



Damien Pressley
FEBRUARY 21, 2023



*Pinstripe design made in Photoshop



PHILADELPHIA PHILLIES

CREATIVE BRIEF — LOWER THIRDS

Ira Fulton School of Engineering
GIT 314: MM DSGN, PLAN AND STYD

Title: **Philadelphia Phillies** - (Lower Thirds)

Contact Info:

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Philadelphia, PA 19148
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Client Overview:

The **Philadelphia Phillies** is a professional baseball team based in Philadelphia, Pennsylvania. They are a part of Major League Baseball's National League, East division. Currently, the squad is the reigning National League champions.

Citizens Bank Park, which opened in 2004 and has a seating capacity of approximately 43,000, is where the team plays its home games. The **Phillie Phanatic**, a green, fluffy creature, is the team mascot. The team's colors are red, white, and blue.

The **Phillies** have a devoted fan base as well as many traditions, such as playing "**High Hopes**" and "**Dancing on my Own**" after victories. The team is a cherished institution in Philadelphia and has greatly contributed to the city's sports culture since 1883.



Phanatic Dietz & Watson Fox 29 Ben Franklin NL Champs Liberty Bell Citizens Bank



Look & Feel / Tone & Manner:

- Baseball
- Philadelphia
- Red
- White
- Blue
- Citizens Bank Park
- Pennants
- World Series
- Phillie Phanatic
- Bryce Harper
- Liberty Bell
- Pinstripe Uniforms
- America
- Beloved
- Sportsmanship
- **Fightin' Phils**



• Straplines & Unique Selling Points:

- Ring The Bell
- History and Traditions
- Passionate Fan Base
- Competitive Team
- Family-Friendly Experience
- Beautiful Ballpark

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Strategic Considerations:

The following are important considerations for this project:

1. Season opener (03/30/2023)
2. Opening day (04/06/2023)
3. Opening day sponsor
4. National league champions 2022
5. National league ring ceremony game (04/09/2023)
6. Live broadcast and other team sponsors
7. Purchasing tickets options
8. Official fonts, colors, and logos
9. **Phillies** theme songs and slogans

What & Why:

What - This campaign will use blend modes on original designs to produce modern aesthetics on three tiers of lower thirds.

Why - To honor the Philadelphia Phillies 2022 pennant on their opening day to celebrate the new season.

Objective & Goals:

The project goal is to produce three quality lower thirds.



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How should success be measured?

1. Meeting Objectives
2. Creativity and Originality
3. Brand Consistency
4. Punctual Submission
5. Files and Structure

Budget:

For educational purposes (Free)



Timeline:

This campaign will be completed in 27 days from February 21, 2023, to March 20, 2023.

Creative Brief – 7 days

Storyboard – 6 days

Lower Thirds – 14 days

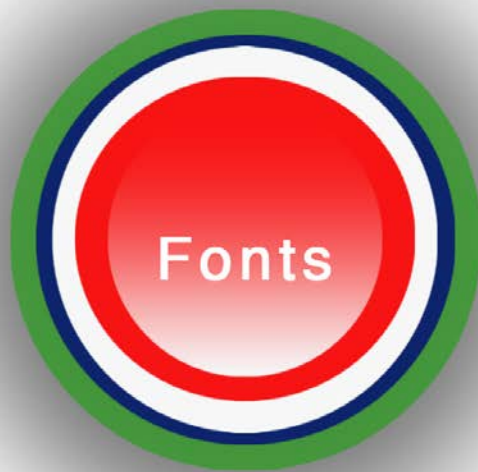
Deliverables:

A single zip file containing three separate lower thirds on one screen. In addition, showcase the three lower thirds as individual templates.

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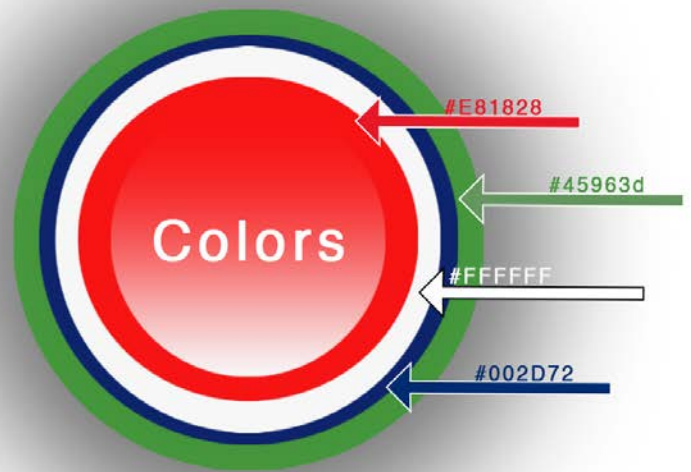


Assets



MLB ~~philadelphia phillies~~ 1980

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



* Green is not an official team color

All assets are made with Photoshop and After Effects.

