ABU DHABI T10

GUIDELINES

01.11.22

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THE T10 LOGO

The T10 league Logo has been designed to reflect the following:

- The world of cricket has changed
- Speed of the game is represented by the thick italic font of T10 denoting a sense of solidity and forward/fast movement, and the globe representing a ball which is also reflective of the 3 elements of the game – bowling, batting and fielding
- The stylized globe with a batsman swinging encapsulates ‘Global’ and big hits which is what the shorter format is all about, and is also reflected in the T10 Trophy
- The colours in the T10 font and the globe comprise colours which reflect positive energy
- Overall the logo reflects the spirit and the fastest form of the game

LOGO ELEMENTS

The T10 League logo comprises two core elements:
Symbol and **Wordmark**

The relationship between the components of the logo is fixed and must only appear in the approved layouts provided in these guidelines. The elements must not be changed, adjusted or modified under any circumstances.

If the full color logo cannot be reproduced, single colour versions are available for use (please see details on the following pages).

LOGO COLOURS

The T10 logo has been created from the following colours:

PANTONE 534
C 100 M 80 Y 40 K 37
R 20 G 48 B 82

PANTONE 7655
C 31 M 84 Y 8 K 0
R 178 G 77 B 146

PANTONE 1505
C 0 M 68 Y 94 K 0
R 255 G 107 B 0

PANTONE 360
C 54 M 7 Y 93 K 0
R 131 G 183 B 76

PANTONE 7709
C 62 M 12 Y 17 K 0
R 91 G 179 B 201

PANTONE 2587
C 58 M 84 Y 0 K 0
R 128 G 73 B 158

PANTONE 116
C 0 M 20 Y 96 K 0
R 255 G 205 B 0

LOGO FORMATS

The following Abu Dhabi T10 logo formats are available for use. Please use the **portrait logo where applicable** unless the provided dimensions do not allow it.

For use on white:
Portrait version

Landscape version

For use on black:
Portrait version

Landscape version

For use on coloured backgrounds:
Portrait version

Landscape version

For use on light coloured backgrounds:
Portrait version

Landscape version

INTEGRATED LOGOS

The following Abu Dhabi T10 sky247, FairPlay News, SAT Sports News & Lotus365 News sponsorship lockup logo is available in portrait and landscape formats. Please use the portrait logo where applicable unless the provided dimensions do not allow it.

For use on white:

Portrait version

Landscape version

For use on black:

Portrait version

Landscape version

For use on coloured backgrounds:

Portrait version

Landscape version

For use on light coloured backgrounds:

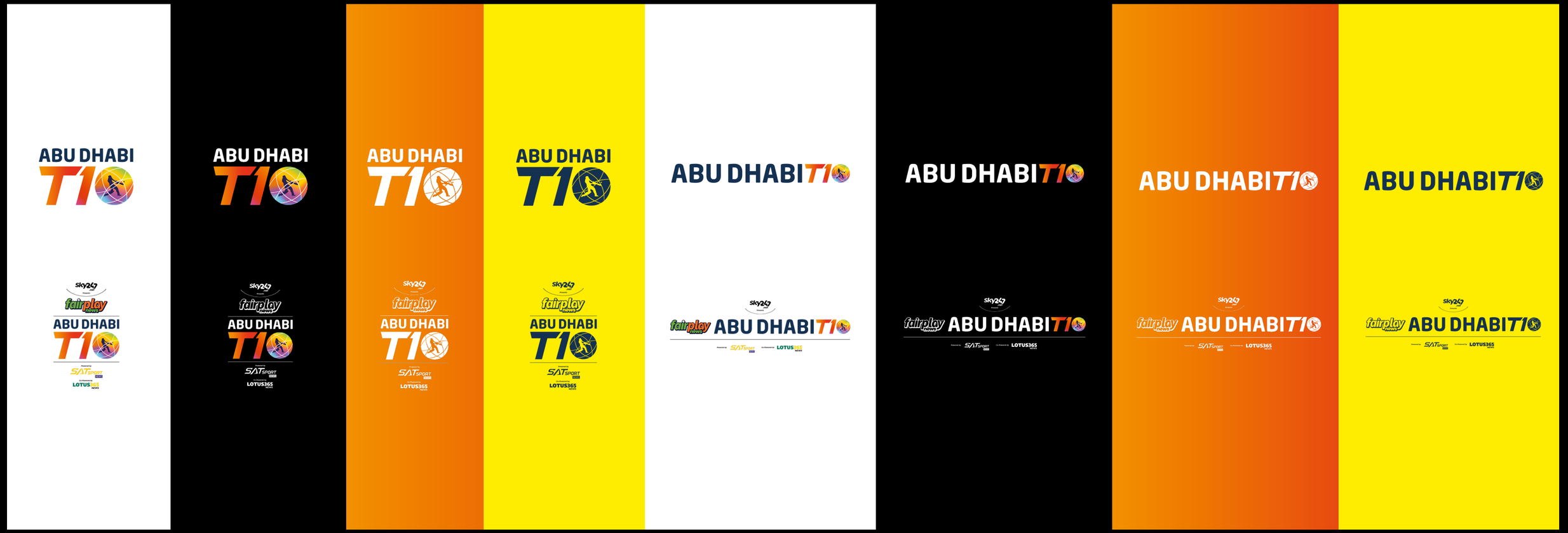
Portrait version

Landscape version

ABU DHABI T10 LOGO GUIDELINES

LOGO FILE OVERVIEW

CLICK THIS LINK TO DOWNLOAD



LOGO CLEARSPACE

Please adhere to the following clearspace guidance when applying the Abu Dhabi T10 logo:

Clearspace equals the height of the ‘A’.

LOGO INCORRECT USE

Please adhere to the following logo guidance:

Don’t stretch the logo

Don’t crop the logo

Don’t adjust the colours

Don’t adjust the relationship between elements

Don’t apply effects

T10 PHOTOGRAPHY WATERMARK

The T10 Watermark should be used on **T10 owned photography**. Please position the logo in the corner as illustrated.

CLICK THIS LINK TO DOWNLOAD

LOGO BEST PRACTICE EXAMPLES

TYPOGRAPHY

CLICK HERE TO DOWNLOAD

The following typefaces should be used for T10 communications:

INTEGRAL CF (OTF) HEAVY HEADLINE TYPEFACE

ABCDEFGHIJKLMNOPQRSTUZWXYZ

INTEGRAL CF (OTF) BOLD HEADLINE TYPEFACE

ABCDEFGHIJKLMNOPQRSTUZWXYZ

INTEGRAL CF (OTF) BOLD OBLIQUE HEADLINE TYPEFACE

ABCDEFGHIJKLMNOPQRSTUZWXYZ

INTEGRAL CF MEDIUM (OTF) HEADLINE TYPEFACE

ABCDEFGHIJKLMNOPQRSTUZWXYZ

INTEGRAL CF REGULAR (OTF) HEADLINE TYPEFACE

ABCDEFGHIJKLMNOPQRSTUZWXYZ

GOTHAM BOLD FOR HIGHLIGHTING WITHIN BODYCOPY

ABCDEFGHIJKLMNOPQRSTUZWXYZ
abcdefghijklmnopqrstuzwxyz

GOTHAM REGULAR FOR BODYCOPY

ABCDEFGHIJKLMNOPQRSTUZWXYZ
abcdefghijklmnopqrstuzwxyz

GOLDEN HOPES FOR SUPPORT COPY

abcdefghijklmnopqrstuzwxyz

THE LIGHTNING BOLT

The Lightning Bolt will play a large role in all branding and communcations of the Abu Dhabi T10.

The Bolt represents **the speed of 'Cricket's Fastest Format'** and is intended to make all communications and associations with players feel heroic.

The Bolt will feature in the primary and team backgrounds as well as in the holding shape.

The **shape of the bolt should not be edited** however the size and colour maybe be altered to fit the application it is being used in.

In digital settings (and some print - but only small scale), motion/ path blur can be added to the bolt to give it the effect that it is moving at speed.

