Communicating the NFL Brand

Identity Guidelines

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The NFL has the unique responsibility to uphold the highest standards. Our fans – comprising the largest and most diverse audience in sports entertainment – expect no less. That is the reason every communication by the NFL and its business partners has the potential to significantly impact respect for the NFL.

This book articulates the NFL's values and introduces a visual system that best represents the NFL. It is a guideline to ensure that your NFL-related communication, product, promotion, or business initiative is consistent with our goals.

For the first time since 1983, we have modified our most important logo – the NFL Shield – to give it a sharper, bolder look. This is part of our commitment to continually analyze and improve everything we do.

The NFL mission is to stay true to the great game of football and the positive values that our game represents. It is in our mutual interest for the NFL to continue to be widely respected and a positive influence on millions of fans of all ages and walks of life. These guidelines will help us achieve that goal.

We thank you and appreciate your support.

Roger Goodell
Commissioner
National Football League

Overview
THE NFL BRAND

The following branding guidelines are for internal reference only by the NFL and its partners, and may not be publicly displayed, reproduced or distributed without the NFL's written consent.

BRAND POSITIONING

We have carved out a powerful brand position for ourselves – one that is relevant to our fans and distinct within the world of professional sports and entertainment.

The NFL is the premier sports and entertainment brand that brings people together socially and emotionally like no other.

VALUES & BELIEFS

Like successful individuals and teams, we are guided by a set of principles or values. Our values and beliefs are the pillars upon which our brand has been built. They influence our culture and should be reflected in our communications on and off the field.

Tradition

We honor our heritage and those who built the League with their vision, conduct and judgment.

Teamwork

We recognize the individual contributions, but we also promote working together to establish and deliver League objectives.

Excellence

We set high standards and pride ourselves on superior performances.

Community

We are hard working, dedicated and embrace community and diversity.

Integrity

We are honest, fair and straightforward in our dealings on and off the field.

Innovation

While we embrace our history, we recognize the need to advance the game and our organization in order to remain relevant to a broad audience and to deliver the highest quality in sports entertainment.

BRAND PERSONALITY

Our challenge is to exemplify our core values in our actions. We should be leaders, strong and confident. We should be

Overview
THE NFL BRAND

social and approachable. We should be success-oriented and set high standards for ourselves. We should be informed and in-touch. We should possess a positive, progressive attitude about our future.

Together our actions and values shape our brand image.

GENERAL GUIDELINES

Protecting and consistently expressing the NFL brand is everyone's responsibility. The business decisions we make and the communication we produce should be supportive of and consistent with our brand positioning and values.

Checklist when communicating the NFL brand:

❏ Conduct business in ways that support the NFL brand positioning and values

❏ Produce products and communications that support the NFL brand image

❏ Conduct ourselves in ways that are consistent with what people expect from us and with the standards that we have set for ourselves

❏ Set the bar high and expect anyone involved with the NFL – whether employee or partner – to meet those standards

❏ Take the lead in bringing new ideas to the sport of football and our unique sports/entertainment product

❑ Stay relevant to the different segments of our fan base

❑ Evolve ourselves and make changes to keep the NFL fresh and leading edge

❑ Show plays and player actions that are within the rules of the game and consistent with the spirit of fair competition

LICENSED PRODUCT/ RESOURCES

In order to create official NFL League and team premiums, it is mandatory for all business partners to utilize official League vendors to produce appropriate licensed product.

By registering on our extranet site, NFL.biz, you will be able to access a thorough list of approved vendors. For detailed instruction on how to request a premium item, please contact the NFL Consumer Products Department at 212-450-2590. NFL.biz also provides NFL Licensed Packaging guidelines for download.

PHOTO USAGE

To obtain NFL photography you may purchase images through either Wire Image (wireimage.com) or Getty Images (gettyimages.com). When depicting the NFL through imagery, we ask that your communication consist of appropriate content including:

• Plays and actions that are legal and in the spirit of honest and fair competition

• Images of fans who are engaged in respectable behavior

• Images of fans in strong support of their teams keeping painted faces or chest to a minimum

• Well-regarded players

• Images that focus exclusively on the NFL and the sport of football

Any questions concerning the suitability of content should be directed to the NFL Brand Marketing Department.

NFL Shield Guidelines
INTRODUCTION

The NFL Shield is one of the most recognizable symbols in sports and one of our greatest assets. The NFL Shield has become an enduring symbol because of the values it represents and the tradition it evokes. Few sports identities have ever been so deeply woven into the fabric of American culture.

Our partners pay a premium to be associated with the NFL. The steps we have taken to better manage the use and reproduction of the NFL Shield have been put in place not only to protect our asset but also to protect the equity of our partners' investments with the National Football League.

The NFL brand is an asset that is legally protected and vigorously defended. Misuse of trademarks or copyrights by employees or partners of the League can dilute the marks and make protection of the marks more difficult.
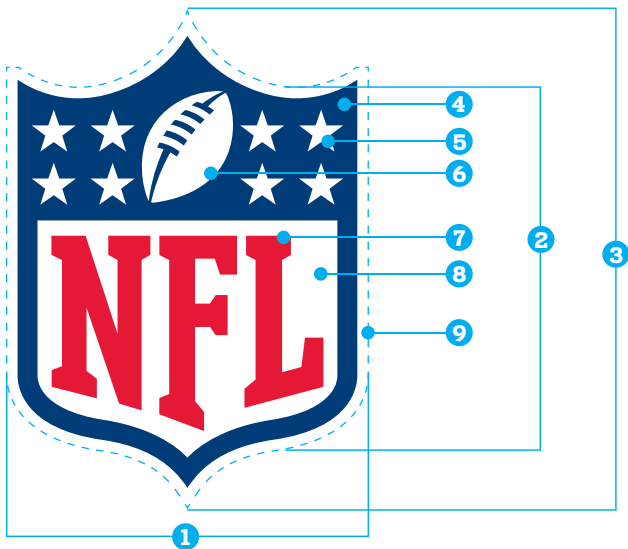
NFL Shield Guidelines
ELEMENTS

The redesigned NFL Shield will debut publicly at the 2008 NFL Draft and will be the only NFL Shield used thereafter.

