



NEWS **S**PECIALISTS

SPORTS GRAPHICS
GUIDE 2019

CONTENTS

XPRESSION TEMPLATES

3	TALENT / 2 LINE
5	1 TEAM TOPIC
7	2 TEAM TOPIC
9	PLAYER NOTE
11	STATS - 2 CELL
13	STATS - 3 CELL
15	STATS - 4 CELL
17	MATCHUP
19	UPPER CREDIT
21	2 BOX
23	1 GAMESCORE BOARD
25	2 GAMESCORE BOARD
27	MATCHUP DATE & TIME
29	ON THE PHONE
31	SOCIAL MEDIA
33	STANDINGS
35	BULLETS

TALENT / 2 LINE OVERVIEW

1

2

3

QUALIFIER

ROD ZUNDEL

SPORTSBEAT  RODZUNDEL

TALENT / 2 LINE OVERVIEW

1 HEADLINE/NAME

Name, Locators, Banner text will go here.

2 LOCATION/TITLE (SOCIAL MEDIA HANDLE)

Titles, information for breaking news, Twitter, Instagram and Facebook handles for anchors and reporters.

3 QUALIFIER

You have the option of typing a custom qualifier

1 TEAM TOPIC



1 TEAM TOPIC

1 HEADLINE/NAME

Name, Locators, Banner text will go here.

2 LOCATION/TITLE

Titles, locations and information for breaking news.

3 QUALIFIER

You have the option of typing a custom qualifier.

4 TEAM LOGO / PLAYER HEADSHOT

Place image of team logo or player headshot here. Do not place other types of image here. EX: Monitors & FSGs



2 TEAM TOPIC

1 HEADLINE/NAME

Name, Locators, Banner text will go here.

2 LOCATION/TITLE

Titles, locations and information for breaking news.

3 QUALIFIER

You have the option of typing a custom qualifier.

4 TEAM LOGO / PLAYER HEADSHOT

Place image of team logo or player headshot here. Do not place other types of image here. EX: Monitors & FSGs

5 TEAM LOGO / PLAYER HEADSHOT

Place image of team logo or player headshot here. Do not place other types of image here. EX: Monitors & FSGs

PLAYER NOTE



PLAYER NOTE

1 FIRST NAME

Name, Locators, Banner text will go here.

2 LAST NAME

Titles, locations and information for breaking news.

3 QUALIFIER

You have the option of typing a custom qualifier.

4 TEAM LOGO / PLAYER HEADSHOT

Place image of team logo or player headshot here. Do not place other types of image here. EX: Monitors & FSGs

5 NOTE TEXT

Text goes here

6 NOTE TEXT

Text goes here

STATS - 2 CELL



STATS - 2 CELL

1 FIRST NAME

Name, Locators, Banner text will go here.

2 LAST NAME

Titles, locations and information for breaking news.

3 QUALIFIER

You have the option of typing a custom qualifier.

4 TEAM LOGO / PLAYER HEADSHOT

Place image of team logo or player headshot here. Do not place other types of image here. EX: Monitors & FSGs

5 STAT TEXT

Text goes here

6 NOTE TEXT

Text goes here

STATS - 3 CELL

SPORTSBREAST SB KSL	QUALIFIER	FIRSTNAME	STAT TITLE 1	STAT TITLE 2	STAT TITLE 3
		LASTNAME	00	00	00
NOTE AREA GOES HERE					

STATS - 3 CELL

1 FIRST NAME

Name, Locators, Banner text will go here.

2 LAST NAME

Titles, locations and information for breaking news.

3 QUALIFIER

You have the option of typing a custom qualifier.

