

PHILADELPHIA EAGLES

BRAND IDENTITY GUIDELINES

07/22

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There are no geographical lines when it comes to Eagles fans. The roots of this franchise are entrenched in Philadelphia, but the love for the Eagles knows no boundaries. It's not just on Sundays. It's not only during football season. During every second of every day, someone around the world is wearing an Eagles jersey, watching an Eagles highlight, listening to an Eagles podcast, or engaging with the brand on social media.

When you hear someone say, "Go Birds!" it could be a cheer, a greeting, a term of endearment, or all of the above. For an Eagles fan, the only thing that sounds better is "Fly Eagles Fly" after a touchdown.

This playbook will serve as your guide as you strengthen the bond with our family.

Let's Fly.





CHARACTERS OF CHARACTER

Spin a globe. No matter where it stops, you'll find our fans. The common thread between all of us is deeper than what transpires on the football field. It's the willingness to be authentic and stand for something. When you declare yourself to be a part of the team, you carry that with you in every facet of your life.



CHALLENGE AND CHAMPION

We are not risk-averse. Whether it's going for it on fourth-and-goal from the one-yard line in the Super Bowl or giving a voice to families with autism, we will go face-to-face with the status quo and challenge the norm on and off the field.



CULTURE OF COMMITMENT

We are in this together and our connection with the fans is something that we don't take for granted. When the schedule comes out in the offseason, the planning commences immediately for the family gatherings that take place on gameday, whether it's with 70,000 members of your family at Lincoln Financial Field or huddled around a television on the other end of the world. When we hit the road, our fans are right there with us transforming opposing cities into a sea of midnight green. It's truly Eagles Everywhere.



WINNING IS THE STANDARD

Winning more championships is our ultimate goal. Satisfied is not in the dictionary. The expectation is that you will give your best effort anytime you represent the Eagles whether it's lining up in the trenches or driving a community initiative.

FOR INTERNAL USE ONLY. DO NOT USE FOR ANY EXTERNAL FACING COMMUNICATIONS.

TOUGH

PASSIONATE

PROGRESSIVE

COLORFUL

FUN

AUTHENTIC

INTELLIGENT

LOYAL

FOR INTERNAL USE ONLY. DO NOT USE FOR ANY EXTERNAL FACING COMMUNICATIONS.


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TO INSPIRE AND SERVE

THE GREATEST FOOTBALL COMMUNITY IN THE WORLD




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The Philadelphia Eagles Brand Identity is the perception created by the usage and application of all of the elements contained in this guide, beyond just the logo, across many touch points.

The set of elements presented here can be mixed differently according to the communication objectives behind the execution. In order to be effective, we must be consistent enough to be identifiable, but flexible enough to be *fresh, fun, and human.*

HOW TO USE

Our Brand Identity Guidelines are designed to present the spirit and vision of the Philadelphia Eagles brand to a global audience. As our brand grows, this guide will help us scale and execute the communications strategy consistently with speed and flexibility across diverse touch points.

The hope is that this guide provides "freedom within the framework" to build solutions that deliver on the organization's vision.

It is imperative that our brand remains consistent across both internal and external executions. For this reason, all Corporate Partners must receive approval from the Philadelphia Eagles **prior** to using our logos, graphic elements or photography. Please contact your Corporate Partner Representative.



DELIVER THE BRAND STRATEGY
Bring the global blueprint of Eagles Everywhere to life through integrated communications.

EQUITY, AFFINITY, AND DIFFERENTIATION
Leverage brand elements to strengthen the Eagles brand at every touch point through the power of design and emotion.

SCALE WITH SPEED
Enable teams to deliver creative solutions with consistency while allowing flexibility.

INSPIRE
Make the brand's vision and purpose recognizable and unforgettable to fans across the world.



SECTION 2

BRAND ELEMENTS

Our primary logo is our most valuable brand asset. This mark represents a commitment to excellence on and off the field.

For Eagles Everywhere, it's a symbol of unity, shared values, in and above all, achievement and success at a high level. It represents a brand that is tough. A brand that is passionate. A brand that is exciting. A brand that, at all times, strives to be a leader, whether that's in our performance on the field, or our commitment to the community.

The Philadelphia Eagles brand mark is our primary logo and should be used on all brand applications. **It is not to be altered in any way.**

- The full color mark outline is white and helps to ensure definition when applied to dark-colored backgrounds. (*Example 1*)
  The white outline must not be omitted.
- Our mark reproduces best against Midnight Green, Black, White, or light-colored backgrounds.
- Pantone 877C (metallic) should be used when printing the full color logo. If unavailable, Pantone 429C should be used. *(See page 21 for guidelines)*
- The angle of the brand mark is displayed in attack mode and should remain at a 33-degree angle. *(See pages 12-13 for guidelines)*
- The brand mark should always face left.
- Eagles Partnership programs or initiatives must abide by the Partnership guidelines when using our logo in a lock-up. *(See page 47 for guidelines)*
- The Philadelphia Eagles logos can be downloaded from our Brand Resource Center. (*See page 53 for access)*

EXAMPLE 1



FULL COLOR MARK



ONE COLOR MARK



ONE COLOR REVERSE MARK

The Philadelphia Eagles wordmark is our secondary logo, and is to be used when displayed alongside other NFL team wordmarks, uniforms, and merchandise. **It is not to be altered in any way.**

- Our wordmark reproduces best against Midnight Green, Black, White, or light-colored backgrounds.
- The black version of the wordmark should be used when color printing or display is not an option.
- When applied to dark-colored backgrounds, the white version of the wordmark should be used.



MIDNIGHT GREEN WORDMARK



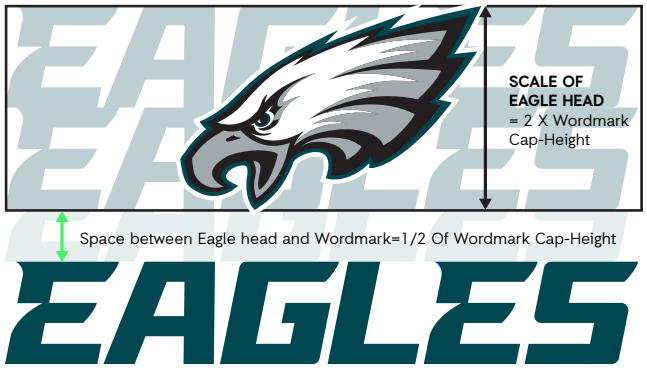
BLACK WORDMARK



WHITE WORDMARK

The Philadelphia Eagles combination mark displays our full color brand mark postioned above our wordmark. It is our tertiary logo and should be used when displayed alongside other NFL team logos, apparel, promotional materials, and merchandise. **It is not to be altered in any way.**

- Our combination mark reproduces best against white, or light-colored backgrounds.
- The black version of the combination mark should be used when color printing or display is not an option.
- When applied to dark-colored backgrounds, the white version of the combination mark should be used.
- The height of the brand mark should equal 2 wordmarks high. The space separating the two vertically centered logos should equal 1/2 height of the wordmark.





FULL COLOR COMBINATION MARK



WHITE & FULL COLOR COMBINATION MARK



BLACK COMBINATION MARK



WHITE COMBINATION MARK

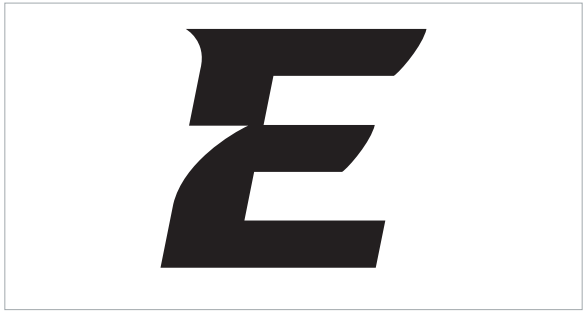
The Philadelphia Eagles letterform is the E from our wordmark and should be used as a brand identifier in conjunction with our primary logo. **It is not to be altered in any way.**

- The utilization of the Eagles letterform is **restricted to internal Eagles use only.**
- The letterform is not to be used in place of the primary Philadelphia Eagles logo.
- When used for promotional use, the Eagles primary logo must also be displayed.





