





# NHL SATURDAY & SUNDAY REBRAND

PRODUCED BY RICHIE VERNILLO

## SATURDAY & SUNDAY REBRAND



**BRAND GOALS**

**INTRO & TUNE-INS**

**TEAM CARDS**

**PLAYER CARDS**

**TRANSITIONS & FOOTAGE FX**

**END CARDS**

**SOCIAL MEDIA**

# BRAND GOALS



INTRODUCING, AN EXPANSIVE  
AND VISUALLY KINETIC,  
STYLISTIC REBRAND.  
FOR THE NHL PROMO SERIES:  
**SATURDAY & SUNDAY**

THE REBRAND LAUNCHES FROM A  
UNIQUE GOAL, TO CREATE AN  
EXPANSIVE PROMO KIT. THAT CAN  
BREAK THE FORMAT OF THE PROMOS  
BY HAVING A HIGH VOLUME OF UNIQUE  
DESIGN LAYOUTS, TO MAKE EVERY  
PROMO FEEL FRESH AND DIFFERENT.

# INTRO & TUNE-INS





**SATURDAY**

PRESENTED BY







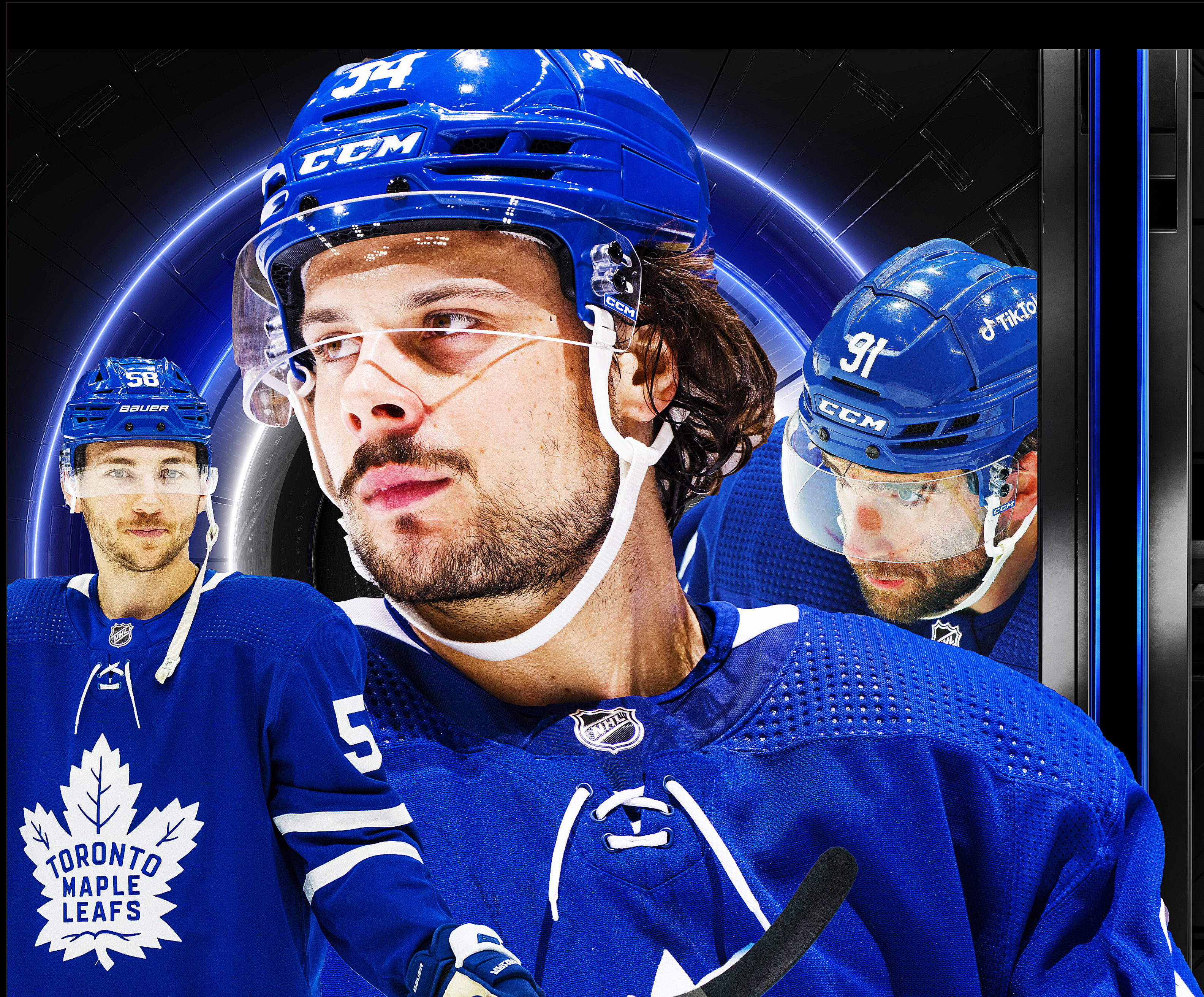
TONIGHT  
**ONE EPIC  
MATCHUP**

NHL\_SS\_TEAM\_PLAYER\_COPYBAR\_RIGHT



TONIGHT

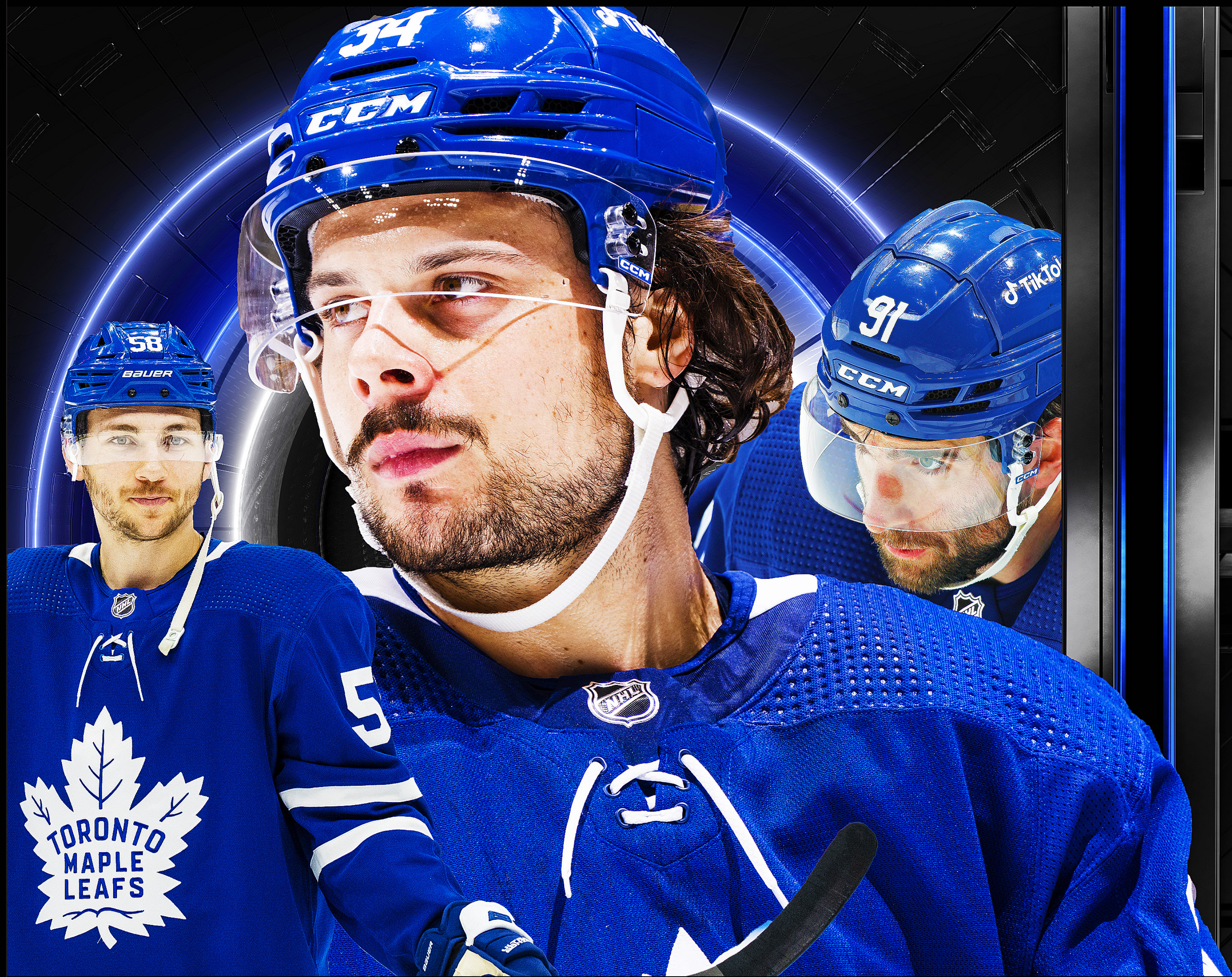
**ONE EPIC  
MATCHUP**



GAME STARTS

7PM EST

TUNEIN\_TEAMI\_3PLAYERS\_LOGO\_EXP



GAME STARTS

7PM EST

TUNEIN\_TEAMI\_3PLAYERS\_EXP

CAROLINA HURRICANES



CAROLINA HURRICANES

CAROLINA HURRICANES



CAROLINA HURRICANES



CAROLINA HURRICANES

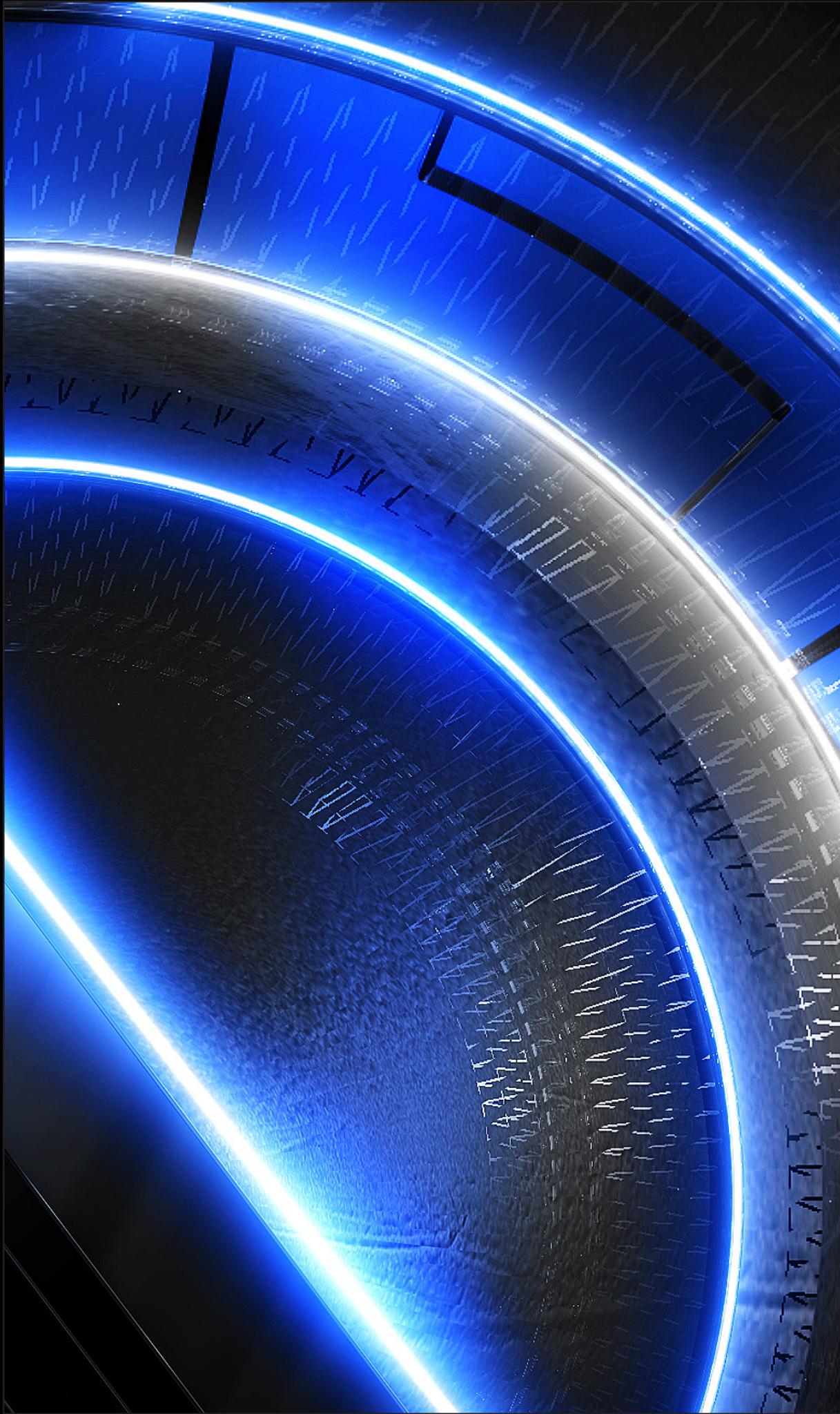
CAROLINA HURRICANES

TONIGHT

