



2019 BROADCAST GRAPHICS STYLE GUIDE

SCOREBUG

Team Tricodes: Hurme Geometric Sans 2 Semibold
Clock/Score: Hurme Geometric Sans 2 Regular



GOAL ANIMATION

Goal: Hurme Geometric Sans 2 Bold
Goal (background): Hurme Geometric Sans 2
Bold Outline



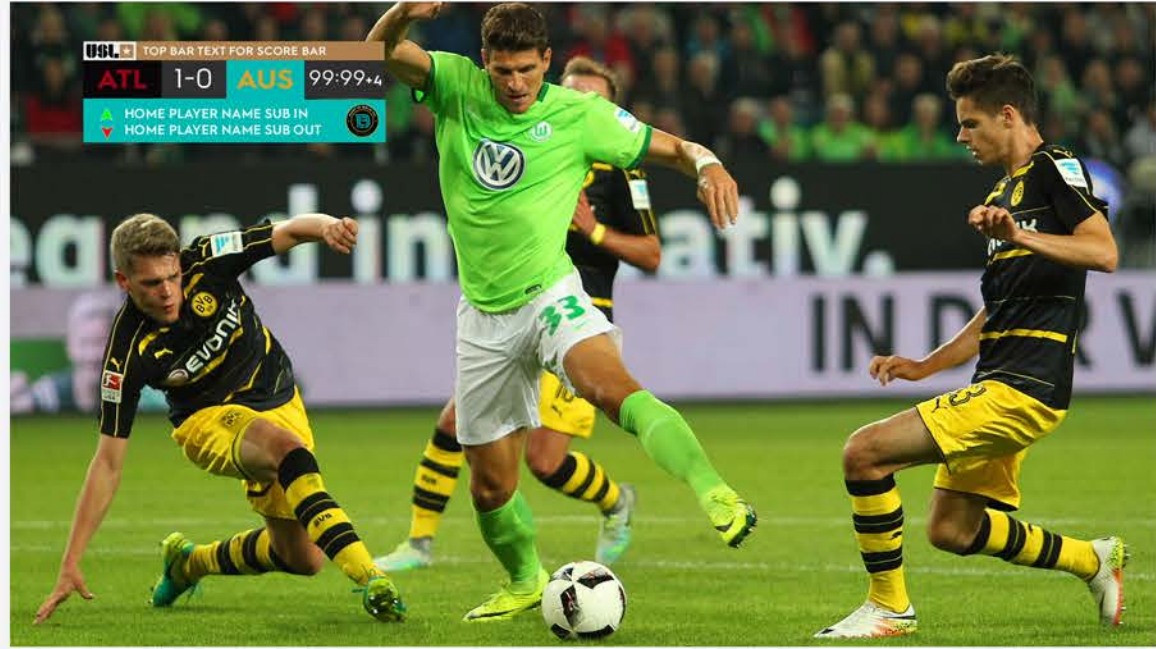
TOPBAR (OPTIONAL)

Topbar: Hurme Geometric Sans 2 Semibold



SUBSTITUTIONS

Player Names: Hurme Geometric Sans 2 Semibold



YELLOW CARD

Card/Player Name: Hurme Geometric Sans 2 Semibold



RED CARD

Card/Player Name: Hurme Geometric Sans 2 Semibold



ONE LINE DROPDOWN

Dropdown: Hurme Geometric Sans 2 Semibold



TWO LINE DROPDOWN

Dropdown: Hurme Geometric Sans 2 Semibold



LOCATOR/TITLE CARD

Team Name: Hurme Geometric Sans 2 Bold

Team Records: Hurme Geometric Sans 2 Bold

Stadium Name/City: Hurme Geometric Sans 2 Bold



ATLANTA UNITED 2		USL 		AUSTIN BOLD FC
00-00-00	MERCEDES-BENZ STADIUM ATLANTA, GA			00-00-00



LOWER THIRD SCORE

Team Name/Score: Hurme Geometric Sans 2 Bold

Game Phase: Hurme Geometric Sans 2 Regular

	ATLANTA UNITED 2	HT 2
	AUSTIN BOLD FC	2



LOWER THIRDS

Top Line: Hurme Geometric Sans 2 Semibold

Dropline: Hurme Geometric Sans 2 Regular



STARTING LINEUPS

Team Name:
Hurme Geometric Sans 2 Bold Outline

Player Position:
Hurme Geometric Sans 2 Bold

Player First Names:
Hurme Geometric Sans 2 Regular

Player Last Names:
Hurme Geometric Sans 2 Semibold

Player Numbers (Formation):
Hurme Geometric Sans 2 Bold

Player Last Name (Formation):
Hurme Geometric Sans 2 Regular

ATLANTA UNITED 2

COACH: MIKEY FREEDMAN

GK Matthew Bergbauer
GK Matthew Bergbauer
GK Matthew Bergbauer
GK Matthew Bergbauer
GK Matthew Bergbauer
GK Matthew Bergbauer
GK Matthew Bergbauer
GK Matthew Bergbauer
GK Matthew Bergbauer
GK Matthew Bergbauer
GK Matthew Bergbauer