• The eight stars represent each division
• The design of the football reflects the ball that sits atop the Lombardi Trophy
• The NFL letters use the League's primary Endzone font
• The blue color is a darker and bolder blue
• The NFL Shield shape has been refined

As the primary visual identifier of the NFL, it is essential that the NFL Shield is never altered in any way. In all communications, such as print, broadcast and web applications, as well as all partnership and sponsorship programs, the NFL Shield must always be highly visible and unmistakable.
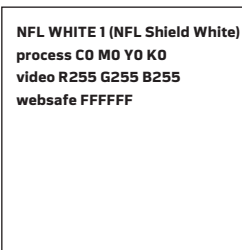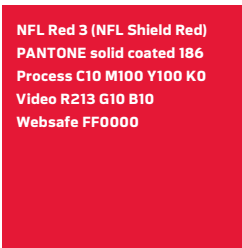

NFL Shield Guidelines
ELEMENTS

1. The encompassing holding line is measured from the left edge to the right edge. The sizing and placement of elements outside the NFL Shield are based on this width.

2. The optical height is measured from the keyline's concave shapes at the top to the horizontal keyline portion at the bottom.

3. The actual height is to include the holding line.

4. The shield shape should be reproduced in NFL Blue.

5. The stars should always appear in NFL White and should never be rearranged.

6. The football always appears in NFL White. Never alter its position or use it as a graphic element outside of the NFL Shield.

7. The letterforms should appear in NFL Red. They should not be used outside of the NFL Shield unless approved by the NFL Brand Marketing Department.

8. The inside of the NFL Shield should always be NFL White, never transparent or another color.

9. The keyline is an opaque outline around the NFL Shield that becomes visible on color or photographic backgrounds.

NFL Shield Guidelines
COLORS

The colors found in the NFL Shield are part of the NFL color palette. These colors are mandatory when reproducing the NFL Shield. Refer to the color values at right to ensure their correct reproduction.

NFL Blue 1 (NFL Shield Blue)
PANTONE solid coated 654
Process C100 M67 Y0 K41
Video R1 G51 B105
Websafe 003399

NFL Red 3 (NFL Shield Red)
PANTONE solid coated 186
Process C10 M100 Y100 K0
Video R213 G10 B10
Websafe FF0000

NFL WHITE 1 (NFL Shield White)
process C0 M0 Y0 K0
video R255 G255 B255
websafe FFFFFF

The colors shown throughout this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

NFL Shield Guidelines
BLACK & WHITE AND ONE COLOR

Only in special approved situations or when full-color printing is not available, may the NFL Shield be reproduced in grayscale or one color.

The black-and-white NFL Shield is usually reserved for one-color printing such as in newspapers.

Partners, sponsors and internal teams must receive approval from the NFL's Brand Marketing Department before reproducing the NFL Shield in one color.

Black-and-White NFL Shield

100% Black

100% Black

One-color NFL Shield
An example of the NFL Shield in NFL Blue 1 (NFL Shield Blue). Approval required.
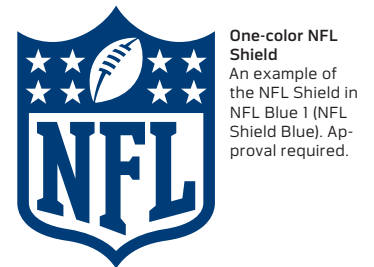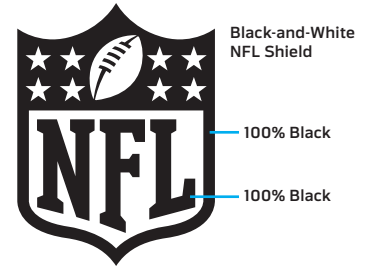
Knockout Logo
Correct (Example: Stars should remain white)

Inverted NFL Shield
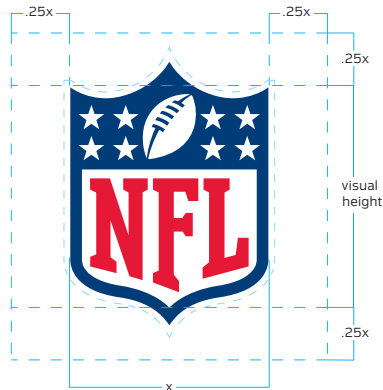The NFL Shield should never be inverted.

NFL Shield Guidelines
CLEARSPACE

The NFL Shield must always be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. It shall not be co-mingled or integrated with other marks or elements without prior written approval.

The clearspace minimum is equal to 25% of the width of the NFL Shield, as represented by X in the example. At least this amount of clearspace must surround the NFL Shield in all applications.

The only exception to the clear-space requirement is when the NFL Shield is incorporated into an NFL property logo.

MINIMUM SIZE

The NFL Shield can appear in a variety of sizes to accommodate a range of applications, but it must never be sized so small that it becomes illegible.