MIDNIGHT GREEN LETTERFORM



BLACK LETTERFORM



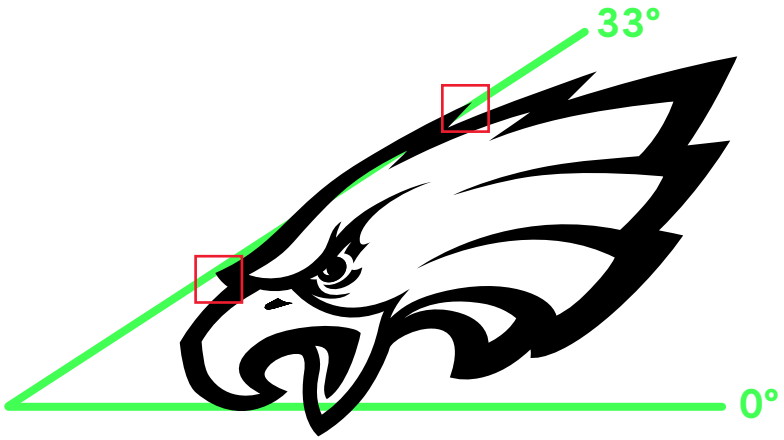
WHITE LETTERFORM

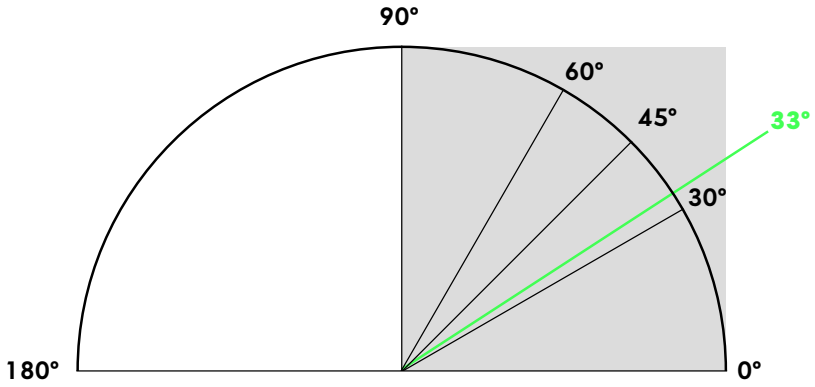
The Philadelphia Eagles franchise was established on July 8, 1933, when a group led by Pro Football Hall of Famer Bert Bell and Lud Wray purchased the Frankford Yellow Jackets. Our first game was three months later, on October 15, 1933.

The primary logo has evolved over the years, but it offers some insight into the history of our team. We introduced the current iteration of the brand mark in 1996.

- The angle of the brand mark is displayed in **ATTACK ANGLE** and should remain at a **33-DEGREE ANGLE.** (This angle uniquely pays homage to the origins of the franchise.)

- When displaying images or text on an angle, it must be set at 33-degrees. *(See page 13 for examples)*






PHILADELPHIA EAGLES
NFC EAST
EST 1933
39.9008° N, 75.1675° W
FLY EAGLES FLY
GO BIRDS


FLY
EAGLES


FLY
EAGLES
FLY

The Philadelphia Eagles taglines are a distillation of who we are and what we believe. They embody our brand promise and capture our commitment to making an impact. They are both a rallying cry and an invitation, a challenge, and an aspirational goal. They invite Eagles Everywhere to contribute to our pursuit of possibilities.

- Depending on the context of the creative, our taglines can be used as a headline, tagline, or hashtag.
- Taglines must be formatted in the Eagles color palette. *(See page 21 for guidelines)*
- Taglines must be formatted in Auxilia typeface. *(See page 24 for guidelines)*
- Use of taglines can appear in brand patterns and graphic elements.



The official rallying cry from the fans to the team.

The official fight/celebration song.



Our inclusive exclamation and expression of how we "Fly Together" in football and in our daily lives.



Language used by Eagles fans to acknowledge their shared allegiance.

Hashtags serve as a vehicle on our social media platforms to both rally fans around a common theme and provide a place for them to join the conversation. There are two hashtags that are prevalent throughout all of the posts on our platforms: #FlyEaglesFly and #EaglesEverywhere. #FlyEaglesFly is the signature hashtag that can be applied whenever celebrating a big play, announcing a new addition to the team, or providing fun, interactive content.

#EaglesEverywhere displays the strength of our brand in that fans can literally be found everywhere. We strongly encourage corporate partners to leverage the strength of these two hashtags before suggesting new ones to incorporate in posts.

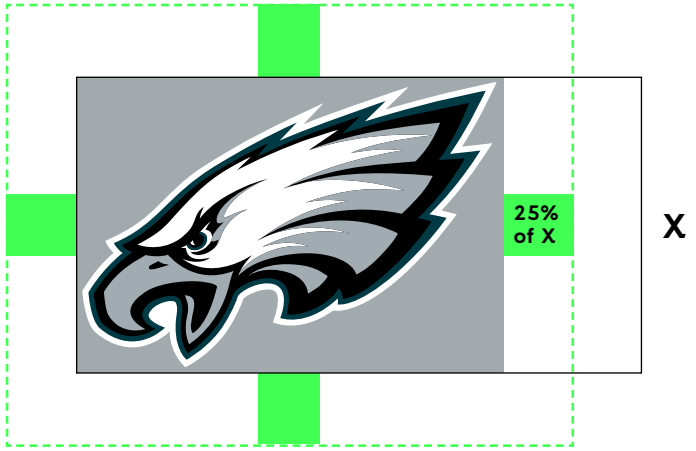
All Corporate Partners must receive approval from the Philadelphia Eagles prior to using our hashtags. Please contact your Corporate Partner Representative.

#FlyEaglesFly

#EaglesEverywhere

The Philadelphia Eagles logo(s) should always be surrounded by a field of isolation area to protect them from competing graphic elements and ensure their visibility and impact. This area of separation is a minimum and should be increased wherever possible.

- The minimum is equal to 25% of the height of the Eagles brand mark and 50% of the height of the wordmark, as represented by X in the examples.
- The dotted lines indicate the smallest amount of required around all sides of the logo.
- The only exception to these requirements is when our identity is incorporated into a brand extension or partnership logo.
  (See page 48 for Brand Extension: Isolation Area Guidelines)





The Philadelphia Eagles brand mark and wordmark can appear against a variety of backgrounds.

- When an application calls for a dark background, Midnight Green (Pantone 316C) is preferred.
- When an application calls for a photographic background, it is important that the imagery provides the logo with sufficient contrast to ensure its visibility.
- The logo should not be positioned in an area of an image where it loses its definition and becomes ineffective.





Incorrect usage of the Philadelphia Eagles brand mark and logo type compromises their integrity and effectiveness. Care should be taken to ensure correct and consistent logo usage in every application. Some common misuses of the logo are displayed here. Although these examples do not represent every misuse, they do indicate areas to double-check.

RULES TO FOLLOW:

- NO rotation or changing of direction of logos
- Eagles brand mark must face left
- NO addition of textures/styles/effects/colors
- NO shadows
- NO reduction of logo
- NO usage of logos as a word replacement
- NO usage of logos on non-primary color background
- NO transparency or fading



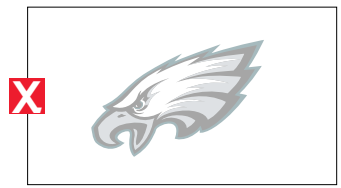
Logos should not be placed on a non-primary Eagles color background.



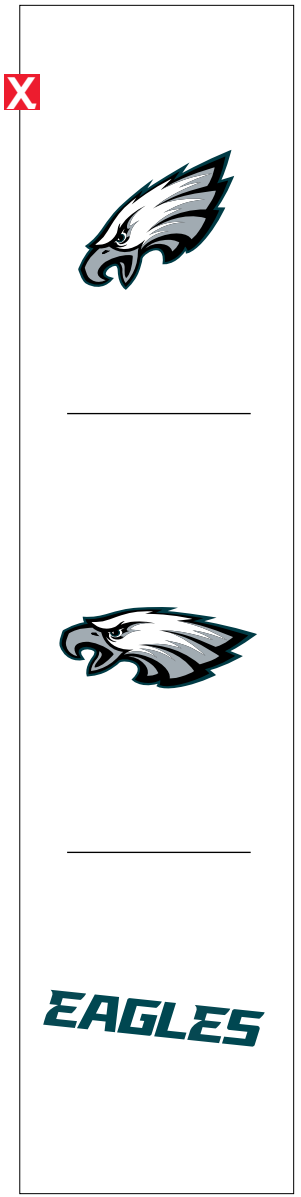
Our brand mark includes a white outline that must be displayed at all times when color backgrounds are used.



