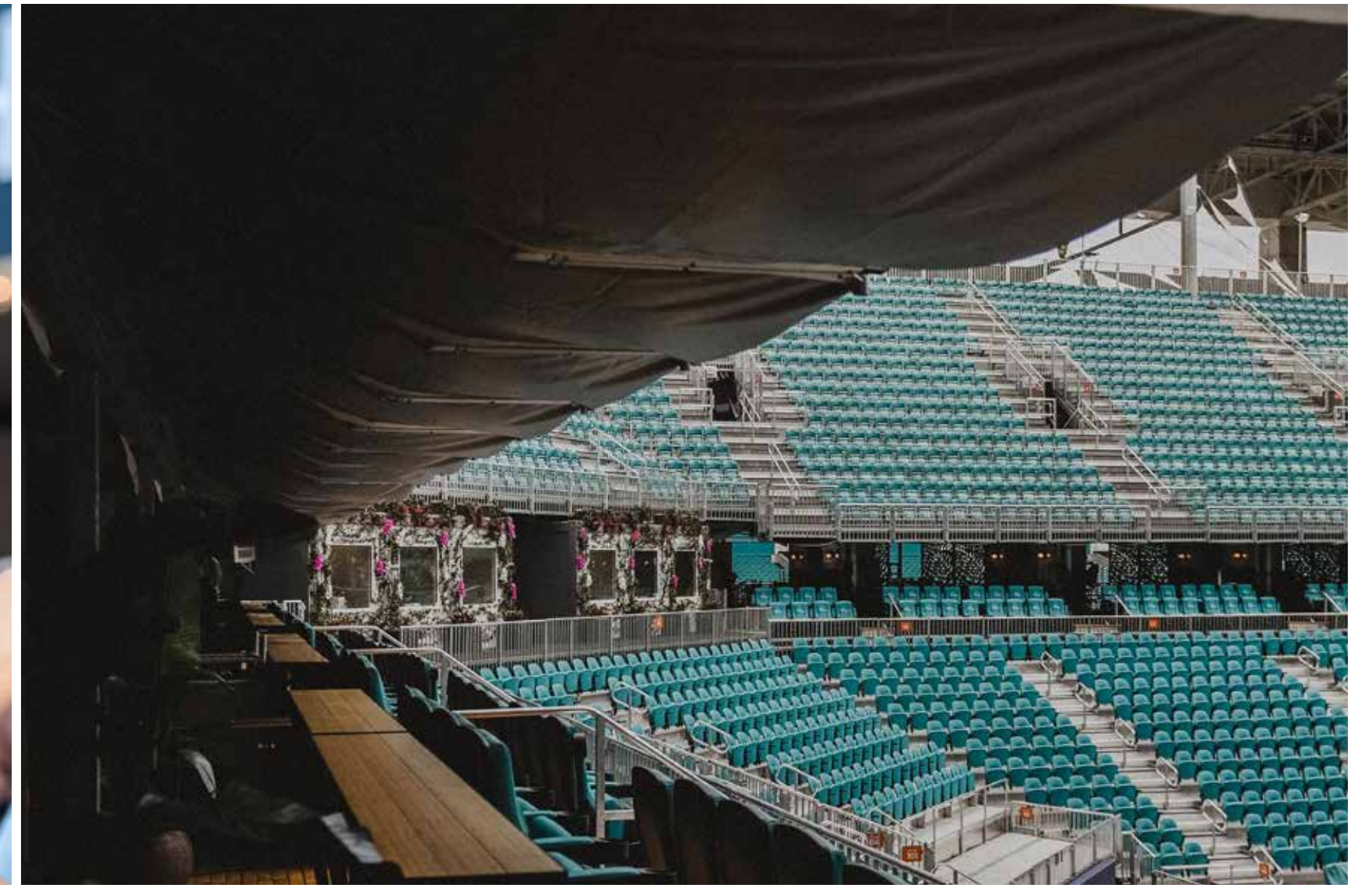
BODY - Itau Display

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Miami Open  
March 21 - April 3

# Photography

Photography is tightly cropped to capture the essence of the moment on and off the court. The lighting and angle add to the drama and excitement.