Because of the complexity of the design elements in the NFL Shield, it should never be re-produced so the optical height becomes less than 0.5" (1/2").

.25x .25x
.25x
visual height
.25x
x

.5" minimum (1/2")

NFL Shield Guidelines
BACKGROUND CONTROL

The NFL Shield can appear against a variety of backgrounds. When an application calls for a solid background, one of the colors from the NFL color palette must be selected.

The NFL Shield can appear against photographic backgrounds. In these applications, the NFL Shield must be positioned against areas that offer sufficient contrast for the NFL Shield's legibility.

Additionally, the NFL Shield can appear against a highly detailed area providing it is dense enough visually to provide adequate contrast.

The NFL Shield against NFL Blue 1.

The NFL Shield against a graphic background as specified in the NFL House Style Guidelines.

Never place the NFL Shield against a background featuring several different solid colors. Backgrounds should never be so bold or so high in contrast that the NFL Shield loses impact.

The NFL Shield against an area that provides sufficient contrast.

Never place the NFL Shield against high-contrast areas in photographic backgrounds.

The NFL Shield set off by a highly detailed area in a photographic back-ground.

Never place the NFL Shield against high-contrast areas in photographic backgrounds.

NFL Shield Guidelines
CROPPING

Cropping the NFL Shield is not recommended and prior approval to do so is required. When the NFL Shield is used as a graphic element cropping may be considered. A full-color, fully-visible NFL Shield must be used in the same visual area to represent the brand.

USES IN TEXT

The NFL Shield should not be used to replace "NFL" in text. The NFL Shield is a symbol and should not be used as a word.

The **~~The ⬡ is about football~~**

The NFL is about football.

NFL Shield Guidelines
PARTNER PROGRAMS: SHIELD SIZE AND POSITION

Corporate lock-up
Partner logos and the NFL Shield should be equal in visual proportion and separated by a vertical line.

Partner Owned programs
When a partner develops an NFL-themed program to take to market, the partner's brand should take the lead in branding with the NFL Shield at the bottom or right-hand side to act as an endorser. NFL Brand Marketing Department will need to approve all program logos developed by a partner.

NFL Owned programs
When the NFL creates a program to be sponsored by a partner, the NFL will lead the branding followed by the partner acting as the sponsor. NFL program logos are created internally and will be routed to the participating partner for approval.

NFL Shield Guidelines
SHIELD LOCK-UP WITH 32 TEAMS

For partners that have rights to use the NFL Shield and the 32 team marks collectively, the lock-up below is preferred.

NFL Shield Guidelines
SPECIAL EFFECTS

A 3-D rendered NFL Shield is included on the enclosed disk in both a flat art file and animated formats. It is recommended only for broadcast partners and select special use by NFL partners. Prior approval to use this in place of the 2-D NFL Shield is necessary. When using the animated 3-D NFL Shield, the NFL Shield must resolve at the end of the sequence as a whole and be shown in its entirety from a straight-on view. The timing of this final view should be one-half second.

NFL House Style
INTRODUCTION

The following guidelines illustrate the use of NFL graphic elements and styles that have been created specifically for NFL partners who are visually communicating a corporate, product or service affiliation with the NFL. The guidelines consist of the NFL color palette, the graphic palette and several distinct photographic styles. Applying the design system as instructed in this document will ensure a compelling visual style that symbolizes the brand and is readily distinguishable as the NFL.

The graphic palettes can be made available by contacting the NFL Brand Marketing Department.

COLOR PALETTE

Primary and secondary colors were selected for use in NFL communications.

Appropriate, consistent and regular usage of these colors contributes to a cohesive visual system that is distinctively NFL.

Primary colors

Secondary colors – moderate use

Shield colors for broadcast video

NFL Blue 1 (NFL Shield Blue)
video R1 G51 B105
NFL Red 3 (NFL Shield Red)
video R213 G10 B10
NFL White 1 (NFL Shield White)
video R255 G255 B255

NFL House Style
PRIMARY COLORS

NFL Blue and Red are the principal colors for use in NFL communications. Both colors feature three tones to allow for the development of tone-on-tone design layouts.

To ensure the closest color matches possible, some of the values specified here vary from the coated to uncoated to process color reproduction. Please be certain you are using the correct color specifications.

NFL BLUE 1 (NFL Shield Blue)
PANTONE solid coated 654
PANTONE solid uncoated 655
process C100 M67 Y0 K41
Websafe 003399

NFL BLUE 2
PANTONE solid coated 293
PANTONE solid uncoated 293
process C91 M53 Y0 K0
Websafe 0067B1

NFL BLUE 3
PANTONE solid coated 285
PANTONE solid uncoated 285
process C89 M43 Y0 K0
Websafe 007DC3

NFL RED 1
PANTONE solid coated 504
PANTONE solid uncoated 7421
process C34 M75 Y58 K31
Websafe 571D1F

NFL RED 2
PANTONE solid coated 188
PANTONE solid uncoated 194
process C0 M97 Y100 K50
Websafe 8B0F04

NFL RED 3 (NFL Shield Red)
PANTONE solid coated 186
PANTONE solid uncoated 186
process C10 M100 Y100 K0
Websafe FF0000

The colors shown throughout this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

NFL House Style
SECONDARY COLORS
MODERATE USE

NFL Green and NFL Brown reference the field of play and the game's most basic instrument, the football. NFL Black is included as it is a versatile design color. Each of these colors is available in three tones.

