NFLPA

LOGO STYLE GUIDE

NFLPA

For Consumer Products

and Promotional Partners

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PURPOSE OF THIS GUIDE

The guidelines provided here are to project the values, image and aspirations behind the NFL Players Association (NFLPA) brand. These guidelines are the cornerstone for a consistent presentation and application of the NFLPA logo, the flagship visual of the organization, by licensees for consumer products and promotional partners. This guide includes logos, sample applications and rules using player names and signatures, player imagery and event marks. These guidelines, along with the accompanying artwork, contain all the information needed by a partner to work with the NFLPA logo. All logo usage and applications are subject to approval.

OVERVIEW

NFL PLAYERS ASSOCIATION

The NFLPA is a non-profit, professional sports union that has protected the best interests and welfare of all NFL players since 1956.

NFLPA LOGO

The NFLPA logo is the flagship visual representation of the NFL Players Association. As such, it should always be present on consumer products and packaging or promotional marketing creative.

NFL PLAYERS INC.

NFL Players Inc. (NFLPI) is the licensing and marketing subsidiary of the NFL Players Association. NFLPI has been a trusted resource since 1994, delivering access to the influence, power and personal stories of NFL players. NFLPI is a “one-stop shop” for businesses seeking licensing rights, access to players through hospitality and events, marketing strategy and player procurement.

NFLPA

NFLPA LOGO APPLICATIONS

NFLPA LOGO

PRIMARY AND ALTERNATE LOGOS

The NFLPA logo should always be present in consumer products, packaging and promotional marketing creative. The complete logo consists of two parts: the logomark (referred to as the “Player Icon”) and the wordmark (“NFLPA”). To ensure the strength of the brand, neither of these elements should ever be changed or used independent of each other. In most cases, the stacked version of the logo should be used. The horizontal version should be used only when layout necessitates.

On a dark background, the Player Icon is featured in NFLPA red and the wordmark in white. On a light background, the wordmark should be featured in black. These colors are mandatory when reproducing the NFLPA logo. Refer to the color values to ensure consistent reproduction.

LOGOS ON A LIGHT BACKGROUND

PRIMARY LOGO
FILE NAME: NFLPA_stacked_FC.eps

ALTERNATE LOGO
FILE NAME: NFLPA_horiz_FC.eps

LOGOS ON A DARK BACKGROUND

PRIMARY LOGO
FILE NAME: NFLPA_stacked_RC.eps

ALTERNATE LOGO
FILE NAME: NFLPA_horiz_RC.eps

NFLPA LOGO COLORS

NFLPA RED
PANTONE 485 C
C 00, M 95, Y 100, K 00
R 238, G 50, B 36
18-1561 TPX

NFLPA BLACK
PANTONE Process Black C
C 00, M 00, Y 00, K 100
R 00, G 00, B 00
15-0146 TPX

NFLPA WHITE
C 00, M 00, Y 00, K 00
R 255, G 255, B 255
11-0601 TPX

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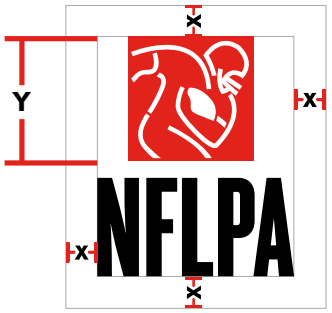
ONE-COLOR APPLICATIONS

The NFLPA logo may be reproduced in one-color only in special and approved situations, tonal applications or when full-color printing is not available.

CLEAR SPACE

The NFLPA logo must always be surrounded by a field of clear space to isolate it from competing graphic elements and ensure its visibility. The clear space minimum is one-quarter (1/4) of the height of the Player Icon.



x = 1/4” HEIGHT OF PLAYER ICON (Y)

ONE-COLOR LOGOS ON A LIGHT BACKGROUND

PRIMARY LOGO
FILE NAME: NFLPA_stacked_B.eps

ALTERNATE LOGO
FILE NAME: NFLPA_horiz_B.eps

ONE-COLOR LOGOS ON A DARK BACKGROUND

PRIMARY LOGO
FILE NAME: NFLPA_stacked_W.eps

ALTERNATE LOGO
FILE NAME: NFLPA_horiz_W.eps

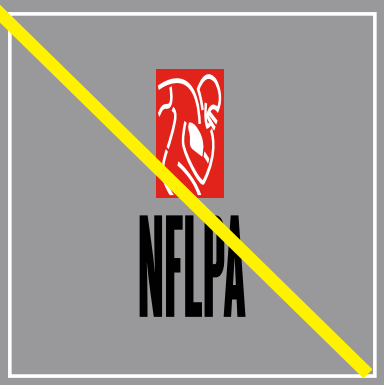
MINIMUM SIZE

The NFLPA logo must never be sized so small that it becomes illegible. It should never be reproduced so the height becomes less than 0.25” (1/4”).