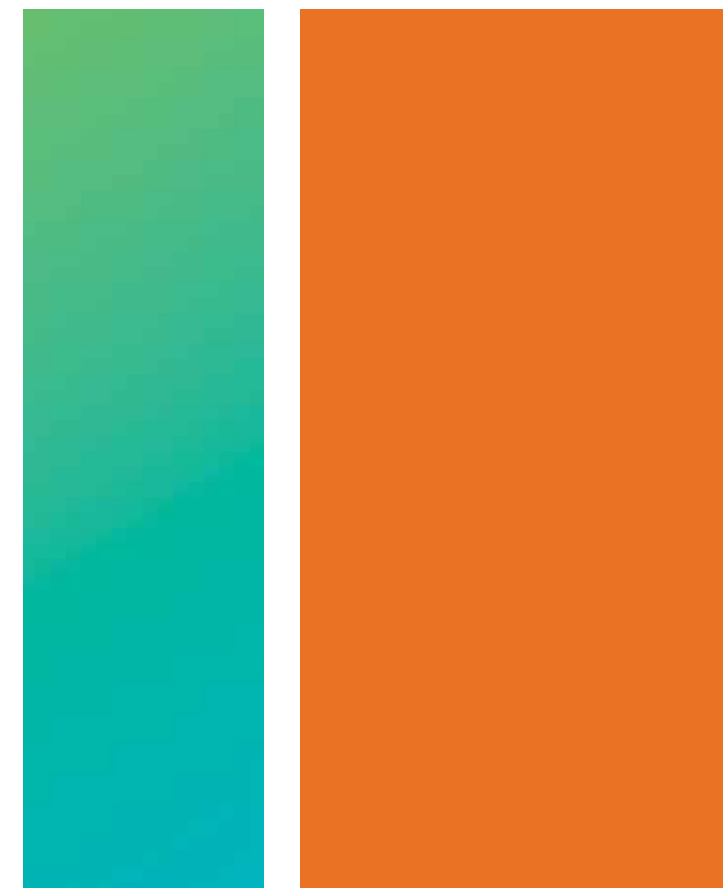


# Creative Assets

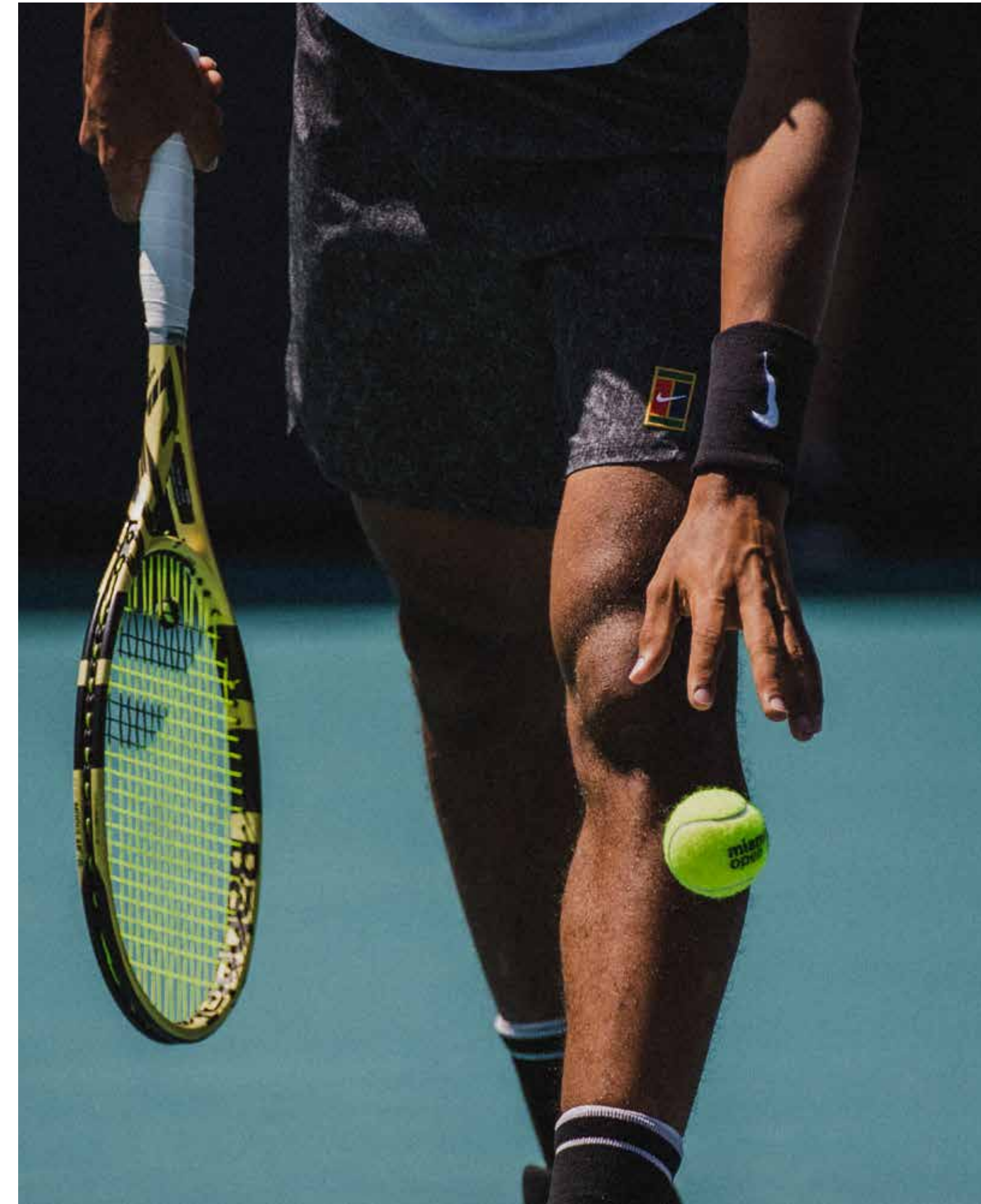
Campus foliage backgrounds are used with the blue/green gradient only. Orange is the primary color used more than the blue/green. Cropped photos capture the moment and excitement of the event. Graphic elements are used tastefully to support the layouts.



