



INTERNATIONAL FEDERATION OF
AMERICAN FOOTBALL
BRAND GUIDELINES



**INTERNATIONAL
FEDERATION**
OF AMERICAN FOOTBALL

Background

The International Federation of American Football has renewed its identity and is committed to growing its presence and reaffirming its position as the global lead for American football.

Funded by the IOC and created with the London-based agency, Origin, IFAF's new identity delivers a vibrant, engaging brand experience across all channels; from broadcast and in-stadium graphics, to corporate communications, international events, web and social content, and advertising.

Building on this work it is vital that we take the necessary steps to ensure that one of our most valuable assets—our brand—is presented consistently across all media.

As you read through this guide, it's important to understand our vision, position and recognise your role, as members or partners, in making sure our identity is never compromised.

The Logo Family

The International Federation of American Football logo is the simplest, most common visual representation of our brand.

The shape of the logo represents the curvature and laces of a football, the core piece of equipment that defines our sport and sits across both our contact and non-contact formats of the game.

The logo family includes:

The core IFAF logo with the full name of the Federation.



The core IFAF logo with the designation 'Member'



The core IFAF logo with a designated space to the right for approved event or partner logos



The core IFAF logo as a standalone without the full Federation name



The curvature of the ball for approved broadcast and imagery display



The IFAF Foundation logo



Approved modified versions to support IFAF-endorsed campaigns.

Breast Cancer Awareness



**INTERNATIONAL
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Earth Day



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Pride



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All logos are available in JPEG, EPS and PNG formats upon request.

Logo Usage

These guidelines provide specific information regarding size, colour and spacing around the IFAF logos to help you use them correctly.

Always use the full colour version wherever possible.

The colour logo should never be placed on gold (or variations of gold and yellow) or black backgrounds.

Use the approved black logo when colour is not available.

Never place the black logo on black or dark backgrounds.

The IFAF logo should not be incorporated into any other logo.

Always allow for a clear space around the logo when presenting it.

The logo must never be distorted or modified.

Event and Partner Logos

IFAF-approved events and partners may display the IFAF logo alongside the visual identity of the event or partner.

The event or partner logo must sit to the right of the IFAF logo and be centred.

Logo Colour and Typography

IFAF colours represent those associated with success, with gold representing aspiration. It is easily identified, familiar and memorable.

When used with consistency across all platforms and mediums the logo and its unique colour offers instant recognition and stand out to partners and fans.

RGB - is for digital use

CMYK - is for Print

Typography

V1 Black

RGB: 0 0 0

HEX: #000000

CMYK: 0 0 0 100

V2 White

RGB: 255 255 255

HEX: #ffffff

CMYK: 0 0 0 0

Logo

V1 Plain colour - Gold

RGB: 197 181 119

HEX: #C5B577

CMYK: 25 24 63 0

V2 Gradient – Gold

0%

RGB: 206 186 116

HEX: #CEBA74

CMYK: 21 22 65 0

80%

RGB: 221 209 162

HEX: #DDD1A2

CMYK: 14 13 41 0

100%

RGB: 206 186 116

HEX: #CEBA74

CMYK: 21 22 65 0

All IFAF-produced documents have a standard format with the Roboto Light font and text sized at 11. Larger sizes are permissible for ease of reading.

Legal

The IFAF brand is registered and protected as IFAF's intellectual property.

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