4 TEAM LOGO / PLAYER HEADSHOT

Place image of team logo or player headshot here. Do not place other types of image here. EX: Monitors & FSGs

5 STAT TEXT

Text goes here

6 NOTE TEXT

Text goes here

STATS - 4 CELL

The graphic is a horizontal sports stats bar. On the left is a logo with 'SPORTSBREAST' at the top, 'SB' in a large blue circle, and 'KSL' in a smaller blue circle below it. To the right of the logo is a grey box labeled 'QUALIFIER'. Further right is a blue box containing 'FIRSTNAME' and 'LASTNAME'. To the right of the blue box is a table with four columns: 'STAT TITLE 1', 'STAT TITLE 2', 'STAT TITLE 3', and 'STAT TITLE 4'. The values in these columns are '00', '0', '0', and '0' respectively. Below the table is a grey box labeled 'NOTE AREA GOES HREE'. Red circles with numbers 1 through 6 are placed around the graphic to indicate specific areas: 1 is above 'FIRSTNAME', 2 is above 'LASTNAME', 3 is above 'QUALIFIER', 4 is below the logo, 5 is above the table, and 6 is below the table.

STAT TITLE 1	STAT TITLE 2	STAT TITLE 3	STAT TITLE 4
00	0	0	0

STATS - 4 CELL

1 FIRST NAME

Name, Locators, Banner text will go here.

2 LAST NAME

Titles, locations and information for breaking news.

3 QUALIFIER

You have the option of typing a custom qualifier.

4 TEAM LOGO / PLAYER HEADSHOT

Place image of team logo or player headshot here. Do not place other types of image here. EX: Monitors & FSGs

5 STAT TEXT

Text goes here

6 NOTE TEXT

Text goes here

MATCHUP



MATCHUP

1 TEAM 1

Team name 1 text goes here. This will be populated by the team name image.

2 TEAM 2

Team name 1 text goes here. This will be populated by the team name image.

3 QUALIFIER

You have the option of typing a custom qualifier.

4 LOCATION

You have the option of typing a custom qualifier.

5 TEAM LOGO 1

Team logo or headshot goes here.

6 TEAM LOGO 2

Team logo or headshot goes here.