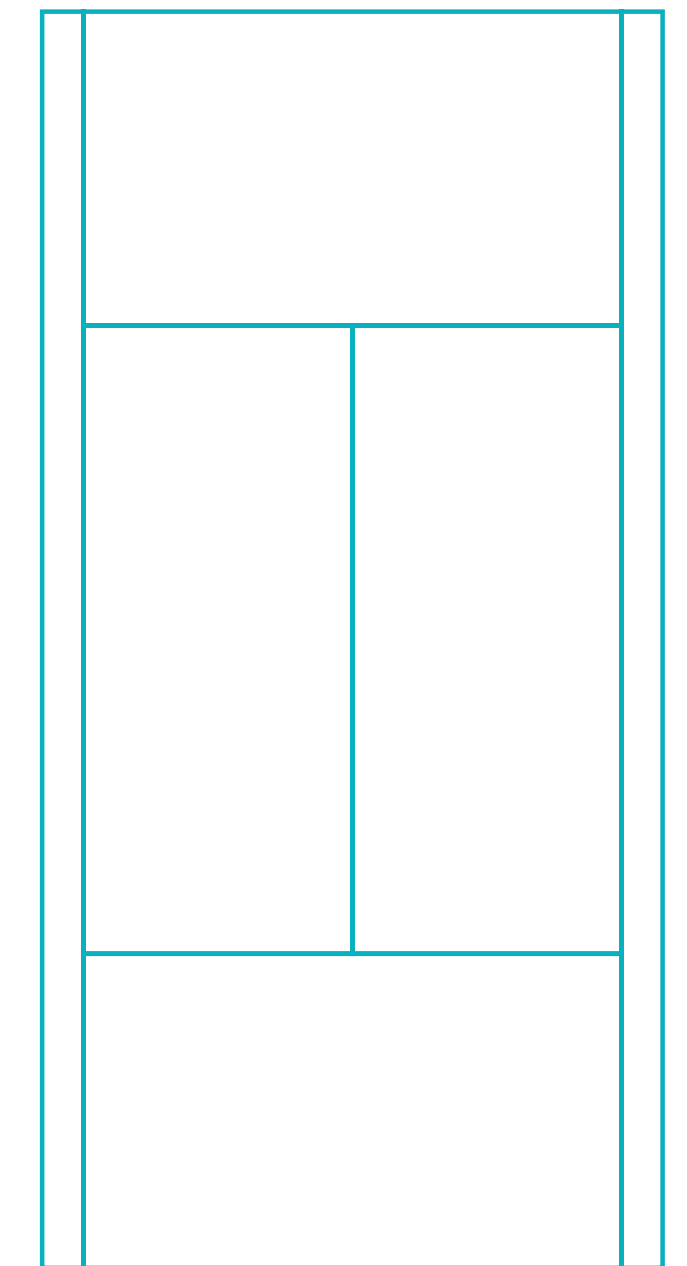
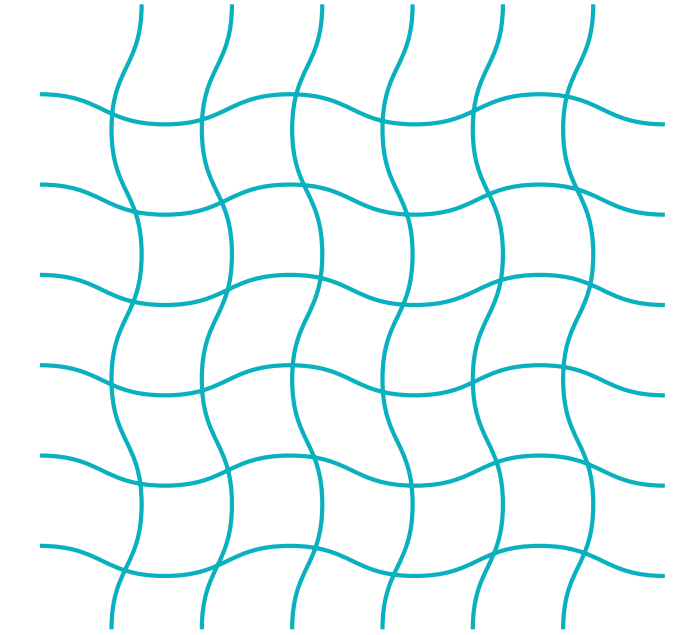
CAMPUS FOLIAGE



