



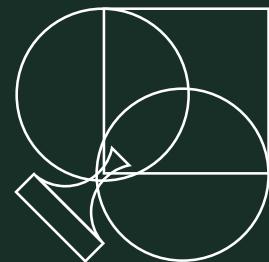
## **Unibet Open**

### **Case Study**

I've pulled together a few pages from the Unibet Open tournament that I used to design for in the lead up to and during live tournaments. We used to run 4 or 5 live tournaments a year that would require design work for all promotional material leading up to the event (in different locations around Europe) and then also live, on-site ad-hoc design work needed at the event as the tournament unfolded.

This document includes some examples of the rebranding work I did for the tournament and how it was applied to real life printed and digital material.

Still to this day one of my favourite living projects I had the pleasure to work on!



## Poker Branding

### Unibet Open

I led the rebranding effort for the Unibet Open poker tournament, which hosts multiple events across Europe each year. I redesigned the old logo (top), giving it a bolder appearance while preserving its original essence.

Utilising the same typeface for the logo mark helped align it more closely with Unibet's brand at the time. This initiative marked the beginning of creating the entire brand identity and assets for each event.

Graphics \* Logo \* Print \* Social \* Web \*  
Online Streaming

# Poker Branding

## Unibet Open

As part of the new Unibet Open branding, I developed a comprehensive suite of graphics for all major event touch points requiring print materials. These encompassed items such as badges, playing cards, winner cheques, poker chips, lanyards, roll-up banners, poker tables, booths, welcome desks, main table sets, and information booklets.

Additionally, during the events, I provided ongoing support with digital imagery for social channels, live blogs, and online streams as the tournament progressed.



A graphic for tournament registration. On the left, a large green spade symbol is partially visible. On the right, there are eight circular icons representing different tournament sizes, each with the Unibet Open logo. The sizes are: 25 (green), 100 (grey), 500 (red), 1,000 (blue), 5,000 (orange), 10,000 (purple), 25,000 (grey), and 100,000 (pink). Below each icon is a horizontal bar indicating the buy-in amount: 5,000, 10,000, 25,000, and 100,000 respectively. The text "TOURNAMENT REGISTRATION" is at the bottom left, and the Unibet logo is at the bottom right.

Graphics \* Logo \* Print \* Social \* Web \*  
Online Streaming



**GRAEME MORL & DAVID VANDERHEYDEN**  
Unibet Open Live Stream Commentators



**PRIZEPOOL & TOP 9 PAYOUTS**

1	TBC	€55,500
2	TBC	€39,500
3	TBC	€24,590
4	TBC	€18,800
5	TBC	€14,300
6	TBC	€11,200
7	TBC	€9,200
8	JUHA RASKU	€7,400
9	VLADIMIR FEDOROV	€6,600

TOTAL PRIZEPOOL: €248,900  
TOTAL PLAYERS: 262

**UNIBET OPEN**

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UnibetOpen

**FREEROLL TONIGHT!**

Win a €250 Sunday Satellite for a chance to join us in Copenhagen!

Register: Tournament Lobby / Full Schedule  
Name: UO LIVE STREAMING FREEROLL  
Date: Thursday 27 November @ 20:00 CET

Registration opens 12:00 CET. Not available to FR & IT customers.

PASSWORD: SKYBAR

## Live Design Unibet Open

Being on-site as the tournament unfolded I was on hand to work with the live stream team to create and provide graphics for lower thirds, on screen graphics, promotional screens and various other materials for which I created templates to work at speed.

Other duties on-site were to provide graphics and website updates to the Wordpress live blog for the press team and to be at hand assist the photographer setting up shots and uploading photos to the website and socials live.





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