

Jump Design and Direction

Visual Identities for Sport - Broadcast, Digital, Sponsorship, Gaming and Events

Please click on the images within this document to be taken to our website where you will be able to view the motion graphics.

WORKING WITH JUMP

We offer creative strategy and 360° design solutions

We have easy lines of communication

We are collaborative and flexible

We are an efficient, experienced and streamlined operation

We are your one point of contact for all your creative requirements

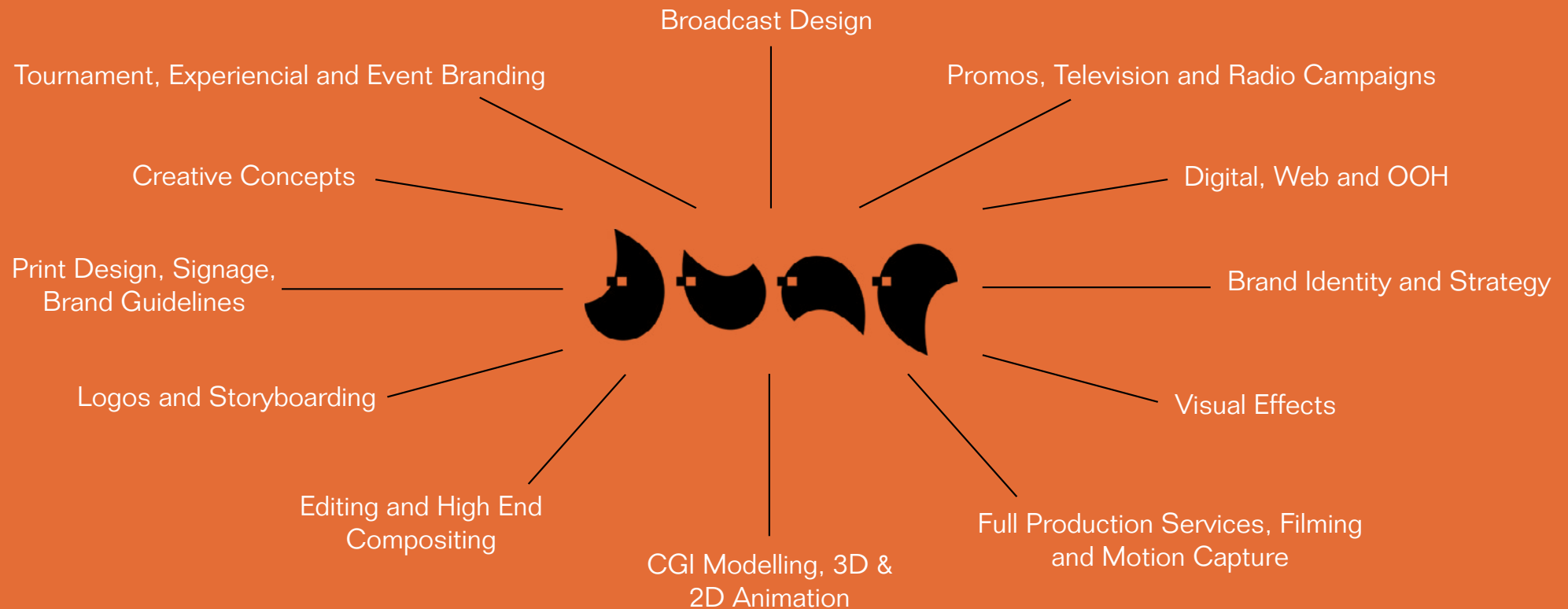
We provide a team exclusively dedicated to your project

WHAT WE DO

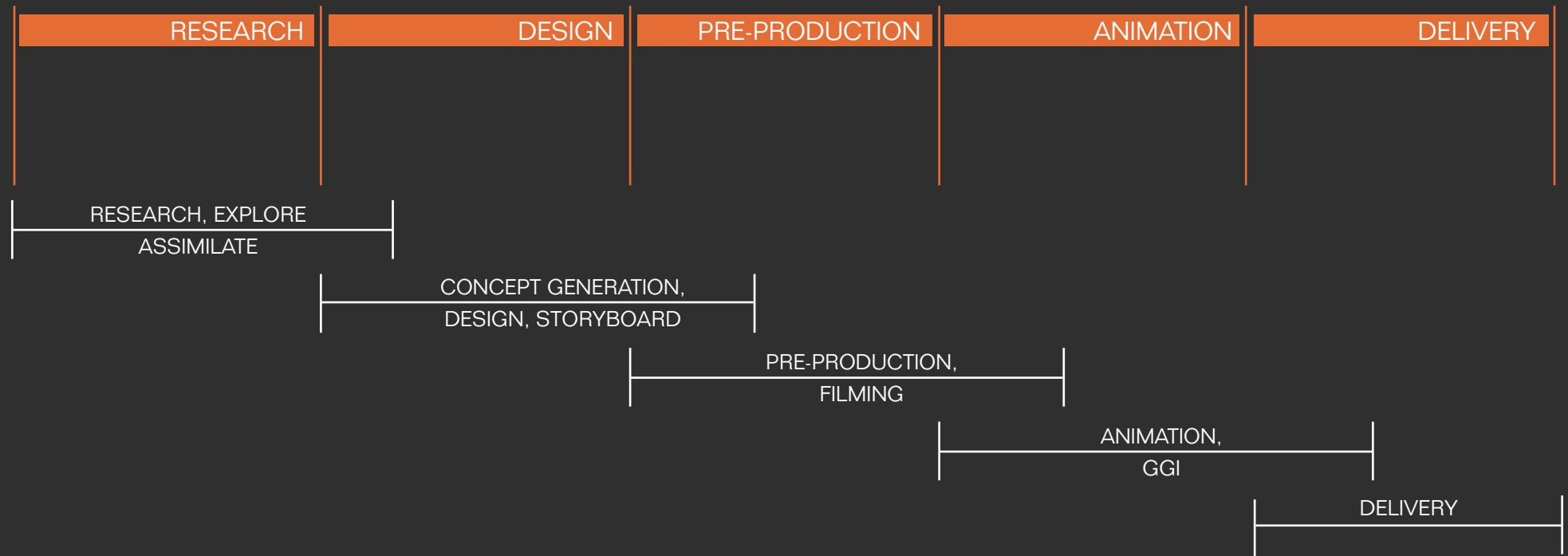
Jump is one of the most highly regarded, experienced and collaborative design agencies in the UK.

Founded in 1996 we have, for the last 20 years, created exciting, innovative and award-winning visual identities for broadcasters, agencies and sporting governing bodies.

Everything we create is made in-house by our talented team of designers, animators, art directors and producers, giving us complete control over our creative process.

