

# BRAND GUIDELINES



## EVENT LANGUAGE

### OFFICIAL EVENT NAME AND HASHTAG

NFLPA Rookie Premiere

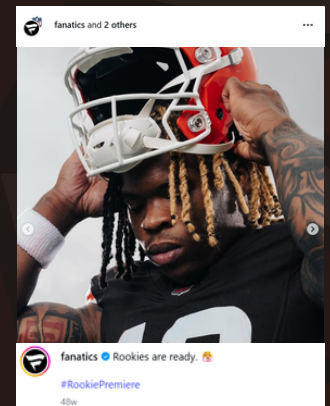
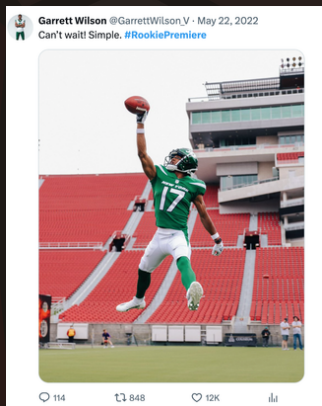
#RookiePremiere

### EVENT TAG

@NFLPA

\*Any use or distribution of content on social media is subject to the guidance of your LOA and NFLPA account manager. Use official event name and hashtag to describe the experience, as applicable. Tagging the @NFLPA is recommended so that we can repost, but not required unless already agreed upon.

## EXAMPLE POSTS



## BTS INSPIRATION