BENCH: MIKEY FREEDMAN, MATT BERGBAUER, MATT BERGBAUER, MATT BERGBAUER, MATT BERGBAUER

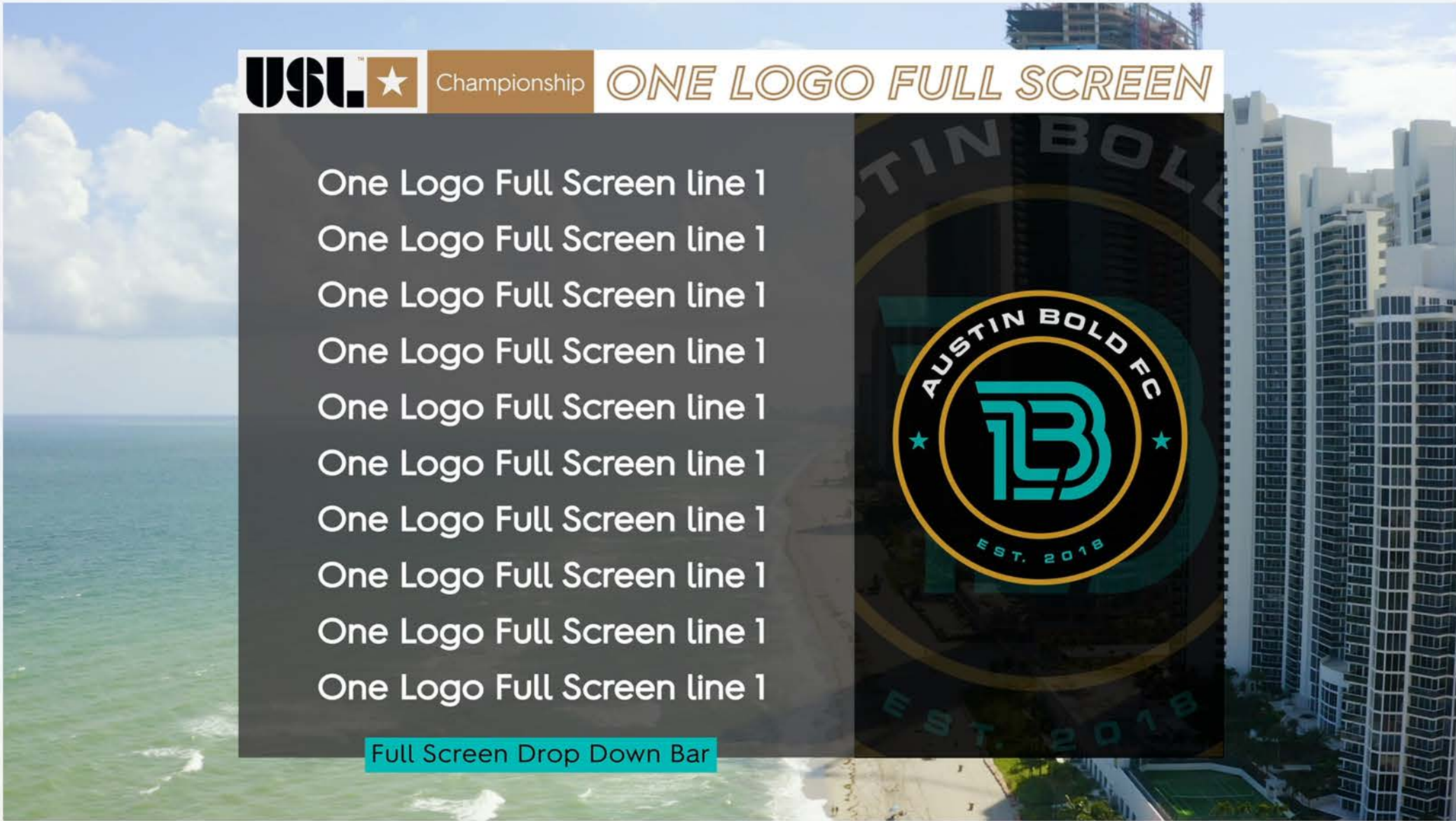
The graphic displays a soccer field with 11 players in a 1-1-1-1-1 formation. Each player is represented by a red square with the number '00' and the name 'BERGBAUER' below it. The formation consists of one goalkeeper, one defender, one midfielder, one forward, and one goalkeeper. The background shows a cityscape with tall buildings and a body of water.

ONE LOGO FULLSCREEN

Header:
Hurme Geometric Sans 2 Bold Outline

Body:
Hurme Geometric Sans 2 Semibold

Dropline:
Hurme Geometric Sans 2 Regular



TWO HEADSHOT FULLSCREEN

Header:

Hurme Geometric Sans 2 Bold Outline

Body:

Hurme Geometric Sans 2 Semibold

Dropline:

Hurme Geometric Sans 2 Regular

Player First Names:

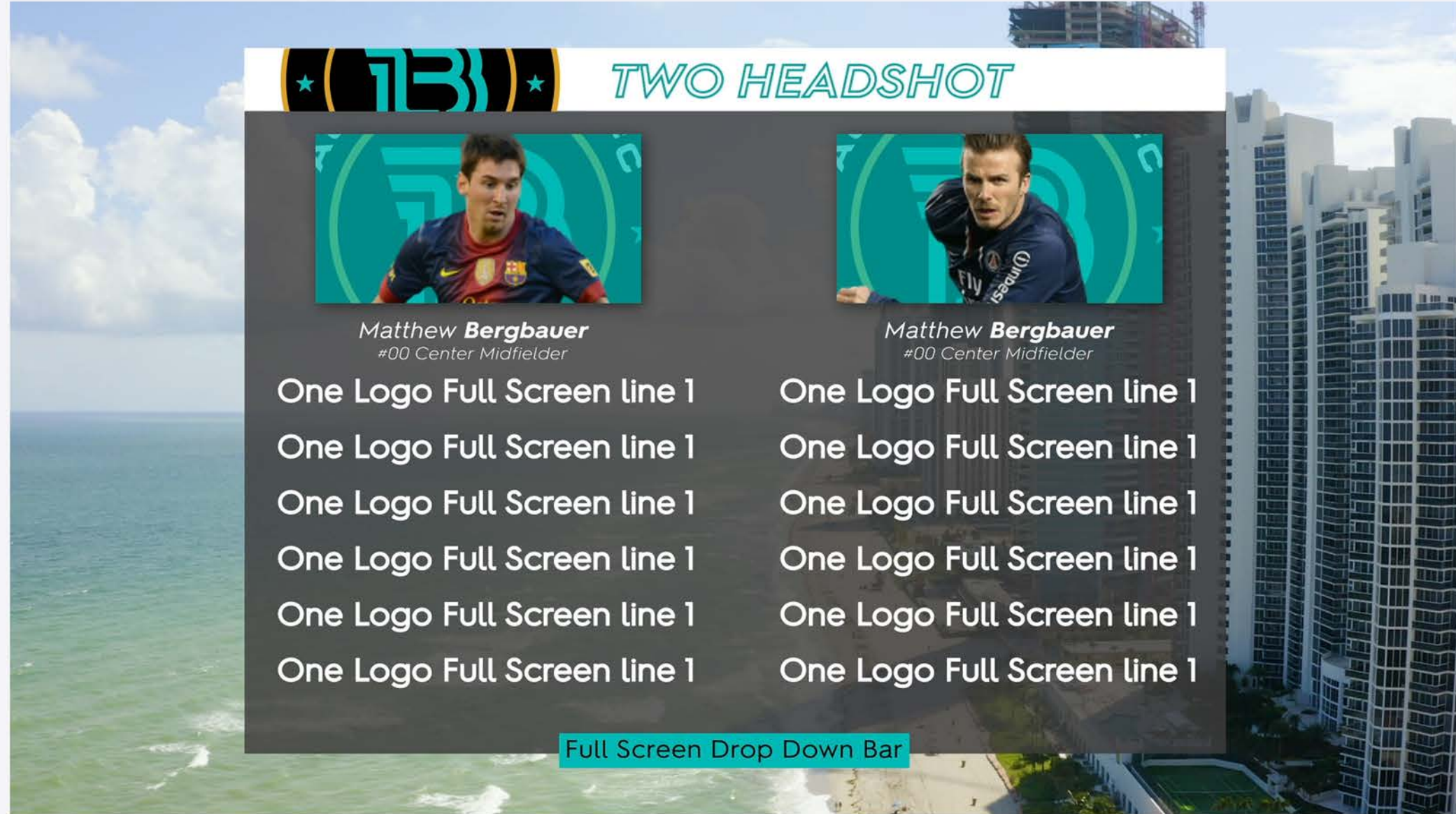
Hurme Geometric Sans 2 Regular

Player Last Names:

Hurme Geometric Sans 2 Semibold

Player Position:

Hurme Geometric Sans 2 Light



THREE HEADSHOT FULLSCREEN

Header:

Hurme Geometric Sans 2 Bold Outline

Body:

Hurme Geometric Sans 2 Semibold

Dropline:

Hurme Geometric Sans 2 Regular

Player First Names:

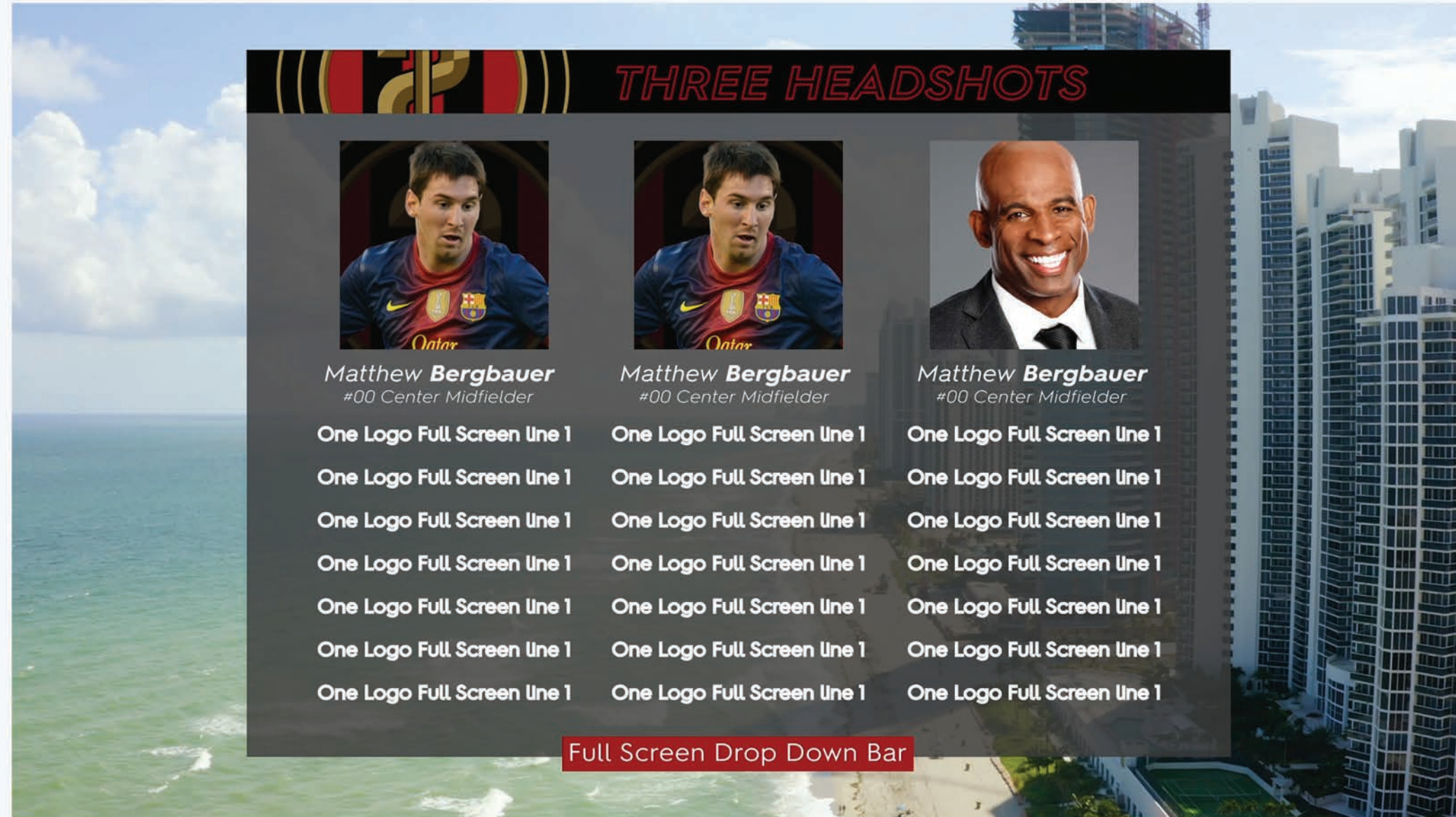
Hurme Geometric Sans 2 Regular

Player Last Names:

Hurme Geometric Sans 2 Semibold

Player Position:

Hurme Geometric Sans 2 Light



FOUR HEADSHOT FULLSCREEN

Header:
Hurme Geometric Sans 2 Bold Outline

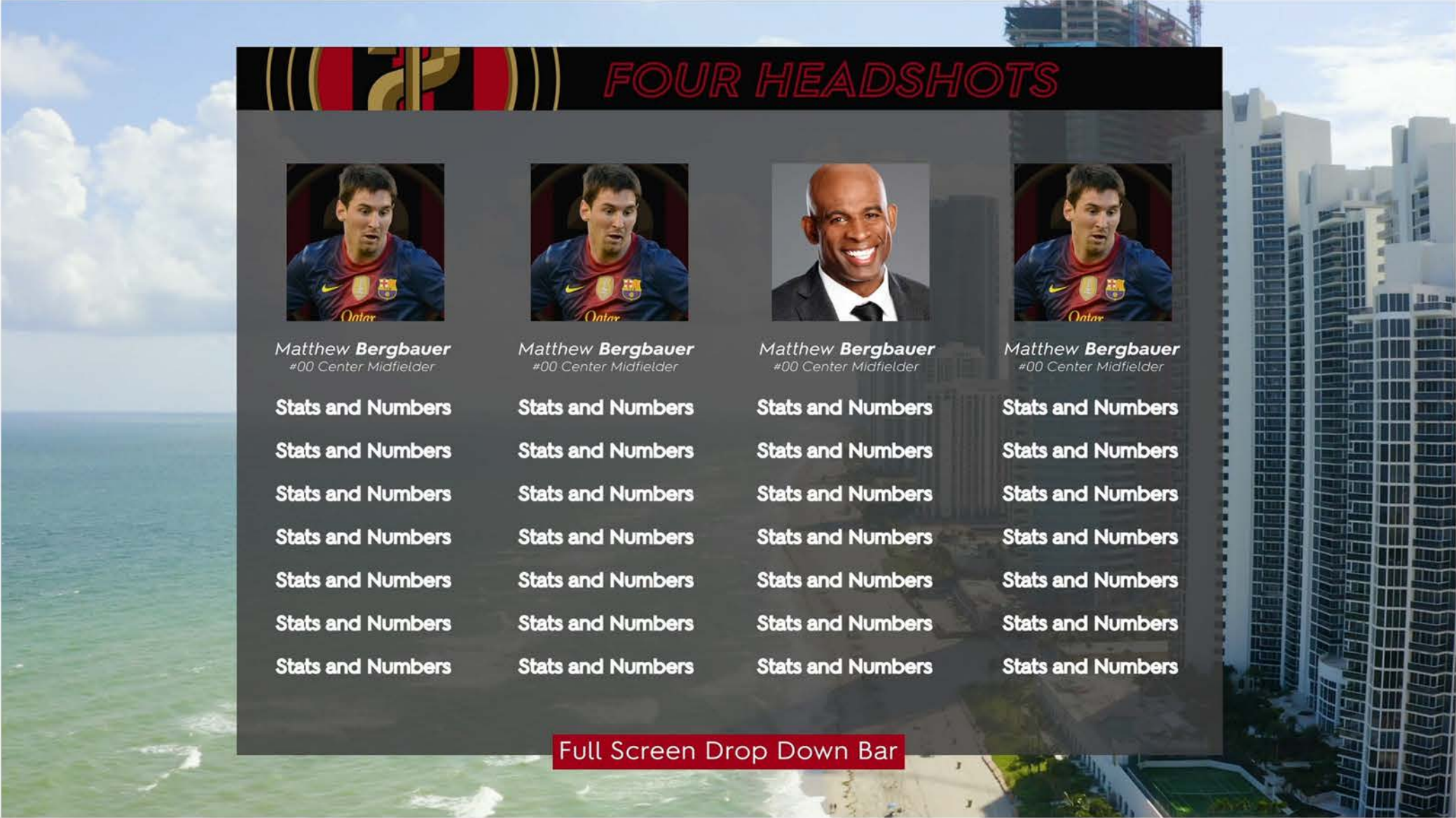
Body:
Hurme Geometric Sans 2 Semibold

Dropline:
Hurme Geometric Sans 2 Regular

Player First Names:
Hurme Geometric Sans 2 Regular

Player Last Names:
Hurme Geometric Sans 2 Semibold

Player Position:
Hurme Geometric Sans 2 Light



FIVE HEADSHOT FULLSCREEN

Header:

Hurme Geometric Sans 2 Bold Outline

Body:

Hurme Geometric Sans 2 Semibold

Dropline:

Hurme Geometric Sans 2 Regular

Player First Names:

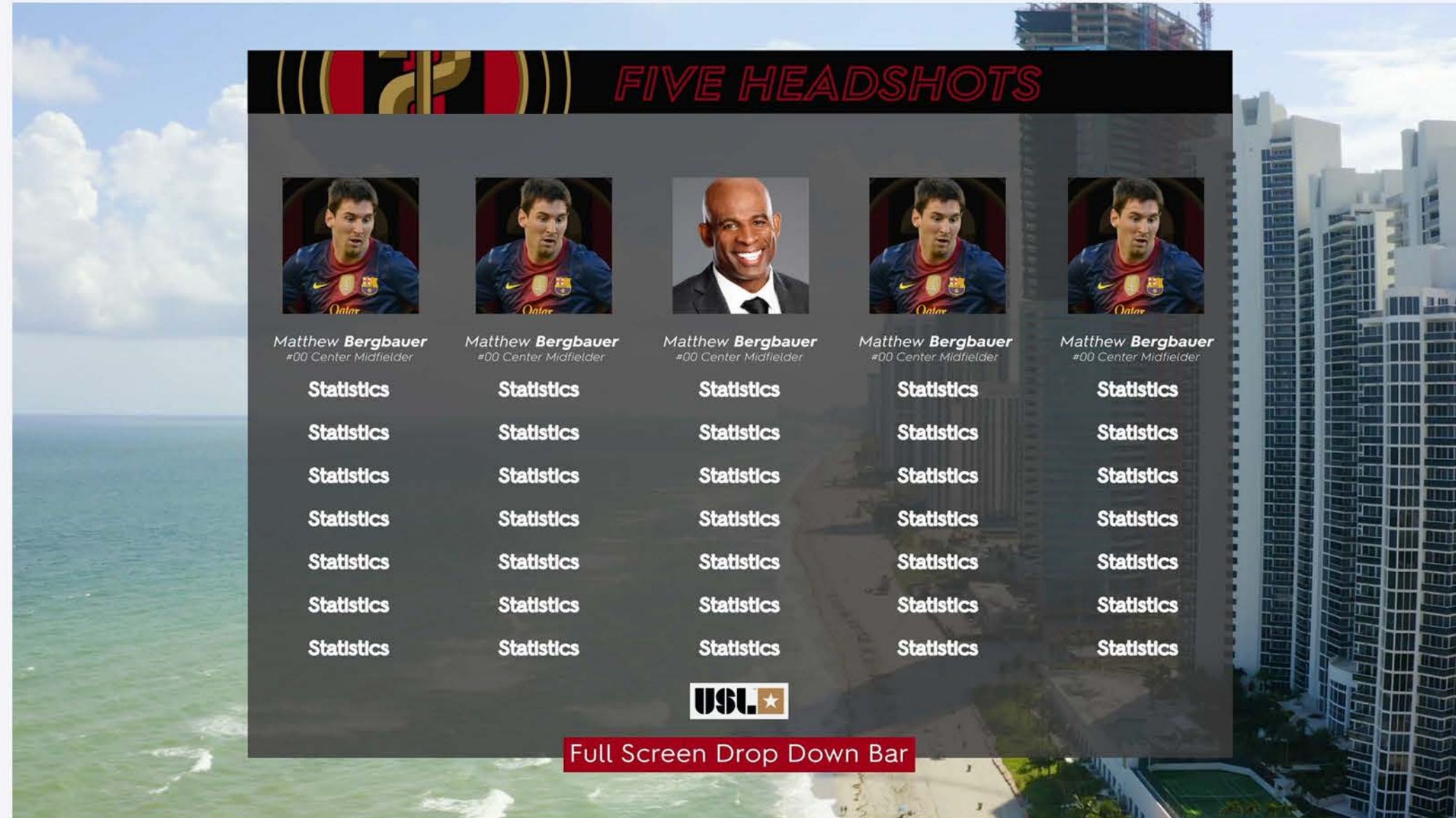
Hurme Geometric Sans 2 Regular

Player Last Names:

Hurme Geometric Sans 2 Semibold

Player Position:

Hurme Geometric Sans 2 Light



TWO LOGO FULLSCREEN

USL Header:

Hurme Geometric Sans 2 Bold Outline

Body Header:

Hurme Geometric Sans 2 Semibold Oblique

Body:

Hurme Geometric Sans 2 Semibold

Dropline:

Hurme Geometric Sans 2 Regular



MATCH STATS FULLSCREEN

Header:

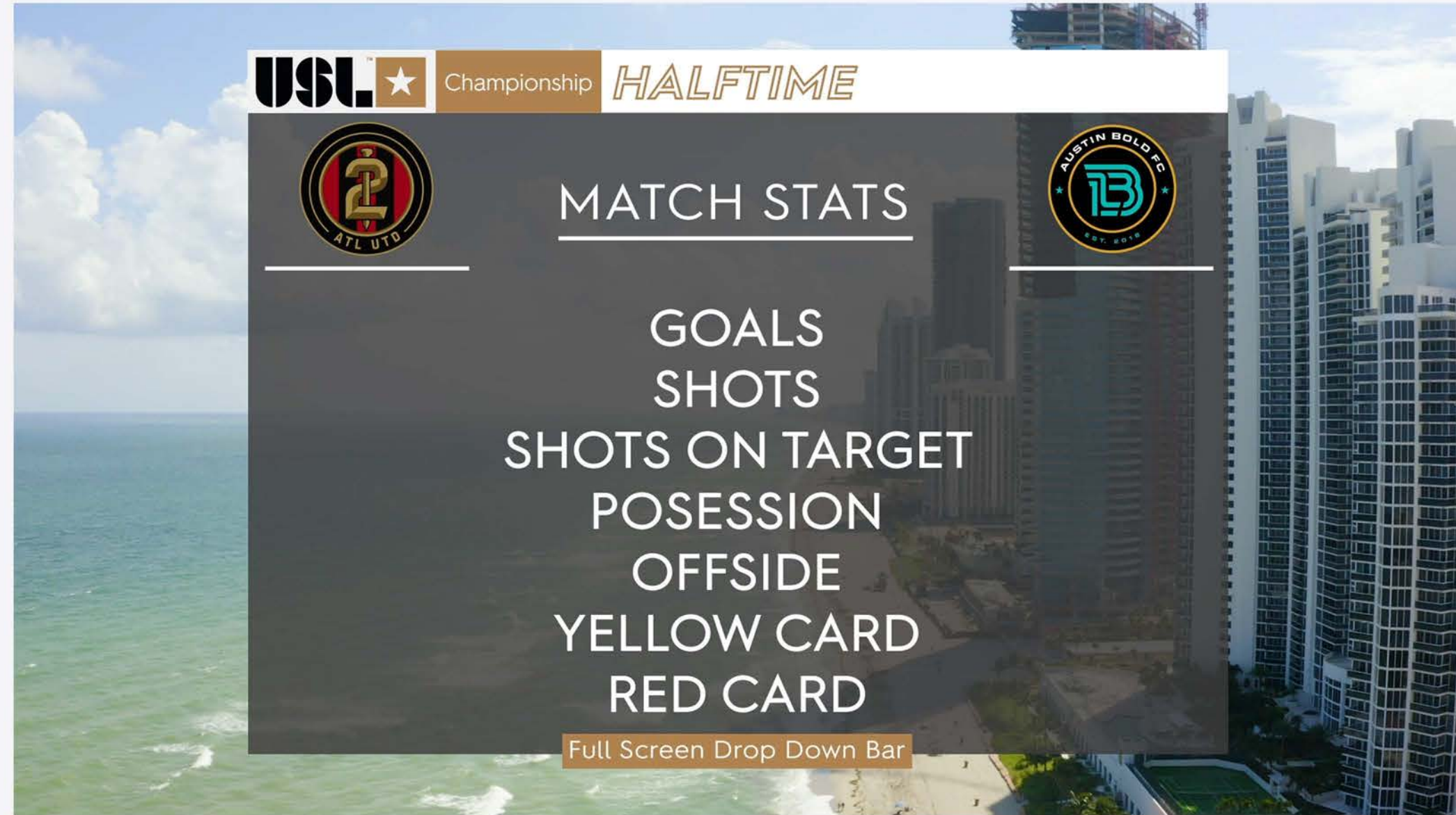
Hurme Geometric Sans 2 Bold Outline

Body:

Hurme Geometric Sans 2 Semibold

Dropline:

Hurme Geometric Sans 2 Regular



SLATE

Body:

Hurme Geometric Sans 2 Semibold

Dropline:

Hurme Geometric Sans 2 Regular



OUT OF TOWN SCORES FULLSCREEN

USL Header:
Hurme Geometric Sans 2 Bold Outline

Team Names/Scores:
Hurme Geometric Sans 2 Bold

Game Phase:
Hurme Geometric Sans 2 Regular

Dropline:
Hurme Geometric Sans 2 Regular

USL **Championship** *OUT OF TOWN SCORES*

	ATLANTA UNITED 2	HT	2
	AUSTIN BOLD FC		2

	ATLANTA UNITED 2	HT	2
	AUSTIN BOLD FC		2

	ATLANTA UNITED 2	HT	2
	AUSTIN BOLD FC		2

	ATLANTA UNITED 2	HT	2
	AUSTIN BOLD FC		2

Full Screen Drop Down Bar

UPCOMING SCHEDULE FULLSCREEN

Header:
Hurme Geometric Sans 2 Bold Outline

Team Names:
Hurme Geometric Sans 2 Bold Outline

Body:
Hurme Geometric Sans 2 Semibold

Dropline:
Hurme Geometric Sans 2 Regular



The image shows a full-screen schedule overlay for Austin Bold FC. The background is an aerial view of a beach and high-rise buildings. The overlay consists of a white header bar with the team logo and the text 'UPCOMING SCHEDULE'. Below this is a dark grey table listing five matches against Atlanta United 2. To the right of the table is a large circular logo for Austin Bold FC, featuring the letters 'TB' in the center, 'AUSTIN BOLD FC' around the top, and 'EST. 2018' around the bottom. A teal text box at the bottom of the table reads 'Full Screen Drop Down Bar'.

AUSTIN BOLD FC		
3/15	Atlanta United 2	7:30pm
3/25	Atlanta United 2	4:30pm
4/07	Atlanta United 2	4:30pm
4/12	Atlanta United 2	4:30pm
4/19	Atlanta United 2	4:30pm