AT 8PM



TUNEIN\_LOGODUTCH\_01



SS\_TITLECARD\_01



HOCKEY IS

**RANGERS**  
**OILERS**



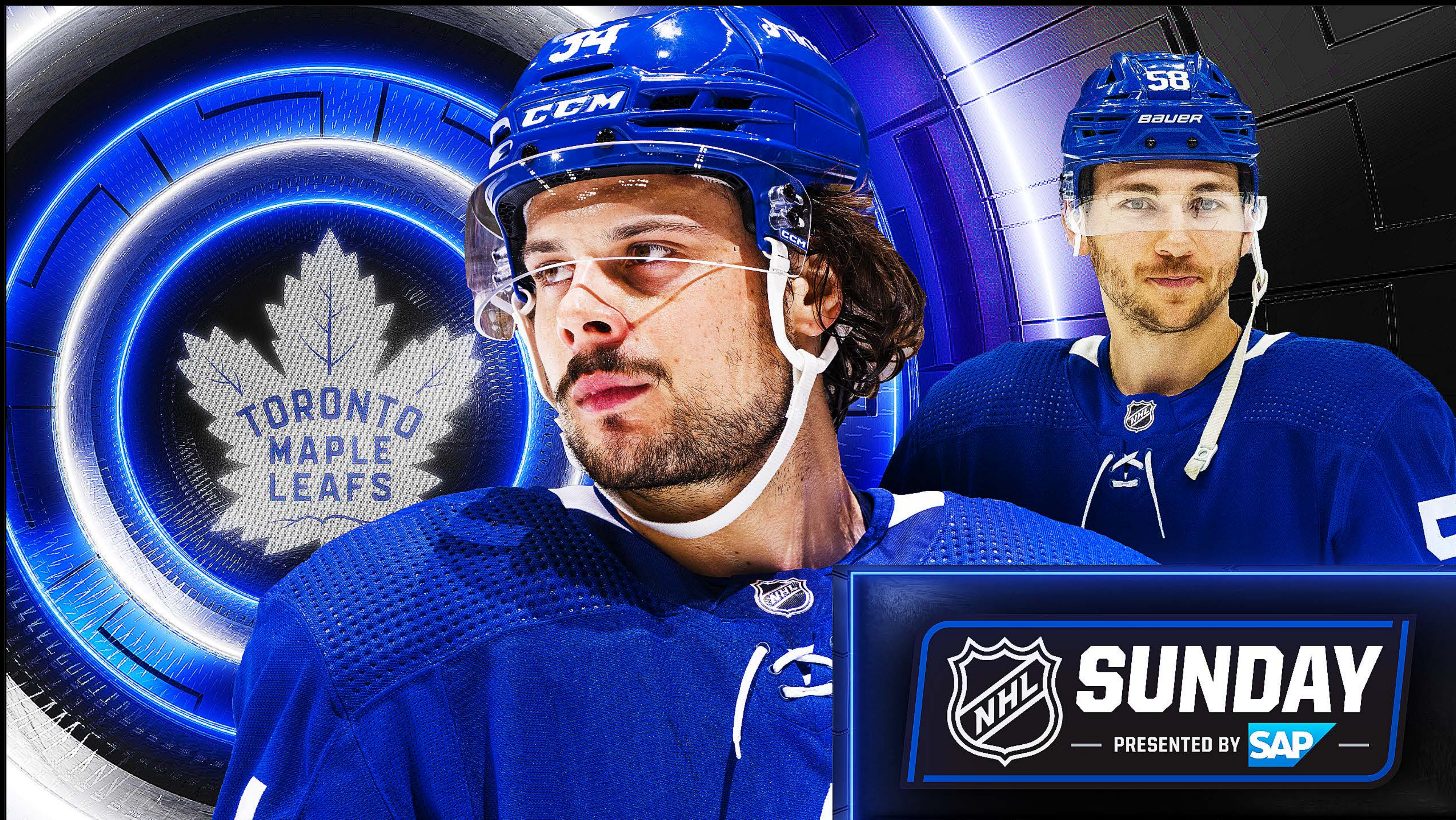
# TEAM CARDS





SUNDAY

**3-TIME  
CHAMPIONS**



**SUNDAY**

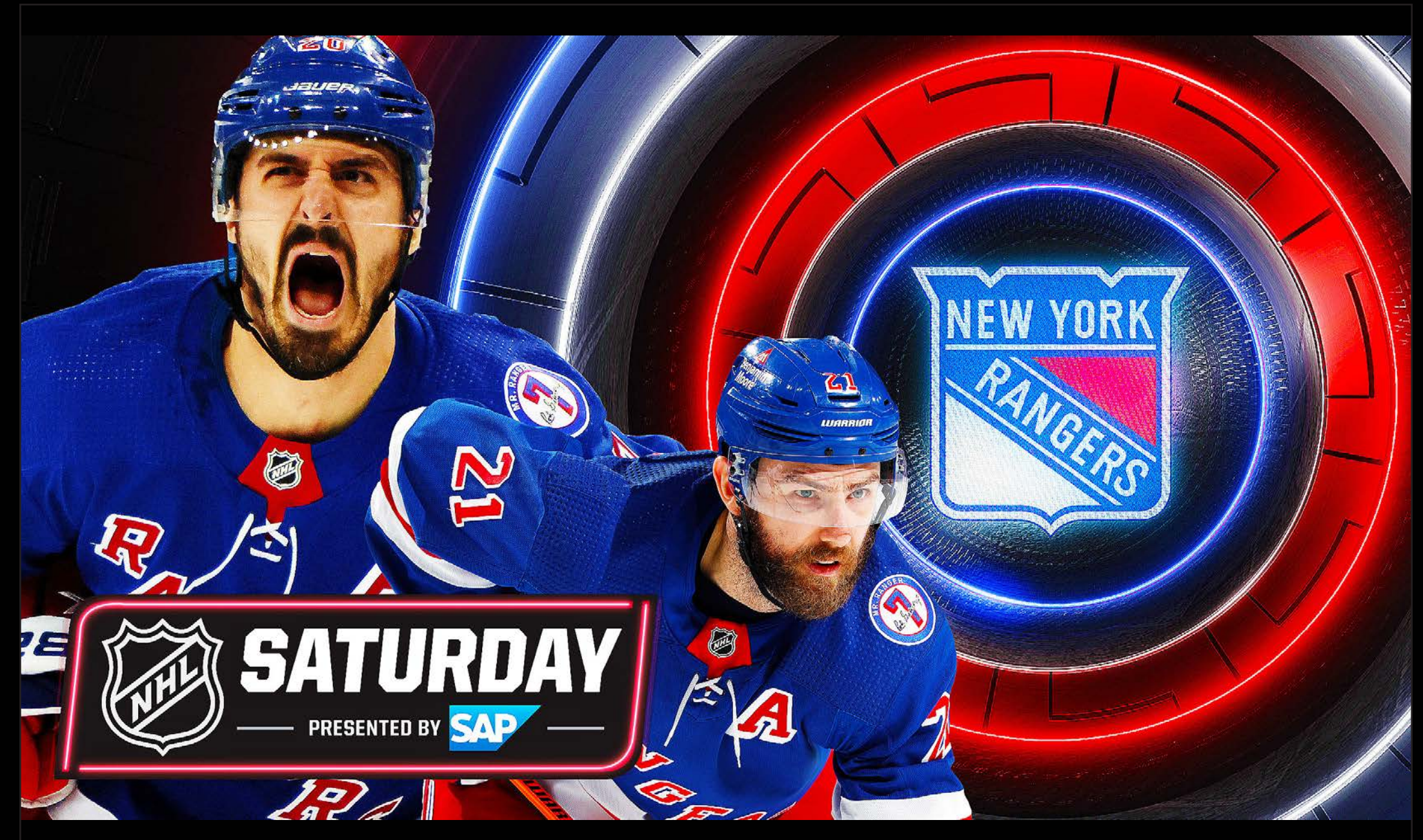
— PRESENTED BY **SAP** —



SUNDAY\_LOGOBRAND\_TEAMOI\_EXP

NEW YORK  
**RANGERS**





 **SATURDAY**  
PRESENTED BY 



 **SATURDAY**  
PRESENTED BY 



SATURDAY\_LOGOBOTTOM\_OIPLAYER\_EXP



**SATURDAY**

PRESENTED BY **SAP**



NEW YORK  
**RANGERS**

TEAMTITLES\_LOGO\_COPY\_TEAMNAME



TEAMTITLES\_LOGO\_COPY\_TIME\_EXP (TOP)