These secondary colors should be used with restraint. To ensure the closest color matches possible, some of the values specified here vary from the coated to uncoated to process color reproduction. Please be certain you are using the correct color specifications.

NFL GREEN 1
PANTONE solid coated 5535
PANTONE solid uncoated 5535
process C100 M0 Y100 K80
Websafe 003300

NFL GREEN 2
PANTONE solid coated 7483
PANTONE solid uncoated 356
process C85 M0 Y100 K55
Websafe 006633

NFL GREEN 3
PANTONE solid coated 362
PANTONE solid uncoated 361
process C70 M0 Y100 K0
Websafe 339933

NFL BLACK 1
PANTONE process black C
PANTONE process black U
process C25 M25 Y25 K100
Websafe 000000

NFL BLACK 2
PANTONE solid coated 432
PANTONE solid uncoated 431
process C23 M2 Y0 K77
Websafe 666666

NFL BLACK 3
PANTONE solid coated 430
PANTONE solid uncoated 429
process C5 M0 Y0 K45
Websafe 999999
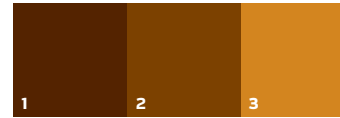
NFL BROWN 1
PANTONE solid coated 4625
PANTONE solid uncoated 4695
process C0 M60 Y100 K80
Websafe 663300

NFL BROWN 2
PANTONE solid coated 168
PANTONE solid uncoated 1615
process C0 M57 Y100 K60
Websafe 993300

NFL BROWN 3
PANTONE solid coated 723
PANTONE solid uncoated 7510
process C0 M45 Y95 K17
Websafe CC6633

NFL WHITE 1 (NFL Shield White)
process C0 M0 Y0 K0
video R255 G255 B255
Websafe FFFFFF

NFL WHITE 2
PANTONE solid coated 427
PANTONE solid uncoated 427
process C0 M0 Y0 K11
Websafe CCCCCC

NFL WHITE 3
PANTONE solid coated 429
PANTONE solid uncoated 428
process C3 M0 Y0 K32
Websafe 999999

NFL House Style
NFL TYPEFACES

ENDZONE

The NFL Endzone Slab typeface is a proprietary font unique to the NFL. Drawn specifically for NFL communications, Endzone is intended for use in headlines, titles, primary messaging and other principle text applications. The NFL will provide the Endzone font on a case-by-case basis to partners.

SECONDARY TYPOGRAPHY

The secondary NFL typeface Orbit was selected for supporting text applications such as body copy and secondary messaging. This typeface is extremely legible in a variety of weights and sizes. Its modern design complements the Endzone typeface while subtly promoting the NFL's distinct visual style. Only the weights shown here are appropriate for use. The NFL will provide the Orbit font on a case-by-case basis to partners.

Arial and Times Roman can only be applied to the body copy of internal correspondence and Web site copy.

ENDZONE SLAB

ENDZONE LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE LIGHT ITALIC
Aα Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE MEDIUM
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE MEDIUM ITALIC
Aα Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE BOLD ITALIC
Aα Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE CONDENSED LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE CONDENSED
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE SANS

ENDZONE SANS LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE SANS LIGHT ITALIC
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE SANS MEDIUM
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE SANS MEDIUM ITALIC
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE SANS BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ENDZONE SANS BOLD ITALIC
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ORBIT

ORBIT LIGHT
AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

ORBIT MEDIUM
AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

ORBIT BOLD
AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

ORBIT STENCIL
AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

NFL House Style
PHOTOGRAPHY STYLES

The NFL photography style employs dynamic and static images to capture the essence of the game and the values of the NFL brand. When selecting photography, it is important to first determine the communication's desired impact and then choose images accordingly.

The NFL's photographic style relies on the creative cropping of images to generate drama in otherwise mundane photographs. Focusing on specific photographic areas without framing obvious subjects brings the excitement of the NFL to life and contributes to a unique visual style.

While full-color action photography is frequently appropriate, still and detailed images of the field, stands, and sidelines are also recommended. Images can also be reproduced in black and white, duotone and tone-on-tone. In addition, a motion photography style has been developed to capture the energy of the game.

In some cases it is necessary to mask player and team identities in NFL and related communications. In some circumstances, this may be achieved by cropping photographs to partially obscure jerseys and by using motion filters. These cases should be brought to the attention of the Legal Department. Both techniques are illustrated on the following pages.

NFL photography is available online for purchase at Getty Images (gettyimages.com, under Editorial > Sports) and WireImage (wireimage.com).

NFL House Style
PHOTOGRAPHY CROPPING

Creatively cropping photographs can transform uninspired images into gripping portraits. The examples here demonstrate how wider photographic perspectives with little energy can be re-focused to create visual drama.

Uncropped Photograph

Cropped Photograph

COLOR PHOTOGRAPHY

Full-color photography is appropriate throughout NFL communications and is effective for both action and detail imagery.

NFL House Style
MONOCHROMATIC PHOTOGRAPHY

NFL photography can be reproduced in black and white, duotone and tone-on-tone.

These styles are effective at adding drama to quiet aspects of the game, including environments and equipment.

Duotone photography is the reproduction of images in gray and one of the NFL's primary or secondary colors.

Tone-on-tone images are created by using two tones of a single color from the primary or secondary color palettes.

