

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.

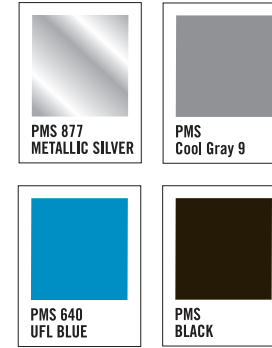
For the League's second season, develop each team's colors inspired by their names, and allow the team logos to take on the team's new colors and inspire new uniform designs.

LOCOS INSPIRATION

The mark was developed to illustrate the convergence of Las Vegas' origins as a railroad town and its evolution into the entertainment capital of the world. An abstraction of a steam engine cattle catcher meeting the current excitement of the City today, the mark reflects the spirit of "getting a little wild in Vegas".



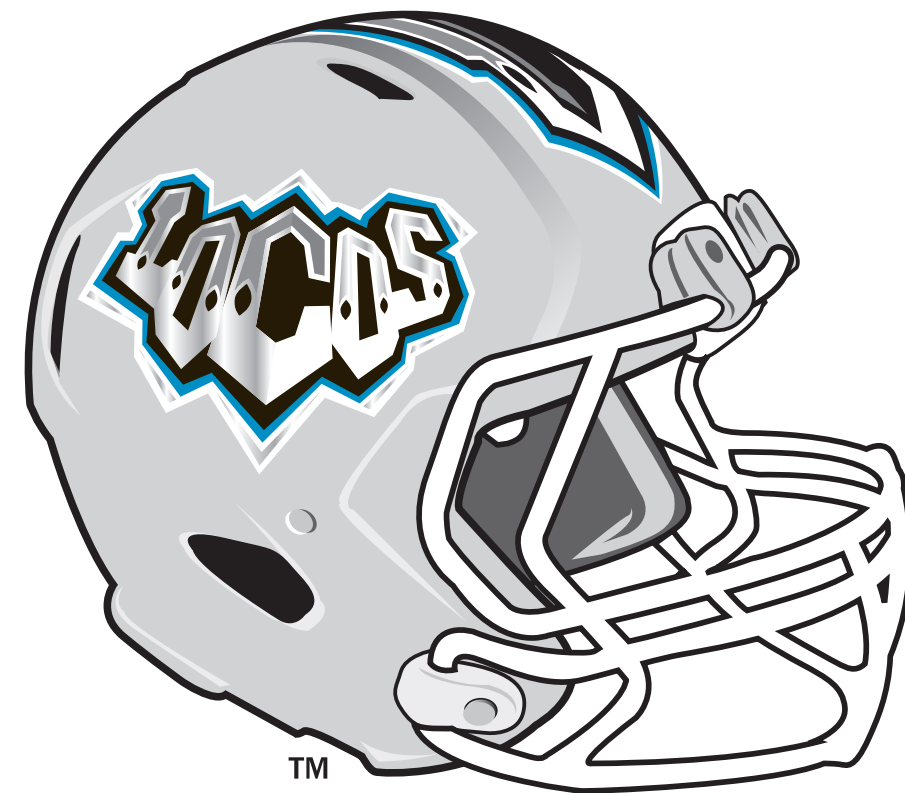
OFFICIAL PREMIERE SEASON PANTONE COLOR MATCHES



PRIMARY MARK



SUPPORTING MARK



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