Do not change direction of the brand mark. It should always face left.



Do not fade or change the opacity of the brand mark.



Do not rotate the logos.









Make sure the logo has appropriate size and contrast with the background. If placing the logo over an image, pattern, or graphic, make sure the area underneath is not busy or too dark.

The  are a great team!

The EAGLES are a great team!

The Eagles logos are not to be used in place of a word in a phrase or sentence.

SECTION 3

COLOR

Color is one of the most powerful tools for expressing who we are and what we represent. It is important to maintain a sense of hierarchy, balance, and harmony when using the Philadelphia Eagles color palette.

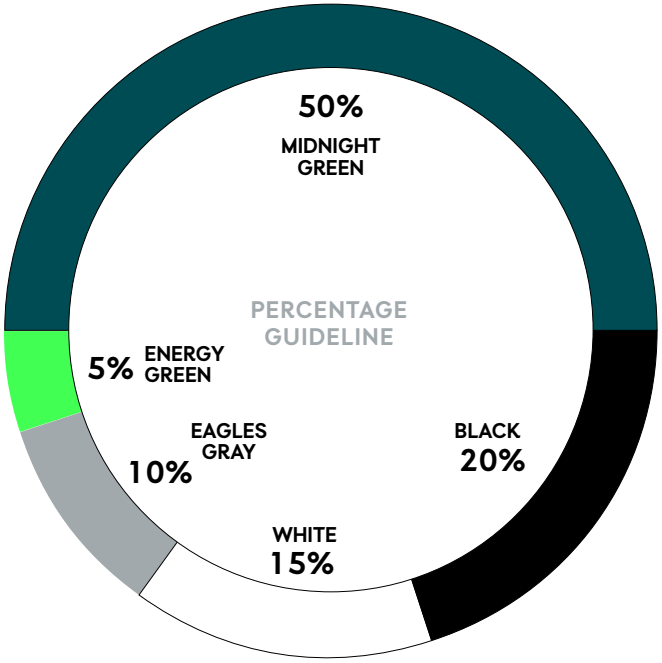
Our color system is extremely flexible, but exercise restraint. Unique and exciting color palettes can be created from as few as two or three colors in addition to the secondary color palette.

The primary color palette should be used on all Philadelphia Eagles visual communications to strengthen and support brand recognition.

- **Midnight Green** (Pantone 316C) makes up 50% of our color palette and should be used to distinguish the Eagles brand in all marketing materials.
- **Eagles Gray** (Pantone 429C) makes up 10% of our color palette.

The secondary color palette is intended to elevate the Eagles brand, while broadening and enhancing visual interest.

- **Energy Green** (Pantone 7488C) should be used as an accent color in conjunction with the primary colors.
- **Eagles Silver** (Pantone 877C) is a metallic color and should be used when offset printing the Eagles primary mark. If unavailable, the primary color **Eagles Gray** (Pantone 429C) is to be used.



PRIMARY

MIDNIGHT GREEN
CMYK 97 - 21 - 33 - 73
RGB 0 - 72 - 81
HEX #004851
PMS 316C

BLACK
CMYK 60 - 40 - 40 - 100
RGB 0 - 0 - 0
HEX #000000

EAGLES GRAY
CMYK 21- 11- 9 - 23
RGB 162 - 170 - 173
HEX #A2AAAD
PMS 429C

WHITE
CMYK 0 - 0 - 0 - 0
RGB 255 - 255 - 255
HEX #FFFFFF

SECONDARY

ENERGY GREEN
CMYK 50 - 0 - 88 - 0
RGB 66 - 254 - 95
HEX #42FE5F
PMS 7488C

EAGLES SILVER
PMS 877C
(Metallic)

There are five gradients in the Philadelphia Eagles visual system. These gradients can be used in a variety of applications. Context and design intent should help determine which gradient is most appropriate. Graphic illustration and backgrounds are the primary use of gradients.

A gradient overlay on an image may not require the full dynamic range of the Primary to Secondary green gradient. In some cases, the more subtle Midnight Green to White gradient will work best.

- These gradients can be downloaded from our Brand Resource Center. (*See page 53 for access)*



PRIMARY GREEN TO SECONDARY GREEN



MIDNIGHT GREEN TO WHITE



BLACK TO MIDNIGHT GREEN



BLACK TO WHITE



ENERGY GREEN TO WHITE



TYPOGRAPHY

Typography plays an integral role in our brand identity system. The consistent usage of the primary typeface in all text applications contributes to a cohesive look and feel in our communications.

SECTION 4

AUXILIA is a geometric sans serif font that comes with various weights and condensed width for all-purpose design. It is intended for principal and supporting text applications such as titles, headlines, subheads, as well as primary and secondary messaging.

Type hierarchy organizes and gives order to the text elements in design. Pairing a headline formatted in Auxilia Black and body copy formatted as Auxilia Regular immediately creates a sense of hierarchy.

- When referring to the Philadelphia Eagles, Auxilia Black Oblique is our preferred headline font.
- When formatting body copy, use Auxilia Regular and left align all paragraphs.
- Use all caps when using Auxilia font as a display text.
- **Individual font licenses are required for use of the Auxilia typeface.** Eagles staff should contact IT Department for license. To purchase a license, please visit: *www.fontspring.com/fonts/typomancer/auxilia*

AUXILIA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ ‘ ’ “ ” < > % * ^#$/( ) [ ] { } . ,

AUXILIA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ ‘ ’ “ ” < > % * ^ #$/( ) [ ] { } . ,

AUXILIA BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ ‘ ’ “ ” < > % * ^#$/( ) [ ] { } . ,

AUXILIA OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789 ? ! & @ ‘ ’ “ ” < > % * ^ #$/( ) [ ] { } . ,*

AUXILIA BOLD OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ ‘ ’ “ ” < > % * ^ #$/( ) [ ] { } . ,

AUXILIA BLACK OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ ‘ ’ “ ” < > % * ^ #$/( ) [ ] { } . ,

AN EXAMPLE OF A HEADER

FONT: AUXILIA BLACK / 20 PT (+20 TRACKING)

An example of a subheading

FONT: AUXILIA BOLD / 16 PT

An example of body copy nonserum dentibus sin reptae cum eas dolore soles ipsam ersperit aut occus sam qui offic tesequiant autenissim qui omnihitio dolo con eum enimilibus explit most aut esti dolorenis con.

FONT: AUXILIA REGULAR / 11/17 PT

A bullet is a symbol or number that is used to draw attention to a list of items. Additional line space may be added in between bullets for emphasis.

- Sample 1
- Sample 2
- Sample 3

BULLET FONT: WINGDING 3 / ENERGY GREEN

An end mark is the small graphic element placed at the end of an article, chapter, or story. Size the end mark in relation to the text directly preceding it, and position it centered against the type.

Our brand symbol can be used as an end mark. It should sit on the baseline and be sized no larger than the cap height of the copy.



NFL TEAMS

ARI: Arizona Cardinals
ATL: Atlanta Falcons
BAL: Baltimore Ravens
BUF: Buffalo Bills
CAR: Carolina Panthers
CHI: Chicago Bears
CIN: Cincinnati Bengals
CLE: Cleveland Browns
DAL: Dallas Cowboys
DEN: Denver Broncos
DET: Detroit Lions
GB: Green Bay Packers
HOU: Houston Texans
IND: Indianapolis Colts
JAX: Jacksonville Jaguars
KC: Kansas City Chiefs
LAC: Los Angeles Chargers
LAR: Los Angeles Rams
LV: Las Vegas Raiders
MIA: Miami Dolphins
MIN: Minnesota Vikings
NE: New England Patriots
NO: New Orleans Saints
NYG: New York Giants
NYJ: New York Jets
PHI: Philadelphia Eagles
PIT: Pittsburgh Steelers
SEA: Seattle Seahawks
SF: San Francisco 49ers
TB: Tampa Bay Buccaneers
TEN: Tennessee Titans
WAS: Washington Redskins

TEAM POSITIONS

OFFENSIVE PLAYERS

QB: Quarterback
RB: Running Back
FB: Fullback
LT: Left Tackle
LG: Left Guard
C: Center
RG: Right Guard
RT: Right Tackle
WR: Wide Receiver
TE: Tight End

DEFENSIVE PLAYERS

DE: Defensive End
DT: Defensive Tackle
LB: Linebacker
CB: Cornerback
S: Safety
SS: Strong Safety
FS: Free Safety

SPECIAL TEAMS

K: Kicker
P: Punter
KR: Kick Returner
PR: Punt Returner
LS: Long Snapper

NFL TEAM NAMES

The use of an NFL team name is restricted to League partners only. The Philadelphia Eagles cannot give permission to use team names to non-league partners.

