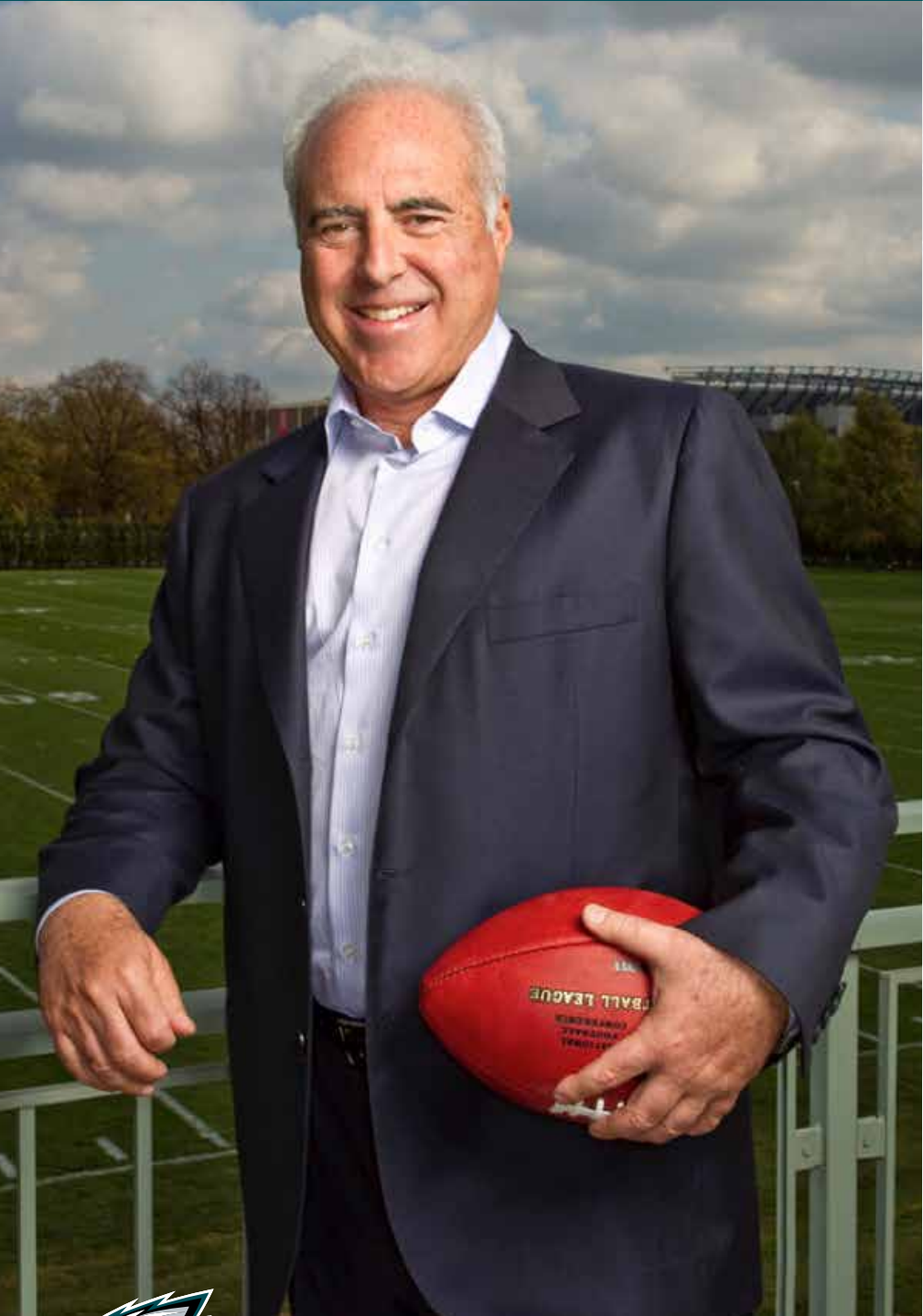# BRANDBOOK AND STYLEGUIDE

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Thank you for your continued support!

Christina Weiss Lurie

Please contact the Eagles Marketing Department at 215.463.2500 with any questions.

