

ROCKET Mortgage

FIELDHOUSE

CONTENT CREATION GUIDE

anc

Last Update:

In-Bowl Signage Overview

// BOARDS & LOCATIONS

- A. HUMUNGOTRON SIDELINE (2)
- B. HUMUNGOTRON BASELINE (2)
- C. COURTSIDE SCORE TABLE (1)
- D. TEAM BENCHES (2)
- E. BASKET STANCHION (4)
- F. LOWER RIBBON (2)
- G. UPPER RIBBON (1)
- H. CORNER BOARDS (4)
- I. EXIT TUNNELS (4)
- J. MID-LEVEL FASCIAS (12)
- K. MID-LEVEL FASCIAS (4)
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A. HUMUNGOTRON SIDELINE (2)

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

LiveSync (1:1): 2880 px wide by 1600 px high

LiveSync (Scaled with Crop): 1920 px wide by 1080 px high

Control Room (Scaled with Horizontal Crop): 1920 px wide by 1080 px high

Sponsor Panel: 512 px wide by 180 px high

GIP: 1856 px wide by 180 px high

Pixel aspect ratio is 1:1 square pixels.

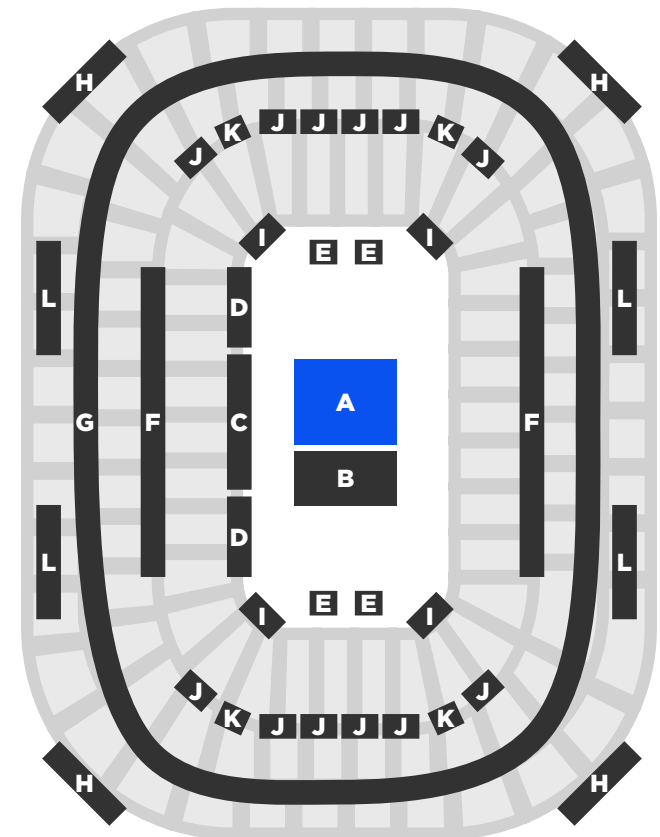
Use RGB color mode when designing.

//PREFERRED DELIVERY FORMATS

STILLS: PNG, Millions of Colors

ANIMATIONS: h.264 MP4 or Quicktime Pro Res 422,
30 fps, Millions of Colors

SIDELINE:



B. HUMUNGOTRON BASELINE (2)

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

LiveSync (Full): 1680 px wide by 1520 px high

LiveSync (1:1): 1680 px wide by 955 px high

Control Room Scaled (No Crop): 1920 px wide by 1080 px high

Super Logo: 1680 px wide by 335 px high

Sponsor Panel: 838 px wide by 335 px high

GIP: 1680 px wide by 180 px high

Ticker: 1680 px wide by 50 px high

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

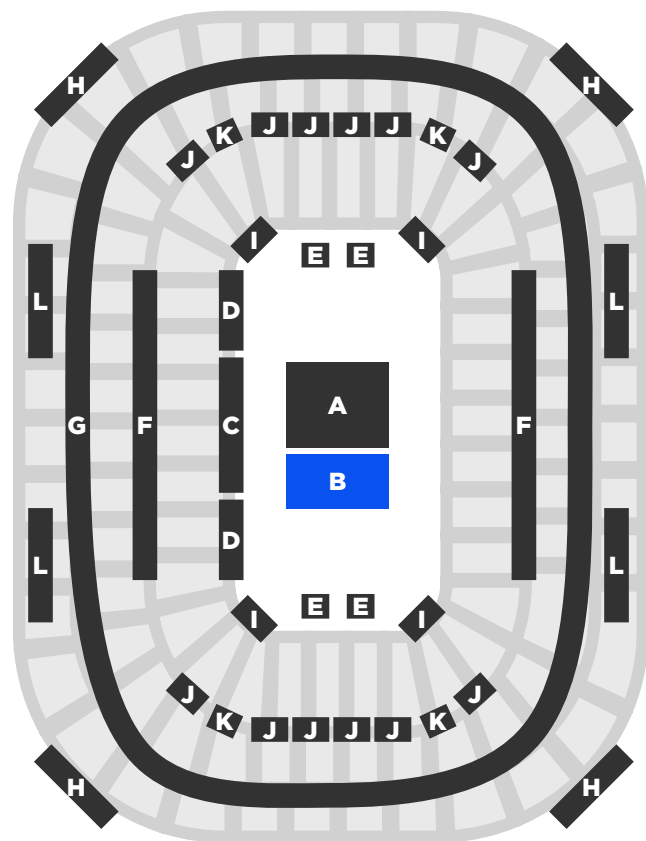
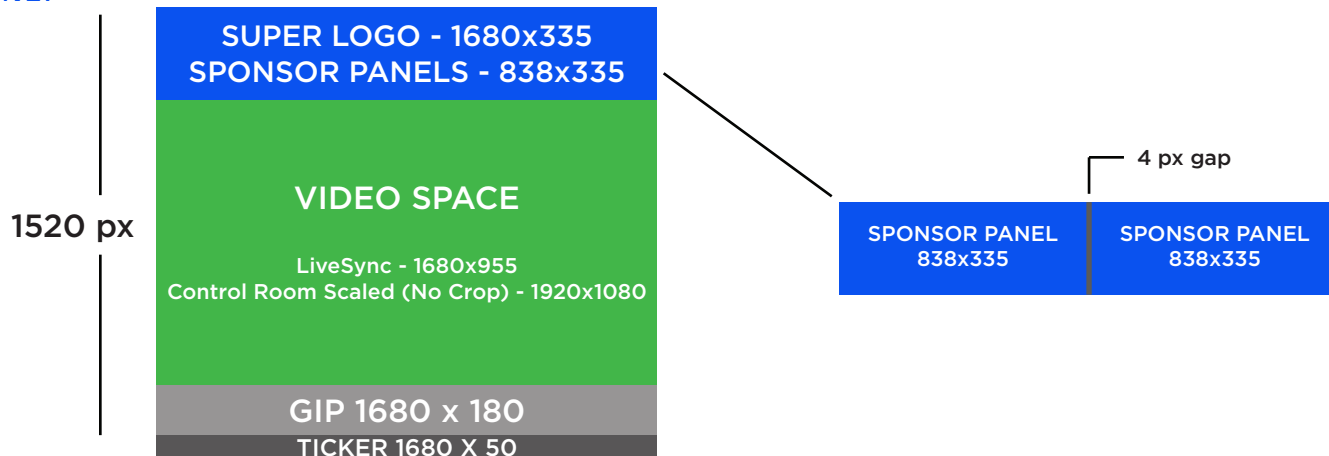
//PREFERED DELIVERY FORMATS

STILLS: PNG, Millions of Colors

ANIMATIONS: h.264 MP4 or Quicktime Pro Res

422, 30 fps, Millions of Colors

BASELINE:



C. COURTSIDE SCORE TABLE

//CONTENT CREATION SPECIFICATIONS

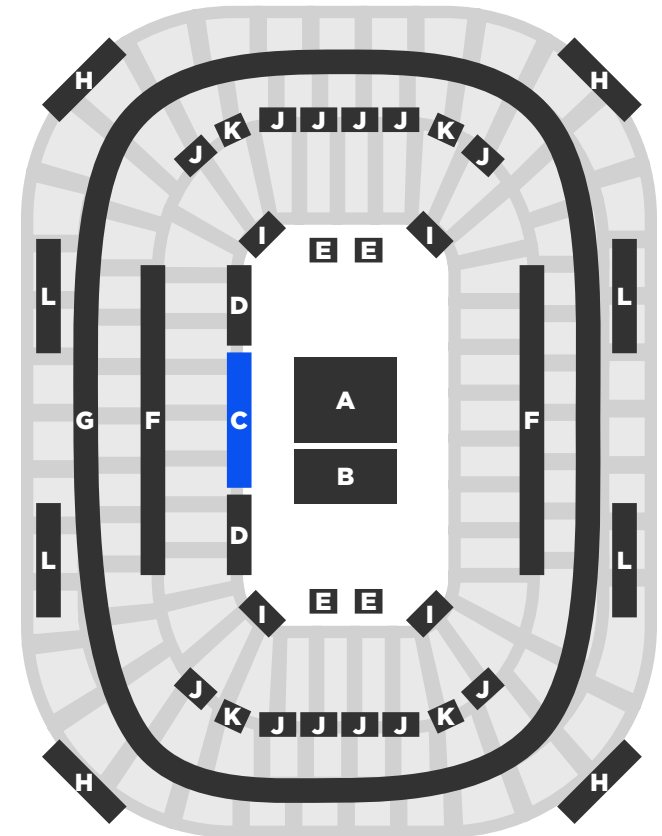
All content must be rendered out at the below specifications.