- Teams can be referred to, with or without the name of the region they represent. (*Example 1*)
- Teams can be referred to by their official NFL abbreviation. (*Example 2*)
- Formatting of team names should be consistent when referred to along side another NFL team. (*Example 3*)
- Corporate Partners must abide by team trademark rules set forth by the NFL. *(See Section 7 for Brand Extension Guidelines).*

TEAM MATCH UPS

When Philadelphia Eagles are the home team, the visiting team's name is listed first in the match up. (*Example 4*)

- Versus is a preposition. When abbreviated, it should remain lower case and followed by a period.

When the Philadelphia Eagles are the visiting team, the match up language changes from "vs." to "at". This helps viewers quickly identify which games are away. (*Example 5*)

- At is a preposition. It should remain lower case.

EXAMPLE 1

EAGLES / PHILADELPHIA EAGLES

EXAMPLE 2

PHI / PHILADELPHIA EAGLES

EXAMPLE 3

PHILADELPHIA EAGLES vs. DALLAS COWBOYS

EAGLES vs. COWBOYS

PHI vs. DAL

EXAMPLE 4

COWBOYS vs. EAGLES

EXAMPLE 5

EAGLES at COWBOYS

TITLES AND POSITIONS

- Capitalize formal titles when they appear before a person's name. (*Example 1*)
- If a title is long, place it after the person's name, or set it off with commas before the person's name. (*Example 2*)

DATES

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. All other months should always be completely spelled out.

- Abbreviated days and months should end with a period. (*Example 3*)
- All months should be spelled out when they stand alone or are alone with a year. (*Example 4*)
- Commas are not necessary if only a year and month are given, but commas should be used to set off a year if the date, month and year are given. (*Example 5*)

EXAMPLE 1

C JASON KELCE

EXAMPLE 2

JEFFREY LURIE, CHAIRMAN AND CHIEF EXECUTIVE OFFICER

EXAMPLE 3

SUN. SEPT. 3

EXAMPLE 4

SEPTEMBER 1933

EXAMPLE 5

SEPT. 3, 1933

SUN. SEPT. 3, 1933

TIMES

The exact time when an event occurs is important. In such cases, use figures, but spell out noon and midnight.

- AM/PM should be capitalized. Space between number and letter is required. (*Example 1*)
- Do not use periods in AM/PM formatting.
- Use hyphens in time ranges. Don't add spaces before or after the hyphens. (*Example 2*)

PUNCTUATION

- Use a single space after a period.
- An ampersand symbol can be used in place of the word 'and' in headlines and in digital spaces, but should be written out when space allows. (*Example 3*)
- A comma should be used after the penultimate item in a list of three or more things. (*Example 4*)
- Commas and periods go within quotation marks.

EXAMPLE 1

2 PM

EXAMPLE 2

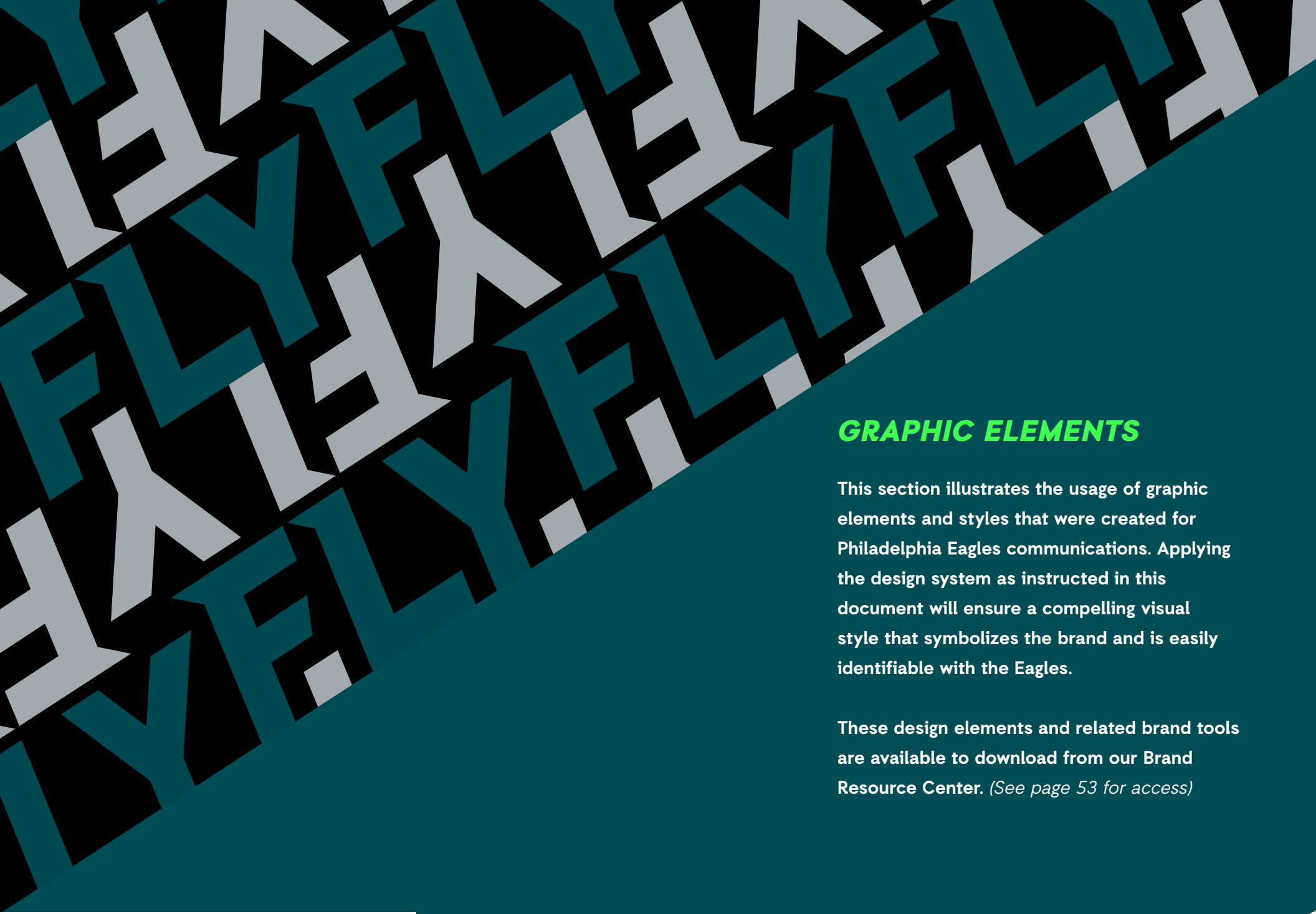
2-4 PM

EXAMPLE 3

QUARTERBACK AND TIGHT END

EXAMPLE 4

THE PLAYERS ATTENDING THIS YEAR'S STADIUM EVENT ARE TOM, JOE, FRANK, AND PETE.



SECTION 5

GRAPHIC ELEMENTS

This section illustrates the usage of graphic elements and styles that were created for Philadelphia Eagles communications. Applying the design system as instructed in this document will ensure a compelling visual style that symbolizes the brand and is easily identifiable with the Eagles.

These design elements and related brand tools are available to download from our Brand Resource Center. *(See page 53 for access)*

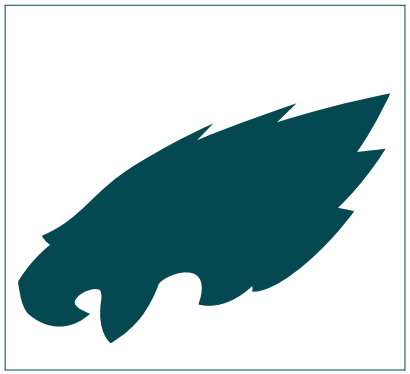
The Philadelphia Eagles brand symbols are visual characteristics that provide a window into our personality and contribute to the global recognition rate. The symbols alone are not enough to guarantee immediate identification of our brand. This is accomplished through the creative usage of bold design, historical elements, or taglines that are synonymous with it.

