Communicating the NFL Brand
Identity Guidelines
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
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 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

**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.

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.

**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.
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.

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.
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 C100 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 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.

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 should never be inverted.

Knockout Logo Correct
(Example: Stars should remain white)

Inverted NFL Shield
The NFL Shield should never be inverted.

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.
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 clearspace 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 reproduced so the optical height becomes less than 0.5" (1/2").
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 NFL is about football.

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

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

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFL Blue 1 (NFL Shield Blue)</td>
<td>video R1 G51 B105</td>
</tr>
<tr>
<td>NFL Blue 2 (NFL Shield Blue)</td>
<td>video R213 G10 B10</td>
</tr>
<tr>
<td>NFL Blue 3 (NFL Shield Blue)</td>
<td>video R255 G255 B255</td>
</tr>
</tbody>
</table>

Secondary colors – moderate use

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFL Red 1 (NFL Shield Red)</td>
<td>video R1 G51 B105</td>
</tr>
<tr>
<td>NFL Red 2 (NFL Shield Red)</td>
<td>video R213 G10 B10</td>
</tr>
<tr>
<td>NFL Red 3 (NFL Shield Red)</td>
<td>video R255 G255 B255</td>
</tr>
</tbody>
</table>

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.

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.

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NFL House Style
NFL TYPEFACES

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
1234567890

ENDZONE 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
1234567890

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
1234567890

ENDZONE 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
1234567890

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
1234567890

ENDZONE 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
1234567890

SECONDARY TYPOGRAPHY
The secondar 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.

NFL House Style
NFL TYPEFACES

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
1234567890

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
1234567890

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
1234567890

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
1234567890

ENDZONE SANS MEDIUM
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
1234567890

ENDZONE SANS BOLD
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
1234567890

ORB SANS
ORB 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
1234567890

ORB MEDIUM
ORB 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
1234567890

ORB BOLD
ORB 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
1234567890
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).

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.

<table>
<thead>
<tr>
<th>Uncropped Photograph</th>
<th>Cropped Photograph</th>
</tr>
</thead>
</table>

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

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.
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.

**FIELDLINE A**

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](image)

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

![Fieldline A](image)

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

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 Green 3 against an NFL Green 1 background.

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

Correct application of the Fieldline in NFL Blue 3 against an NFL Blue 1 background in a two-page spread.

This example demonstrates the proper application of the Fieldline 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.
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.

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.
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.

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.

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

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 & 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.

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

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 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

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.