ITAU GRADIENT

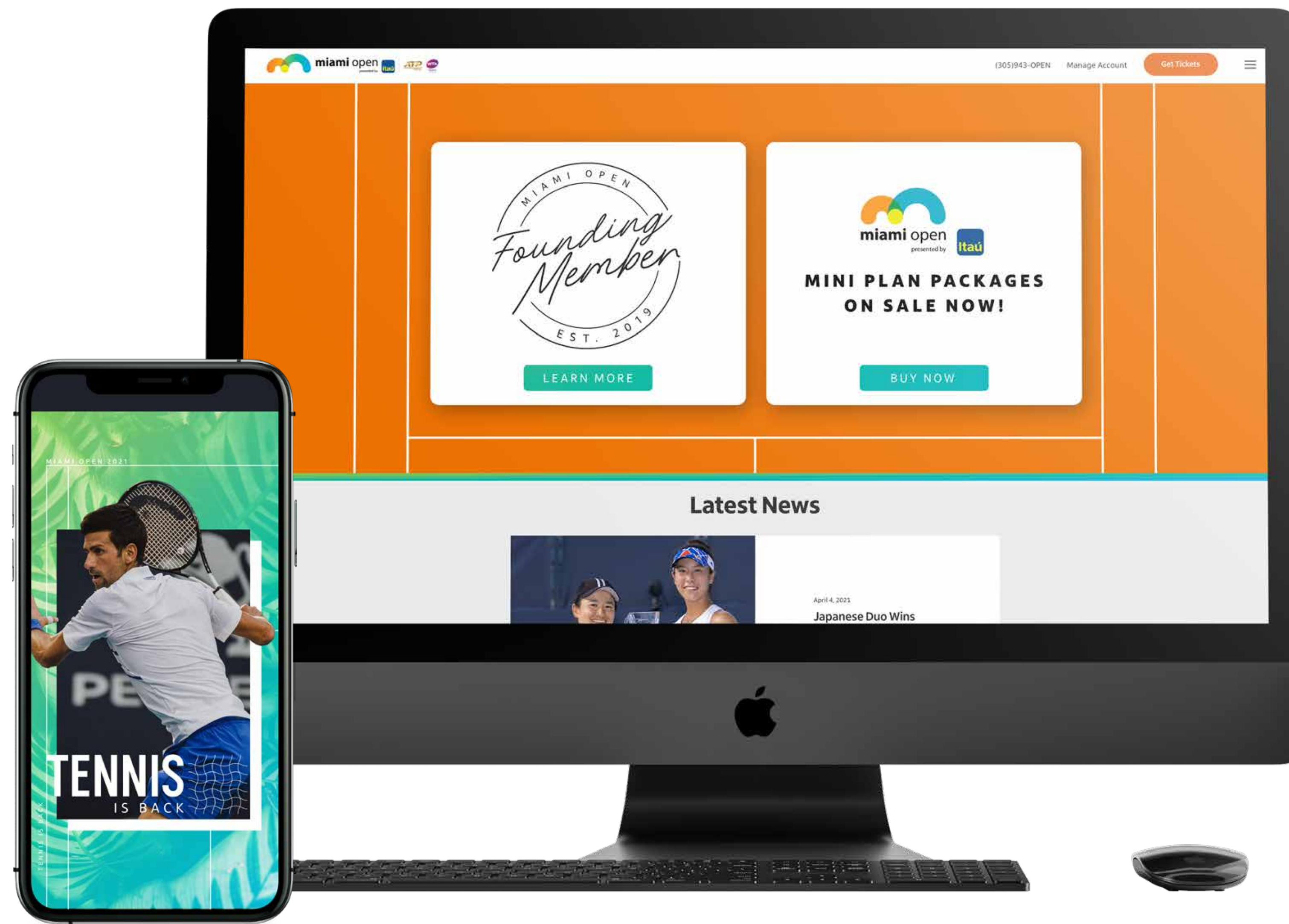