**SATURDAY**

PRESENTED BY **SAP**



# PLAYER CARDS





MIKA  
**ZIBANEJAD**



ALEXIS  
LAFRENIERE

PLAYER\_SS\_LOGO\_BAR\_OI\_PLAYERR\_EXP



IAN  
COLE

PLAYER\_SS\_LOGO\_COPY BAR\_OI\_PLAYER\_EXP

# HURRICANES

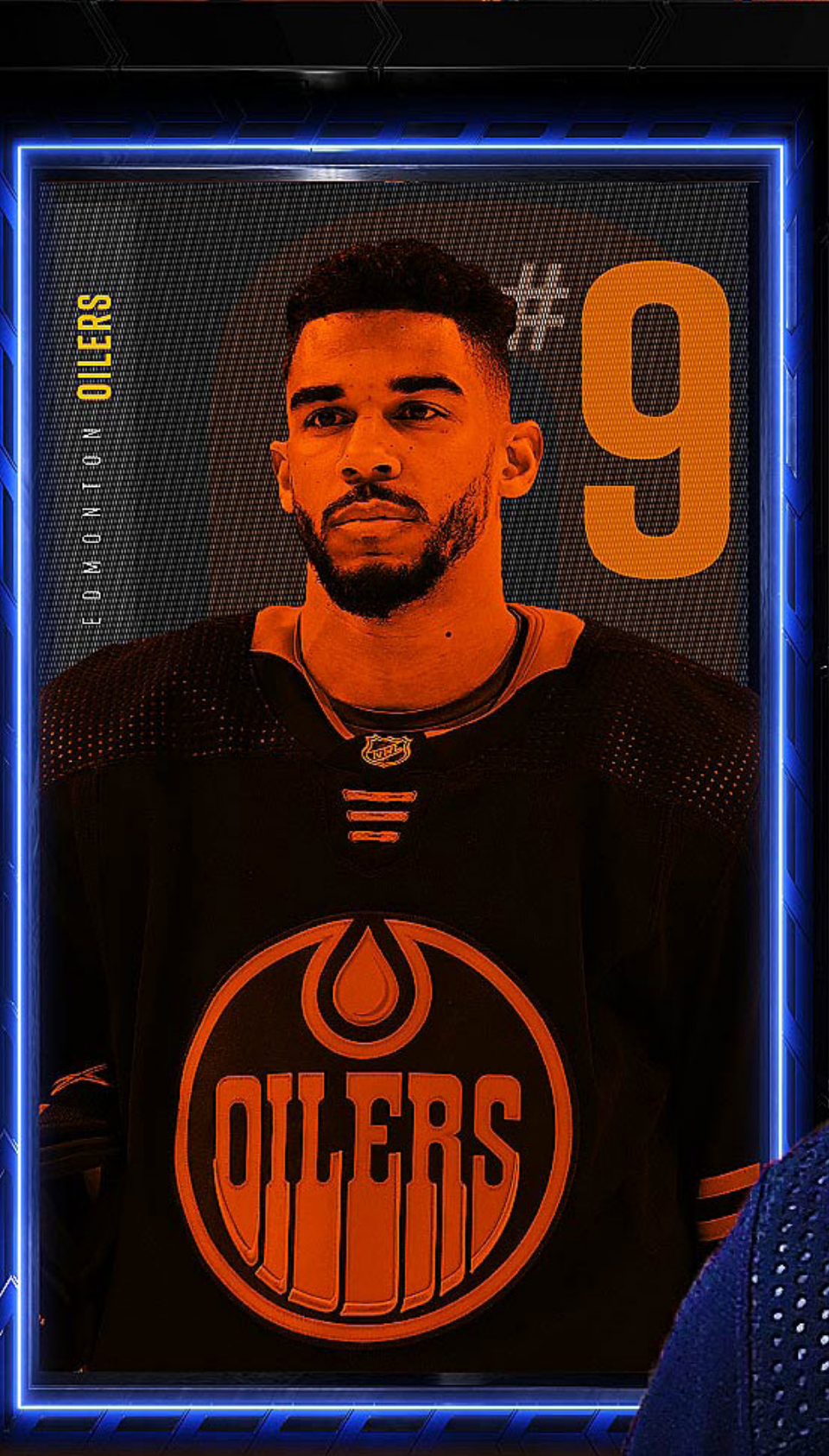


SS\_PLAYER\_LOGO\_OI\_L\_EXP



SS\_PLAYER\_FOOTAGE\_LOGO\_OI\_L\_EXP





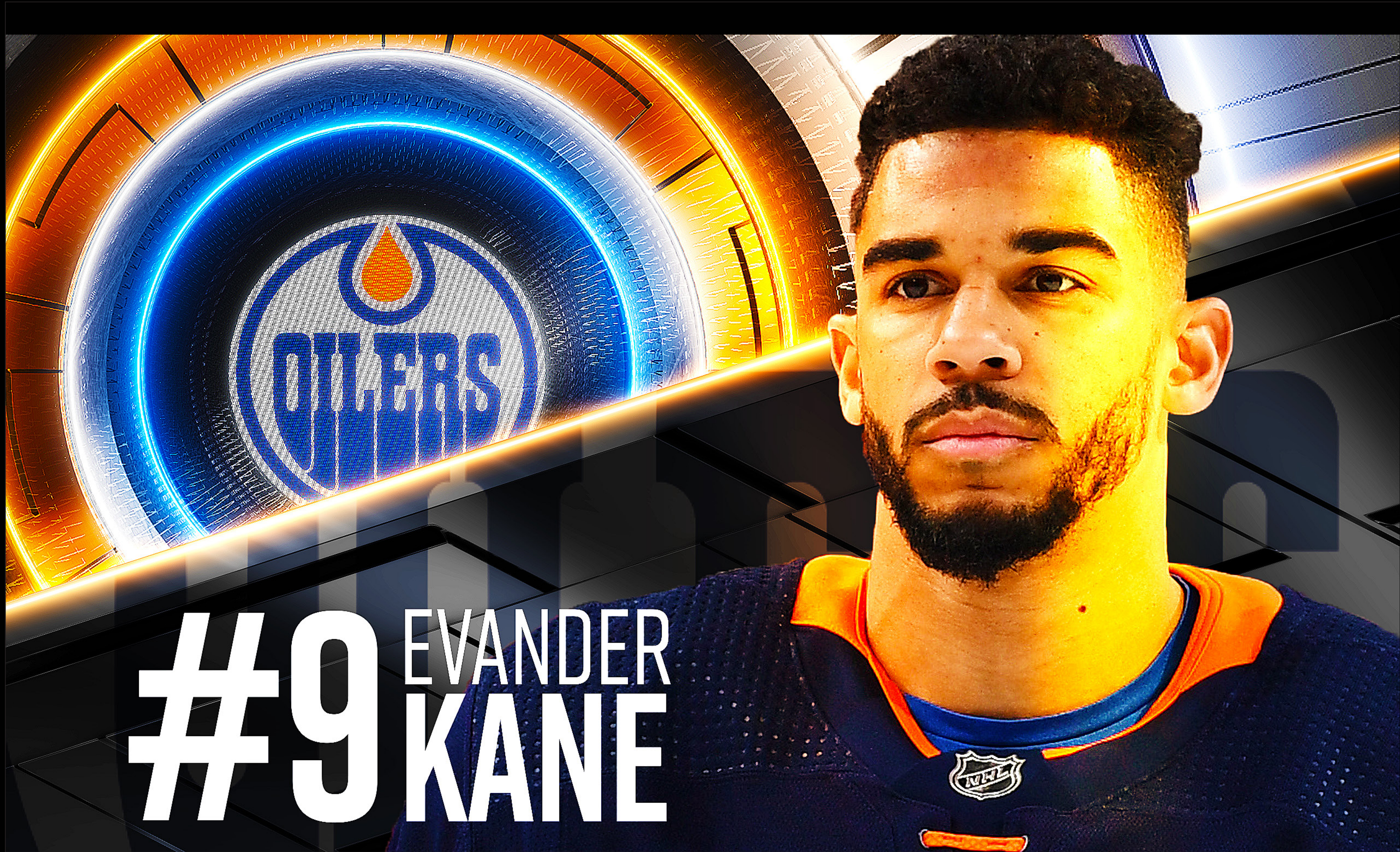
EDMONTON OILERS  
**EVANDER KANE**

# EVANDER KANE

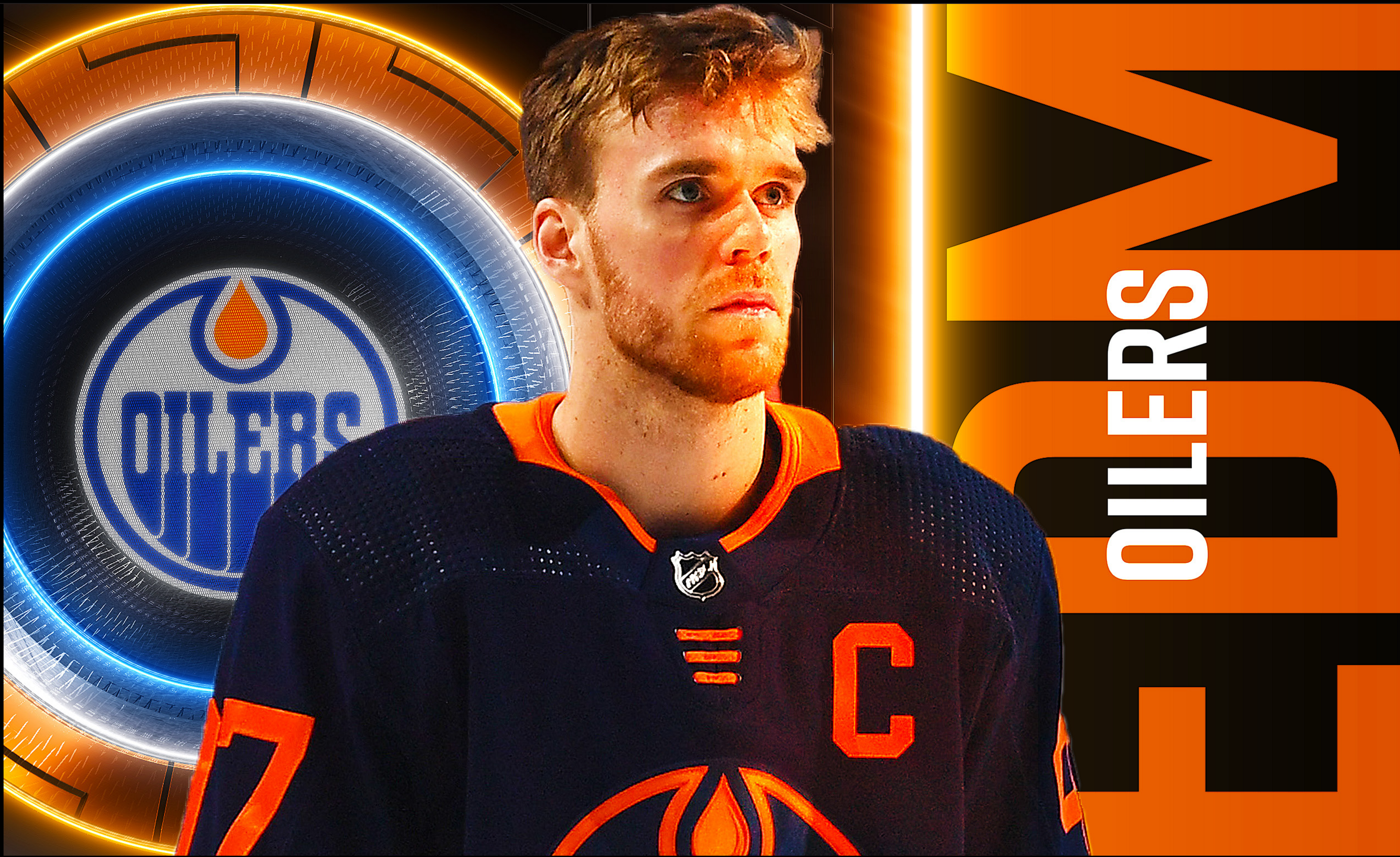




PLAYER\_SS\_LOGO\_COPY BAR\_PLAYERL\_EXP



**#9** EVANDER  
**KANE**



SS\_PLAYER\_LOGO\_OI\_R\_EXP

# CONOR MCDAVID



PLAYER\_COPY\_BKG\_IMG\_01



PLAYER\_FOOTAGE\_ALPHA\_01



IAN  
COLE

NHL\_SS\_LOGO\_PLAYER\_NUMBER\_01





ALEXIS  
**LAFRENIERE**

NHL\_SS\_LOGO\_PLAYER\_NUMBER\_02

# TRANSITIONS & FOOTAGE FX





NHL\_REDTRANS\_3SEC



NHL\_SS\_LOGO\_TRANS\_02





NHL\_SS\_LOGO\_TRANS\_05



NHL\_SS\_LOGO\_TRANS\_06







NHL\_SS\_MATCHUP\_TRANS\_01



FOOTAGEFLASH\_LOGO\_LEFT\_FRAME\_EXP



A graphic overlay in the bottom right corner of the image. It features the NHL logo (a shield with "NHL" inside) on the left. To its right, the word "SUNDAY" is written in a large, bold, white sans-serif font. Below "SUNDAY", the text "PRESENTED BY" is written in a smaller font, followed by the SAP logo (the letters "SAP" in white on a blue background) and a horizontal line on either side.

FOOTAGEFLASH\_LOGO\_1-3\_LEFT\_FRAME\_EXP



FOOTAGEFLASH\_LOGO\_1-3\_LEFT\_FRAME\_EXP

# END CARDS



END CARDS, ARE DIVISIVELY  
KINETIC IN THIS BRAND, MULTIPLE  
DIFFERENT LAYOUTS, TO CREATE  
CONTENT THAT IS EVERCHANGING  
WITHIN THE OVERALL PROMO  
CONCEPTUAL PRESENTATION.