Black & White

Duotone
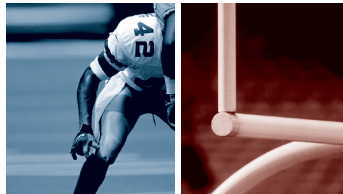
Illustrated here in NFL Blue 3 and NFL Black 1

Illustrated here in NFL Red 3 (NFL Shield Red) and NFL Black 1

Tone-on-tone
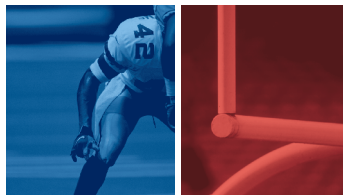
Illustrated here in NFL Blue 1 and NFL Black 3

Illustrated here in NFL Red 1 and NFL Black 3 (NFL Shield Red)

NFL House Style
MOTION PHOTOGRAPHY

The motion photography style captures the energy of the game.

The Adobe® Photoshop® Motion blur filter is recommended when applying this imagery style.

In these instances, photographs may be cropped so that only partial numbers are visible. Such instances should be brought to the attention of the Legal Department.
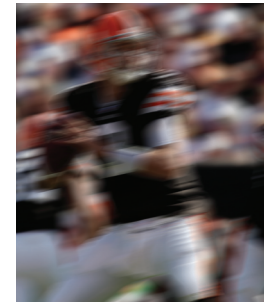
NFL House Style
GRAPHIC PALETTES

The graphic palette consists of three thematically-related graphic designs. Each of these visual devices features a rendering of a unique aspect of the NFL and the sport of football. They are intended to be cropped and positioned stylistically to add interest in layout designs. It is strongly recommended that a layout never feature more than one of these devices.

FIELDLINE GRAPHIC

The Fieldline graphic references the football field. The Fieldline has two variations to help accommodate a range of layout designs and is visually effective when placed against both photographs and color backgrounds.

NFL House Style
FIELDLINE A
GRAPHIC & CROPPING EXAMPLES

The Fieldline A graphic is a complete rendering of a football field that looks down its length and at an angle. As shown in the examples at right, this graphic design must be cropped before its application in any layout. Under no circumstances should the complete rendering ever be used.
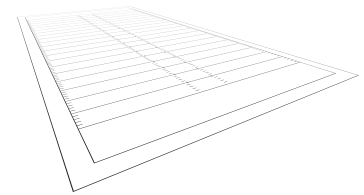
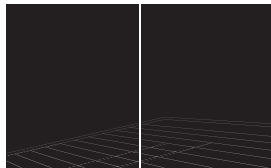**When cropping the Fieldline A graphic:**

1 The cropped area should be sized to occupy 25% to 75% of the layout. This ensures the impact of the Fieldline graphic while keeping it from dominating a communication.

2 Position the Fieldline graphic so that it bleeds off of at least two of the layout's dimensions. However, a three-sided bleed is always preferred.

3 The Fieldline graphic should never feature more than half of the field in layouts measuring 8.5" x 11", and under no circumstances should the field be seen from end zone to end zone.

4 Never attempt to re-create the Fieldline graphic. Only use the supplied digital artwork.

Fieldline A

These examples demonstrate the proper application of the Fieldline in single-page spreads.

This example demonstrates the proper application of the Fieldline in a two-page spread.
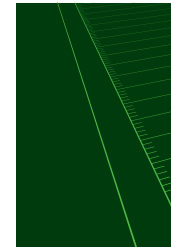
NFL House Style
FIELDLINE B
GRAPHIC & CROPPING EXAMPLES

The Fieldline B rendering also features an entire field but looks across its width. As shown to the right, this graphic design must be cropped before its application. Under no circumstances should the complete rendering be used.
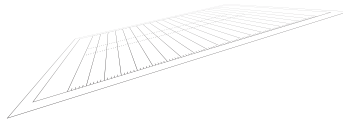
When cropping the Fieldline B graphic:

1 The cropped area should be sized to occupy 25% to 75% of the layout. This ensures the impact of the Fieldline graphic while keeping it from dominating a communication.

2 Position the Fieldline graphic so that it bleeds off of at least two of the layout's dimensions. However, a three-sided bleed is always preferred.

3 The Fieldline graphic should never feature more than half of the field in layouts measuring 8.5" x 11", and under no circumstances should the field be seen from end zone to end zone.

4 Never attempt to re-create the Fieldline graphic. Only use the supplied digital artwork.

Fieldline B

These examples demonstrate the proper application of the Fieldline in single-page spreads.

This example demonstrates the proper application of the Fieldline in a two-page spread.

NFL House Style
FIELDLINE GRAPHIC &
COLOR USAGE

For NFL communications, tone-on-tone applications are restricted to two tones of one NFL color. Never combine separate colors from the NFL color palettes. As illustrated, the Fieldline graphic should be reproduced in tone 3 of an approved NFL color. The background should appear in tone 1 of that same color.

Correct application of the Fieldline in NFL Blue 3 against an NFL Blue 1 background
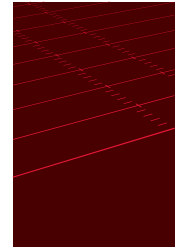
Correct application of the Fieldline in NFL Red 3 against an NFL Red 1 background.

Correct application of the Fieldline in NFL Green 3 against an NFL Green 1 background.

Correct application of the Fieldline in NFL Blue 3 against an NFL Blue 1 background in a two-page spread.
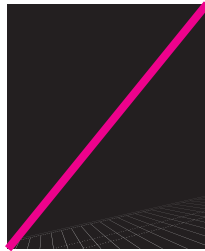
NFL House Style
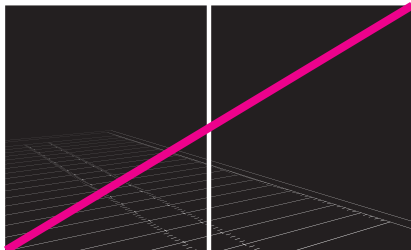## FIELDLINE GRAPHIC AND MISUSE

Fieldline is cropped too close.
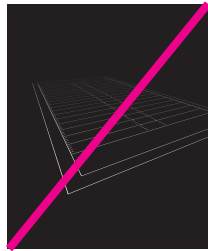
Fieldline shows the complete rendering of the football field.