TIGHT CROP PHOTOS

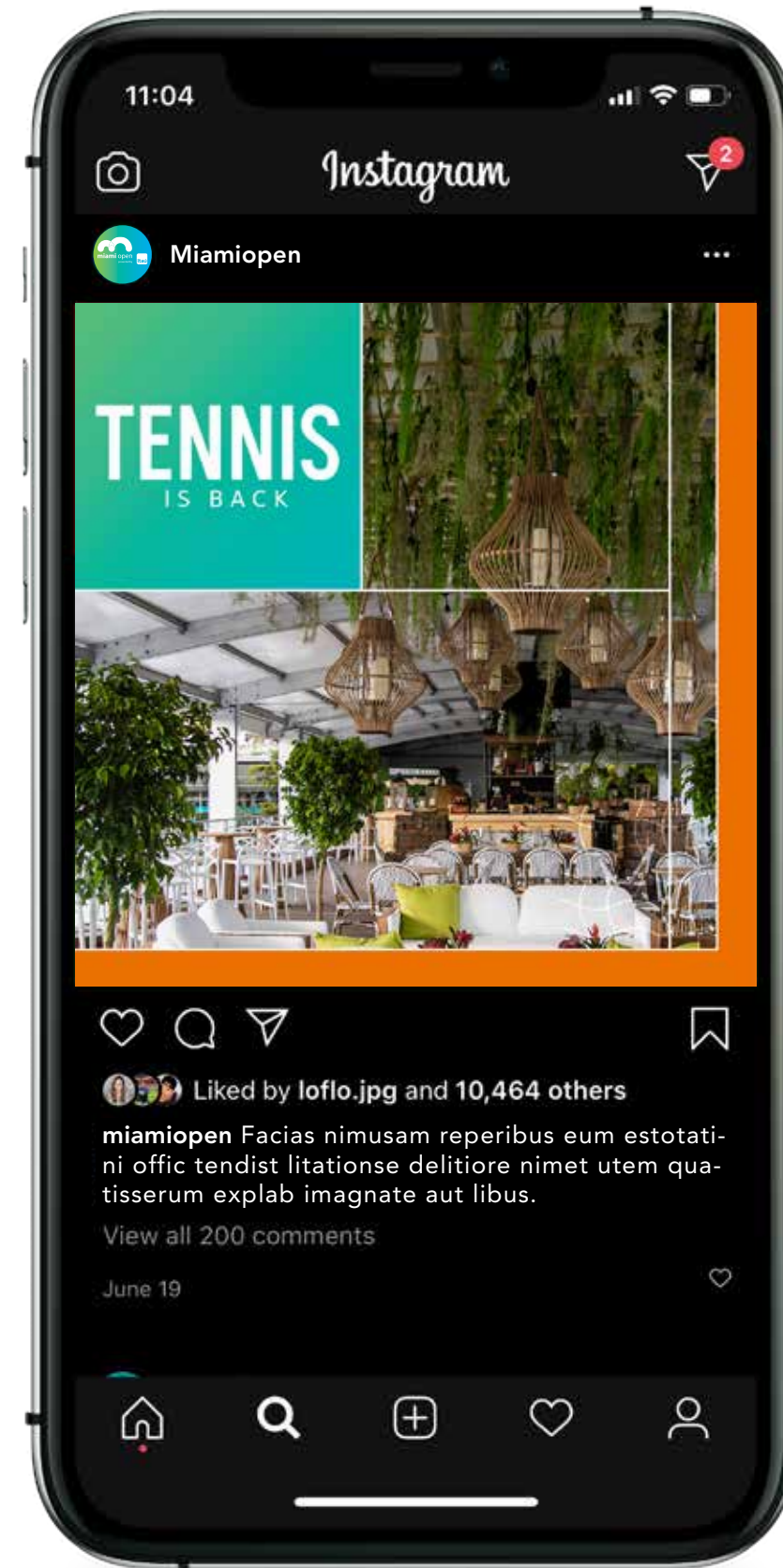