2592 px wide by 288 px high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//PREFERED DELIVERY FORMATS

STILLS ONLY: PNG, Millions of Colors



2592 px



288 px

25 px blocked by court

D. TEAM BENCHES (2)

//CONTENT CREATION SPECIFICATIONS

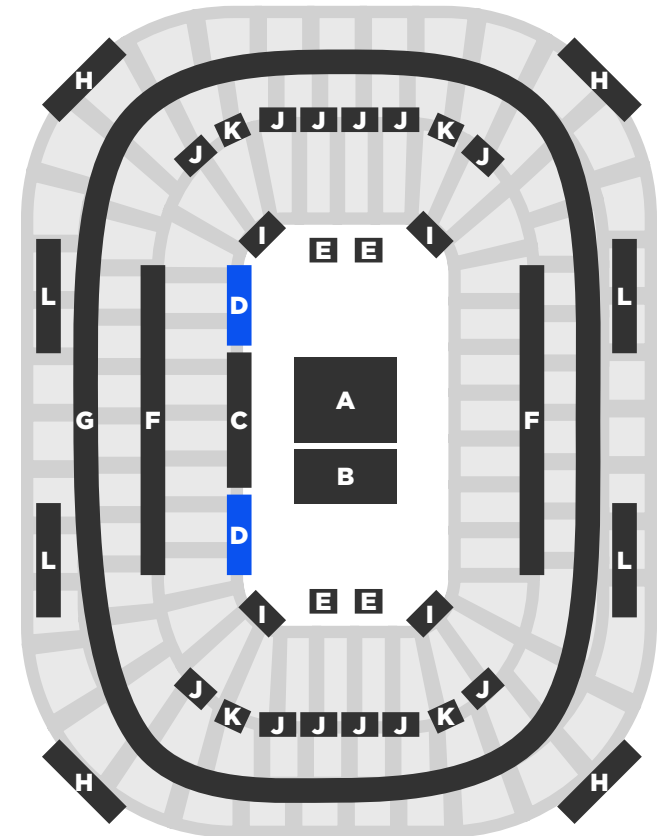
All content must be rendered out at the below specifications.

864 px wide by 288 px high

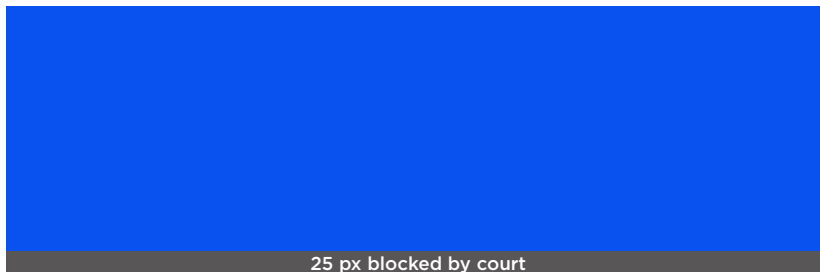
Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//PREFERED DELIVERY FORMATS

STILLS ONLY: PNG, Millions of Colors



864 px



288 px

COURTSIDE AND TEAM BENCH CREATIVE TIPS

// MESSAGING ON COURTSIDE

A. Utilize large bold text to maximize the vertical height of the Courtside board.



B. Messaging on the 2592x288 Courtside should always be on one line.



C. Courtside needs to be a still.

// COLORING

A. High contrast imagery and vivid colors make for more eye catching displays. LED boards have full color video capability



// LOGOS & IMAGERY

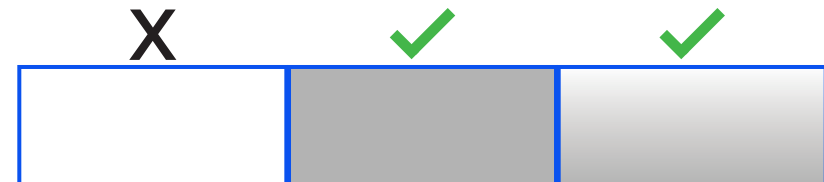
A. Team Bench 864x288 should only be a logo. Needs to be a still.



B. Provide the highest resolution images available for content creation; vector .EPS, AI or PDF files at 300 dpi are preferred. If a vector file is not available, artwork can be supplied at a minimum resolution of 640x480 pixels in high quality JPG, BMP, or PSD formats.

C. When utilizing video footage keep in mind that the vertical height of the board is limited. Often there will be only a limited portion of the footage visible in the final design. As with still image assets, it is helpful to have video footage at the highest resolution available, with limited compression. QuickTime animation or high quality H264 video clips are easiest to use and transcode, but additional camera f may be supplied on a case by case basis. HD 720p or 1080p resolutions are recommended.