1

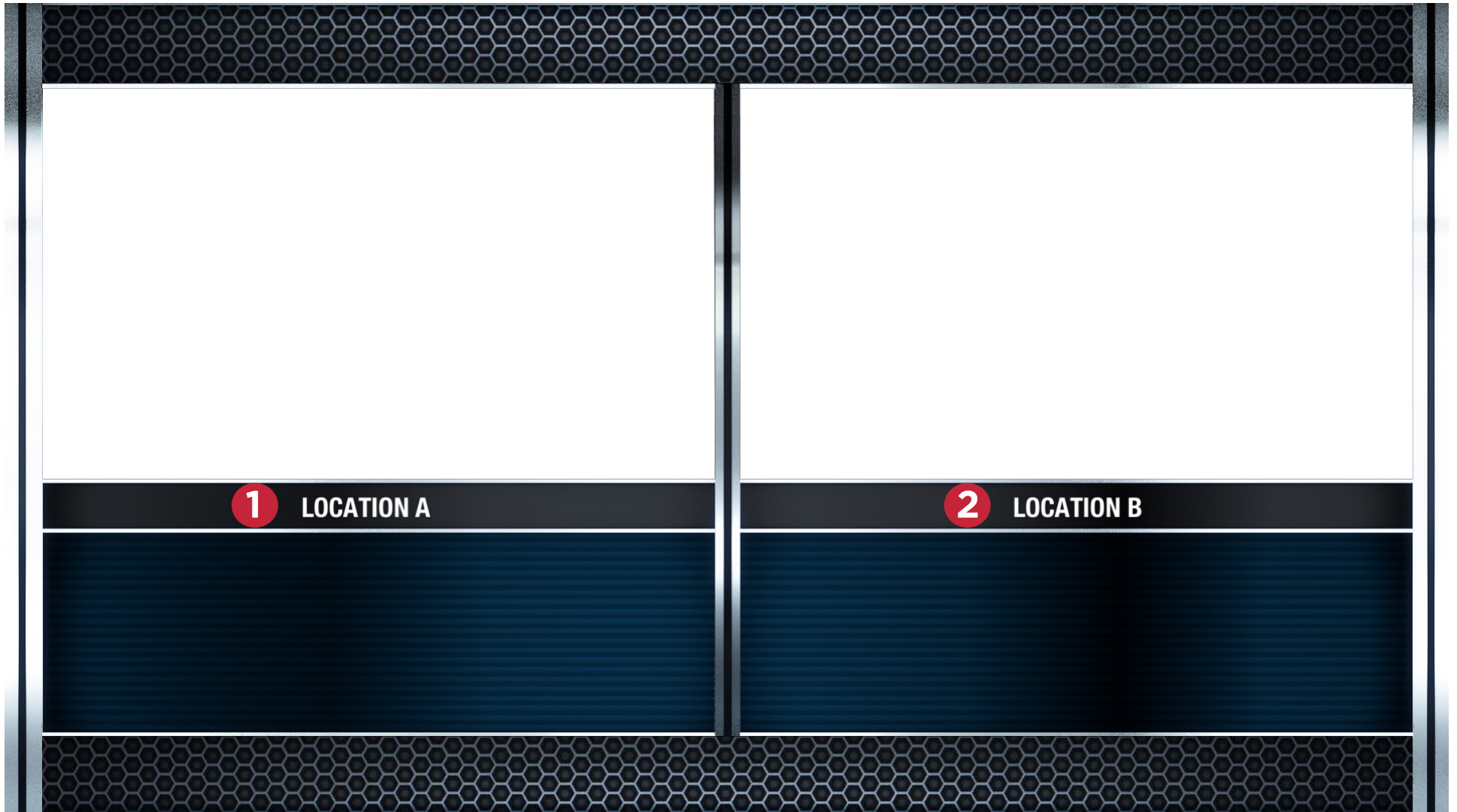
CREDIT TEXT GOES HERE

UPPER CREDIT

1 CREDIT TEXT

Source name text goes here.

2 BOX



2 BOX

1 LOCATION TEXT
Location text goes here.

2 LOCATION TEXT
Location text goes here.

1 GAME SCOREBOARD

The scoreboard template is set against a dark blue background with a hexagonal pattern. It consists of several horizontal sections:

- Section 1:** A large white box containing the **HEADLINE** and **SUBHEADLINE**.
- Section 2:** A blue and black horizontal bar. On the left is a logo with 'SPORTS BEAT' and 'KSL' (callout 3). The text 'SPORTS BEAT' is in the center (callout 6). On the right, a dark grey box contains the score '1' (callout 7).
- Section 3:** A thin black bar with the word 'FINAL' in the center (callout 8).
- Section 4:** A second blue and black horizontal bar, identical in layout to Section 2, but with the score '7' (callout 7).
- Section 5:** A table with two columns and two rows. The columns are labeled 'AWAY TEAM - NOTE TITLE' (callout 9) and 'HOME TEAM - NOTE TITLE'. The rows are labeled 'AWAY TEAM - NOTE COPY' (callout 10) and 'HOME TEAM - NOTE COPY'.

1 GAME SCOREBOARD

1 HEADLINE TEXT

Headline text goes here.

2 SUBHEADLINE TEXT

Subheadline text goes here.

3 RANKING TEXT

League ranking text.

4 LOGO IMAGE

Team logo images goes here.

5 WINNING CHIP

The highest score text value will activate the light.

6 TEAM NAME TEXT

The logo image metadata will auto-populate this field.

7 SCORE TEXT

Score text values goe here.

8 TIME PERIOD TEXT

Time period text goe here.

9 NOTE TITLE TEXT

Note title text goe here.

10 NOTE TEXT

Note text goe here.

2 GAME SCOREBOARD

1 **HEADLINE**
HEADLINE GOES HERE **2**

3 **4** **5** **6** **4** **7** **8**

SPORTS BEAT **0**
FINAL

SPORTS BEAT **0**
FINAL

SPORTS BEAT **0**
FINAL

SPORTS BEAT **0**
FINAL

2 GAME SCOREBOARD

1 HEADLINE TEXT

Headline text goes here.