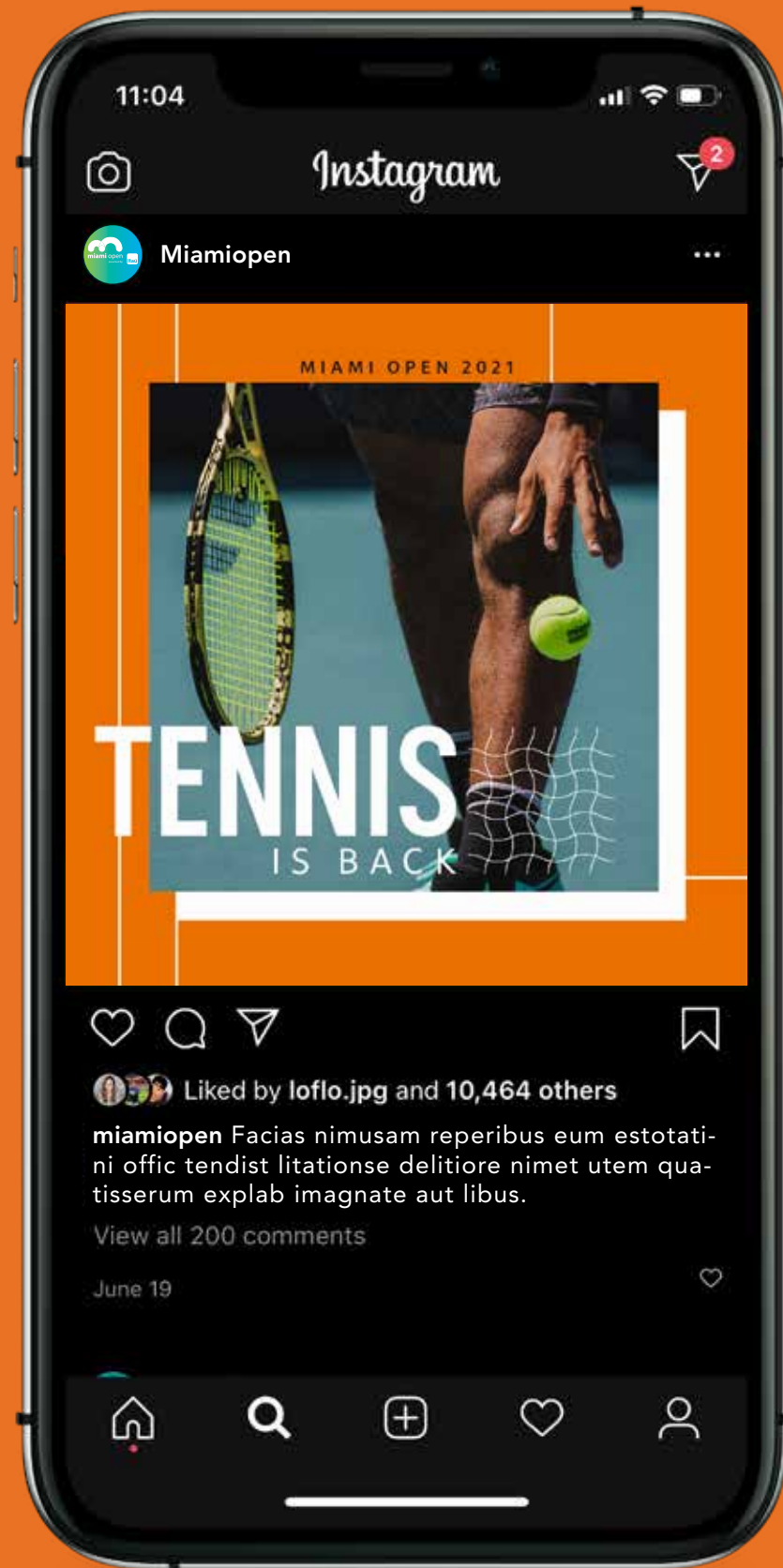