B. If a brand requests a white background, it is best to use 70% or add a color gradient.



E. BASKET STANCHIONS (4)

//CONTENT CREATION SPECIFICATIONS

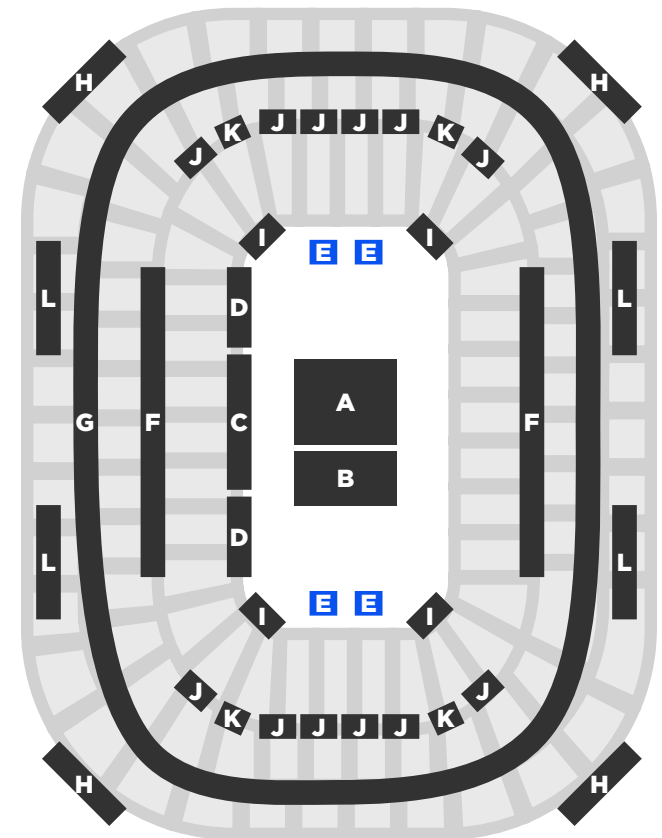
All content must be rendered out at the below specifications.

384 px wide by 108 px high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//PREFERED DELIVERY FORMATS

STILLS ONLY: PNG, Millions of Colors



384 px



108 px

STANCHION & MID-LEVEL FASCIA CREATIVE TIPS

// LOGOS & IMAGERY

A. Basket Stanchion and Mid-level fascias need to only be logos.



B. Provide the highest resolution images available for content creation - vector .EPS, AI or PDF files at 300 dpi are preferred. If a vector file is not available, artwork can be supplied at a minimum resolution of 640x480 pixels in high quality JPG, BMP, or PSD formats.

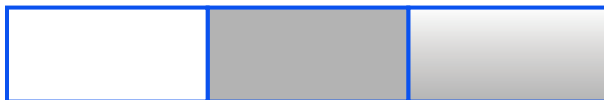
C. Stanchion and upper fascias need to be rendered as STILLS.

// COLORING

A. High contrast imagery and vivid colors make for more eye catching displays. LED boards have full color video capability.



B. If a brand requests a white background, it is best to use 70% or add a color gradient.



These specifications are for scenarios for Cavaliers only.

F. LOWER RIBBON (CAVALIERS) (2)

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

4416 px wide by 40 px high

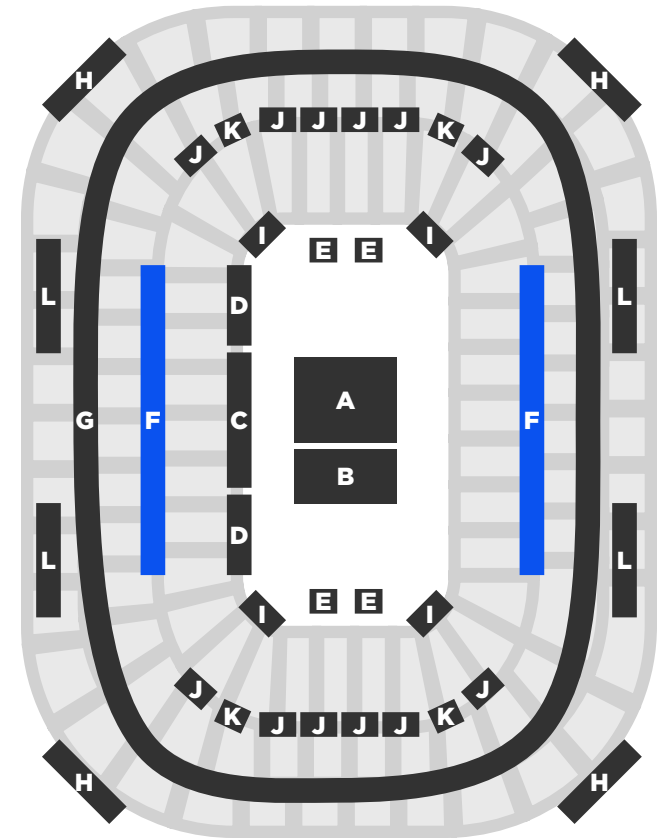
Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

*NOTE: There are 2 STAT display areas.
Do NOT place partial messages, text or logos over these breaks.