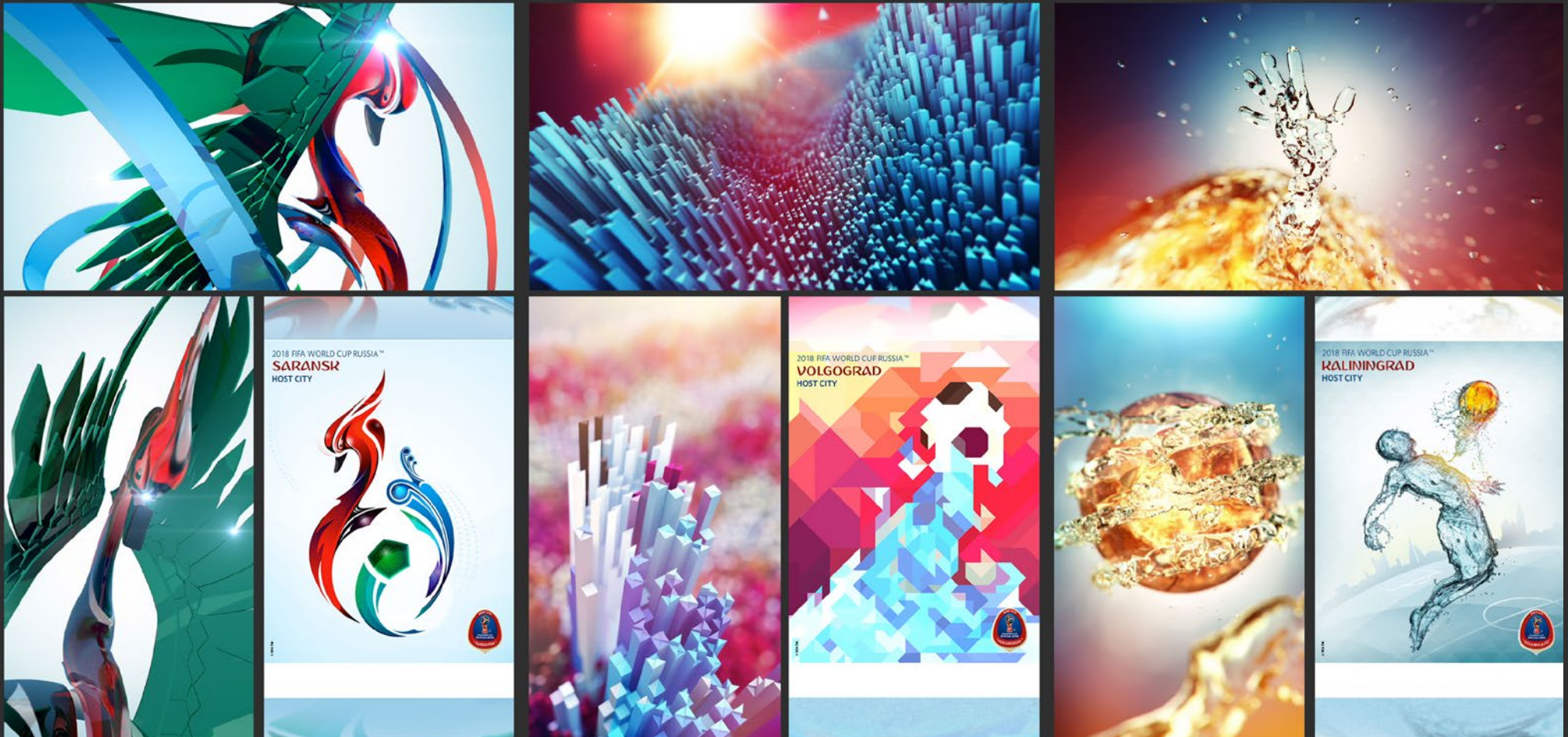


HOW WE DO IT



2018 FIFA WORLD CUP RUSSIA™ POSTERS

As part of FIFA's extensive range of visual branding assets for the upcoming 2018 FIFA World Cup Russia™ posters have been designed to represent each of the eleven host cities. The posters introduce the viewer to the rich heritage, culture and soul of each host city and its region. Jump have brought the posters to life through eleven different animation styles.



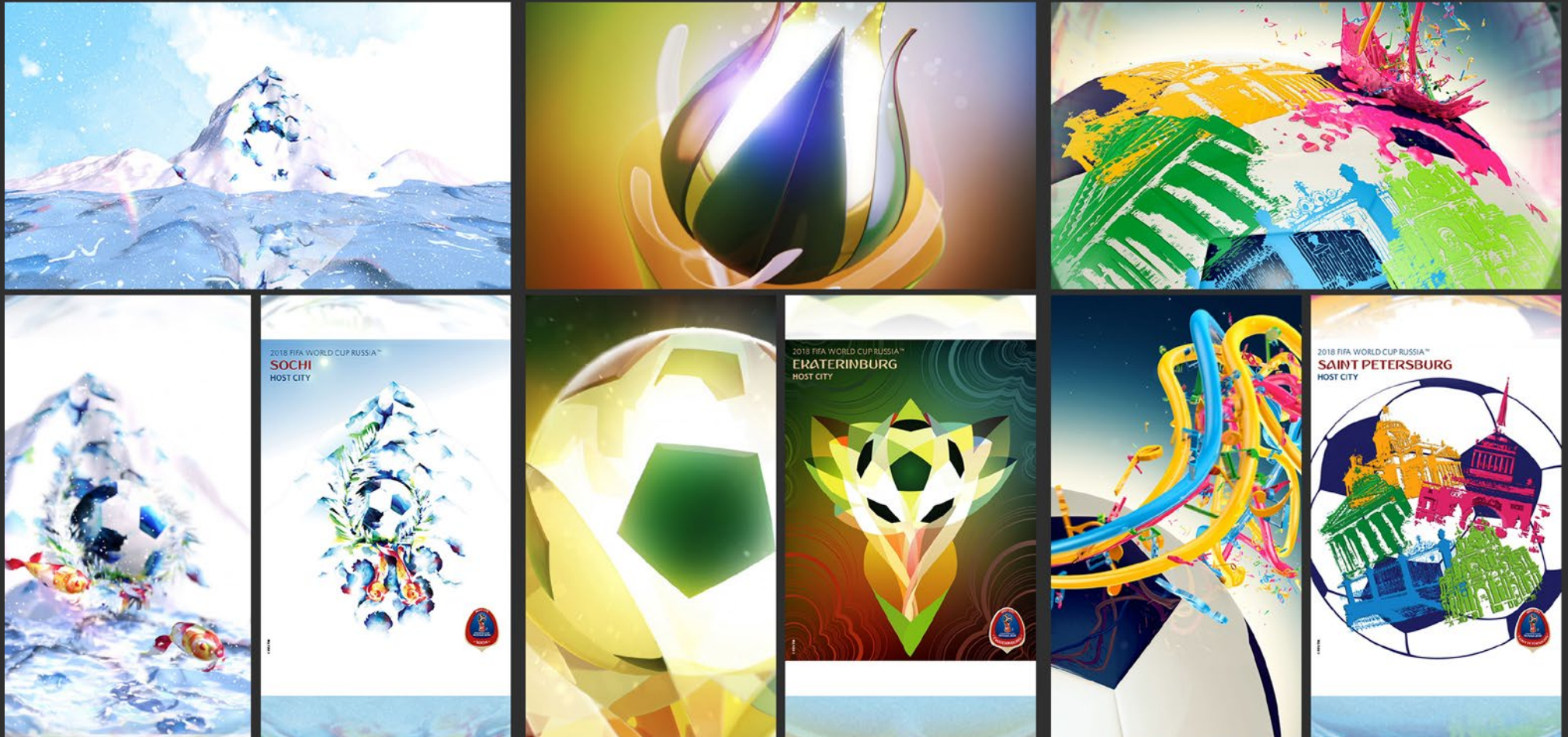
Concept generation. Design. Storyboarding. CGI. Realflow. Editing. After Effects. Cinema 4D

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2018 FIFA WORLD CUP RUSSIA™ POSTERS

Each poster is a unique work of art and an ambassador for the city and its region. The animation has become the poster's storyteller; taking us on a unique, magical voyage of discovery of the cities.