NFLPA LOGO DON'TS

To ensure consistency, the logo must be used as provided and not altered. Shown here are several of the most common examples of unacceptable handling of the NFLPA logo. These examples also apply to the primary, alternate and one-color logos.

1. DON'T squeeze the logo



2. DON'T stretch the logo

3. DON'T alter the logo colors

4. DON'T rearrange the logo

5. DON'T add a drop shadow

6. DON'T change the size of the wordmark to match the player icon

BACKGROUND CONTROL

Since the NFLPA logo can appear on appropriate background images and colors, care must be taken to provide and place the most legible logo and not compete with the background image.

APPROPRIATE BACKGROUND APPLICATIONS

INAPPROPRIATE BACKGROUND APPLICATIONS

1. DON'T place the logo against a multi-colored background featuring several solid colors.

2. DON'T place the logo against detailed photography.

3. DON'T place the logo against a high-contrast photographic background.

4. DON'T place the logo against a background color that does not provide contrast.

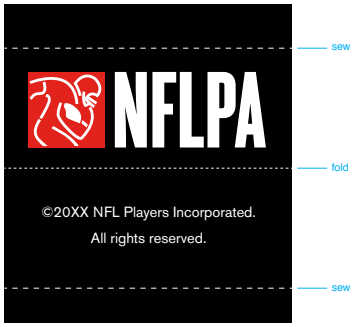
5. DON'T place the logo against a player's body.

NFLPA HANG TAG AND LABELS

Provided here is an official hang tag, woven label, brand flag and tagless label for apparel applications. Product or licensee information can be added to the hang tag.