//PREFERED DELIVERY FORMATS

STILLS: PNG, Millions of Colors

*Per NBA Guidelines this board must be supplied as a still.

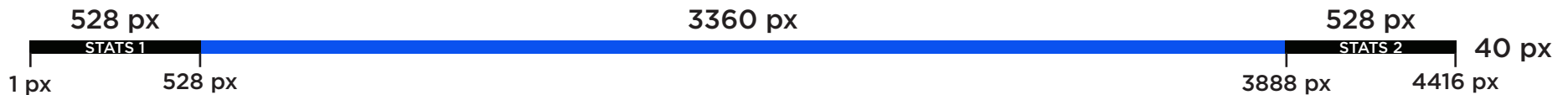


FULL BOARD:

4416 px



STATS BREAKDOWN:



These specifications are for scenarios for Monsters only.

F. LOWER RIBBON (MONSTERS) (2)

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

4416 px wide by 40 px high

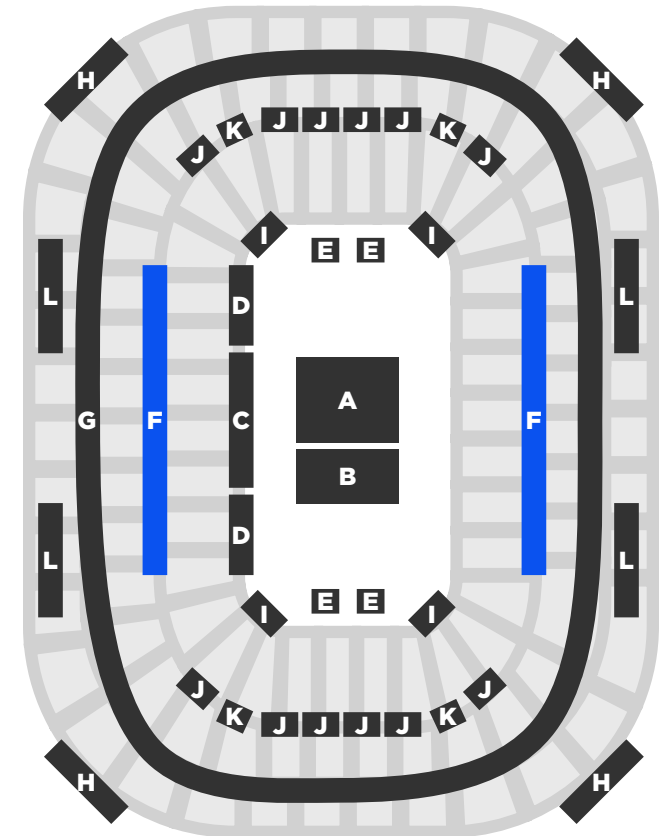
Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//PREFERED DELIVERY FORMATS

STILLS: PNG, Millions of Colors

ANIMATIONS: h.264 or HAP encoded MP4 or

Quicktime Pro Res 422, 60 fps, Millions of Colors



FULL BOARD:

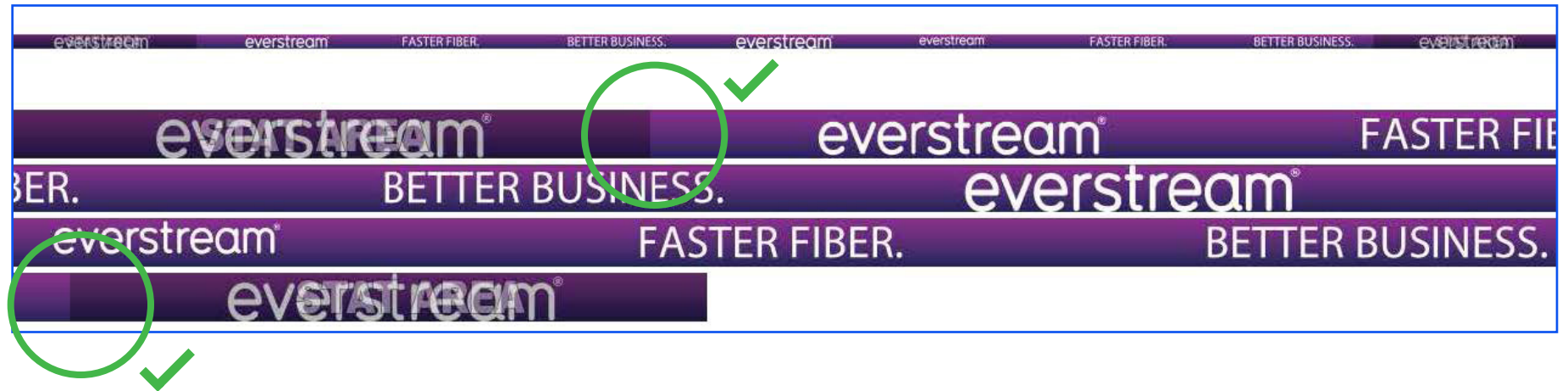
4416 px



LOWER RIBBON TIPS

//DO'S AND DON'TS

DON'TS: Do not place text or logos on the stat lines



G. UPPER RIBBON

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

20208 px wide by 40 px high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

*NOTE: There are 2 STAT display areas.
Do NOT place partial messages, text or logos over these breaks.

//PREFERED DELIVERY FORMATS

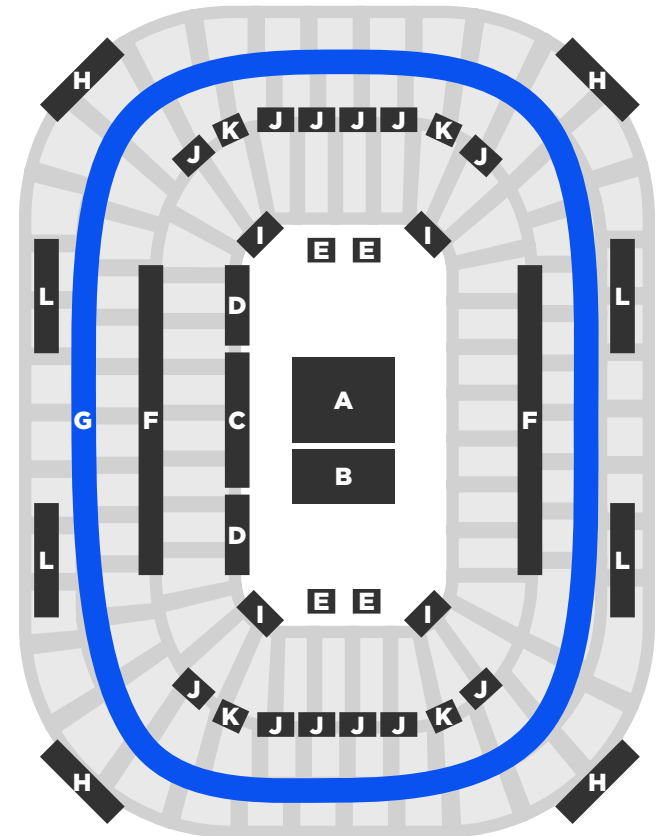
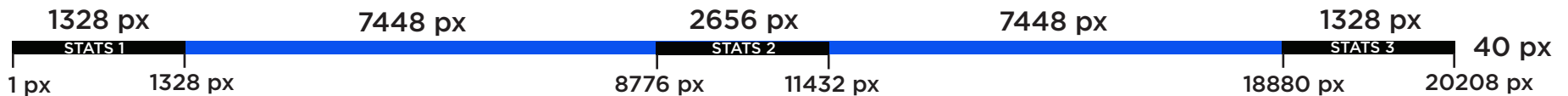
STILLS: PNG, Millions of Colors
ANIMATIONS: h.264 or HAP encoded MP4 or Quicktime
Pro Res 422, 60 fps, Millions of Colors

FULL BOARD:

20208 px



STATS BREAKDOWN:



UPPER RIBBON TIPS

//DO'S AND DON'TS

DON'TS: Do not place text or logos on the stat lines

X



✓



H. CORNER BOARDS (4)

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

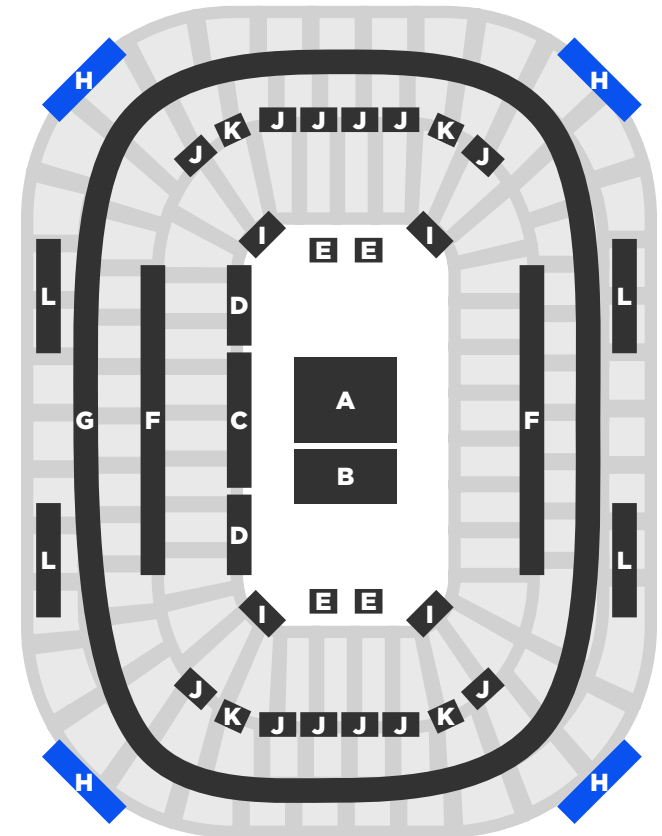
304 px wide by 72 px high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