Concept generation. Design. Storyboarding. CGI. Realflow. Editing. After Effects. Cinema 4D

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BT WORLD WHEELCHAIR RUGBY CHALLENGE

Working with Synergy, Jump created a series of short films as part of a digital campaign to promote the athletes and the competition. Shot at a training session in Leicester with the GB team, our intrepid cameraman got right in on the action with a handheld steadycam. The trailer tells the story of the build up to the game, including the players' rituals as they wait to enter the court, and the three athlete films were shot in the gym, focusing on each team members training rituals. Jump shot from unexpected angles with unusual framing, edited and graded each of the films.



Vimeo Password: showreel

Filming. Editing. After Effects Post Production. CGI and 3D Modelling. Animation

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RIO 2016 PARALYMPIC GAMES

Our title sequence for C4 and Sunset+Vine, picks up our athletes from London 2012 and delivers them to Rio 2016 in an explosion of Brazilian energy and colour. By animating directly on-top of footage from London 2012 we have been able to transport the athletes into a new world whilst retaining the visceral emotion which triggers such vivid memories of the incredible achievements in London.



Concept generation. Design. Flash animation. Rotoscoping. After Effects post production and grading.

FIFA WOMEN'S WORLD CUP

As well as producing the main FIFA OSDP Jump designed a bespoke on-screen branding for the Canadian FIFA Women's World Cup 2015, which was broadcast globally. We created hyper-real landscapes, bringing together Canada's natural beauty and its modern cities where the games were being played. Key players, filmed in five destinations around the world, were seamlessly composited into the CGI landscapes along with roto-scoped archive shots where the player's movement impacts on the environment, suggesting that the players are physically there.



Concept generation. Design. Chromakey shoots. Roto scoping. CGI modelling and animation. After Effects post production.

ENGLISH FOOTBALL LEAGUE

Using the newly rebranded EFL logo as a basis, Jump designed and created an international Broadcast Partner Toolkit - with the motif of the dot, which comes directly from the Ballmark logo at the heart of the concept. The title sequence features all the action of the English Football League, with players and fans showcasing the passion of the game. The excitement is carried into the on-screen graphics, with unexpected animations and new ways of showing information.



Vimeo Password: showreel

Concept generation. Design. After Effects post production.

COUPE DE LA LIGUE

Working with French Football League (LFP), Jump created a complete 360 brand refresh, from opening titles, on-screen match graphics and E-tickets to stadium dressing and everything in between. The new visual identity, brings together the “spirit” of the Coupe de la Ligue and the passion and skill of football. The titles embrace the concept of spirit and football by the shapes ultimately creating the logo itself. The idea and shapes we created from “spirit” formed the basis of our designs across all on screen, print and stadium elements.



Concept generation. Design. CGI modelling and animation. After Effects post production. Illustrator. Photoshop. InDesign.

UEFA EUROPEAN QUALIFIERS - A 360° BRAND

Jump have worked closely with UEFA to develop the on-air and off-air brands for the European Qualifiers of the FIFA World Cup Russia 2018. The brand has been developed into an exciting and dynamic opening and closing sequence and a full kit of on-screen programme branding; including wipes, break bumpers and maps. The opening sequence has been customised to create a bespoke sequence for each of the 55 competing European nations.



Concept generation. Design. Motion capture shoot. CGI figure tracking. 3D modelling and animation. After Effects post production.

UEFA EUROPEAN QUALIFIERS - A 360° BRAND

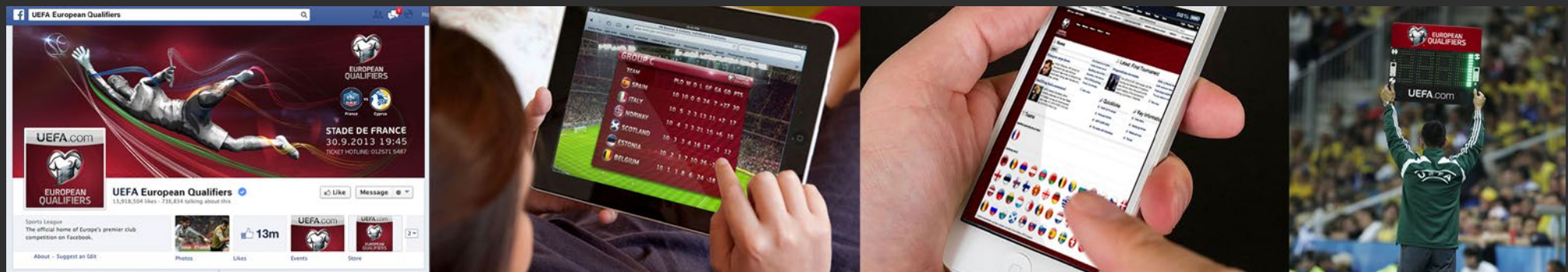
Jump designed and produced all of the match play graphics for the UEFA European Qualifying games, from the permanent clock to the team line ups. These graphics are used by every broadcaster around the world who are broadcasting the qualifying games.



Design. 3D modelling and animation. After Effects animation and compositing.

UEFA EUROPEAN QUALIFIERS - A 360° BRAND

Jump created the off-air aspects of the brand including all print and digital applications. The design has provided a flexible solution that is being used across the campaign from the opening title sequence of the match coverage through to billboards and posters. Extensive brand style guides were also produced for the on-air and off-air brands.



Design. Illustrator. Photoshop. InDesign.

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FIFA ON SCREEN DESIGN PACKAGE

Jump have created the branding for all of FIFA's tournaments over the course of four years. This includes a dynamic opener which can be adapted so that it's bespoke for each tournament. Host country location images are added, the featured stadium contains the tournament's branding, the grass pitch can be changed to sand, for beach soccer, or blue for the indoor Futsal tournament. Even the players can be male or female.



Concept generation. Design. Motion capture shoot. CGI figure tracking. 3D modelling and animation. After Effects post production.

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UEFA EURO 2012

Jump worked with UEFA for 8 months in the lead up to the EURO 2012 finals in Poland and Ukraine to create their on-air branding from existing print assets. Variations of the opening sequence, closing sequence and the break bumpers were made to accommodate different sponsorship elements. This came to over 160 different assets. Jump also created the titles for the UEFA EURO 2012 Magazine show.



Design. CGI modelling and animation. After Effects post production.

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ITV RUGBY WORLD CUP 2011

Jump created the on-screen brand and programme graphics for ITV's coverage of the Rugby World Cup 2011. The sequence was based around images and figures being created with ink, a reference to the tattoos of the Maori people, native to New Zealand, where the tournament was held. Professional rugby players were filmed in a motion capture studio allowing the authentic action to be recreated in CGI.