Fieldline shows more than half the field in an 8.5" x 11" spread.

Fieldline is cropped but shows both end zones.

Fieldline appears in color against a photograph.

Fieldline should never be featured against a photograph of a game field.

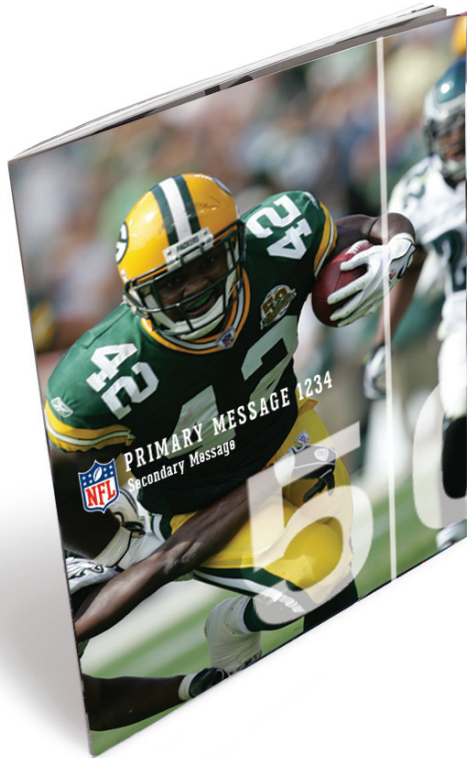# NFL House Style
FIELDLINE GRAPHIC & APPLICATION EXAMPLES

For NFL Partners, these examples demonstrate possible usage of the Fieldline graphic element.

NFL House Style
50-YARD LINE GRAPHIC

The 50-yard line is a bold expression of one of the most basic components of football. Unlike the Fieldline graphic, the 50-yard line brings a tight focus to the playing field. The 50-yard line graphic is suitable for tone-on-tone and photographic applications where it should appear as a white transparency.

NFL House Style
50-YARD LINE GRAPHIC
& CROPPING EXAMPLES

The 50-yard line graphic is provided as a complete rendering of a football field. When cropping the graphic, the 50 must always be in full or partial view. It is acceptable to partially bleed the 0 in 50 but never the 5. Other distance markers can appear when cropping this graphic design. However, maintaining a tight focus on 50 is always preferred. As shown in the examples, this graphic can be cropped to show only the field interior or part of the sideline. Additionally, a cropping can be rotated to add visual interest.
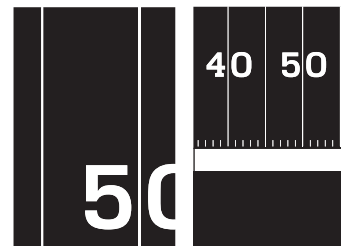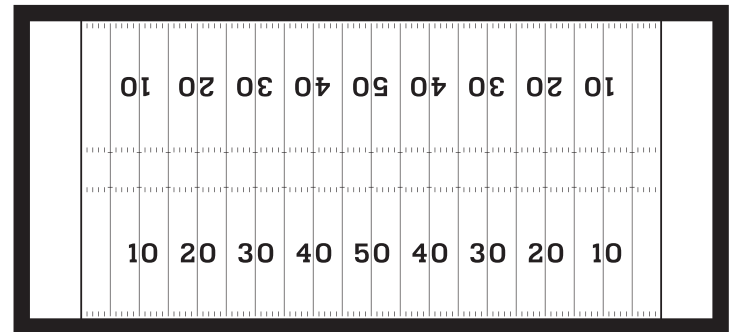
These examples demonstrate the proper application of the 50-yard line in a single-page spread.
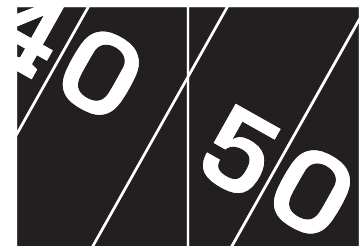
This example demonstrates the proper application of the 50-yard line in a two-page spread.

NFL House Style
## 50-YARD LINE GRAPHIC & COLOR USAGE

For NFL communications, tone-on-tone applications are restricted to two tones of one NFL color. Never combine separate colors from the NFL color palettes. As illustrated, the 50-yard line graphic should be reproduced in tone 2 of an approved NFL color. The background should appear in tone 1 of that same color. Never mix colors from the NFL color palette in tone-on-tone applications.
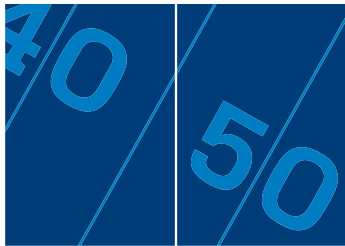

Correct application of the 50-yard line in NFL Blue 1 (NFL Shield Blue) and 2.

Correct application of the 50-yard line in NFL Red 1 and 2.
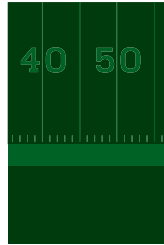
Correct application of the 50-yard line in NFL Green 1 and 2.

