



CLUB LOGO

MAIN TEXT

**CYBER//
GRIZZLIES**



SPONSORS

CYBERGRIZZLIES EST 2019

HEADERS AND COVER SECTIONS

THE HEADERS AND COVER DESIGN CONTAIN A SPECIAC SET OF GUIDELINES THAT ARE BEING PLACED. TO MAINTAIN CONSISTENCY, THE COVERS CONTAIN THREE MAIN ASPECTS THAT SHOULD BE PRESENT WITHIN EVERY DESIGN. THE MAIN TEXT, I.E THE NAME OF OUR CLUB(CYBERGRIZZLIES) VARIATIONS TO THE NAME AND THE LOGO ARE ALLOWED AS LONG AS THE MAIN LOGO ISN'T ALTERED UNLESS SPECIAD

WE ALSO MAINTAIN A SEPARATE SECTION FOR OUR SPONSORS. THIS IS LOCATED RIGHT UNDER OUR NAME AND CAN BE VARIABLE. AS FOR DESIGNS THAT GO BEYOND THE MAIN BODY, DESIGNERS ARE MORE THAN FREE TO EXPRESS THEIR OWN CREATIVE FREEDOM AND VISION AS LONG AS THE INITIAL CRITERIA ARE MET.

CYBERGRIZZLIES

VALORANT
FIRST STRIKE
QUALIFIER
TOURNAMENT NAME

FIRST MATCH
SUNDAY 4PM EST
DATE AND TIME

CS:GO

ROCKET LEAGUE
WWW.TWITCH.TV/CYBERGRIZZLIES

VALORANT

CYBERGRIZZLIES EST 2019

TOURNAMENT POSTS

TOURNAMENTS ARE LARGE SCALE EVENTS THAT REQUIRE A LOT OF PREPLANNING. WHEN CREATING SUCH POSTS PLEASE SEND THEM A FEW WEEKS/DAYS IN ADVANCE FOR OUR STAFF TO BE ABLE TO PROPERLY PROMOTE ALL EVENTS WITHIN THE COLLEGES NETWORK, ALONG WITH OUR PERSONAL SOCIAL MEDIA AS WELL. AS WITH THE OTHER SECTIONS WE MAINTAIN THAT OUR CLUB NAME BE PRESENT AS THE MAIN TEXT ABOVE ALL THE NEXT PROMINENCE IS GIVEN TO THE TOURNAMENT AND THE DATE AND TIME. PLEASE REFER TO CLUB STAFF TO GET ACCESS TO THE PROPER BRANDING ASSETS AND GUIDELINES. WE ALSO INCLUDE THE GAMES THAT WE WILL BE PARTICIPATING WITHIN THE TOURNAMENT AND IF THE ORGANIZATION IS HOSTING A LIVE STREAM OF THE EVENT IT IS INCLUDED. WHILE A TOURNAMENT ORGANIZATION MAY HAVE CERTAIN OBLIGATIONS WITH SPONSORS WE EXCLUDE PROMOTING DIFFERENT BRANDS WITHIN OUR OWN SPACE(UNLESS EXPLICITLY SPECIAD TO) PLEASE SPEAK WITH HEAD OF PARTNERSHIPS TO CLARIFY FURTHER

TOURNAMENT
FIRST STRIKE
QUALIFIER

 **VS**  TEAM I

MATCH DAY
SUNDAY AT 4PM EST
MATCH INFO

CYBERGRIZZLIES EST 2019

MATCH ANNOUNCEMENTS

ON SPECIFIC DATES WE MAKE SURE TO ANNOUNCE ALL OUR UPCOMING AND ONGOING MATCHES FOR TOURNAMENTS. THE IDEA BEHIND THIS IS TO BE TRANSPARENT WITH OUR STUDENTS AND ALSO ALLOW OUR PLAYERS AND CLUB TO GET EXPOSURE. BY SHARING MATCH DATES AND PLAYING TIMES WE ENCOURAGE VIEWING PARTIES WHICH ARE HOSTED ON OUR DISCORD AS WELL AS ALLOW STUDENTS TO TUNE INTO THE ONGOING MATCHES

THE IMPORTANT ITEMS ON THIS SECTION IS THE TEAM WE ARE PLAYING AGAINST AND THE TIME OF THE MATCH AS EXPECTED THE TOURNAMENTS LOGO IS INCLUDED AS WELL. THESE POSTS ARE CREATED FOR SOCIAL MEDIA AND THEREFORE THEY ARE EXPECTED PRIOR FOR PROMOTION AND SHARING

CYBERGRIZZLIES
VICTORY
2 - 0

VALORANT QUARTER FINALS

CYBERGRIZZLIES EST 2019

VICTORY/LOSS ANNOUNCEMENTS

AFTER EACH TOURNAMENT MATCH WE UPDATED OUR SOCIAL MEDIA WITH THE SCORES OF OUR TEAMS PROGRESS A SIMPLE VICTORY/LOSS POST IS CREATED HIGHLIGHTING THE SCORES AND ALSO THE PROGRESS THROUGHOUT THE DAY. THESE POSTS GO IN CONJUNCTION WITH THE MATCH POSTS AS THEY OCCUR LIVE. PRIOR TO OUR TOURNAMENT DAY WE CREATE A BATCH OF TEMPLATES SO WE CAN DEPLOY THE NECESSARY OUTCOMES WITHIN MINUTES AND CONSTANTLY KEEP OUR SOCIAL FEEDS UPDATED

CYBER
GRIZZLIES



CYBERGRIZZLIES EST 2019

SOCIAL MEDIA AND PLAYER POSTS

TO HIGHLIGHT CHANGES IN ROSTERS OR FOR PLAYERS THAT REQUEST GRAPHICS TO REPRESENT ON THEIR PERSONAL SOCIAL MEDIA PORTFOLIO WE FOLLOW THESE GUIDELINES. AS A REPRESENTATION OF THE CLUB WE ENABLE THESE HEADERS SPECIACALLY TO OFICIAL PLAYERS AND CLUB STAFF. THE HEADERS ARE USED TO HIGHLIGHT PLAYERS AND GIVE A SPOTLIGHT FOR OUR SPONSORS AND ALSO CREATE MORE BRAND RECOGNITION FOR OUR CLUB. AS A REPRESENTATIVE OF OUR CLUB WE GET OUR SPONSORS HIGHLIGHTED THEREFORE EXTERNAL SPONSORS AREN'T PERMITTED WITHOUT PRIOR APPROVAL FROM OUR CLUB STAFF

FOR ANNOUNCEMENTS SUCH AS ROSTER MOVES OR UPDATED TEAMS WE USE A SEPARATE FORMAT TO PASS ON THE INFO