

CHALLENGE

Create a family of marks representing the new United Football League's four teams, whose Premiere Season colors and jersey designs were determined prior to naming the teams.

Build distinctive marks for each team that work well within the League's design family.

SOLUTION

Introduce new team marks in a monochromatic palette with an accent of color from each team's existing Premiere Season uniforms and helmets to compliment their current designs.

For the League's second season, develop each team's colors inspired by their names, and allow the team logos to take on the team's new colors and inspire new uniform designs.

TUSKERS INSPIRATION

The "Tusker" boar, native to the Florida wild, is known for its toughness, intelligence, quickness and ferocity. The mark translates signature characteristics of this unique animal including its "ridge", tusks, and snout into a proud, strong and imposing symbol to represent its team.



PRIMARY MARK

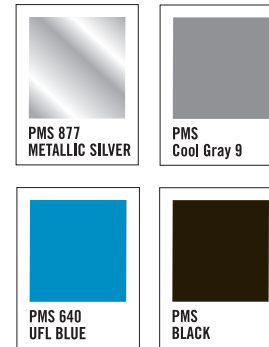


SUPPORTING MARK 2



SUPPORTING MARK 1

OFFICIAL PREMIERE SEASON PANTONE COLOR MATCHES



UNITED FOOTBALL LEAGUE

- Frank Vuono; COO
- Ralph Vuono; Sr. Director of Marketing
www.ufl-football.com

BRANDING

PUREPARTNER
- Ron Caruso; Partner
www.purepartner.net

OFFICIAL HELMET OF THE UFL

RIDDELL
www.riddell.com

PROJECT DIRECTOR

BENDIGO CO.
- Jeff Sofka; Principal
www.BendigoCo.com