Correct application of the 50-yard line in NFL Blue 1 (NFL Shield Blue) and 2 in a two-page spread.
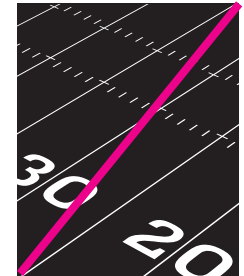
NFL House Style
50-YARD LINE GRAPHIC & MISUSE
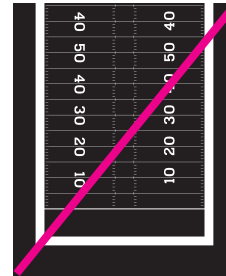
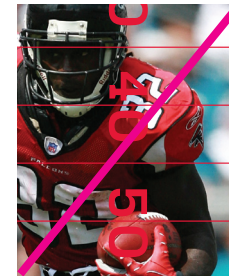Never crop the 50-yard line graphic to show more than half the field.
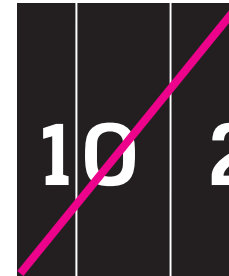
Never crop the 50-yard line graphic to focus on a distance marker other than the 50-yard line.

Never distort the 50-yard line. A focused, overhead view of the graphic is always preferred.

Never combine two different colors in a tone-on-tone application. Only use two tones of the same color.

Never add color to the 50-yard line graphic in photographic applications. Only a white transparency is acceptable.

NFL House Style
50-YARD LINE GRAPHIC
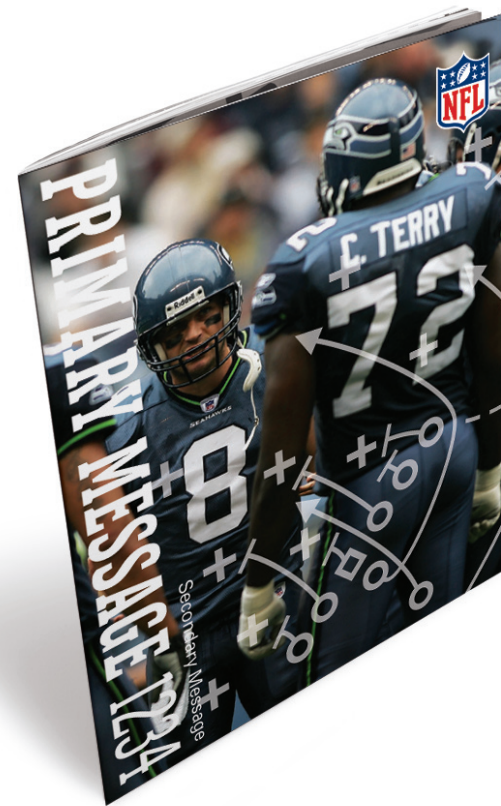## & APPLICATION EXAMPLES

For NFL Partners, these examples demonstrate possible usage of the 50-yard line graphic element.
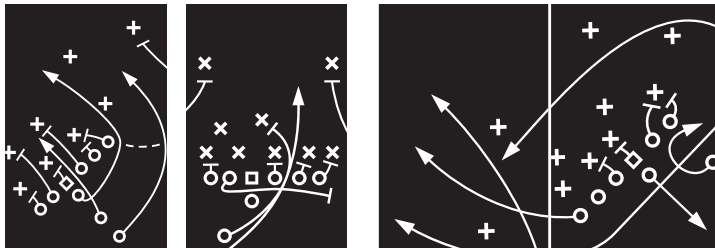

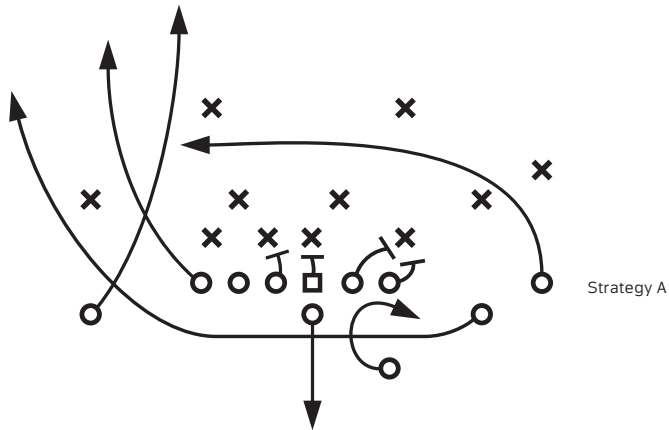# NFL House Style
STRATEGY GRAPHIC

The Strategy graphic is inspired by illustrations found in playbooks and can be used to suggest thought and planning.
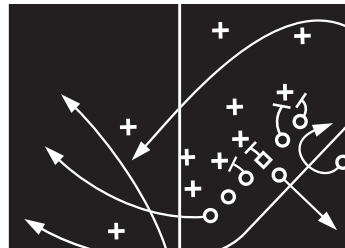
NFL House Style
STRATEGY GRAPHIC & CROPPING EXAMPLES

Three variations of the Strategy graphic are available, each of which can be cropped in set ways. It is acceptable to position the Strategy graphic so it occupies a large percentage of a layout's area. Additionally, this graphic can bleed off of one or more of a layout's edges.