- Symbols should not be modified or adjusted in any way.
- Alternative versions and color options can be found in our Brand Resource Center. (*See page 53 for access)*

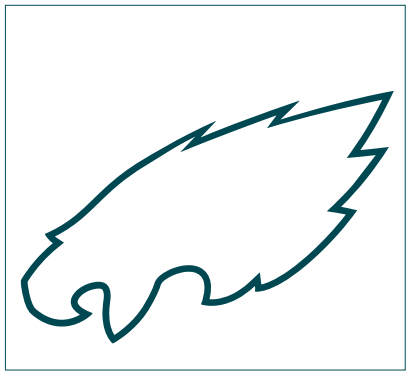


Our primary logo is the strongest identifier of the brand. The utilization of the Eagles brand mark as a Solid or Outline shape provides a powerful, yet abstract design tool to reinforce the brand. These shapes should be creatively woven into other design elements to guarantee visual recognition of the brand.

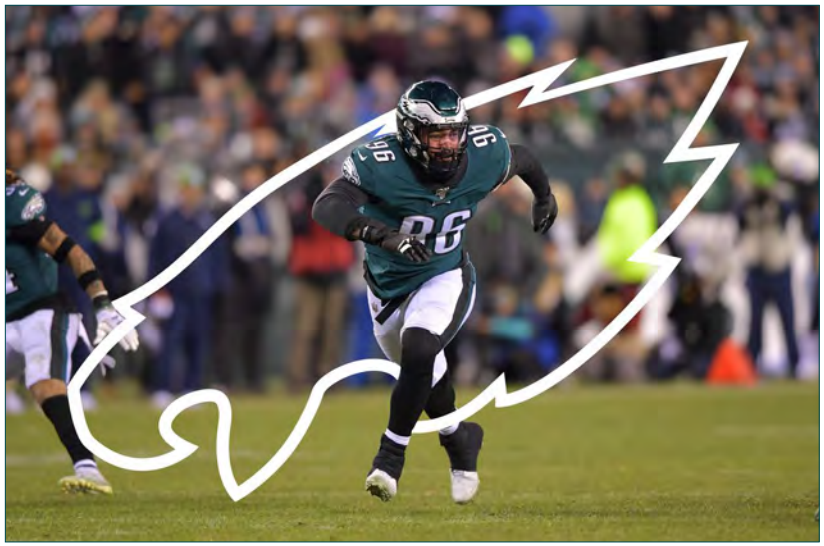
- The utilization of the Eagles brand mark as a Solid or Outline shape are **restricted to internal Eagles use only.**
- The Solid or Outline shape of our brand mark are not to be used in place of the primary Philadelphia Eagles logo.
- When these shapes are used for promotional use, the Eagles primary logo must also be displayed.
- The Solid or Outline shape of our mark should utilize our color palette. *(See page 21 for guidelines)*
- When using along side text, center shape alignment within the baseline and cap height of the letters. *(See page 25 for guidelines)*



SOLID



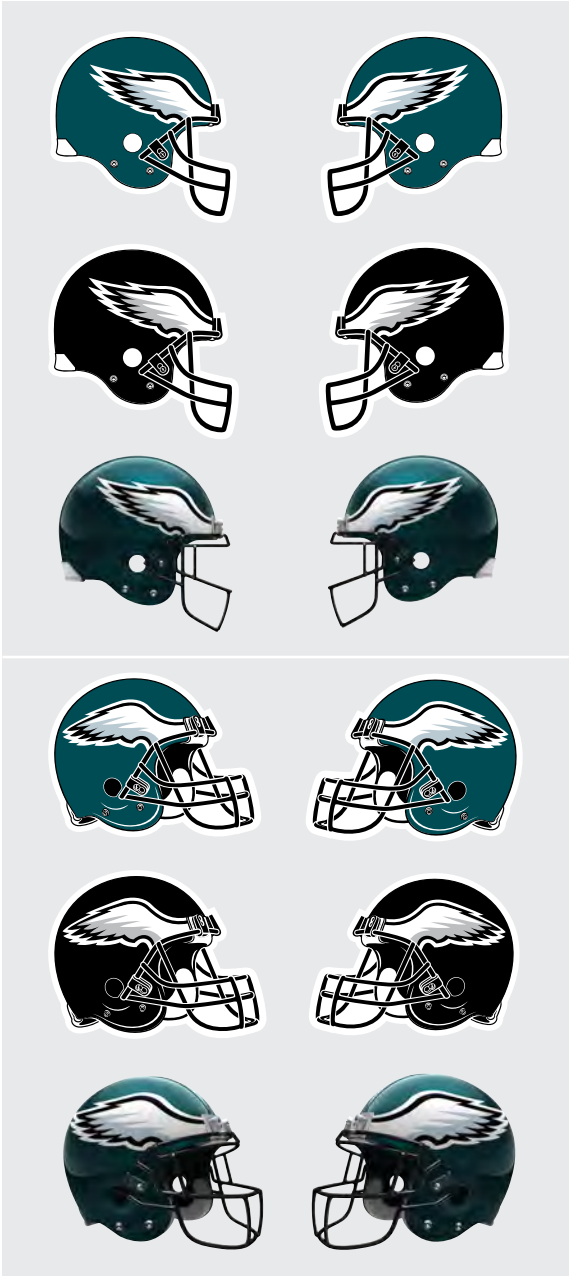
OUTLINE



When the Philadelphia Eagles take the field, the midnight green helmets shine under the bright lights and serve as one of the most easily recognizable identifiers of the brand. From a creative standpoint, the Philadelphia Eagles helmet illustrations are commonly used to designate matchups.

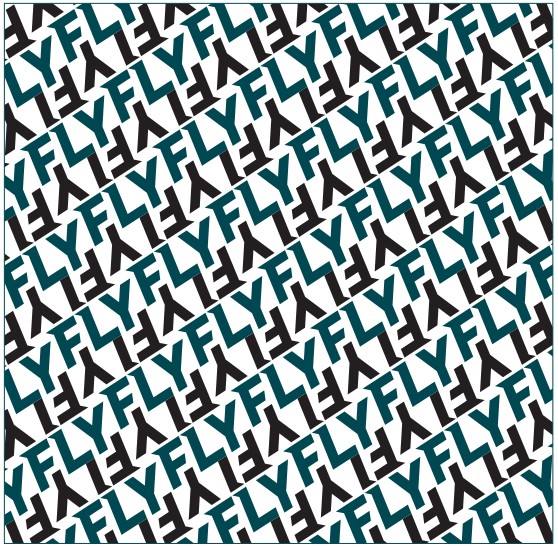
The Eagles helmet artwork is available in full color and in grayscale. There are two helmet positions are in both 2D and 3D format:

- The helmet is tilted downward as if it were worn on a player's head.
- The helmet is positioned as if it were sitting on a flat surface.
- A white outline surrounds the 2D helmet versions to help ensure its definition when applied to a dark background
- The Philadelphia Eagles helmet artwork can be found in our Brand Resource Center. (*See page 53 for access)*



When the Philadelphia Eagles want to catch a defense off guard, we might call for a trick play. Patterns are the trick plays of the graphics elements package, creating a spark to liven up a background or add texture to a design. These patterns are vivid, yet utilize our colors, symbols, and brand elements aligned on the 33-degree grid system.

- Patterns may be used as backgrounds, to add texture, or to emphasize. They work best as textural images.
- Patterns should not appear over images.
- Logos cannot appear on top of patterns.
- Copy should not appear over patterns with the exception of large headlines or titles.
- Patterns can be cropped to fit a specific area of a design. It is not required to use the entire pattern.
- Patterns should not be modified or adjusted in any way.
- Alternative versions and color options can be found in our Brand Resource Center. (*See page 53 for access)*



FLY SYMBOL PATTERN



WORD CLOUD PATTERN

Our primary logo is comprised of many facets that can be utilized as design elements. The swoops and talons within our brand mark represent the edgy, aggressive nature that attacks the norm to remain on the cutting edge. Isolated areas of the Eagles primary logo may be used as a background.