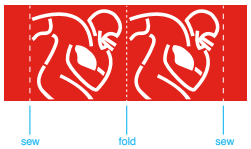
WOVEN LABEL

FILE NAME: NFLPA_woven.eps



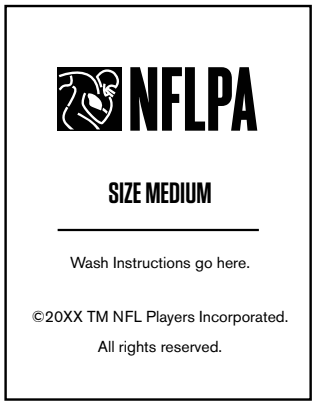
BRAND FLAG

FILE NAME: NFLPA_brand_flag.eps

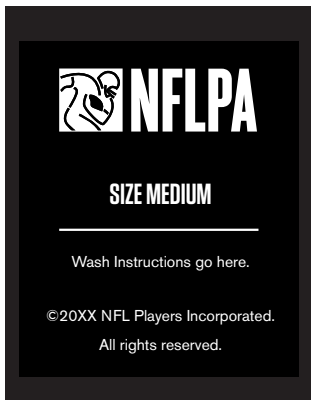


TAGLESS LABEL

FILE NAME: NFLPA_tagless.eps



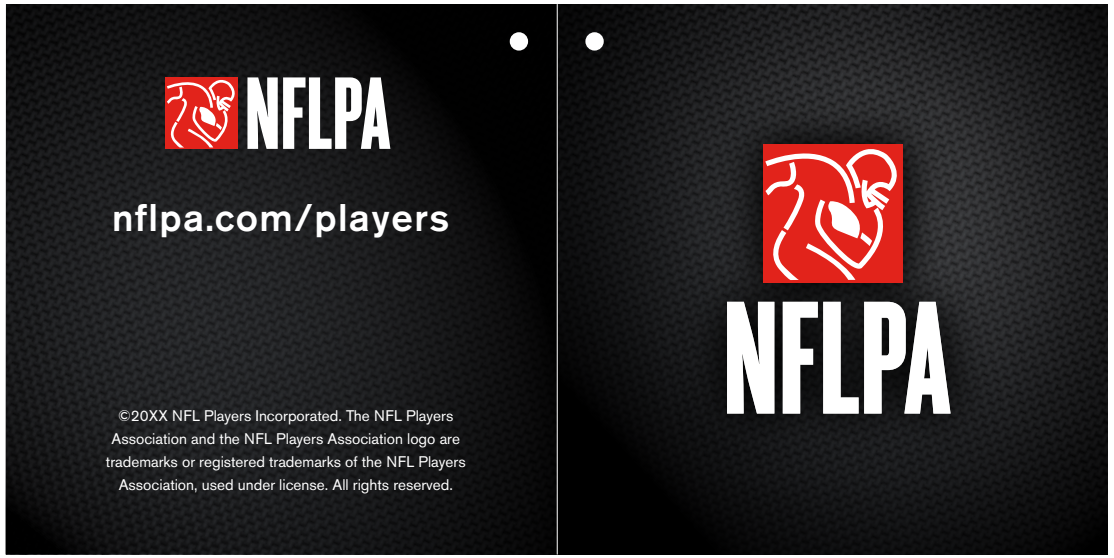
FOR LIGHT BACKGROUND



FOR DARK BACKGROUND

HANG TAG (Shown at 95%)

FILE NAME: NFLPA_hang_tag.ai



OUTSIDE

INSIDE

TYPOGRAPHY AND COLORS

These are the official fonts used exclusively to create the NFLPA and event logos. The support fonts are suggestions if complementary fonts are needed. All applications must be approved.

LOGO FONTS

Used in event logos and NFLPA logo

CYCLONE

Available At: Typography.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CYCLONE INLINE

Available At: Typography.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

VITESSE

Available At: Typography.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SUPPORT FONTS

Used on the hang tag and woven label

TUNGSTEN

FOR USAGE AS A COMPLEMENTARY HEADLINE FONT
Available At: Typography.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BERTHOLD AKZIDENZ GROTESK REGULAR

FOR USAGE ON BODY COPY
Available At: MyFonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LATO

FOR USAGE ON WEBSITES
Available At: MyFonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OFFICIAL COLORS OF NFLPA IDENTITY PROGRAM

NFLPA logo colors featured along with recommended complementary colors

NFLPA LIGHT RED	NFLPA BLACK	NFLPA WHITE	NFLPA DARK GRAY	NFLPA LIGHT GRAY
PANTONE 485 C C 00, M 95, Y 100, K 00 R 238, G 50, B 36 18-1561 TPX	PANTONE Process Black C C 00, M 00, Y 00, K 100 R 00, G 00, B 00 15-0146 TPX	PANTONE White C 00, M 00, Y 00, K 00 R 255, G 255, B 255 11-0601 TPX	PANTONE Cool Gray 9 C C 55, M 45, Y 45, K 20 R 120, G 120, B 122 16-5925 TPX	PANTONE Cool Gray 7 C C 40, M 35, Y 35, K 00 R 150, G 150, B 150 14-0127 TPX

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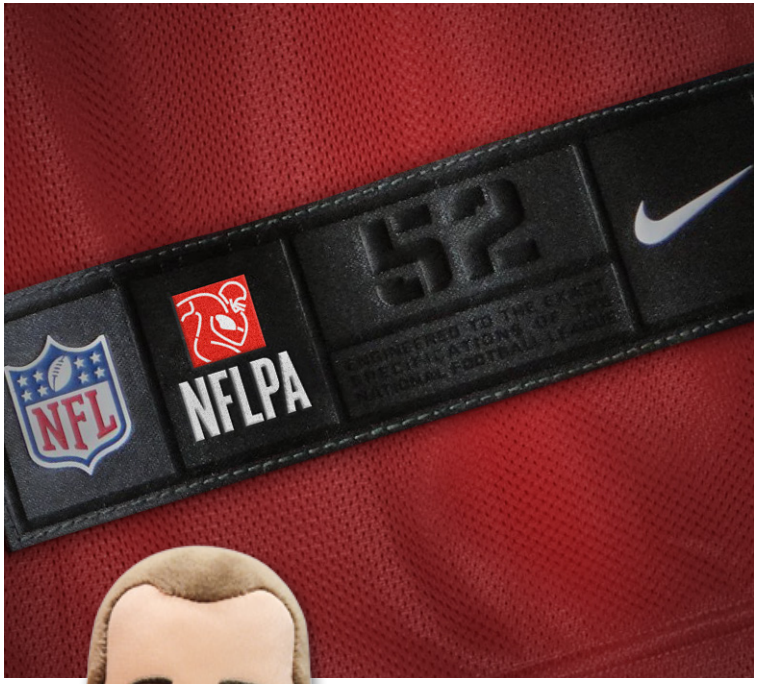
CO-BRAND LOGO APPLICATIONS

The following application samples from consumer products and promotional partners show the logo in use and show the relationship with player imagery, other co-brands and legal notices.