Design. Motion capture shoot. Tracking. Rotoscoping. Particle effects. 3D modelling and animation. After Effects post production.

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FOOTBALL ON 5

Following the re-brand for the newly named English Football League, Football League Tonight is now Football on 5. The English Football League is 'football for genuine fans', so instead of creating a graphic logo, they designed and built a real, physical, log and filmed fans bringing the logo elements together in a stadium. The sequence required filming at 8 different locations and featured over 70 football fans. Jump's production team organised all aspects of the 4K shoot from casting to model making. It was directed by Jump's Head Creative, Richard Norley.



Concept generation. Design. Multi location shoot. Cinema4D & After Effects post production.

FA CUP

The story of the FA Cup is made up of moments that all clubs hold dear, whether it's the giant killers of Wrexham and Hereford or the Premier League teams who have a rich history in the competition. Each time the FA Cup comes around these moments are remembered by the fans and players alike, each is a tiny piece of the FA Cup. Jump created the visual identity for ITV's coverage of the competition, in which we see these moments as newspaper headlines, club badges, statues, programmes, fans and classic football action all coming together to form the FA trophy.



Concept generation. Design. CGI modelling and animation. After Effects post production.

RED BULL

We have been working with Red Bull TV to create a visual identity for their globally successful Red Bull Sports Events series. We designed and created a title sequence that features some of the incredible sports and stunts Red Bull covers. Every frame was hand drawn, coloured, and textured in Photoshop and a seamless transition between each scene was created in Flash. Alongside the titles were over 100 individual on-screen graphics, designed to cover the wide range of needs for each event. The project was supplied in 25 and 29.97 fps, in both HD and 4K, and as After Effect projects with dynamic links for Premier allowing kits to be easily updated live and in the edit.



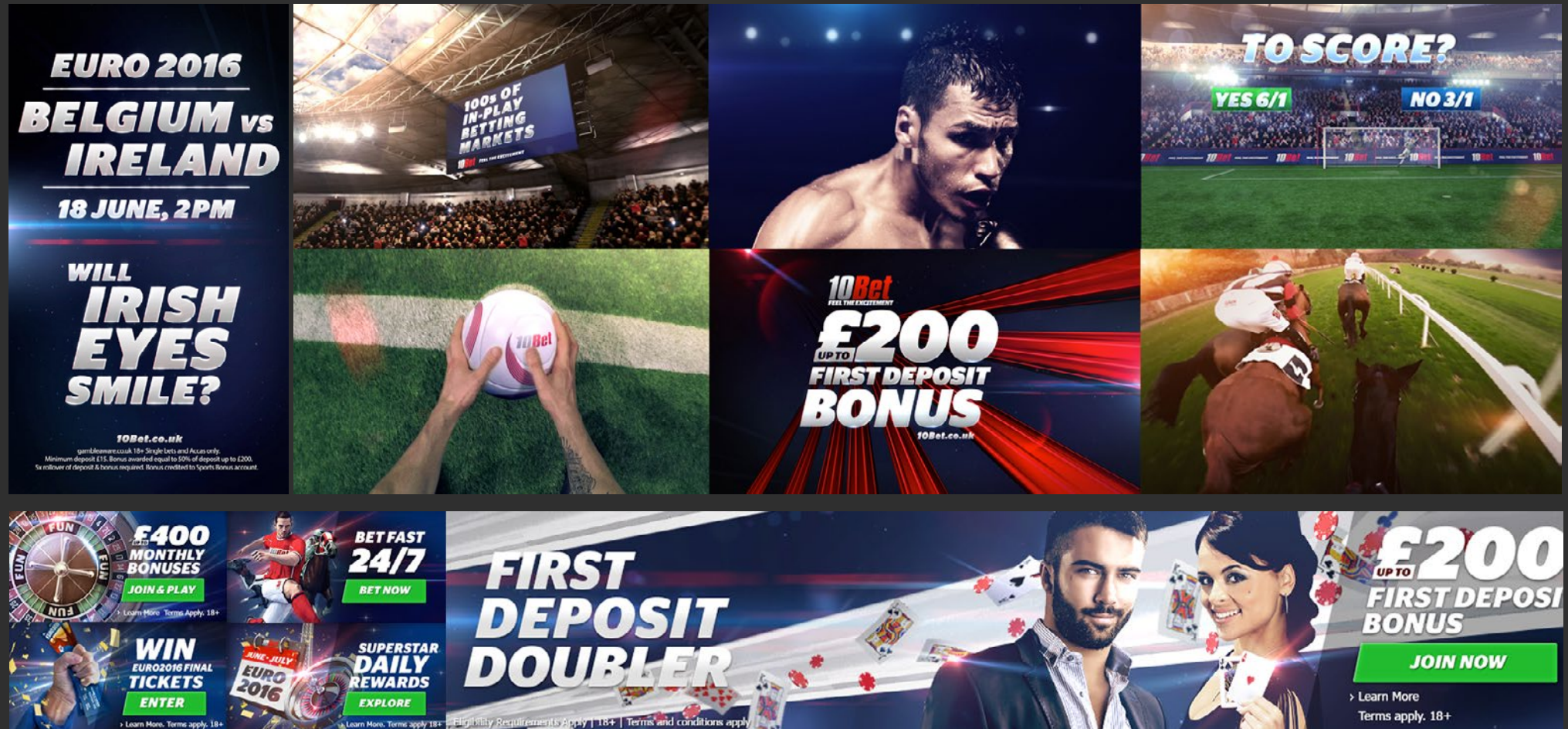
Concept generation. Design. Multi location shoot. Cinema4D & After Effects post production.

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10BET

Online betting platform 10Bet came to Jump with a brief to raise their profile in the UK market encompassing of TV, radio and digital out of home advertising. The TV ad involved a multi location shoot and a green screen shoot plus the integration of stock footage and a whole host of CGI effects including and bespoke built 3D stadiums, footballers and F1 racing cars. The bold typography of the TV ad was incorporated into the digital campaign, the website and other online platforms, with the whole campaign forming the basis of a 10Bet brand refresh.



Campaign concept. Script writing. Design. Filming. CGI modelling and animation. After Effects post production.

6 DAY CYCLING LONDON

Jump is creating the full broadcast and event graphics package for 6 Day Cycling London, an elite track cycling competition, which features the world's best professional riders. The graphics package captures the energy and excitement of the cyclists competition with a fast paced title sequence with stylised cyclists racing around a 3D track trailing neon lines behind them and on-screen graphics featuring a wide variety of elements including graphics designed to contain real-time data collected on the athletes during the race.



Concept generation. Design. CGI modelling and animation. After Effects post production.