ILLUSTRATIVE TENNIS  
ELEMENTS

# Execution



# Execution



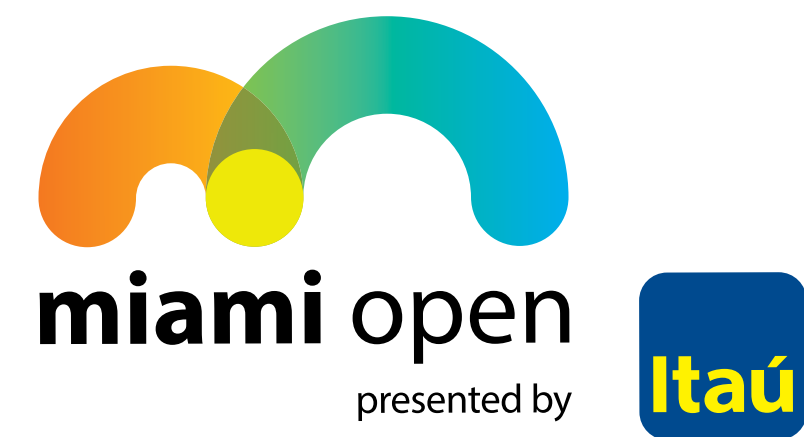


# Logo

The priority version should be used in all institutional and communication materials.