The sample above correctly represents the relationship between the NFLPA logo and a co-brand logo. The logos should always be visually balanced. This includes co-brand logos showcased in each corner or on the top or bottom of the packaging or promotional materials.



SINGLE-BRAND LOGO APPLICATIONS

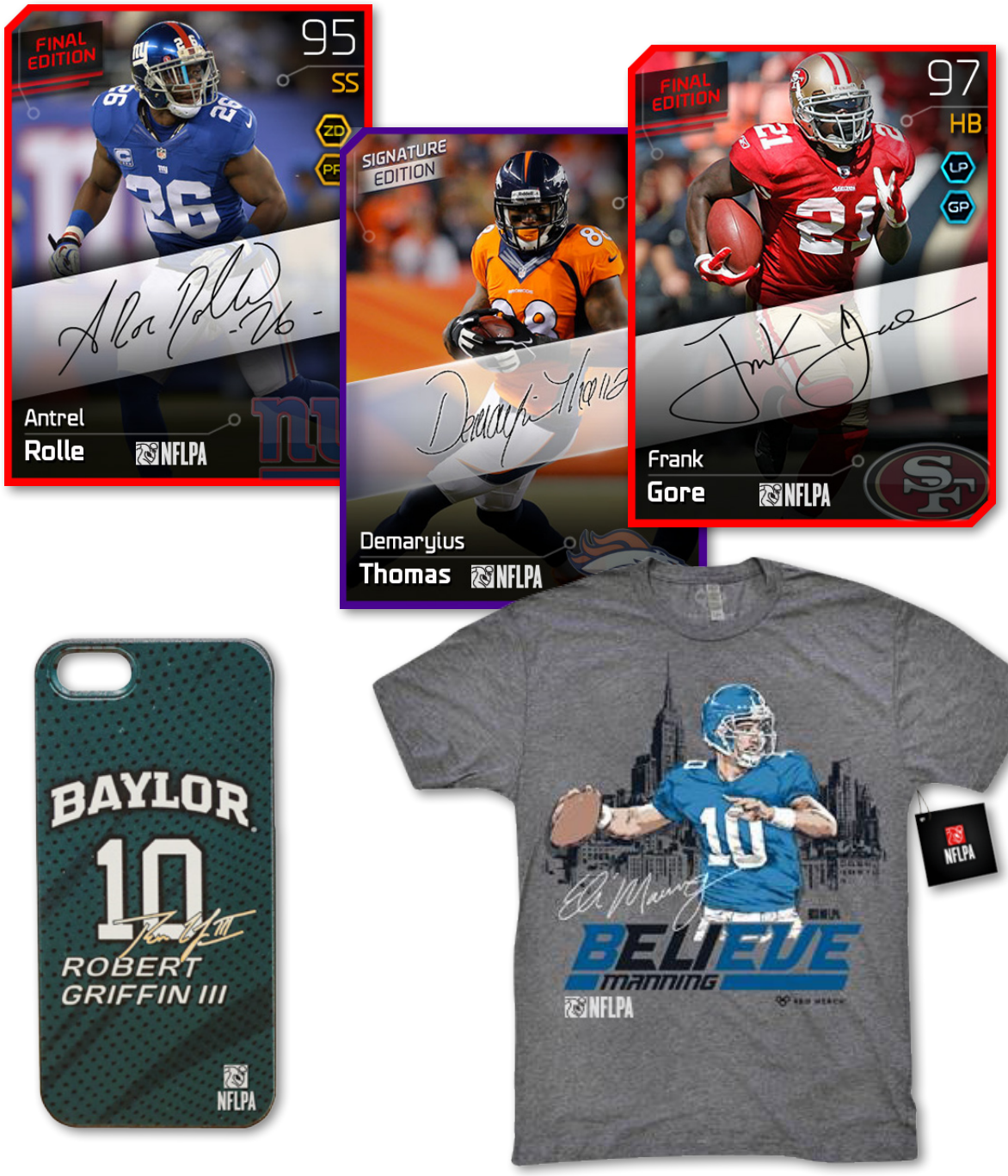
The following illustrates samples of how the NFLPA logo is featured on single-brand products including soft goods, apparel and digital products. The NFLPA logo must be used on the design of all single-brand products as a signifier of the licensed product's authenticity. In such uses, the logo may appear in a single color, matching the primary color of the design. The usage of the NFLPA logo is mandatory for all single-brand products.