LOTTO PROMO - CAMELOT

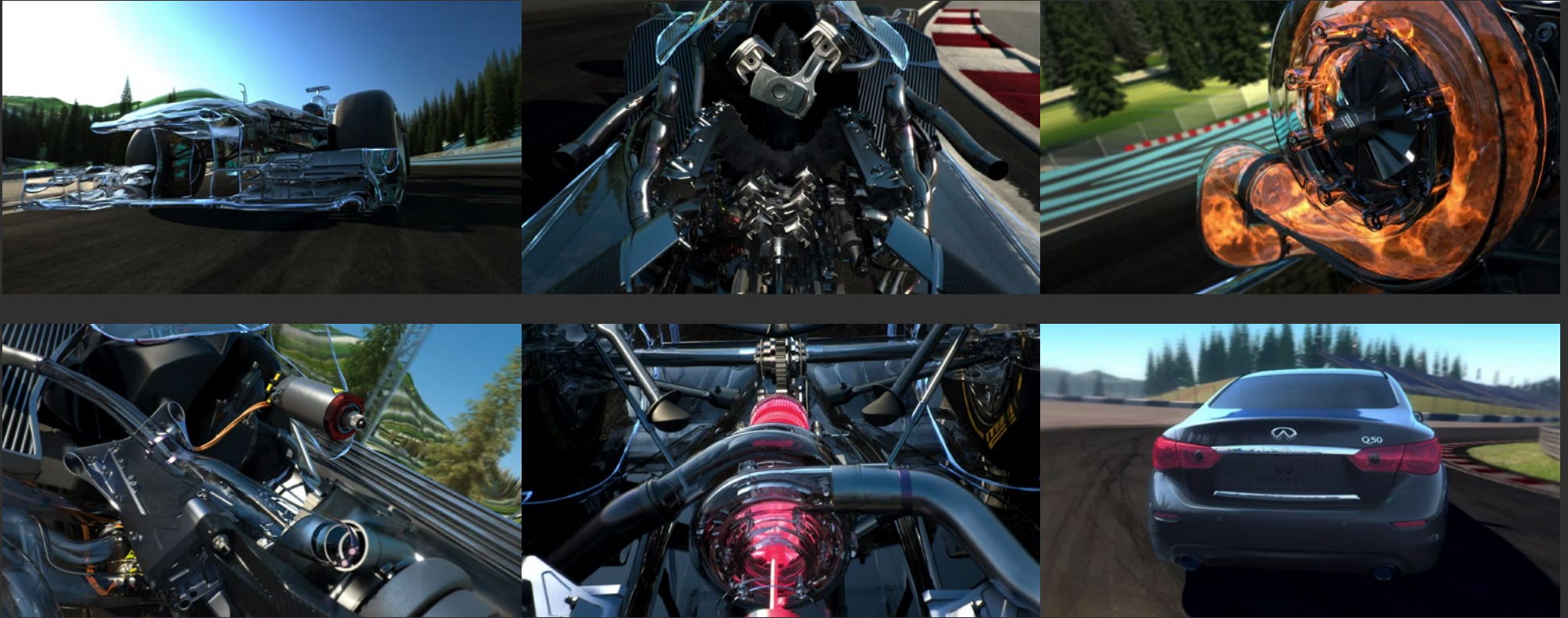
To explain the exciting new changes to Lotto, Camelot commissioned Jump to design and produce a 60 second informational and engaging promo film. The treatment needed to remain within the The National Lottery and Lotto brand and a concept was designed which revolves around the iconic lottery balls. As well as designing and animating the promo in-house, we aided Camelot in the development of their scripts and commissioned and recorded the voice over and sound design. Hosted on YouTube, the promo is featured on the National Lottery's website and social media.



Concept generation. Design. CGI modelling and animation. After Effects post production. Script writing.

INFINITI Q50 HYBRID

Jump were commissioned by PRISM to create 90 seconds of high-end CGI animation to highlight the Infiniti Q50 Hybrid's boost in performance. The animations were edited with existing Infiniti Red Bull Racing footage, with the resulting 2 minute film showcasing the similarities between the 'journey of the energy' in the Q50 Hybrid and the Infiniti Red Bull Racing RB11 Formula 1 race car.



Design. CGI modelling and animation. After Effects animation.

YAHOO! SPORT

Jump have an ongoing relationship with Yahoo! to provide Yahoo! Sport with a series of bespoke animating graphics. Each animation offers up a warm, witty and tongue in cheek look at upcoming key sporting events. To date, these have ranged from pre-made, one click viral videos, to dynamic info graphics controlled by the end user.



FA Cup final animation



Champions League online interactive graphic

Concept generation. Design. After Effects animation. Digital content creation.

BT SPORT INDUSTRY AWARDS

Jump are already working on the 2017 event and are creating an updated look for the categories which can be seen in the call for entry campaign with online images, posters and gif animations.



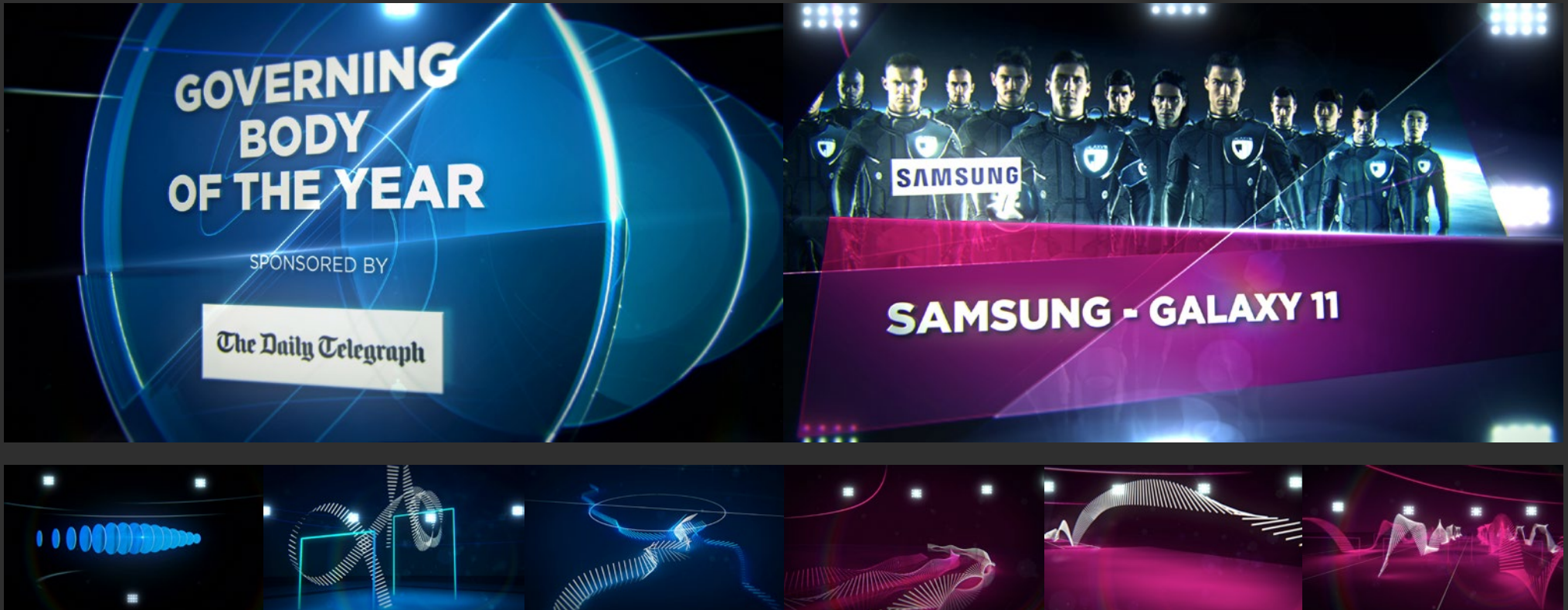
Concept generation. Design. CGI modelling and animation. After Effects post production.

