

sport_data_style_guide.indd 1 2023/03/10 6:18 PM



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FONT

Antsy Sans Font is an attractive all-caps typeface with bold letterforms that give a solid and robust look. Its clean design catches the eye, making it an excellent choice for headlines or simple designs. The font is easy to read and has a minimalistic feel. A bold font like Antsy Sans would be suitable for sports-related materials, as it draws attention to the content. Antsy Sans can be used for various design works such as branding, typography, logo design, and advertising, and it especially complements sports-related materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ



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PENULTIMATE

THE SPIRIT IS WILLING BUT THE FLESH IS WEAK

SCHADENFREUDE

RELIM STREET AND MINISTER MINI

THE LEFT HAND DOES NOT KNOW WHAT THE RIGHT HAND IS DOING.

MAIL@EXAMPLE.COM HTTP://WWW.CUFONFONTS.COM





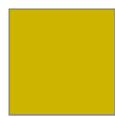
COLOUR

Our main colours are yellow and red. Since our concept is a basketball game, we chose these colours as one team's uniform colour is yellow and the other team's uniform colour is red. We primarily use these colours for the text in our videos.



RED

HEX: #ab0000 RGB: 171, 0, 0 CMYK: 0, 100, 100, 13



YELLOW

HEX: #ccb400 RGB: 204, 180, 0 CMYK: 0, 12, 100, 20



WHITE

HEX: #FFFFF RGB: 255,255,255 CMYK: 0, 0, 0, 0



BLACK

HEX: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100





CONTENT INSPIRATION



https://www.pinterest.ch/pin/599963981623197667/



https://www.pinterest.ch/pin/1759287345749167/



INSPIRATION



https://www.pinterest.ch/pin/754493743795136294/



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CONTENT INSPIRATION



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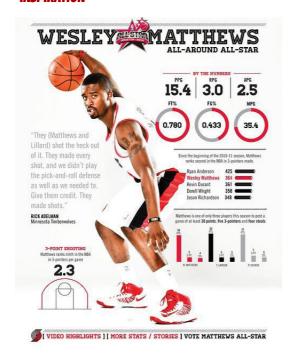
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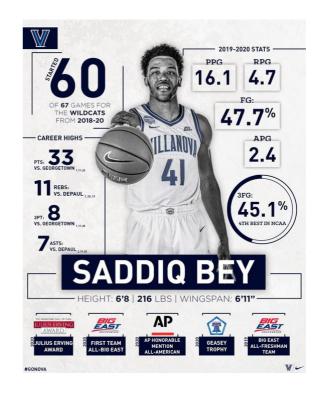




INSPIRATION



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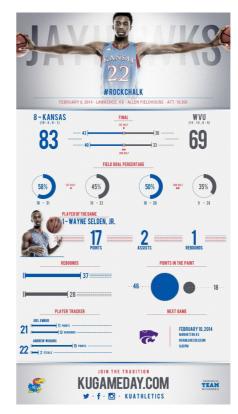




CONTENT INSPIRATION



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DESCRIPTION OF VIDEO

Our video concept is a basketball game. We created a video featuring the basketball game between the Ross team in red uniforms and the mosey team in yellow uniforms. The video includes information about each player, such as their name, physical attributes, and strengths. Additionally, we added statistics such as the probability of a player making a shot when they score. To provide information on how players can improve their chances of making a shot, we included details about the texture and diameter of the ball, as well as the diameter and angle of the hoop. Furthermore, we had information on the speed of the ball and the air density inside the ball.

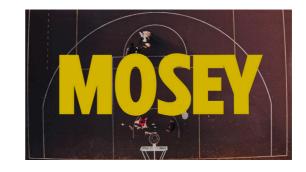






CONTENTSTYLE FRAME











CONTENTSTYLE FRAME