- When these backgrounds are used for promotional use, the Philadelphia Eagles primary logo must be displayed as well.
- Backgrounds should not be modified or adjusted in any way.
- Alternative versions and color options can be found in our Brand Resource Center. (*See page 53 for access)*

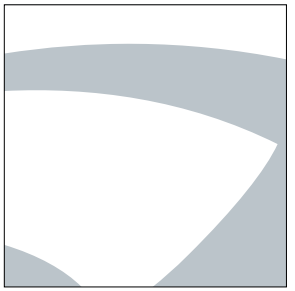


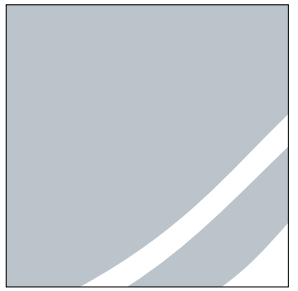

BACKGROUND 1


BACKGROUND 2


BACKGROUND 3

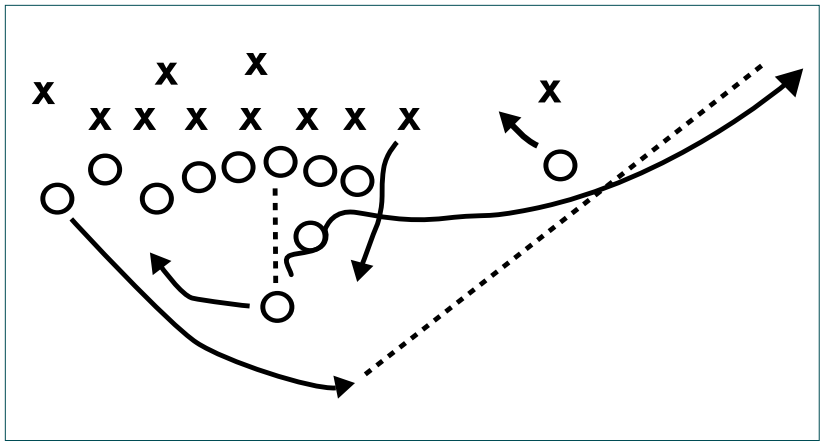

BACKGROUND 4


BACKGROUND 5


BACKGROUND 6

The Philly Special is considered one of the greatest plays in NFL history and was key to securing the Eagle's first Super Bowl title, Super Bowl 52.

The vector art featured here is the "official" diagram of the play for use only when partners are approved to use a Philly Special reference in their promotions.



THE PHILLY SPECIAL

Football is a physical sport and that carries through the brand experience as textures help shape and define our perceptions. Textures are both tangible and visible. Tangible textures enhance the senses through the ability to physically touch a surface. Visible textures create the world that we think a texture would feel like.

Philadelphia Eagles brand textures include:

- Stone: Strong, rugged
- Fabric: Teamwork, camaraderie
- Metal: Solid, tough
- Wood: Durable, resilient
- Pigskin: Gritty, historic
- Grass: Rich, natural











PHOTOGRAPHY

The iconic moments in Eagles history are all illustrated by outstanding photography. From Chuck Bednarik's hit to the Miracle at the Meadowlands to the Philly Special, the story of the franchise can be told through images.

A snapshot captures more than a moment in time. It highlights that raw, unfiltered emotion, whether it's on the field or in the stands. It details how victory can be earned by the smallest of margins.

SECTION 6

GROUP PLAYER RIGHTS

If the Philadelphia Eagles grant you the right to use Group Player Rights, such usage is subject to the following:

- Use of six (6) or more current NFL players for promotional purposes.
- Regardless if that number is reached using players simultaneously or individually.
- Must be licensed images and game action shots.
- Players with competitive endorsement deals in sponsor's category are precluded from use.
- Imagery cannot imply endorsement or feature one player more prominently than the next.



ATHLETIC EXCELLENCE

Our players should be portrayed as displaying superior athletic ability over the opposition that results in a positive play for the team.

- If granted the right to use Philadelphia Eagles photography, you must abide by Group Player Rights, or have a current endorsement deal with a specific player that grants the rights to use their image or likeness. (*See page 39 for Group Player Rights guidelines*)







EXPRESSIVE AND ENGAGING

Our photographers provide behind-the-scenes access that you will not find anywhere else. The result is a selection of unique imagery that showcases the full spectrum of our players' personalities. Take advantage of this by connecting with our fans through the use of honest emotion.

- If granted the right to use Philadelphia Eagles photography, you must abide by Group Player Rights, or have a current endorsement deal with a specific player that grants the rights to use their image or likeness. (*See page 39 for Group Player Rights guidelines*)

- The utilization of a singular Expressive and Engaging photograph of player is **restricted to internal Eagles use only, unless the player is sponsored by partner.**







CULTURE OF COMMITMENT

Does the action in the photo embody our values and our traits? The subjects should visually epitomize the camaraderie required to have success in any mission.

Are the players showing belief in each other? Are they picking each other up? Are they fighting for each other?

Are they displaying the unrivaled level of commitment that everyone has to the organization?

- If granted the right to use Philadelphia Eagles photography, you must abide by Group Player Rights, or have a current endorsement deal with a specific player that grants the rights to use their image or likeness. (*See page 39 for Group Player Rights guidelines*)











BRAND EXTENSION

The following guidelines have been developed to ensure the proper applications of the Philadelphia Eagles identity in three types of brand partnerships:

- Eagles-Dominant Relationships
- Partner-Specific Relationships
- Eagles Partnerships

SECTION 7

The Philadelphia Eagles utilize special care in its partnerships to ensure that brand identities are not compromised by one another. Co-branding represents an exchange of credibility between brands and an approval process is in place in order to ensure that happens.

PROCESS AND APPROVAL

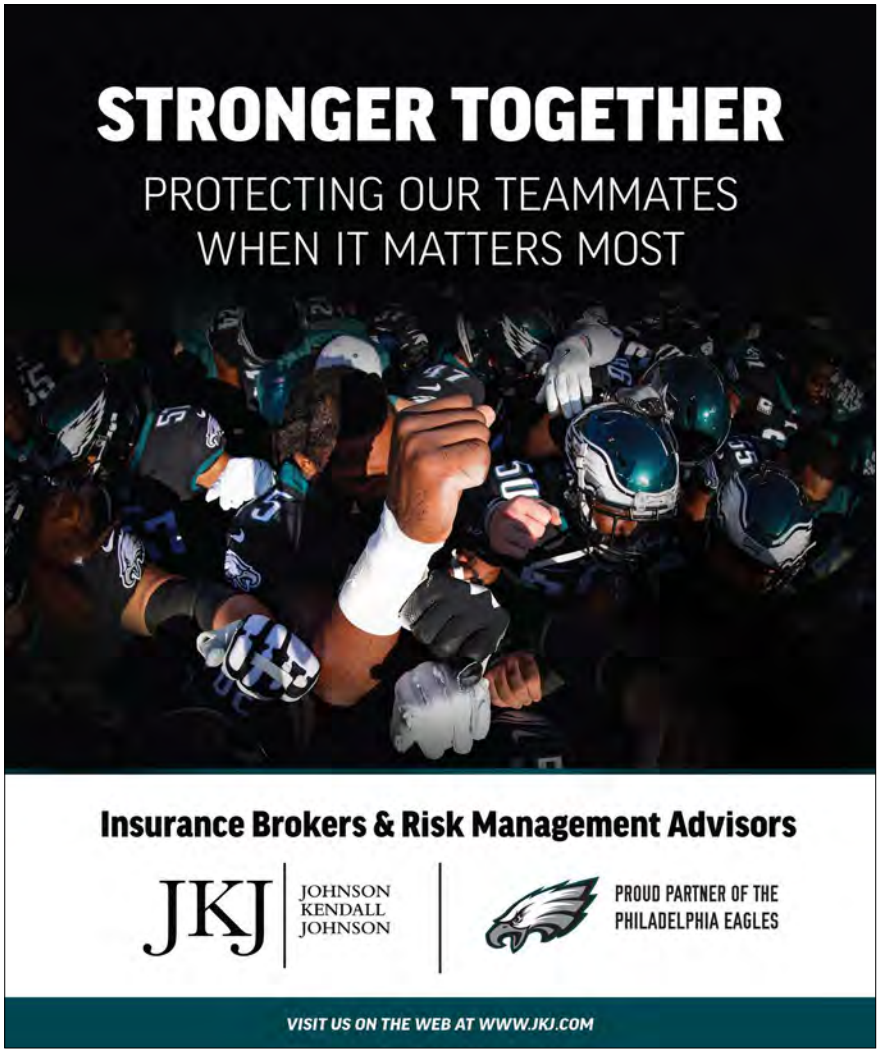
All Corporate Activation approval is needed from the Philadelphia Eagles **prior** to using our logos, graphic elements or photography. Please contact your Corporate Partner Representative.