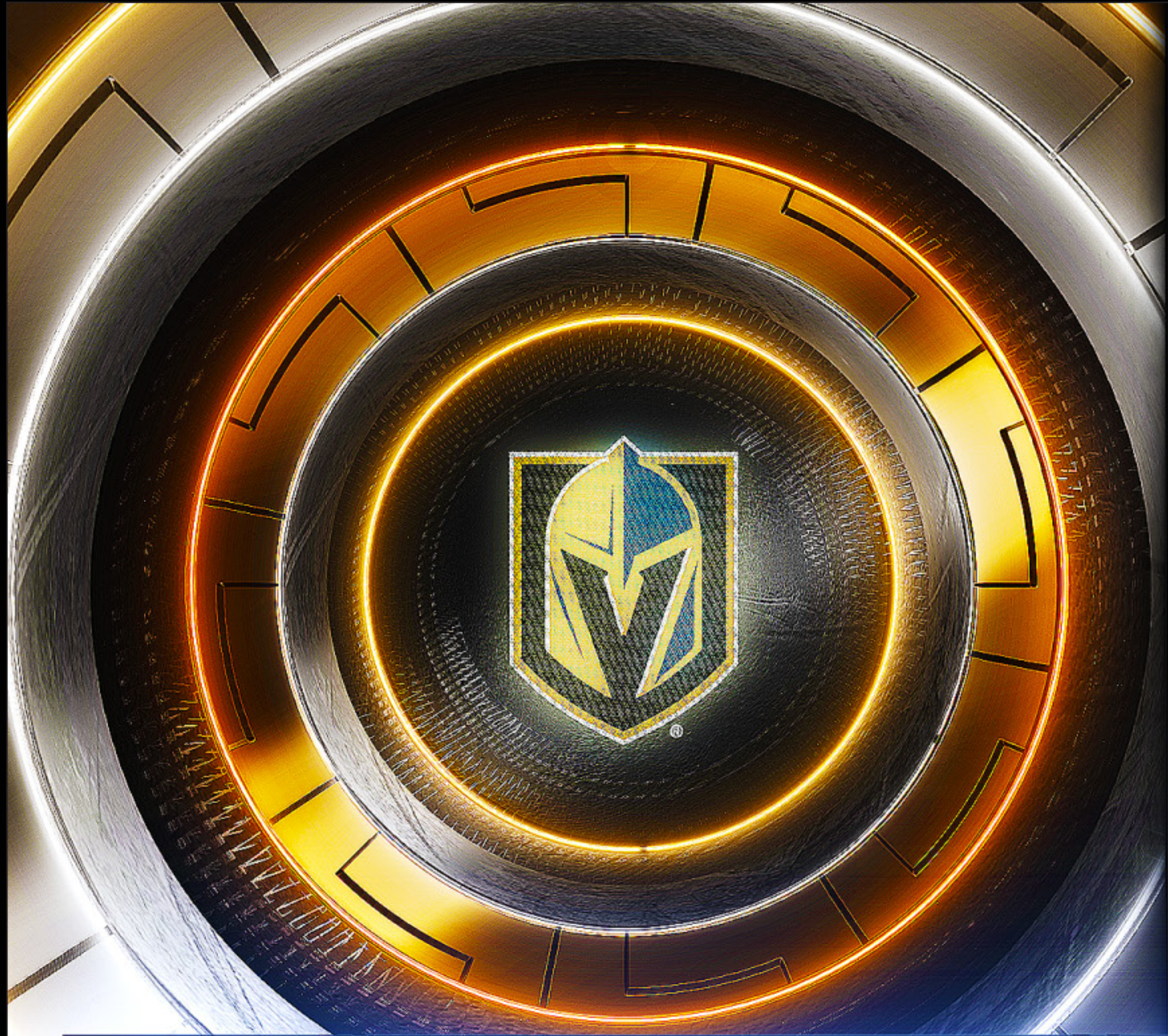


VS



6:00PM

nova  
SPORT1



VS



6:00PM

nova  
SPORT1





 **SATURDAY**  
PRESENTED BY 



**6:00PM**

nova  
**SPORT1**

 **SUNDAY**  
PRESENTED BY 



**04:00PM**

 **viaplay**

NEW YORK

RANGERS

NEW YORK  
RANGERS



TORONTO  
MAPLE LEAFS



**SUNDAY**

PRESENTED BY **SAP**

**6:00PM**

nova  
**SPORT1**

NEW YORK

RANGERS

TORONTO  
MAPLE  
LEAFS



**SUNDAY**

PRESENTED BY **SAP**

NEW YORK  
**RANGERS**

**VS**

TORONTO  
**MAPLE LEAFS**

**6:00PM**

nova  
**SPORT1**



6:00PM

nova  
SPORT1



NEW YORK  
**RANGERS**

**VS**

TORONTO  
**MAPLE LEAFS**

**6:00PM**

nova  
**SPORT1**

NEW YORK

RANGERS

NEW YORK  
RANGERS



TORONTO  
MAPLE LEAFS



**SATURDAY**

PRESENTED BY **SAP**

**6:00PM**

nova  
**SPORT1**



**SATURDAY**

PRESENTED BY **SAP**

NEW YORK  
**RANGERS**

**VS**

TORONTO  
**MAPLE LEAFS**

**6:00PM**

nova  
**SPORT1**





6:00PM

nova  
SPORT1



NEW YORK  
**RANGERS**

**VS**

TORONTO  
**MAPLE LEAFS**

**6:00PM**

nova  
**SPORT1**



UPCOMING SCHEDULE

12/12



2:00PM



UPCOMING SCHEDULE

12/12



2:00PM

10/10



3:00PM



UPCOMING SCHEDULE

12/12



2:00PM

10/10



3:00PM

11/11



4:00PM

 **SATURDAY**  
PRESENTED BY 

UPCOMING SCHEDULE

12/12



2:00PM

10/10



3:00PM

 **SATURDAY**  
PRESENTED BY 

UPCOMING SCHEDULE

12/12  
10/10  
11/11



2:00PM  
3:00PM  
4:00PM

# SOCIAL MEDIA





**THE REBRAND FEATURES SOCIAL  
MEDIA CONTENT AND DESIGN LAYOUTS  
FOR PROMOTIONAL MATERIALS ON  
INSTAGRAM, FACEBOOK, TIK-TOK  
AND MORE. THAT CAN BE QUICKLY  
GENERATED THROUGH THE STYLISTIC  
BRAND DESIGN APPROACH.**