2 SUBHEADLINE TEXT

Subheadline text goes here.

3 RANKING TEXT

League ranking text.

4 LOGO IMAGE

Team logo images goes here.

5 WINNING CHIP

The highest score text value will activate the light.

6 TEAM NAME TEXT

The logo image metadata will auto-populate this field.

7 SCORE TEXT

Score text values goe here.

8 TIME PERIOD TEXT

Time period text goe here.

MATCHUP DATE & TIME



MATCHUP DATE & TIME

1 TEAM NAME A

Team name text goes here.

2 TEAM LOGO A

Subheadline text goes here.

3 TEAM NAME B

League ranking text.

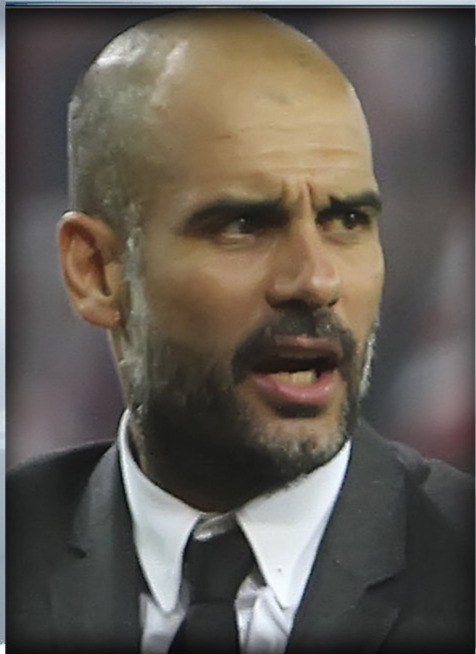
4 TEAM LOGO B

Team logo images goes here.

5 TIME & DATE

The highest score text value will activate the light.

ON THE PHONE 1



2 **JOHN
SMITH**

HEAD COACH 3

SALT LAKE CITY, UTAH 4

PHONER

1 HEADLINE

Team name text goes here.

2 CALLER NAME

Subheadline text goes here.

3 TITLE OR POSITION

League ranking text.

4 LOCATION

Team logo images goes here.

1  SOCIAL 2

3

Pinned Tweet

 **Donovan Mitchell**  @spidadmitchell · 5 May 2017

Thank You Card Nation! I will always love you guys 🙏🙏



403 2.0K 15K

SOCIAL MEDIA

1 SOCIAL MEDIA LOGO

Social Media logo goes here.

2 HEADLINE TEXT

Headline text goes here.

3 SOCIAL MEDIA IMAGE

Social Media image goes here.

STANDINGS

1 HEADLINE		2 SUBHEADLINE		3 CONFERENCE		4 OVERALL	
5 1	TEAM 1	10	10	10	10	10	10
2	TEAM 2	10	10	10	10	10	10
3	TEAM 3	10	10	10	10	10	10
4	TEAM 4	10	10	10	10	10	10
5	TEAM 5	10	10	10	10	10	10
6	TEAM 6	10	10	10	10	10	10
7	TEAM 7	10	10	10	10	10	10
8	TEAM 8	10	10	10	10	10	10
9	TEAM 9	10	10	10	10	10	10
10	TEAM 10	10	10	10	10	10	10
11	TEAM 11	10	10	10	10	10	10

STANDINGS

1 HEADLINE TEXT

Headline text goes here.

2 SUBHEADLINE TEXT

Subheadline text goes here.

3 COLUMN 1 TEXT

Column 1 text goes here.

4 COLUMN 2 TEXT

Column 2 text goes here.

5 STATS TEXT

Stats text goes here.

1 HEADLINE

- 2**
- **BULLET LINE 1**
 - **BULLET LINE 2**
 - **BULLET LINE 3**
 - **BULLET LINE 4**

BULLETS

1 HEADLINE TEXT

Headline text goes here.

2 BULLETS TEXT

Bullets text goes here. The template allows for one to four bullets.