CLICK HERE TO DOWNLOAD

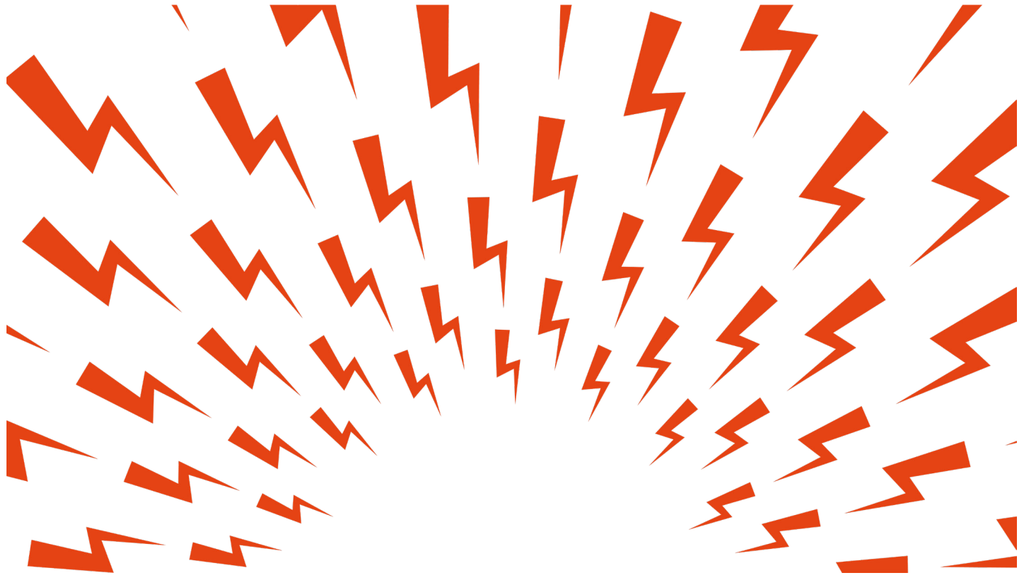
BACKGROUNDS

Two background styles are available.
Use the **Primary background for the majority** of T10 communications.
Use the secondary background for communications with white backgrounds such as tickets and letters (see ticket appication on page 11).

CLICK HERE TO DOWNLOAD

Primary Background:

Secondary Background:



TEAM BACKGROUND COLOURWAYS

CLICK HERE TO DOWNLOAD

The primary orange T10 should be used in the majority of branding but when creating team communications adjust the colours to match the team's colours. **This should not be over used** - it is purely for occasions like the Dug Out example below.

Bangla Tigers

Deccan Gladiators

Delhi Bulls

Morrisville SAMP Army

New York Strikers

Northern Warriors

Team Abu Dhabi

The Chennai Braves

SPONSORSHIP PANEL

The following sponsorship panels have been created. Select the version that best fits your application. Do not adjust the order or scales of the logos.

PLAYER TREATMENT

When showing players ensure that there is a balance of teams represented and no old sponsorship logos are seen.

The lighting of the players must have **high contrast** and look as heroic as possible.

Please follow the same Camera Raw Filter settings as set out below (only edit the settings mentioned):

BASIC

Contrast: -44
Highlights: +38
Shadows: -42
Whites: +44
Blacks: -39

Texture: +38
Clarity: +17

Vibrance: +42
Saturation: -17

DETAIL

Sharpening: 42
Colour Noise Reduction: 48

HOLDING SHAPE

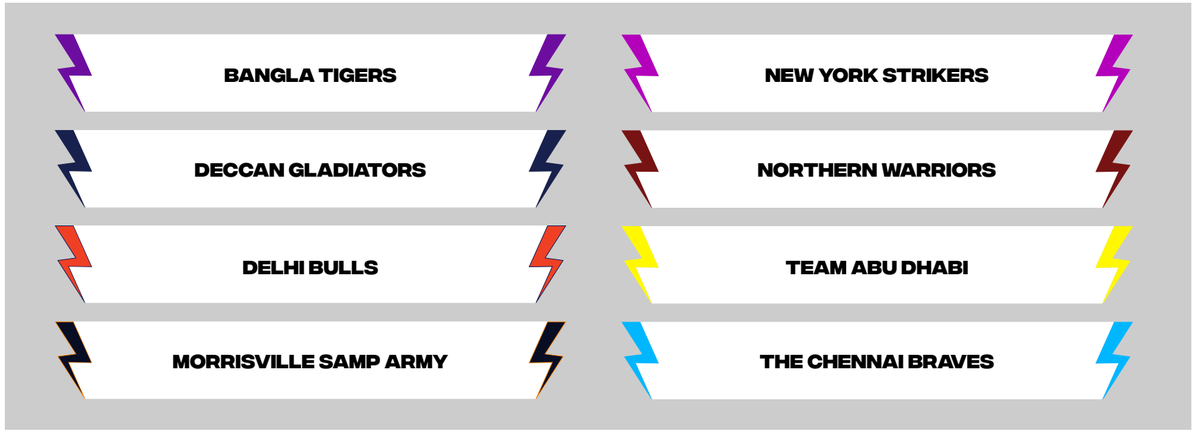
The following primary holding shape has been created to **reflect the sharp angles of the T10 logo and the lightning bolt theme**. Please use the primary holding shape when stand out is an issue or in digital applications such as TV graphics.

The team holding shapes have the added touch of the team's colours. These should be used in communications where additional distinctions between the team names is/could be necessary.

CLICK HERE TO DOWNLOAD

Primary Holding shape:

Team Holding shapes:



TEAM LOGO PLACEMENT

When placing team logos on the T10 background use the holding shape and display the team logos **alphabetically** and **evenly spaced**, like below.

Please DO NOT put coloured team logos straight on to the primary (orange) background.

CREATIVE EXAMPLES

POTENTIAL BRANDING APPLICATIONS

Here are some potential application ideas for the T10 branding around and within the Zayed Cricket Stadium.

CONTACT

If you have any further questions
or enquiries please contact:

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