NFLPA

NFLPA LICENSED ASSET APPLICATIONS

PLAYER NAME, NUMBER AND SIGNATURE SAMPLE APPLICATIONS

Player names, uniform numbers and signatures are ways to showcase NFL players in designs with or without needing to feature a likeness. The signature should be treated in a readable way and be visually connected to the name, uniform number or player image. All player names, uniform numbers and signatures must be approved. The NFLPA logo must be used on the design of all single-branded products as a signifier of the licensed product's authenticity. In such uses, the logo may appear in a single color, matching the primary color of the design. The usage of the NFLPA logo is mandatory for all single-branded products.



PLAYER IMAGERY

Player imagery is a key creative asset. Featured here is a sample selection of player images. Player images can be used in a football uniform, workout gear or other appropriate attire to showcase the power of NFL players in marketing, promotion or product development. Stylized illustrations can be used, but must match the players' likeness and personality. All player images and illustrations must be approved.

These lifestyle player images and photography featuring players in official NFLPA jerseys are available for use. For specific needs and additional creative assets contact NFLPI.

*NOTE: ADDITIONAL PLAYER PHOTOGRAPHY IS AVAILABLE

NFLPA

EVENT LOGOS

EVENT LOGOS

The NFLPA produces several events each year. The event logos are featured below. All logos are provided in full color and black and white.

NFLPA COLLEGIATE BOWL

FILE NAME: NFLPA_CB_FC.eps
FILE NAME: NFLPA_CB_BW.eps

FULL COLOR

BLACK AND WHITE

NFLPA DEBUT

FILE NAME: NFLPA_Debut_FC.eps
FILE NAME: NFLPA_Debut_BW.eps

FULL COLOR

BLACK AND WHITE

NFLPA ROOKIE PREMIERE

FILE NAME: NFLPA_RP_FC.eps
FILE NAME: NFLPA_RP_BW.eps

FULL COLOR

BLACK AND WHITE

EVENT LOGOS-SAMPLE APPLICATIONS

NFLPA

LEGAL AND CONDITIONS

LEGAL NOTICE

PACKAGING AND PRINT:

Use the following standard-length legal notice (a) on all product packaging and (b) on all print materials such as Direct Mail, POP, catalogs and brochures:

©20XX NFL Players Incorporated. The NFL Players Association and the NFL Players Association logo are trademarks or registered trademarks of the NFL Players Association, used under license. All rights reserved.

COMMERCIALS:

Use the following standard-length legal notice on all commercials with the NFLPA logo.

©20XX NFL Players Incorporated. The NFL Players Association and the NFL Players Association logo are trademarks or registered trademarks of the NFL Players Association, used under license. All rights reserved.

PRODUCT:

Use the following medium-length legal notice on all products themselves (as distinct from packaging, where the standard-length legal notice should appear):

©20XX NFL Players Incorporated. All rights reserved.

If the above absolutely will not fit (such as on an action figure), use the following short-length legal notice:

©20XX NFL Players Inc.

If space does not permit the use of the standard-length legal notice, either the medium-length or short-length legal notice must be used.

PLACEMENT:

On soft goods the legal line should be placed on the back of the primary woven label and hang tag. On hard goods the legal line should be placed on the back or bottom of the package. On promotional and advertising materials the legal line should be placed on the bottom or back of the communication.

TERMS AND CONDITIONS

By opening this Logo Style Guide you agree to, abide by, accept and be bound by NFL Players Incorporated's ("NFLPI") Terms and Conditions as well as all applicable copyright and trademark laws. If you do not agree, please advise NFLPI immediately.

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Please contact NFLPI's legal department with any questions you may have.

NFLPA

NFL Players Association

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