# STORY POSTS





NHL\_SS\_SINGLE\_IGSTORY\_01



NHL\_SS\_SINGLE\_IGSTORY\_02



NHL\_SS\_SINGLE\_IGSTORY\_03






**SUNDAY**  
 PRESENTED BY **SAP**

TONIGHT

**ONE EPIC  
MATCHUP**







**SATURDAY**  
 PRESENTED BY **SAP**


**SUNDAY**  
 PRESENTED BY **SAP**

NHL\_SS\_SINGLE\_IGSTORY\_03

NHL\_SS\_SINGLE\_IGSTORY\_04

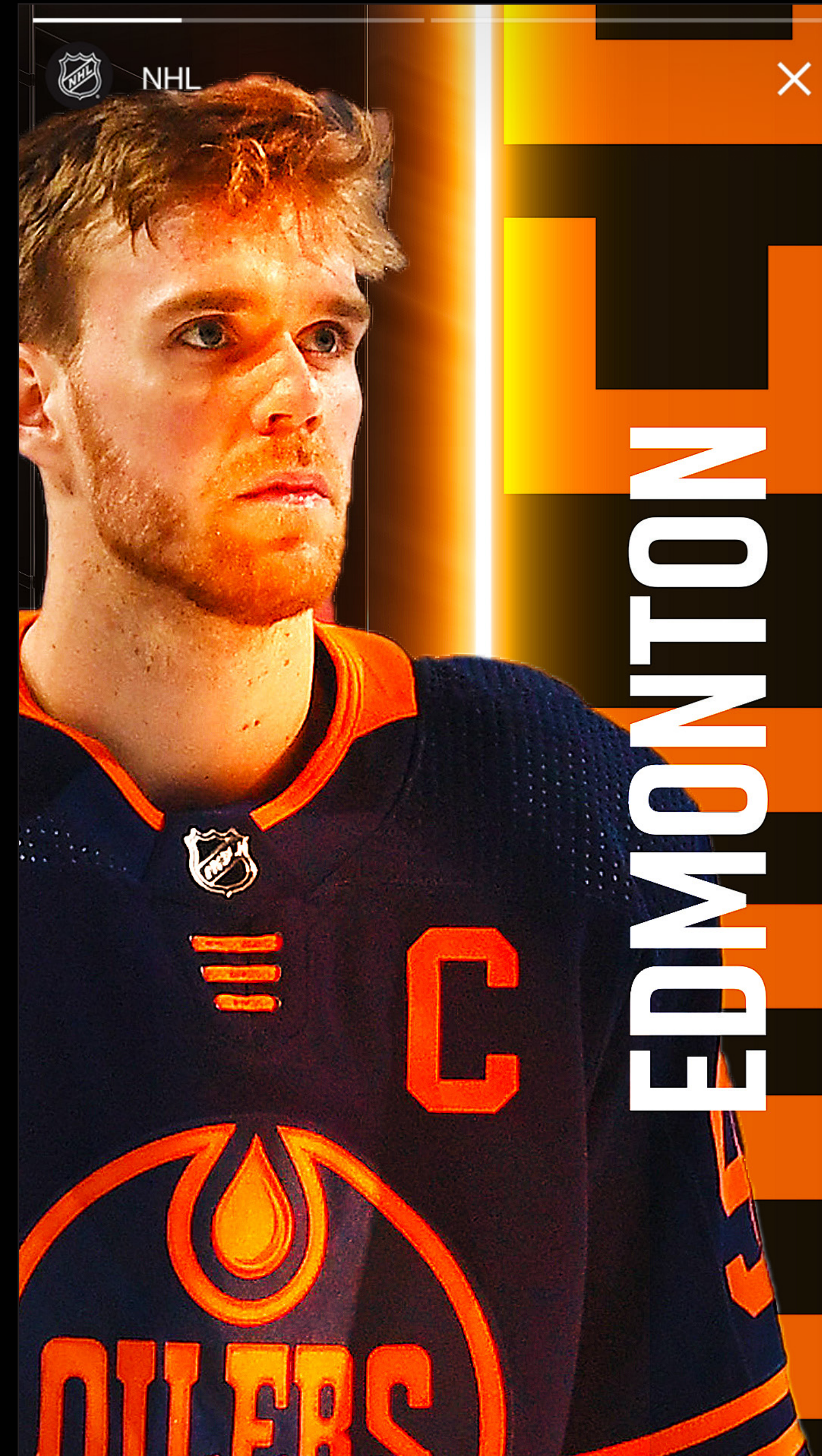
NHL\_SS\_SINGLE\_IGSTORY\_05



NHL\_SS\_SINGLE\_IGSTORY\_06



NHL\_SS\_SINGLE\_IGSTORY\_07



NHL\_SS\_SINGLE\_IGSTORY\_08



NHL\_SS\_SINGLE\_IGSTORY\_09



NHL\_SS\_SINGLE\_IGSTORY\_10



NHL\_SS\_SINGLE\_IGSTORY\_11

# SOCIAL FEEDS





146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago

NHL\_SS\_SINGLE\_INFEED\_01



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago

NHL\_SS\_SINGLE\_INFEED\_02



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago

NHL\_SS\_SINGLE\_INFEED\_03

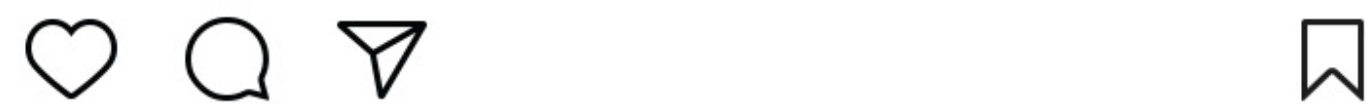




146,222 likes