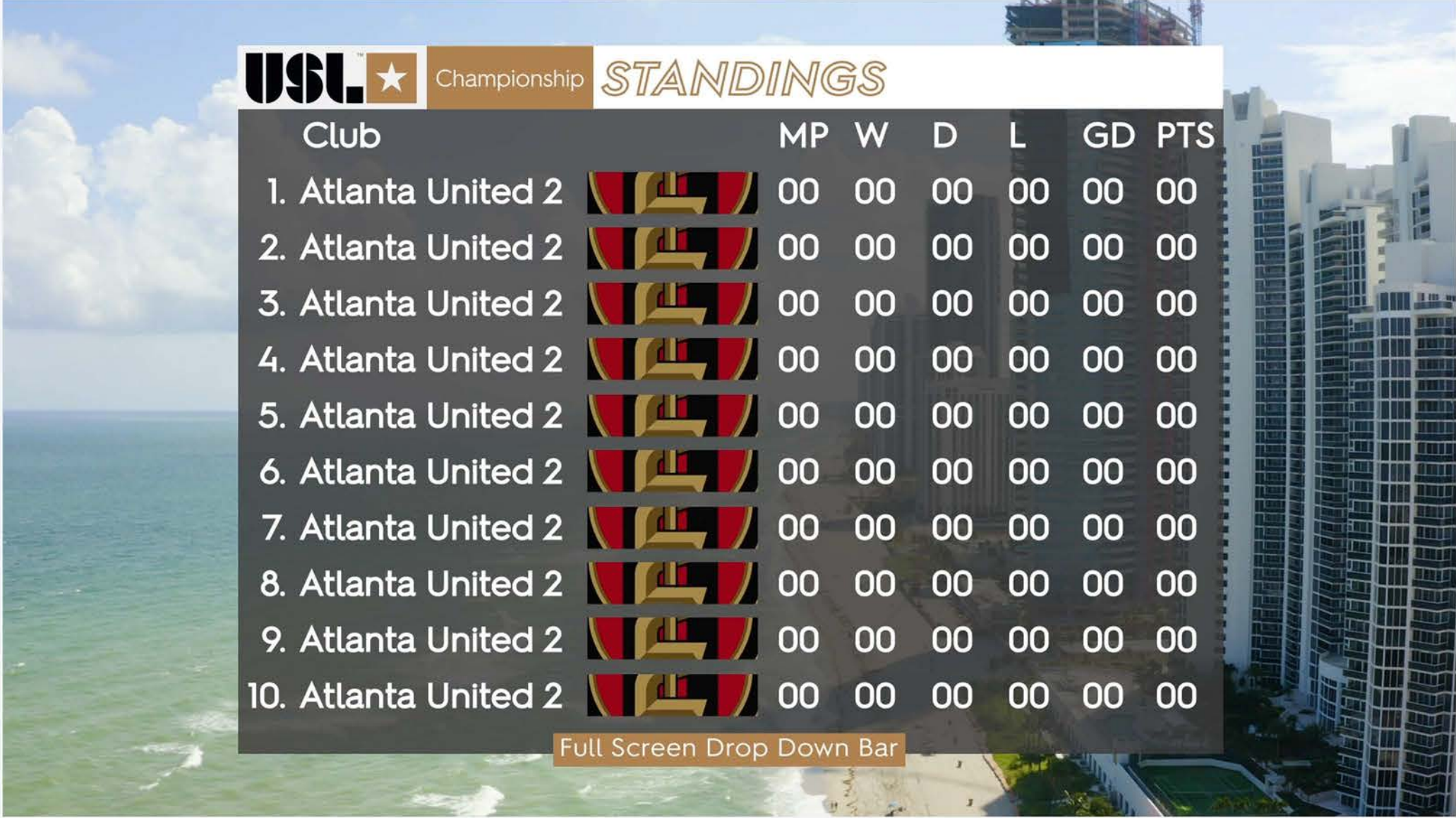
Full Screen Drop Down Bar


STANDINGS FULLSCREEN









Header:
Hurme Geometric Sans 2 Bold Outline

Team Names/W-L-D/PTS etc.
Hurme Geometric Sans 2 Semibold

Dropline:
Hurme Geometric Sans 2 Regular



USL  Championship *STANDINGS*

Club	MP	W	D	L	GD	PTS
1. Atlanta United 2 	00	00	00	00	00	00
2. Atlanta United 2 	00	00	00	00	00	00
3. Atlanta United 2 	00	00	00	00	00	00
4. Atlanta United 2 	00	00	00	00	00	00
5. Atlanta United 2 	00	00	00	00	00	00
6. Atlanta United 2 	00	00	00	00	00	00
7. Atlanta United 2 	00	00	00	00	00	00
8. Atlanta United 2 	00	00	00	00	00	00
9. Atlanta United 2 	00	00	00	00	00	00
10. Atlanta United 2 	00	00	00	00	00	00

Full Screen Drop Down Bar

ONE LOGO TOMBSTONE

Header:

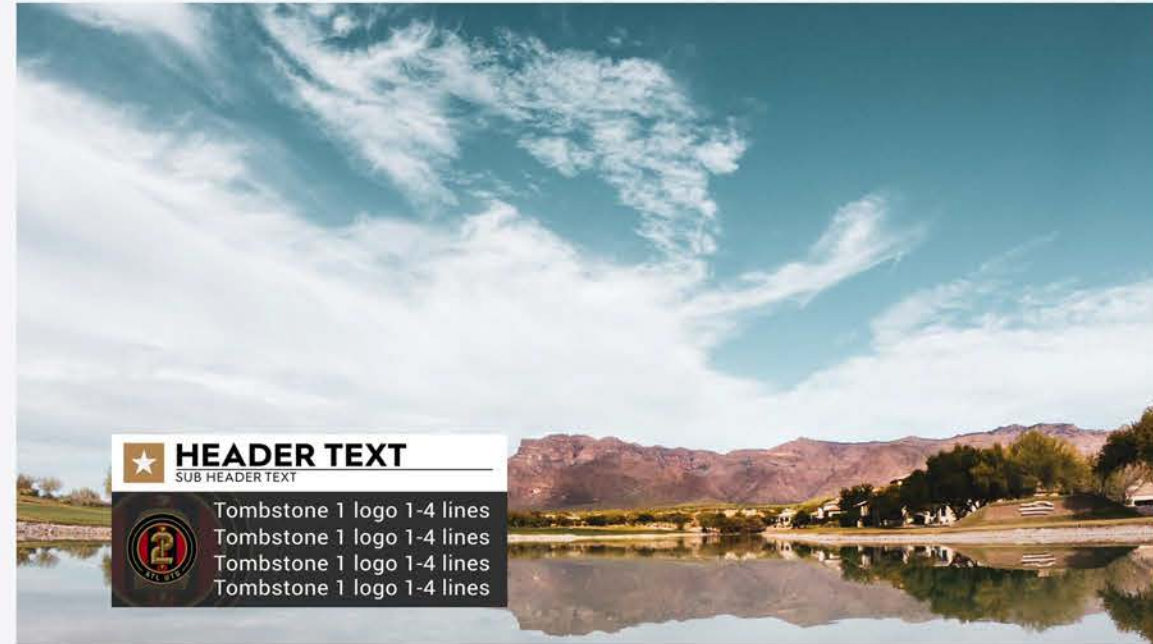
Hurme Geometric Sans 2 Bold

Subheader:

Hurme Geometric Sans 2 Regular

Body:

Hurme Geometric Sans 2 Regular



TWO LOGO/HEADSHOT TOMBSTONE

Header:

Hurme Geometric Sans 2 Bold

Subheader:

Hurme Geometric Sans 2 Regular

Body:

Hurme Geometric Sans 2 Regular



ONE LOGO, TWO COLUMN TOMBSTONE

Header:

Hurme Geometric Sans 2 Bold

Subheader:

Hurme Geometric Sans 2 Regular

Column Header:

Hurme Geometric Sans 2 Semibold

Body:

Hurme Geometric Sans 2 Regular



TWO LOGO, TWO LINE TOMBSTONE

Header:

Hurme Geometric Sans 2 Bold

Subheader:

Hurme Geometric Sans 2 Regular

Body:

Hurme Geometric Sans 2 Regular



TWO LOGO, TWO COLUMN TOMBSTONE

Header:

Hurme Geometric Sans 2 Bold

Subheader:

Hurme Geometric Sans 2 Regular

Body:

Hurme Geometric Sans 2 Regular



UPCOMING SCHEDULE TOMBSTONE

Header:

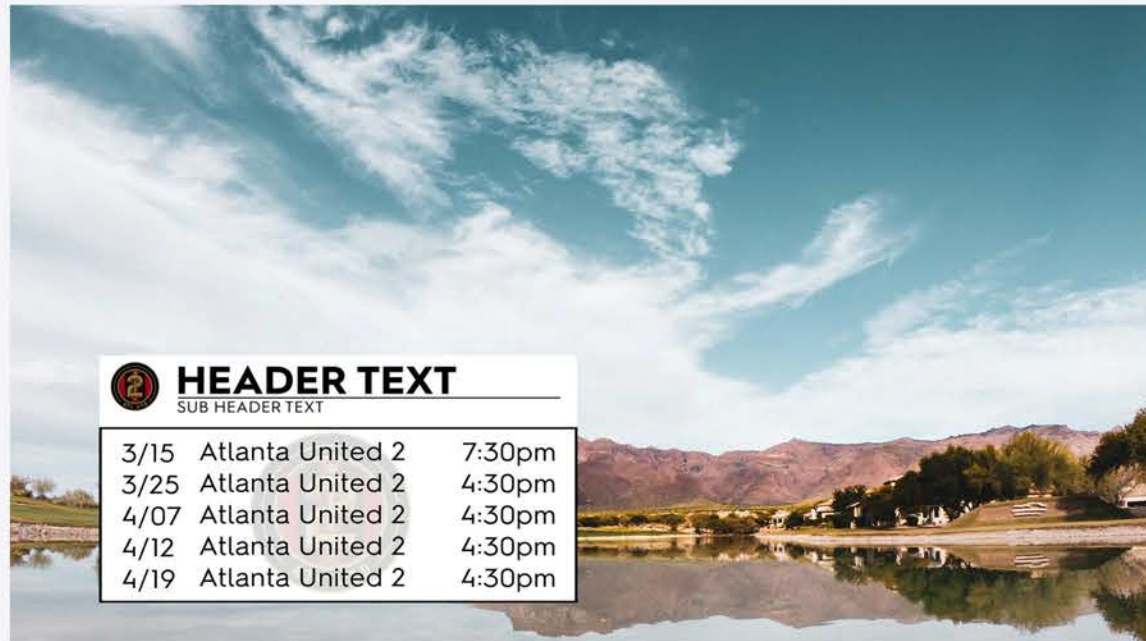
Hurme Geometric Sans 2 Bold

Subheader:

Hurme Geometric Sans 2 Regular

Body:

Hurme Geometric Sans 2 Regular



STANDINGS TOMBSTONE

Header:

Hurme Geometric Sans 2 Bold

Subheader:

Hurme Geometric Sans 2 Regular

Team Names:

Hurme Geometric Sans 2 Semibold

PTS:

Hurme Geometric Sans 2 Regular





**2019 BROADCAST GRAPHICS
SPONSOR ELEMENTS**

SCOREBUG: CLOCK WRAP

Logo: 120x68 pixels (PNG/JPEG)



SCOREBUG: MARQUEE TAKEOVER

Logo: 520x60 pixels (PNG/JPEG)



LOCATOR/TITLE CARD PRESENTING SPONSOR

Logo: 120x68 pixels (PNG/JPEG)



LOWER THIRD SCORE HALFTIME SPONSOR

Logo: 1000x1000 pixels (PNG/JPEG)

	ATLANTA UNITED 2	HT	2	 UNDER ARMOUR.
	AUSTIN BOLD FC		2	



FULLSCREENS

Standings, Schedules, Stats, Scoreboard, Lineups etc.

Upper Right Sponsor

Logo: 145x83 pixels (PNG/JPEG)

USL Championship **STANDINGS** UNDER ARMOUR

Club	MP	W	D	L	GD	PTS
1. Atlanta United 2	00	00	00	00	00	00
2. Atlanta United 2	00	00	00	00	00	00
3. Atlanta United 2	00	00	00	00	00	00
4. Atlanta United 2	00	00	00	00	00	00
5. Atlanta United 2	00	00	00	00	00	00
6. Atlanta United 2	00	00	00	00	00	00
7. Atlanta United 2	00	00	00	00	00	00
8. Atlanta United 2	00	00	00	00	00	00
9. Atlanta United 2	00	00	00	00	00	00
10. Atlanta United 2	00	00	00	00	00	00

Full Screen Drop Down Bar

USL Championship **HALFTIME** UNDER ARMOUR

ATL UTD vs AUSTIN BOLD FC

MATCH STATS

- GOALS
- SHOTS
- SHOTS ON TARGET
- POSESSION
- OFFSIDE
- YELLOW CARD
- RED CARD

Full Screen Drop Down Bar



TOMBSTONES

Injury Report, Standings, Schedules, Keys to the Game etc.

Upper Left Sponsor

Logo: 145x83 pixels (PNG/JPEG)



LOWER THIRDS

Save of the Match, Player to Watch, Man of the Match etc.

Logo: 1000x1000 pixels (PNG/JPEG)



DROPDOWNS

Substitutions, Cards, Corner Kicks etc.,

Logo: 120x68 pixels (PNG/JPEG)





LOUISVILLE CITY FC

COACH: DANNY CRUZ



BENCH: SUBSTITUTE 1 | SUBSTITUTE 2 | SUBSTITUTE 3 | SUBSTITUTE 4 | SUBSTITUTE 5 | SUBSTITUTE 6

AVAILABLE FORMATIONS

- 442
- 343H
- 343L
- 442D
- 433
- 352
- 532
- 4231
- 4141
- 433H
- 4132
- 4142
- 523
- 343

DIRECTORY FOR LEFTSIDE JERSEYS

MAM\USL\USL 2019\SHOWINSERTGRAPHICS\IMAGES\USL_KIT_DESIGN