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BT SPORT INDUSTRY AWARDS 2016

Jump created the visual identity for Europe's most prestigious commercial sport awards. The design is highly polished with a premium look that reflects the quality of sport, agencies, organisations and people celebrated. We brought together the BT Sport Industry Awards logo with the action of sport. The logo is sliced vertically to reveal the categories and the slices animate to form a series of dynamic sequences representing the action of sport; including track, pitch, gymnastics and cycling.



Concept generation. Design. CGI modelling and animation. After Effects post production.

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POKERSTARS FACEBOOK ONLINE GAMING APP

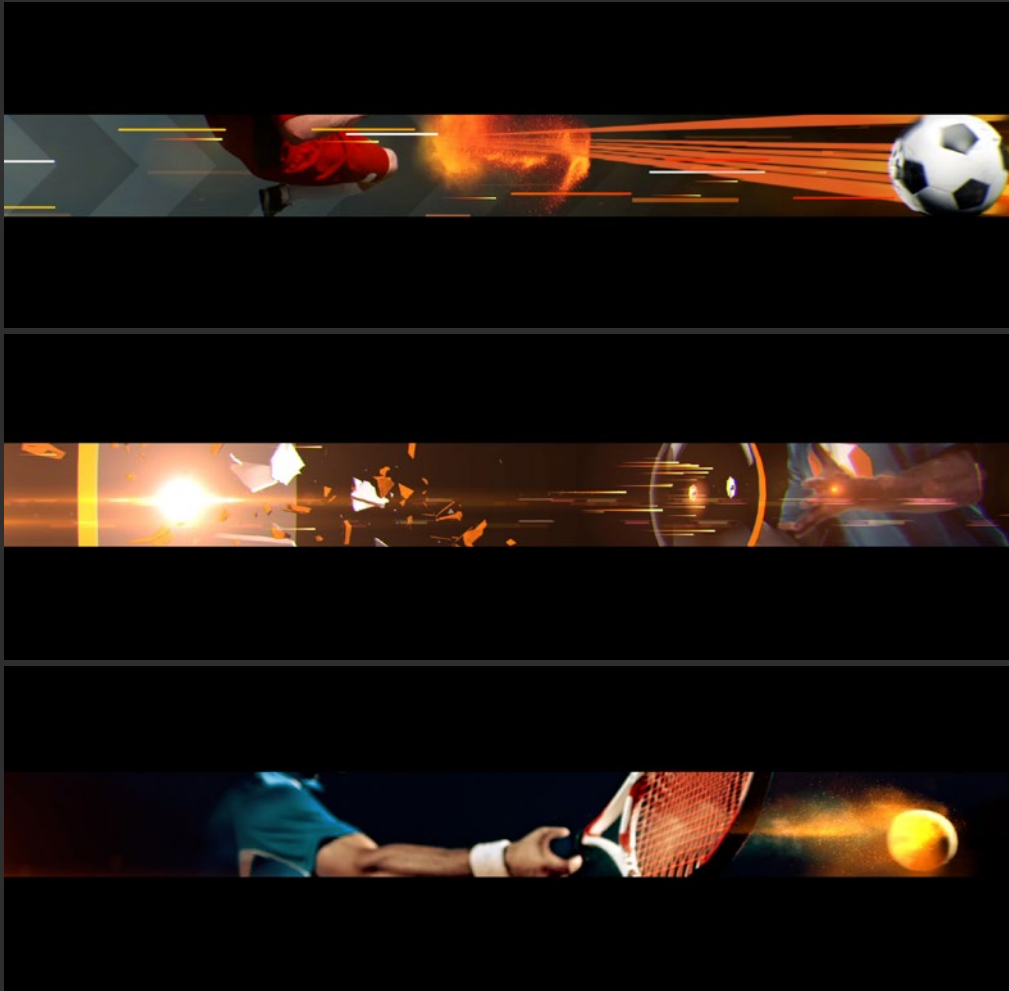
The broadcast designs were adapted for digital. Jump was commissioned by PokerStars to design and produce an animation to be played in the 'download' time when players first register to the PokerStars new Facebook gaming app. The creative solution was to design a recognisable 'Instagram' feel to the imagery contained within an action packed 3D world. Real poker action was successfully combined with a stylish, seamless environment, which sat perfectly within the PokerStars brand.



Concept generation. Design. Chromakey shoot. CGI modelling and animation. After Effects post production.

SBTECH

Jump created a 2 minute animation to brand SBTech's stand at ICE Totally Gaming 2016. With a lot of electronics on show the animation had to be engaging and compelling to attract delegates to the stand. The design also needed to work with the display screen's unique dimensions. Jump designed a dynamic sequence that combined sporting footage with powerful text and impressive special effects.



Concept generation. Design. Roto scoping. CGI modelling and animation. After Effects post production.

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UBS - F1 MONTE CARLO COMPETITION ANIMATION

To promote the UBS Race to Monaco competition online, Whisper Films commissioned Jump to create a fast paced, tightly edited, 40 second animation to showcase both the drivers and the amazing prize on offer. Using existing assets from UBS online campaign, whilst staying within their brand guidelines, we pushed the design forward, keeping it clean and stylish and in line with output on their other platforms.



Design. Grading. After Effects animation.

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WORLD RUGBY

Jump were commissioned to create a new visual identity, a complete set of programme graphics for World Rugby's weekly magazine show. We also designed World Rugby's digital, online, content. The design reflects World Rugby's new brand and their involvement with all levels of rugby from grass roots rugby, women's rugby, through to major international tournaments.



Concept generation. Design. CGI modelling and animation. After Effects post production. Digital content creation.

POKERSTARS

Since 2013, we've been working with Halfords Media/PokerStars who commissioned us to design and produce the visual identities, game play and in programme graphics for the European Poker Tour and PokerStars Caribbean Adventure. The European Poker Tour series is at the forefront of content and creativity for poker coverage so the titles needed to reflect this accolade.



Concept generation. Design. Chromakey shoot. CGI modelling and animation. After Effects post production.

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WILLIAMS F1 SPONSORSHIP FILM

Williams F1 asked us to create a 3 minute film about the extensive process they go through when building a Williams F1 racing car. A hugely important part of the process are the people who work on the creation of the car and the design required an interesting solution to incorporating sound bites from the Williams staff. The sequence moves seamlessly from one area of production to another and in the final scene brings together all the elements that make a successful racing car.



Concept generation. Design. CGI. After Effects post production.

GILLETTE WORLD SPORT

Jump translated Gillette's new, precision led, visual ID into a three dimensional animated concept for the Gillette World Sport graphics package. We used the diagonal lines, created by the angles in their logo, to dissect VT representing the fine line between winning and losing. These lines have been rotated in a 3D space to converge to a single point representing 'the sweet spot' associated with many sports, where victory relies on an athlete's ability to narrow their focus to that single point.



Concept generation. Design. CGI modelling and animation. Rotoscoping. After Effects post production, tracking and grading.

