UNC VS. NC STATE FORTNITE TOURNEY MARKETING GUIDE

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STYLE GUIDE: FONTS

Main Font: Burbank Big Condensed Black

UNC vs. NC State Fortnite Tourney

The rights to this font have been bought and can be down-loaded. We have access for up to ten computers to use the font. This font is strictly used in the logo (see logo on page 4) and for main headers on certain branding.

Secondary font: Open Sans

Come out to the first ever Fortnite tourney between UNC and NC State, as they battle royale it out to see the best team win

This is an open source font from Google Fonts which will be used in all body copy when applicable.

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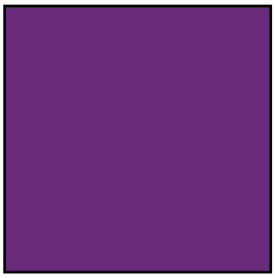
STYLE GUIDE: COLORS

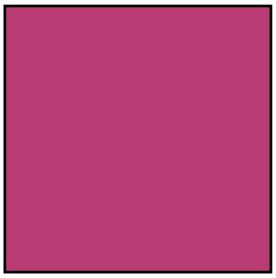
4B9CD3
Carolina Blue

333366
Logo Purple

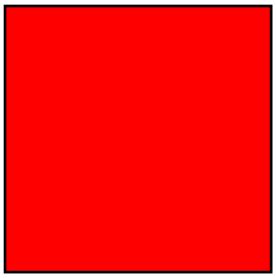
13294B
Links Navy



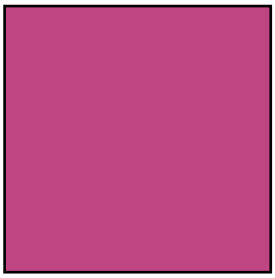
692A7C
Fortnite Purple



B83C73
Maroon

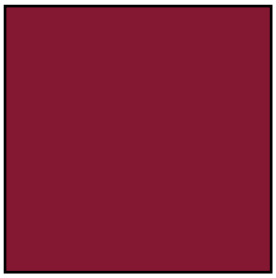


FF0000
NC State Red



BF3683
Maroon-Pink

104673
Dark Blue



841833
Dark Red

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STYLE GUIDE: LOGOS

Main logo

Only Text

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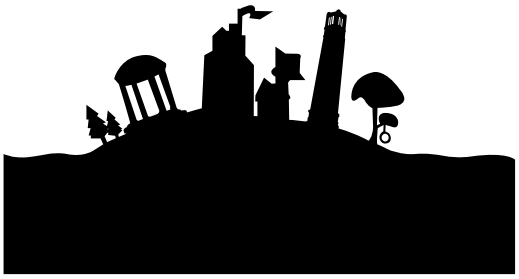
Initials

RR
NC

Graphics



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STYLE GUIDE: SOCIAL MEDIA

facebook

Cover photos: 851 x 315 pixels

Profile photo: 500 x 500 pixels

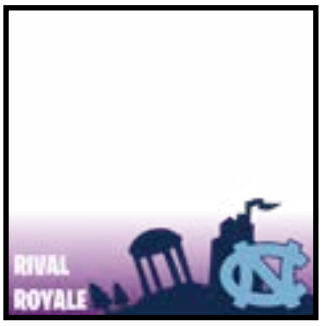
Facebook post images: 1200 x 630 pixels

- will appear with max. width 470 px in feed
- will appear with max. width 504 px on page

Facebook shared links images: 1200 x 627 pixels

- square photo in feed: 154 x 154 px
- square photo on page: 116 x 116 px
- rectangle photo in feed: 470 x 246 px
- rectangle photo on page: 484 x 252 px