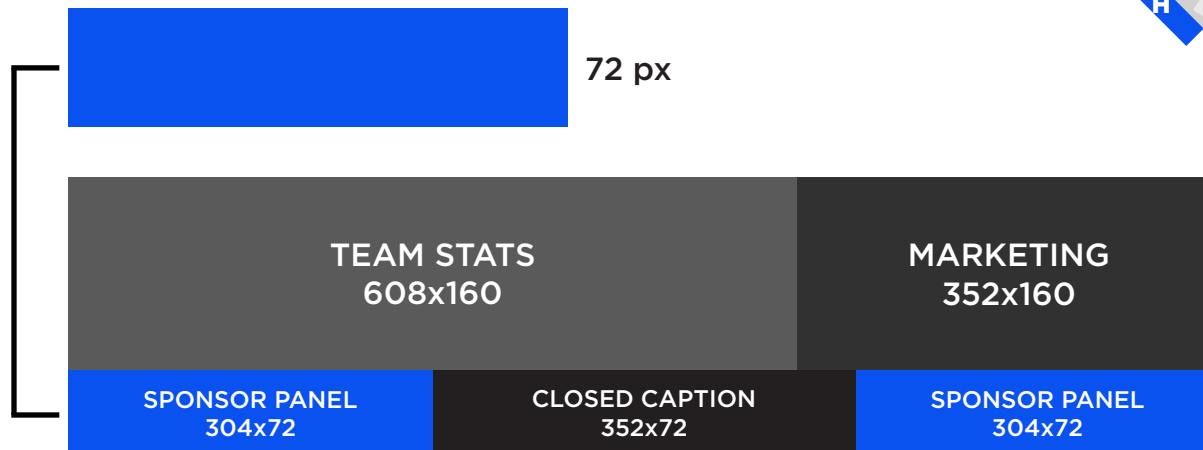
//PREFERED DELIVERY FORMATS

STILLS: PNG, Millions of Colors

ANIMATIONS: h.264 MP4 or Quicktime Pro Res 422,
30 fps, Millions of Colors



MOE Option: 304 px



I. EXIT TUNNELS (4)

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

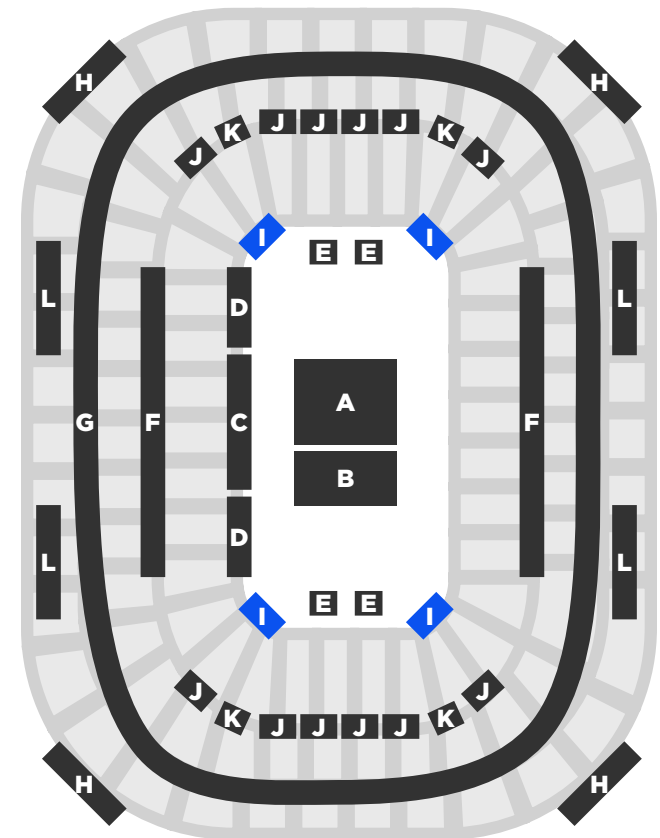
240 px wide by 72 px high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//PREFERED DELIVERY FORMATS