Strategy A

These examples demonstrate the proper application of the Strategy graphic in single-page spreads.
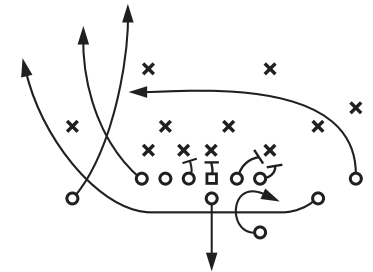
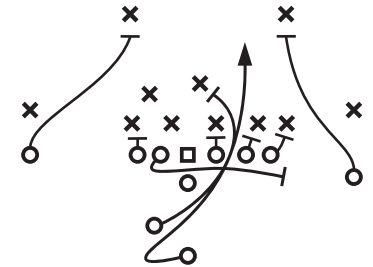This example demonstrates the proper application of the Strategy graphic in a two-page spread.
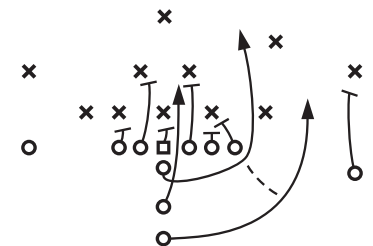
NFL House Style
STRATEGY GRAPHIC ELEMENTS

The illustrations feature the three Strategy graphics that are available for use.

Strategy A

Strategy B

Strategy C

NFL House Style
STRATEGY GRAPHIC & COLOR USAGE

For NFL communications, tone-on-tone applications are restricted to two tones of one NFL color. Never combine separate colors from the NFL color palettes. As illustrated, the Strategy graphic should be reproduced in tone 2 of an approved NFL color. The background should appear in tone 1 of that same color. Never mix colors from the NFL color palette in tone-on-tone applications.

Correct application of the Strategy graphic in NFL Blue 1 (NFL Shield Blue) and 2.

Correct application of the Strategy graphic in NFL Red 1 and 2.

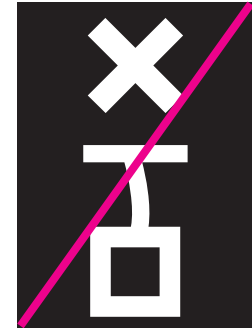Correct application of the Strategy graphic in NFL Green 1 and 2.

Correct application of the strategy graphic in NFL Blue 1 (NFL Shield Blue) and 2 in a two-page spread.

NFL House Style
STRATEGY GRAPHIC & MISUSE

Never position the Strategy graphic so that it appears at a distance.

Never crop the Strategy graphic so closely that only small portions of its design are visible.

Never combine two different colors in a tone-on-tone application. Only use two tones of the same color.

Never reproduce the graphic in color and apply against a photographic background. In these applications, only a white transparency or a varnish reproduction are acceptable.

NFL House Style
## STRATEGY GRAPHIC & APPLICATION EXAMPLES

For NFL Partners, these examples demonstrate possible usage of the Strategy graphic element.

NFL House Style
FILE NAME GUIDE & FILE DIRECTORY

The elements of the NFL Graphic Palette have been provided as Adobe Illustrator® EPS files. Because these files are vector art, they are infinitely scalable without any loss of image quality. All art has been provided as black art on a transparent background. You may use this art following the rules laid out in this Style manual. Color and transparency can be applied in Adobe Illustrator.®

NFL_50Y_P.eps
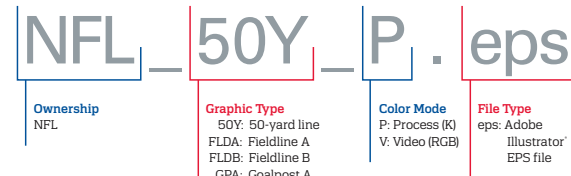
Ownership
NFL

Graphic Type
50Y: 50-yard line
FLDA: Fieldline A
FLDB: Fieldline B
GPA: Goalpost A
GPB: Goalpost B
GPC: Goalpost C
GPD: Goalpost D
GPE: Goalpost E
GPF: Goalpost F
LFF: Letterform "F"
LFL: Letterform "L"
LFN: Letterform "N"
STAR: Stars
STGA: Strategy A
STGB: Strategy B
STGC: Strategy C
TXT: Text Stream

Color Mode
P: Process (K)
V: Video (RGB)

File Type
eps: Adobe Illustrator® EPS file

Process Color (CMYK)	Video Color (RGB)
NFL_50Y_P.eps	NFL_50Y_V.eps
NFL_FLDA_P.eps	NFL_FLDA_V.eps
NFL_FLDB_P.eps	NFL_FLDB_V.eps
NFL_GPA_P.eps	NFL_GPA_V.eps
NFL_GPB_P.eps	NFL_GPB_V.eps
NFL_GPC_P.eps	NFL_GPC_V.eps
NFL_GPD_P.eps	NFL_GPD_V.eps
NFL_GPE_P.eps	NFL_GPE_V.eps
NFL_GPF_P.eps	NFL_GPF_V.eps
NFL_LFF_P.eps	NFL_LFF_V.eps
NFL_LFL_P.eps	NFL_LFL_V.eps
NFL_LFN_P.eps	NFL_LFN_V.eps
NFL_STAR_P.eps	NFL_STAR_V.eps
NFL_STGA_P.eps	NFL_STGA_V.eps
NFL_STGB_P.eps	NFL_STGB_V.eps
NFL_STGC_P.eps	NFL_STGC_V.eps
NFL_TXT_P.eps	NFL_TXT_V.eps

NFL House Style
NFL BRAND MARKETING DEPARTMENT

Please contact a member of the NFL Brand Marketing Department for additional guidance on the appropriate use of the NFL Shield, creation of logos and expression of the NFL Brand.