



CHALLENGE

Develop an integrated uniform system to introduce the four founding teams of the new United Football League in its Premiere Season – in advance of development of the team names and identities

SOLUTION

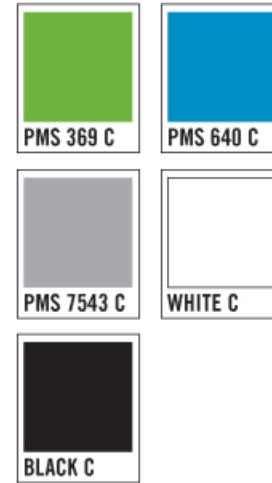
Inspired by the UFL Shield design and its foundation colors representing “Green Grass”, “Blue Sky” and Silver for Innovation, the uniform is highlighted by a reference to the dimensional “Arc” of the Shield on the chest and supporting arcs on the sleeves and pants.

Numbers reinforce the Shield’s classic bold typefaces with angled and dimensional treatments conveying depth and motion. The four designs work together in a unified branded systems, providing manufacturing efficiencies while allowing each team to retain its own unique and differentiated character.



Premiere Season City Identifier

OFFICIAL PREMIERE SEASON PANTONE COLOR MATCHES



Home Jersey: Back



Away Jersey: Front



Home Uniform: Front



Home Uniform: Side



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