- If player imagery is finalized and a player is no longer on the team, the partner is responsible to immediately replace player photography with an approved current player, at the cost of the partner.

NFL & NFLPA GUIDELINES

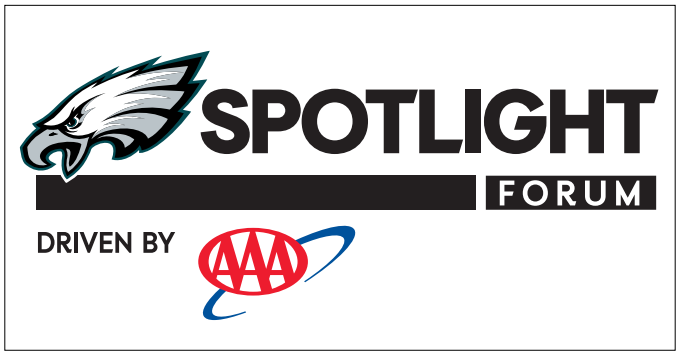
- Corporate Partners must abide by team trademark rules set forth by the NFL. Contact your Corporate Partner for more details.

- Partners cannot market specific player names/jersey numbers unless the have a separate endorsement deal with said player.



Eagles-dominant branding is relevant when a platform, institutional event, or initiative is actively managed and controlled by the Philadelphia Eagles. Event can be sponsored by a single partner or by multiple partners.

- The Philadelphia Eagles primary logo should be used. *(See Section 2 for our Logo Usage guidelines)*
- The Philadelphia Eagles logo can not to be used in place of a word in a phrase or sentence.
- If a sponsor brand is part of the extension, it should appear no larger than 40% of the area of the Philadelphia Eagles logo.
- Brand extension logo will include language such as “presented by” and will be accompanied by partner(s) logo.
- All text should be formatted using black Auxilia typeface. Capital letters are preferred.



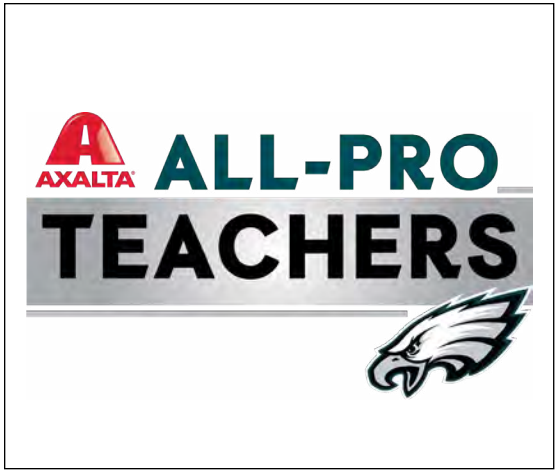
EAGLES SPOTLIGHT FORUM EVENT - DRIVEN BY AAA



EAGLES KIDS CLUB - PRESENTED BY ACME, CHOP & RITA'S ICE

A partner-specific program or initiative may be managed by the Philadelphia Eagles OR the partner but has been created for the partnership. Partner has naming rights to platform, event or initiatives.

- Philadelphia Eagles primary logo should be used. *(See Section 2 for our Logo Usage guidelines)*
- Extension name should be formatted using black Auxilia typeface. Capital letters are preferred.
- Our logo should appear at a maximum 60% of the total area of the partner name.



AXALTA - ALL PRO TEACHER



TOYOTA - PLAYER OF THE YEAR

An Eagles Partnership program or initiative is actively prepared by partner. If a brand has been granted rights through an Eagles partnership to use our marks and/or official status, the following guidelines will apply:

- The Philadelphia Eagles primary logo should be used. *(See Section 2 for our Logo Usage guidelines)*
- Our logo should always be surrounded by a field of isolation area. *(See page 48 for our Brand Extension: Isolation Area guidelines)*
- The brand presence is generally 50/50 in presentation.
- The Eagles logo cannot be integrated within the partner's logo. It must be a parallel lock-up.
- Partner logo lock-ups showcase the affiliation between the partner and the Philadelphia Eagles, as well as listing their designation exclusivity *(when applicable).*
- Partner logo Lock-up will include our logo and partner(s) logo, accompanied by the designation language such as: *Official Partner of the Philadelphia Eagles* or *Proud Partner of the Philadelphia Eagles*
- The designation should be formatted using Auxilia typeface and must be one color. Black is preferred.
- Parallel lock-ups must be divided by a one-point vertical rule centered and sized in relation to the height of the logo(s).
- The Eagles logo should be displayed on the right side of a Parallel lock-up.
- Philadelphia Eagles are represented in logo and/or text.





Care must be taken to ensure brand identities are not compromised by each other. Our logo should always be surrounded by a field of isolation area.

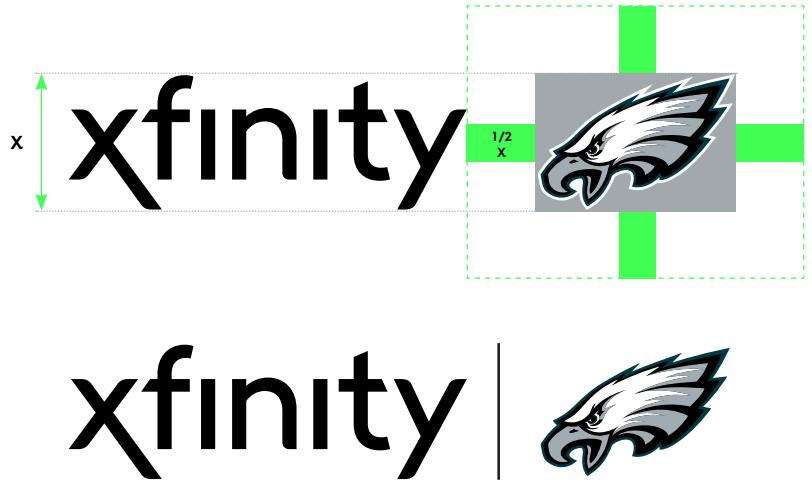
Horizontal Logo Relationships

For horizontal or type-based partner logos, use the Eagles primary logo, match heights and separate with a clearspace equal to half the height of the lockup. (*Example 1*)

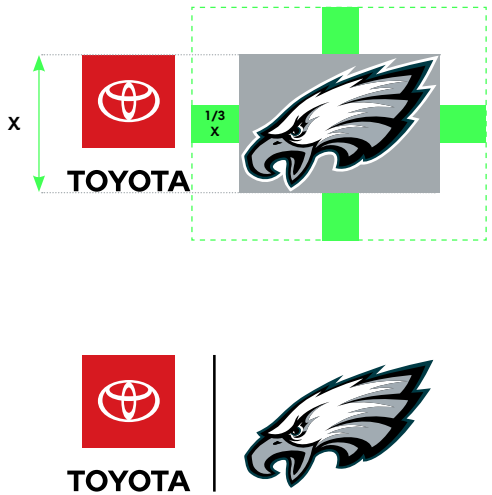
Vertical Logo Relationships

For vertical or graphic-based partner logos, use the Eagles primary logo, match heights and separate with a clearspace equal to a third of the height of the lockup. (*Example 2*)

EXAMPLE 1



EXAMPLE 2





BRAND APPLICATIONS

The following examples have been developed to showcase the freedom within the framework of the Philadelphia Eagles brand identity. These examples provide visual guidelines.