STILLS: PNG, Millions of Colors

ANIMATIONS: h.264 MP4 or Quicktime Pro Res 422,
30 fps, Millions of Colors



240 px



72 px

J. MID-LEVEL FASCIA (12)

//CONTENT CREATION SPECIFICATIONS

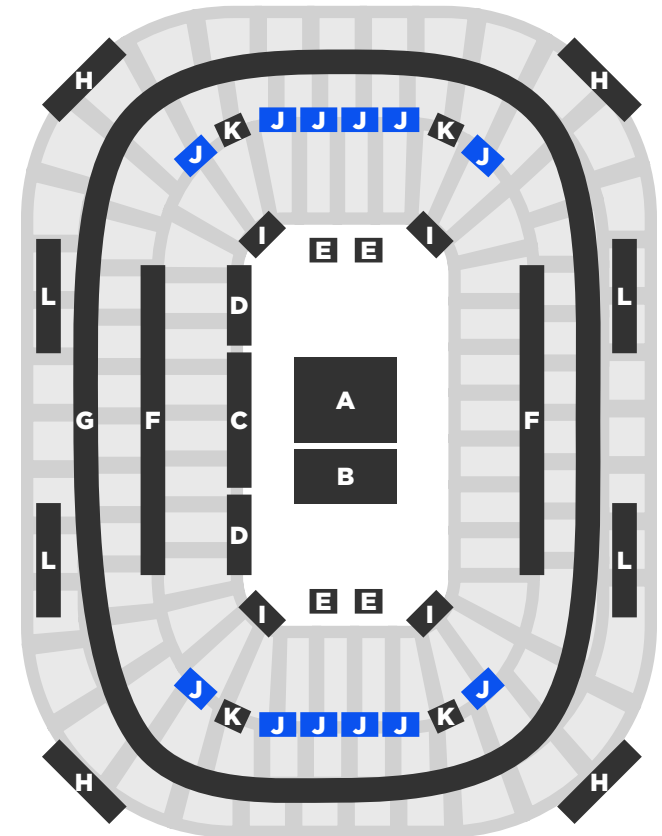
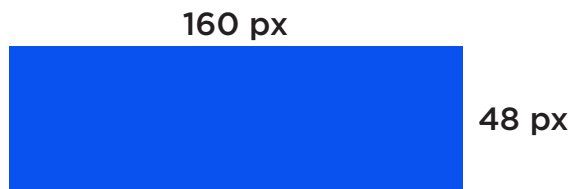
All content must be rendered out at the below specifications.

160 px wide by 48 px high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//PREFERED DELIVERY FORMATS

STILLS: PNG, Millions of Colors



K. MID-LEVEL FASCIA (4)

//CONTENT CREATION SPECIFICATIONS

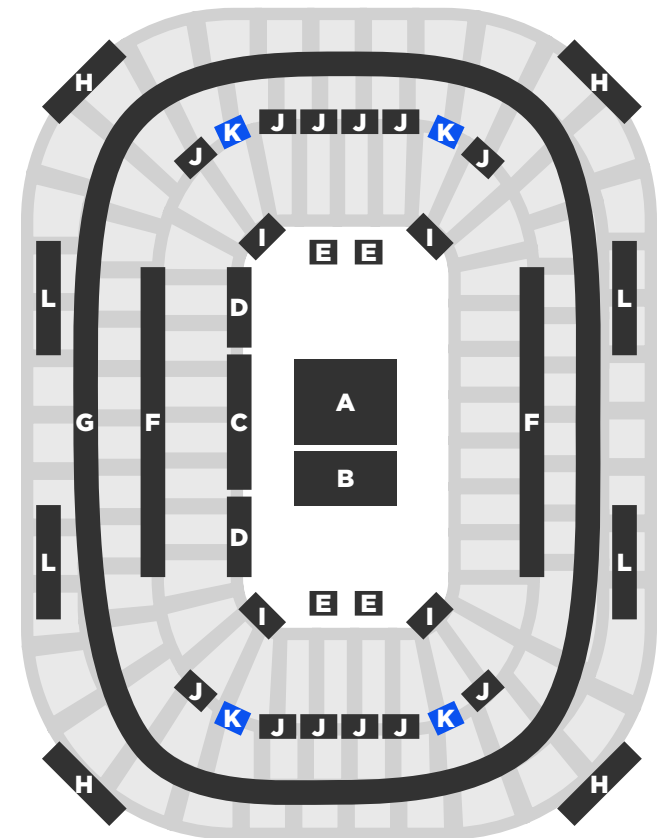
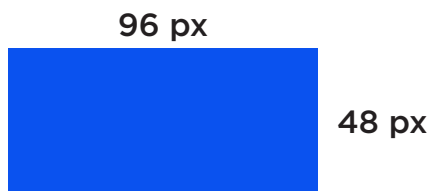
All content must be rendered out at the below specifications.

96 px wide by 48 px high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//PREFERED DELIVERY FORMATS

STILLS: PNG, Millions of Colors



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