9.1.8   BRAND ASSETS

The Brand Assets portal in FAME includes all guidelines, manuals and templates in relation to the UNL brand as well as the graphics toolkit to prepare any multilateral and unilateral graphics.

The Brand Assets portal is accessible via https://uefa.fame.uefa.com by following this path:

FAME / Services / Brand and Digital Assets / Brand Assets / UEFA NATIONS LEAGUE

Broadcast partners can access the portal through their personal FAME account.

A generic access for the Brand Assets portal has also been created and can be shared with all relevant staff members in your organisation.

URL: https://uefa.fame.uefa.com

Login: brand.broadUNL

Password: BCNations20!

In order to implement the provided elements in the appropriate way, broadcast partners need to make sure to consult the below documents:

- TV Graphics Guidelines, available via
  - https://unl-graphics-manual.uefapublications.com
  - in the Guidelines & Publications section of the NTF Information Centre;
- Brand Guidelines, available via the Guidelines section of the FAME Brand Assets portal

Further details on the use of the graphics toolkit can be found in chapter 4 "TV Graphics" as well as in the separate UEFA Nations League TV Graphics Guidelines.

9.1.9   DIGITAL LIBRARY

Headshots of all the players and coaches of all national teams participating in the UNL can be found in the Digital Library.

Please note that the national association team squads vary from matchday to matchday. According to UEFA's regulations, the list of the 23 players participating in a UNL match must be completed by the national association by 24.00CET the day before the match. Consequently, it may not always be possible to have pictures of all players in the Digital Library and the available pictures may not always be consistent in layout and format.

9.1.10   UEFA HIVE ON-DEMAND

The UEFA Hive is the content distribution platform providing UNL broadcast partners with access to a range of digital content and services.The UEFA Hive is accessible via FAME, and acts as a gateway to search, preview and retrieve digital content.

Further details on the available digital services can be found in chapter 7 Digital broadcasting services.

9.1.11   REPORTS

The Reports UNL Cycle menu allows broadcast partners to generate reports of accommodation, transfer, accreditation and ticket requests. All the reports related to the broadcast partner bookings can be found in the Reports section of the Broadcaster menu.

9.2   MEDIA INFORMATION SERVICES

9.2.1   MEDIA CHANNEL