The secondary version takes on a horizontal construction.

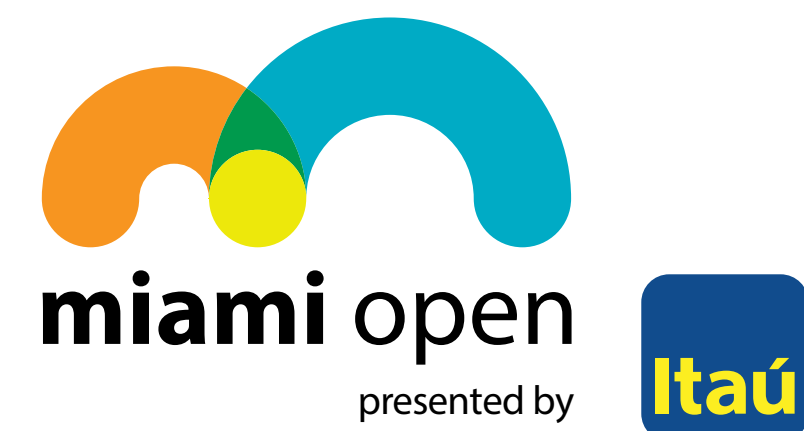
The solid version and the black and white versions are used on busy backgrounds for better visibility.



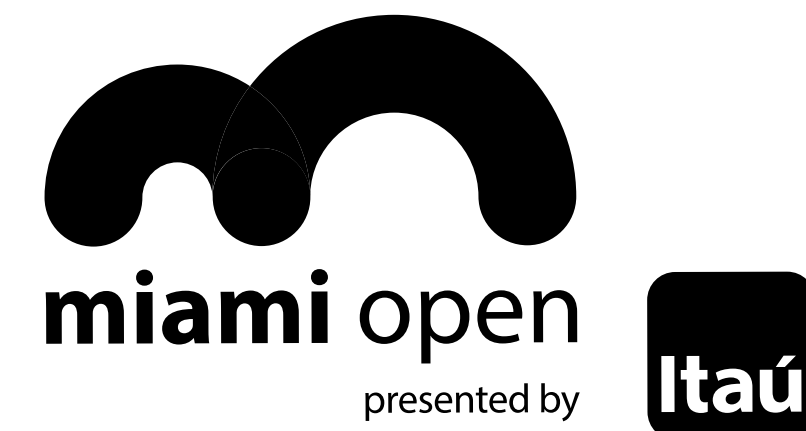
GRADIENT - PRIORITY



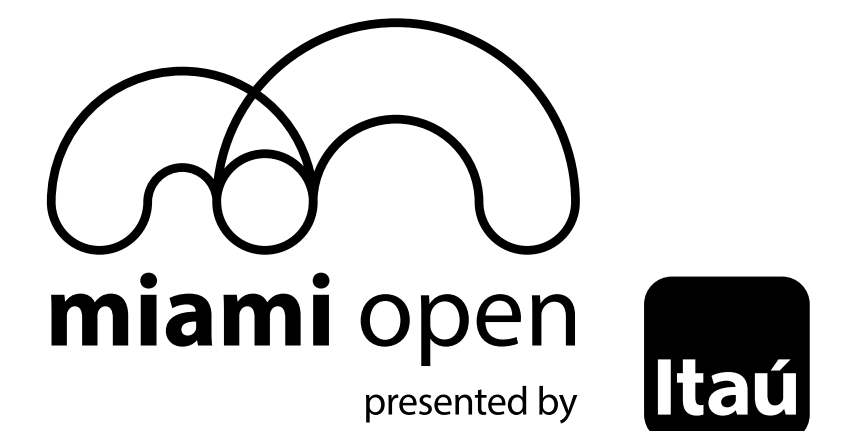
GRADIENT - SECONDARY



SOLID COLOR



BLACK WHITE



STROKE