

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.

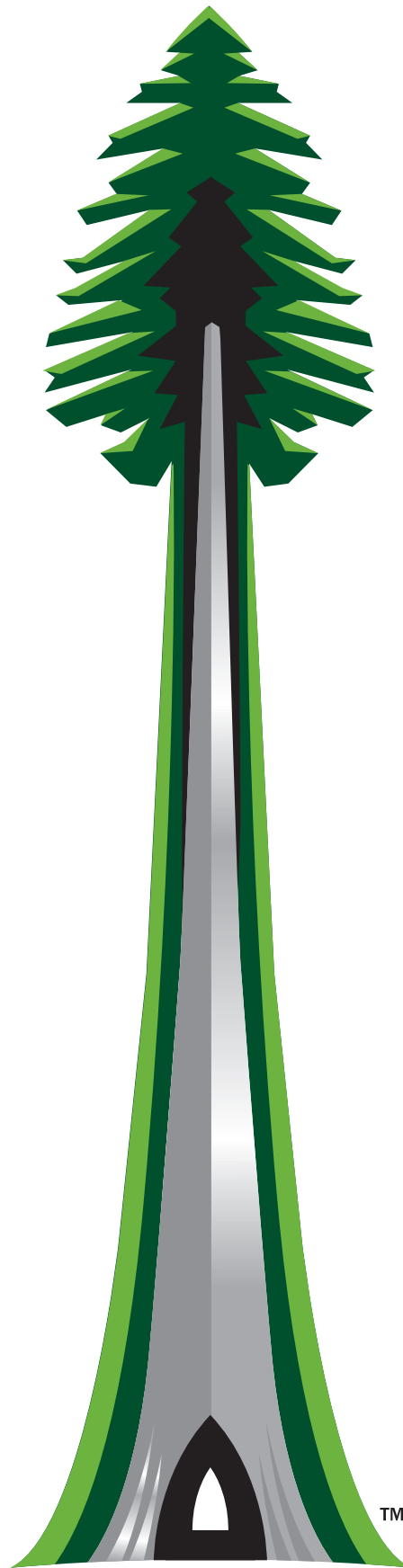
REDWOODS INSPIRATION:

The Redwoods marks seek to communicate the majesty of the world's tallest living thing, reaching to the sky with strength and stability. The primary mark utilizes references of tree textures and takes inspiration from the crests and shields indicative of our many parks and wildlife destinations. A stylized "R" cutting through the shield introduces speed, agility and excitement to the mark.



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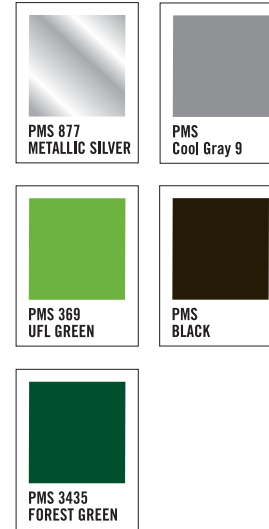
PRIMARY MARK



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SUPPORTING MARK

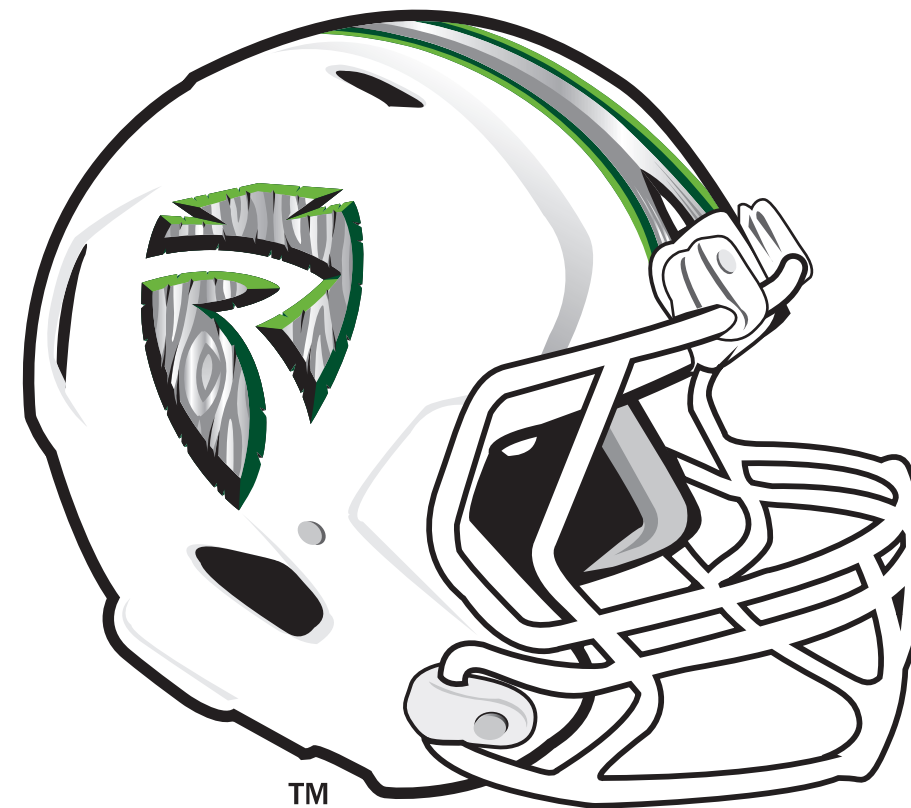
OFFICIAL PREMIERE SEASON PANTONE COLOR MATCHES



UFL PREMIERE SEASON HELMET DESIGN PROGRAM CALIFORNIA REDWOODS GUIDE
COMMISSIONER MICHAEL HUYGHUE



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