NHL This Weekend's Games are gonna be awesome!

6 Hours Ago



146,222 likes

NHL This Weekend's Games are gonna be awesome!

6 Hours Ago



146,222 likes

NHL This Weekend's Games are gonna be awesome!

6 Hours Ago



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago

NHL\_SS\_SINGLE\_INFEED\_07



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago

NHL\_SS\_SINGLE\_INFEED\_08



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago

NHL\_SS\_SINGLE\_INFEED\_09



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago

NHL\_SS\_SINGLE\_INFEED\_10



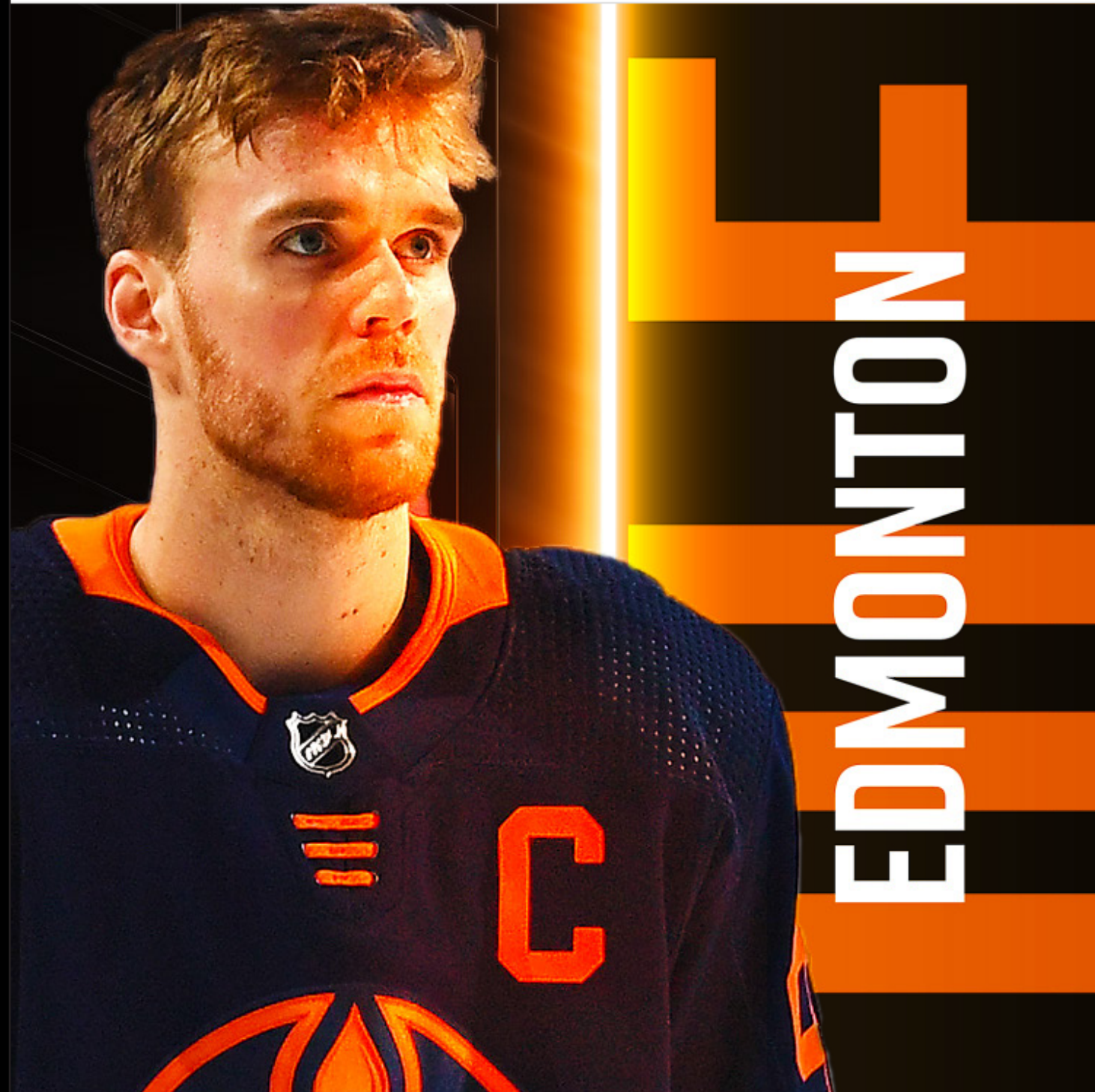
146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago

NHL\_SS\_SINGLE\_INFEED\_11



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago

NHL\_SS\_SINGLE\_INFEED\_12



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago



146,222 likes  
NHL This Weekend's Games are gonna be awesome!  
6 Hours Ago



**THANK YOU.**