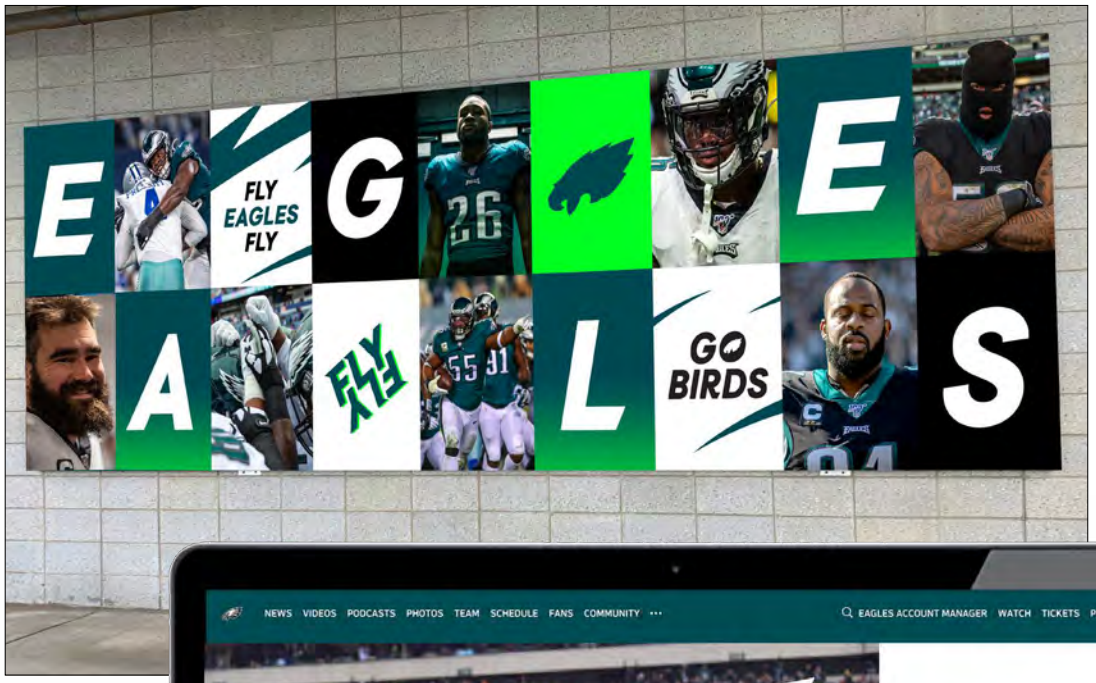
SECTION 8


26
MILES
SANDERS


PRO BOWL
2021
JASON KELCE
EAGLES

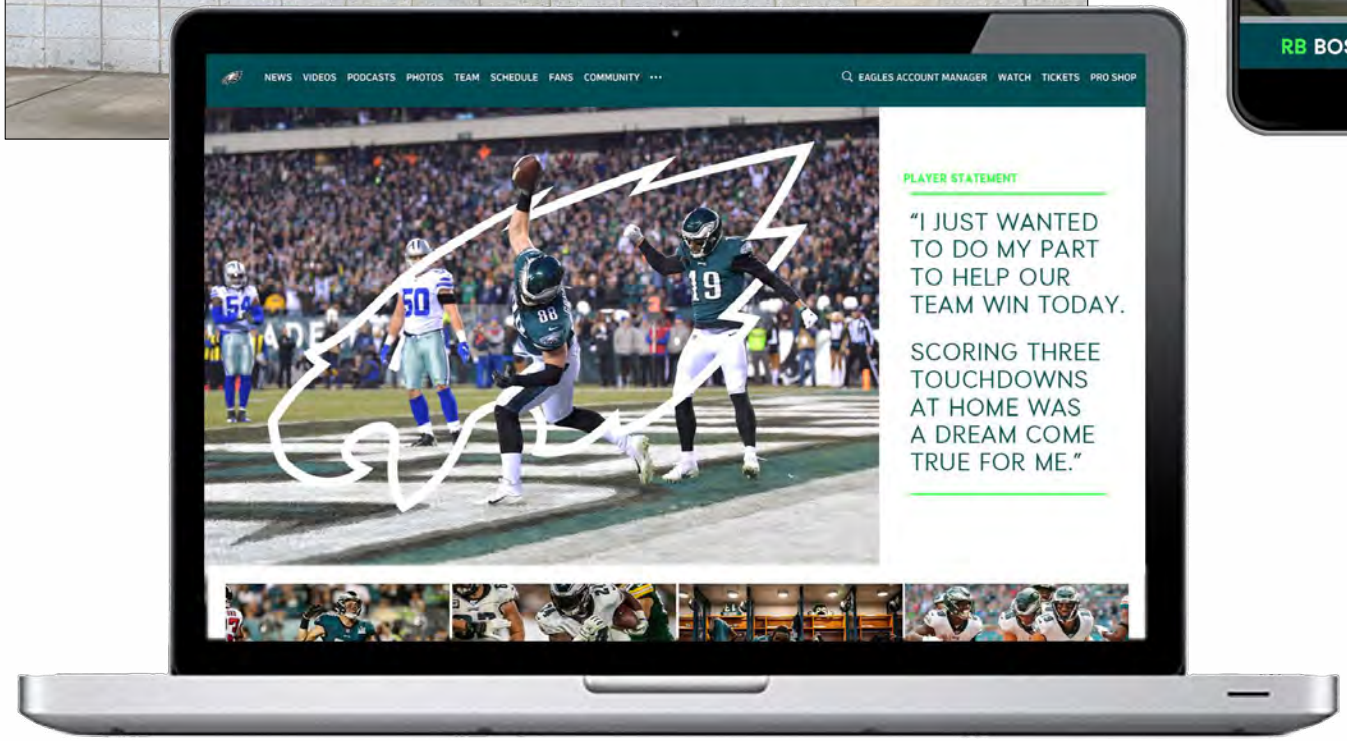

PHILADELPHIA EAGLES | SINCE 1933 | PHILADELPHIA EAGLES | FLY EAGLES FLY
19
33


OPERATIONS
CONFERENCE
ROOM
Lincoln Financial Field


E
FLY EAGLES FLY
G
E
A
FLY
L
GO BIRDS
S


PLAYER PROFILE
RB BOSTON SCOTT


PLAYER PROFILE
T LANE JOHNSON


NEWS VIDEOS PODCASTS PHOTOS TEAM SCHEDULE FANS COMMUNITY
EAGLES ACCOUNT MANAGER WATCH TICKETS PRO SHOP
PLAYER STATEMENT
"I JUST WANTED TO DO MY PART TO HELP OUR TEAM WIN TODAY.
SCORING THREE TOUCHDOWNS AT HOME WAS A DREAM COME TRUE FOR ME."


philadelphiaeagles
GO BIRDS
GO BIRDS
GO BIRDS
GO BIRDS
GO BIRDS


FLY


PHILADELPHIA EAGLES | SINCE 1933 | PHILADELPHIA EAGLES | FLY EAGLES FLY | PHILADELPHIA EAGLES | FLY EAGLES FLY
19
33


LET'S
FLY


WELCOME TO EAGLES
TRAINING CAMP
PHILADELPHIA
EAGLES
EAGLES
EAGLES
EAGLES
EAGLES
LET'S
FLY
WELCOME TO EAGLES
TRAINING CAMP
PHILADELPHIA
EAGLES

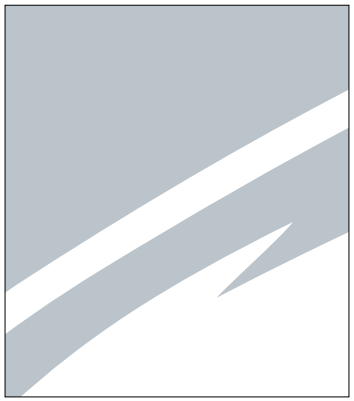
It is imperative that our brand look and feel remains consistent across both internal and external executions. For this reason, we have created a Brand Resource Center to share our brand assets. Click the link below or visit **PhiladelphiaEagles.com/BrandGuidelines** to download the Eagles logos, backgrounds patterns, gradients and other brand elements. If you need assistance with these please contact: **CreativeServices@PhiladelphiaEagles.com.**

All Corporate Partners must receive approval from the Philadelphia Eagles **prior** to using our logos, graphic elements or photography.

BRAND RESOURCE CENTER



LOGOS



BACKGROUNDS



PATTERNS



GRADIENTS



BRAND ELEMENTS

DOWNLOAD

PASSWORD:
EAGLESEVERYWHERE