Acumin Pro Condensed will be paired with the Phillies fonts.
The alternative text will use Poplar STD as Fonts.

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Assets



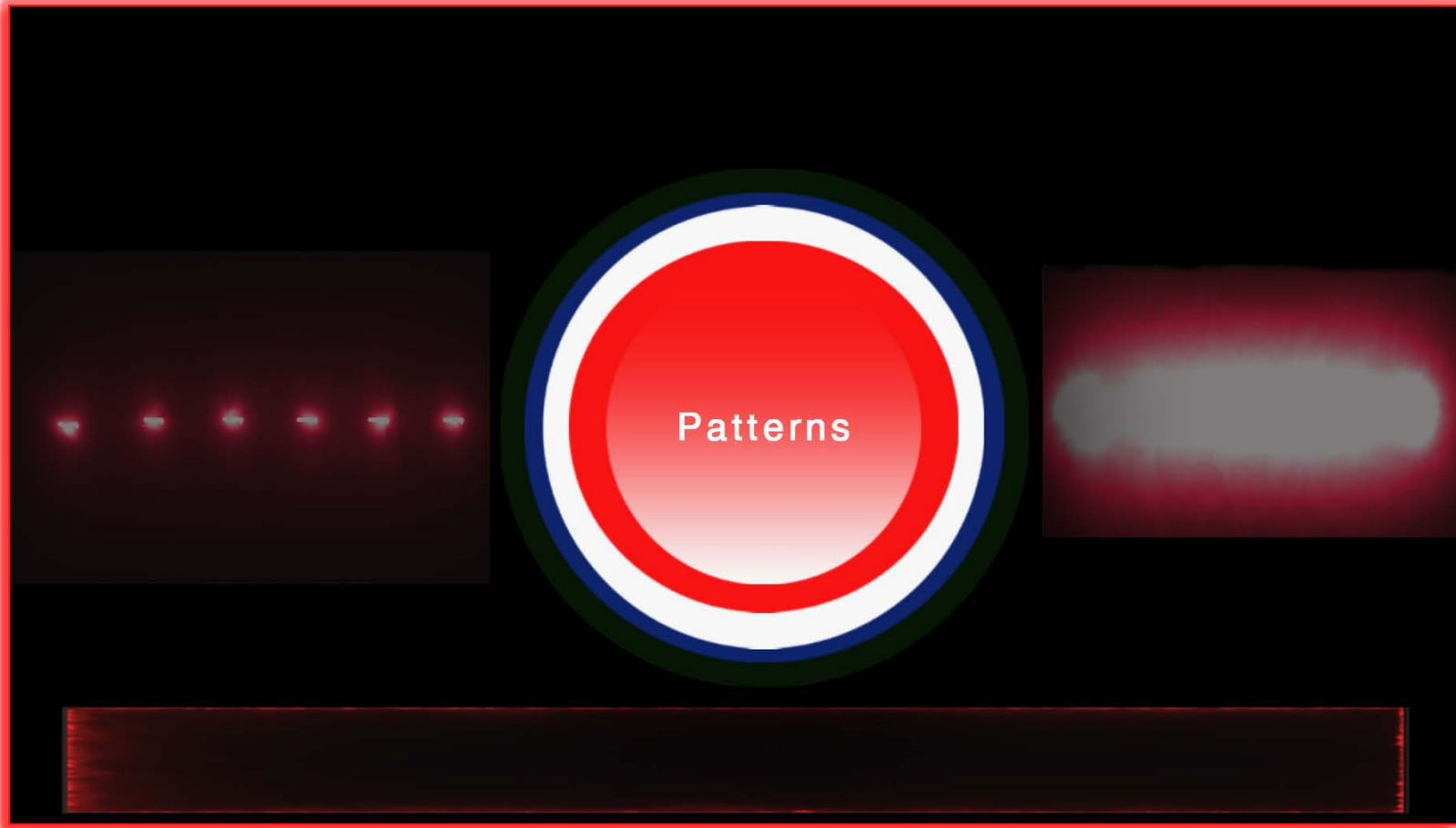
*Opening day game is sponsored by Nemours Children Health.

*Not all branding will be used on the lower thirds.

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Assets



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Assets

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Lower Thirds Sketch

*Sketch represents text only

Philadelphia Phillies ©

Opening Day (Ball) April 6, 2023 / 3:05 PM
Presented by Nemours Children Health

Phillies Home Opener
Ring the Bell 3:05 | 04-06-23 FOX



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Lower Thirds Color Blends



*Image likely to change during the storyboard stage.

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