A QUESTION OF SPORT

A Question of Sport is a long-running BBC sports quiz that has been airing since December 1968 and has recorded over 1,000 episodes. From 2011 to 2016 Jump has branded the show. In 2011 a new title sequence was designed that allowed the footage, integral to the sequence, to be easily updated. This has enabled the show to keep the same brand for the last 4 series, yet still open the show with a contemporary and current sequence. The brand also included stings, wipes, all the game play graphics and elements to be used in the set.



Concept generation. Design. CGI modelling and animation. Grading. After Effects post production.

CAPITAL ONE CUP - MASCOT DIGITAL CAMPAIGN

Jump created a series of 'over the top' 3D animations, in the style of FOX Sports, to enhance the online presence of a series of films celebrating the commitment and endeavour of football team's club mascots. The mascots, from the teams competing in the final rounds of the Capital One Cup, were given challenges that were commented upon by pundits as if it were the pre and post match analysis of a football game. The purposely elaborate animations showcase the silliness of the concept and were used as opening and closing stings to the films.



Concept generation. Design. CGI modelling and animation. After Effects post production.

BBC COMMONWEALTH GAMES

BBC Sport has the reputation for bold and innovative design, with the highest of production values, so Jump were very proud to be selected to create the branding for their coverage of the Commonwealth Games 2014. A range of athletes seen challenging each other, deep in competition, were filmed against green screen and placed into a bespoke Glasgow environment built entirely in CGI.



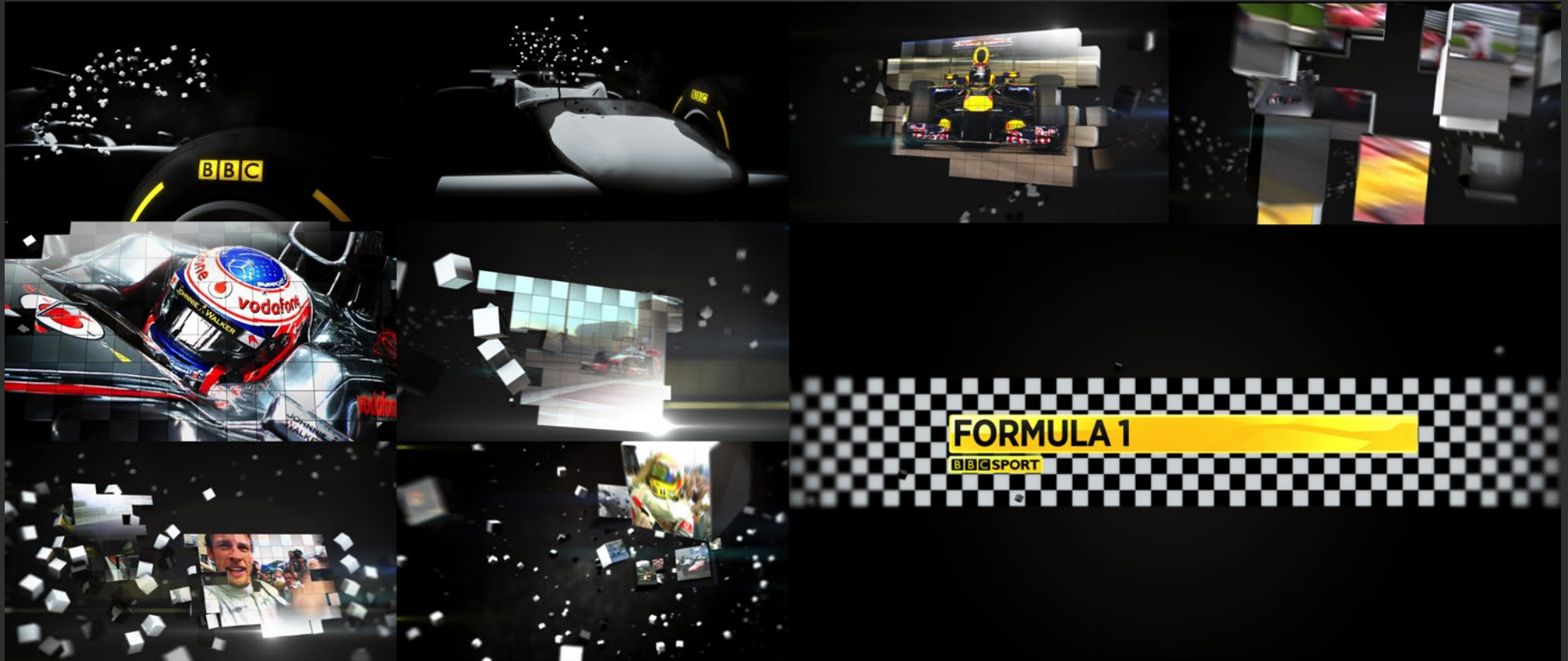
Concept generation. Design. Chromakey shoot. Roto scoping. CGI modelling and animation. After Effects post production.

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BBC FORMULA 1

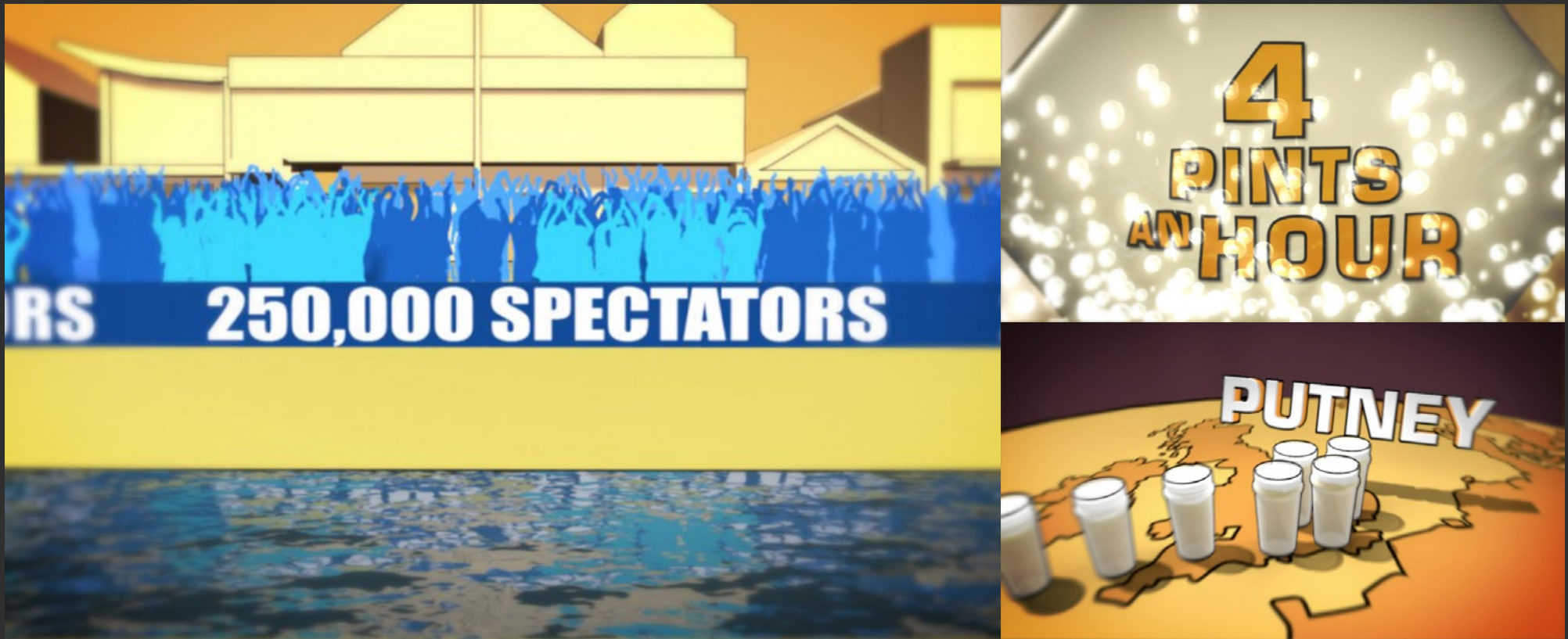
Occasionally we live life in the fast lane at Jump! Our speedy designers and animators created the opening sequence for the BBC's coverage of the Formula 1 races. A CGI racing car was meticulously modelled and animated with cube shaped particles, based on the sport's iconic chequered flag, pulsing from it. The cubes come together to form a platform for famous racing imagery from the sport's history.