Profile frame: 600 x 600 pixels (.png transparent); example frames below



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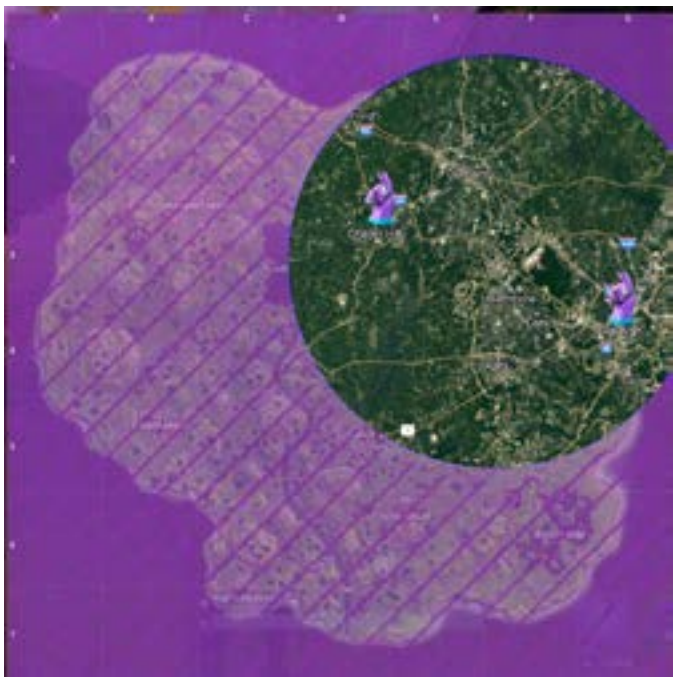
STYLE GUIDE: SOCIAL MEDIA

Instagram

Profile photo: 110 x 110 pixels
Square images: 1080 x 1080 pixels*
Vertical images: 1080 x 1350 pixels
Horizontal images: 1080 x 566 pixels
Instagram Stories: 1080 x 1920 pixels (with an aspect ratio of 9:16)

*Best sizing for Instagram is still square photos (example post below)



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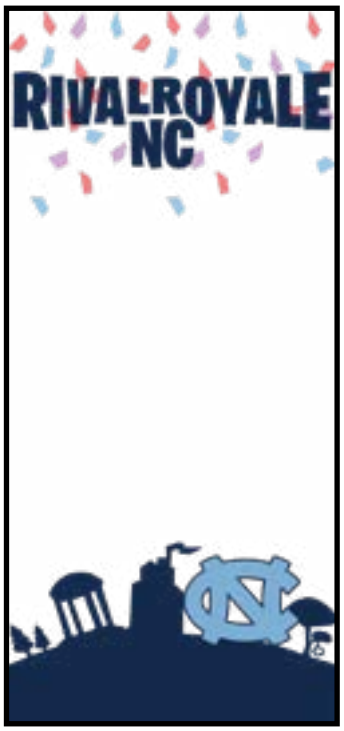
STYLE GUIDE: SOCIAL MEDIA

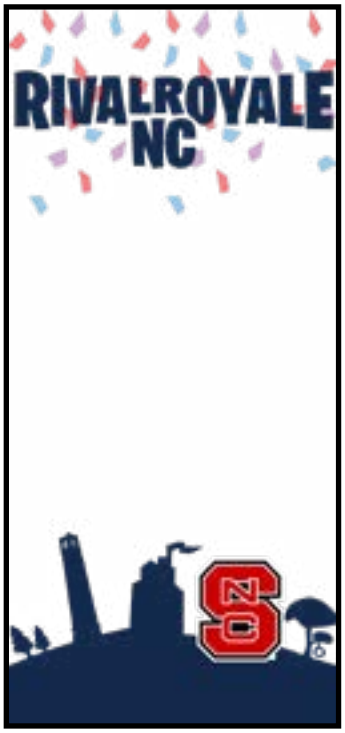
snapchat

Snap Stories: 1080 x 1920 pixels*

Snapchat filters: 1080 x 1920 pixels (.png transparent, less than 300kb, see example below)

* If you are finding that your Stories are cropped on the side, it could be that you or your viewers are using a phone with a larger display (e.g. iPhone X or Samsung S8). To optimize your Stories for phones with a larger display, try 1080 pixels wide by 2340 pixels tall





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STYLE GUIDE: SOCIAL MEDIA

twitter

Profile photo: 400 x 400 pixels (displays 200 x 200)

Header photo: 1500 x 500 pixels

In-stream photos: min. 440 x 220 pixels (2:1 ratio)

- Can tweet up to 4 images at one time.
- Can edit images if tweeting from Twitter iOS or Android app
- Maximum to appear expanded 1024 x 512 px
- Appears in stream collapsed at 506 x 253 pixels on desktop
- Maximum file size of 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web

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SOCIAL MEDIA HASHTAGS

Handle Names: @RivalRoyaleNC

Suggested hashtags:

- #BornBredDropped
- #RivalRoyaleNC
- #WhereWeDroppingHeels
- #WhereWeDroppingPack
- #SquadUpForYourSchool

Notes: Limit the number of hashtags on one post to 3 max

- #RivalRoyaleNC MUST be on each post

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STYLE GUIDE: VIDEOS

YouTube: 1920 x 1080 pixels (1080p HD)

Facebook: 1200 x 628 pixels (max. size 4GB)

- max video length: 120 minutes

Instagram: 864 x 1080 pixels (max. size 15 MB)

- in-feed videos: 60 seconds max
- Stories: 15 seconds max

Twitter: 1280 x 1024 pixels (max. size 512 MB)

- video length: 140 seconds max

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SOCIAL MEDIA ENGAGEMENTS

Memes: Post memes on social media to get engagements (works best on Twitter, Facebook where users are encouraged to share/retweet)

Polls: Ask people to vote on Instagram Stories/Facebook using different emotions for their favorite team

Videos: Post videos to engage students (videos created by the video team)

SOCIAL MEDIA ENGAGEMENTS

Dancing Video competition: Have people upload videos of them doing Fortnite dance moves, with best video winning a prize

Notes: Remain inclusive (use gender-inclusive terms)

- Remain neutral (no bias towards either school)
- Limit the number of emojis in a post (max 2)
- No profanity

ON-CAMPUS ENGAGEMENTS

Photo ops: Have people on campus hold up signs with hashtags or other Fortnite sayings

Basketball teams: Have the basketball players engage with potential Fortnite tournament players on campus

Fortnite in the Pit/Talley Student Union: Set up Fortnite games in the Pit/in Talley Student Union on both campuses to engage students, get them to post about the tournament on social media

ON-CAMPUS ENGAGEMENTS

Fortnite Llama: Have a Fortnite llama appear on random places on campus on both UNC and NC State's campus

Mascots: Have Rameses and Mr. Wolf from UNC/NC State dress up in Fortnite-style costumes and take photos with students on campus

PHYSICAL ITEMS

T-shirts: Custom t-shirts made for the top 25 players in the tournament

Buttons/Stickers: Custom buttons for all participants in tournament; to hand out to students before the home game

Winners' Swag: Winners of the tournament will receive prizes, including custom skins in the game, physical items, etc.

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PHYSICAL ITEMS

One-pager: A one-page advertisement of the tournament for on-campus advertising

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TIMELINE

TWO MONTHS BEFORE: Invite students at UNC and NC State to follow/like all social media channels

ONE MONTH BEFORE: Release social media video campaign (‘First Time”) on social media platforms
Post on social media accounts regularly now until the event
Registration for the event goes live
Invite people to post on social media their best dance moves for dance competition

THREE WEEKS BEFORE: Host events on UNC/NC State campuses to get students involved with the tournament
Hand out swag such as stickers, buttons, etc.
Invite people to play Fortnite impromptu on campus (this will be during the first couple of weeks of the spring semester)

TIMELINE

TWO WEEKS BEFORE: Host marketing event with UNC/NC State basketball players
Have mascots from both schools participate in promotional material for the tournament
Release the Facebook profile frames for people to update their Facebook profile photos

ONE WEEK BEFORE: Post the Fortnite Llama/mushrooms/ items from Fortnite all around campus and move its position (the llama every day until the competition)
Get a write-up in the Daily Tar Heel/NC State campus news-paper

FIRST DAY OF TOURNAMENT: Host a tournament opener with basketball players
Release Snapchat filters

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ACKNOWLEDGEMENTS

Gary Kayye's New Media Technology and its Impact on the Future of Advertising, Marketing and Public Relations (NMTI-FAMP) Monday class would like to thank the following people: Shane Steele-Pardue and Anne Chao from **UNC Chapel Hill Esports Club**; Joel Curran, **Vice Chancellor for Communications**; Livis Freeman, **UNC School of Media and Journalism**; the UNC Men and Women's basketball teams; the NC State esports club; the NC State Men and Women's basketball teams.

We wish the inaugural UNC vs NC State Fortnite Tourney all the best and for its continued success in the future.

Sincerely,
NMTIFAMP Fall 2018 students

UNC VS. NC STATE FORTNITE TOURNEY

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