Concept generation. Design. CGI modelling and animation. After Effects post production.

THE OXFORD AND CAMBRIDGE BOAT RACE

Jump created a content graphic for ITV Sport's coverage of the annual Oxford and Cambridge boat race. The explainer graphic is over 2 minutes long and enlightens the viewer with facts and figures about the race and the immense physical feat required to participate in the competition. There was no footage for many of the aspects covered so these areas were created completely graphically. Where footage was available it was integrated seamlessly into the graphics.



Design. CGI modelling and animation. After Effects post production.

NFL AMERICAN FOOTBALL

Jump has branded American football too! We created the visual identity and programme graphics for Channel 4's coverage of the American NFL league, branding two programmes: American Football Live and The American Football Show. The American Football Live titles feature a CGI generated, chrome, football based on the tournament trophy. The ball is seamlessly tracked and superimposed into clips of exciting, dynamic, football action.



Concept generation. Design. CGI modelling and tracking. After Effects post production.

ITV FIFA WORLD CUP 2010

When Jump created the titles and programme graphics our RTS Award and International Sportel Award winning sequence for ITV's coverage of the FIFA World Cup 2010 we flew to South Africa to film locations and local people to give real credibility to the graphics. The South African people and locations were combined with shots of the England team who we filmed in the UK. Liquid gold effects were created in-house using RealFlow which bring rotoscoped archive footage to life, create a liquid gold World Cup trophy and the programme logo.



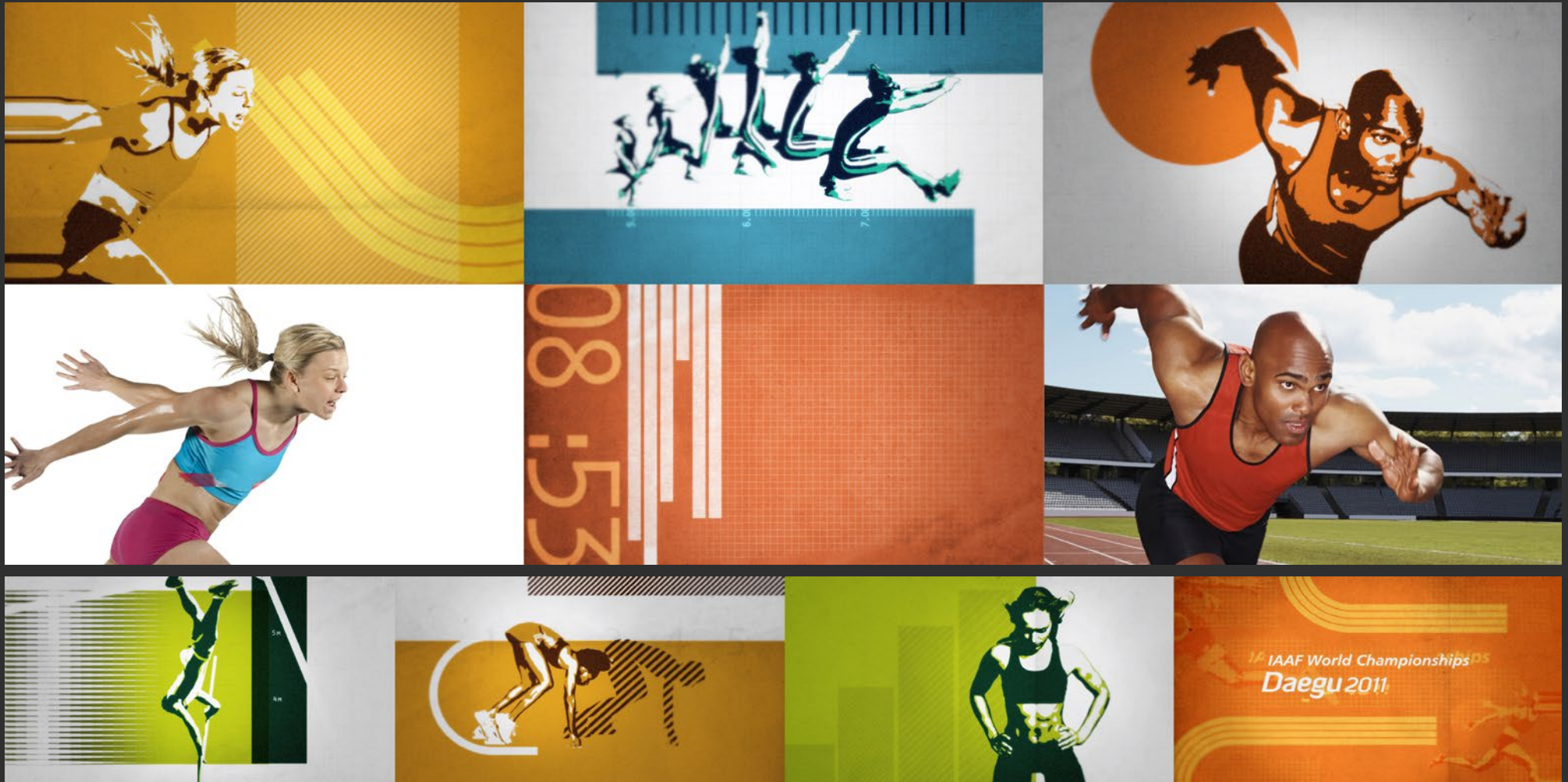
Concept generation. Design. Location and chromakey shoots. RealFlow. Rotoscoping. CGI. After Effects post production.

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WORLD CHAMPIONSHIP ATHLETICS

For Channel Four's coverage of the IAAF World Athletics Championship Jump created a strong, bold, flat graphic style. Still images of athletes were rotoscoped, graded, treated and animated. The athletes were then combined with graphic shapes and lines inspired by a running track.



Design. Rotoscoping. After Effects post production.

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Jump Design and Direction

Contact:

richard@jumpdesign.co.uk

020 7253 1191

Unit 25, 112 Tabernacle Street, London, EC2A 4LE