CONTENTS

THE PHILADELPHIA EAGLES BRANDBOOK

INTRODUCTION

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BRAND IDENTITY > OUR BRAND PROMISE

A brand is simply a collection of perceptions and associations about a product, service, or organization that people hold in their minds. These perceptions and associations combine to form an overall image. This is exactly what defines a brand...image.

Why Brands Matter

Brands are the means by which people organize products and categories in their minds in order to simplify choices and make decisions. While there may not be another professional football team quite like the Philadelphia Eagles, people do have other choices when it comes to what games to watch, whether to attend, as well as how and where to spend their time and money. This is why maintaining the strength and stature of the Eagles brand is important, why the right image is critical, and why our brand matters.

BRAND IDENTITY > DEFINING BRANDS

Why Brand Identity is Important

Ensuring that the Philadelphia Eagles brand is properly and consistently presented strengthens brand recognition, fosters an understanding of what we stand for, and maintains and builds the strong, positive image the Eagles have successfully achieved thus far. Maintaining this image is vital to our continued success as a business and as a franchise.

How Brands are Shaped

Brands are shaped (in part) through the process of branding. Branding is the strategically guided process of creating and selecting certain communicative stimuli such as names, symbols, colors, textures, images, sounds, smells, verbal messages, and determining how these elements should or should not be combined. This process defines how a brand is perceived and experienced.

Of course there is more to it than what's been mentioned. The Philadelphia Eagles brand is a composite reflection of our team, of competition, of our fans, friends and families, and of course, of the City of Philadelphia itself.

THE PHILADELPHIA EAGLES BRAND

Passion, by definition, is about devotion and desire. It's about intensity and conviction and a fire that burns from within. There isn't a more applicable word to define who we are as fans, as a city, and as a team. Passion fuels everything we do and how we do it. Our brand reflects it. It's something you can feel. Our fans absorb it and send it back to us with even greater intensity. This **edgy, tough-as-nails passion** is what makes our brand unique.

THE PHILADELPHIA EAGLES BRAND >
OUR VALUES AND BELIEFS

Strong, effective, and successful brand organizations (like teams and like individuals) are guided by their own unique set of principles or values. These are the ideals in which an organization believes and the standards that should influence both communications and actions.

The values outlined below are not new to us. However, in the context of defining what the Eagles brand should represent and project, it is valuable to reiterate and share them once again. These are the pillars upon which our brand and organization have been built.

Community
We believe in the concept of community, of people working together, sharing a common interest, goal, and vision. We invest ourselves in our community, and our community invests in us. We are inseparable. We support our community, and they support us. We are intertwined. We are dependent upon each other. That's the way it should be.

Social Responsibility
In addition to delivering an exciting "product" each and every game, each and every season, and being a successful and admired team and business, we also have a higher purpose as an organization and as individual members within the Eagles organization. We must, and we will, make a difference in the world in which we live. We will reach out to improve lives, to educate, to provide opportunity, to positively impact health, to protect our environment, and more.

THE PHILADELPHIA EAGLES BRAND >
OUR VALUES AND BELIEFS

As leaders, we must leave more than we take. It is our obligation to do so, and we accept this responsibility with passion.

Striving for Excellence

Our common goal is equally clear: as individuals and together as a team, the Philadelphia Eagles will continually strive for excellence. Excellence is about the quality of our performance. It is about professionalism and leadership. It is about winning. The concept of excellence applies on the field as well as off. We want to be the best and be seen as such. Our quest for excellence will never end.

Integrity

Integrity means having an uncompromising adherence to a set of principles. It means having a code by which one lives and acts, and to be guided by a clear sense of what is right and true. In short, this is a quality inseparable from the Eagles organization as it directs everything we do both on and off the field.

Teamwork

Team plus work. People working together, collaboratively, toward a common effort or goal. The word could not be clearer. It is the essence of our sport. It is how we perform. It is the essential factor that ensures success, and, if ignored, guarantees failure.

THE PHILADELPHIA EAGLES BRAND >
OUR BRAND ATTRIBUTES

The Philadelphia Eagles key brand attributes and personality

In addition to values and beliefs, brands can also be defined by certain characteristics, attributes, and qualities...many of which may seem similar to how one might describe a person.

Based on our fan research, the following words, descriptors, and adjectives are most commonly and accurately used to describe the Philadelphia Eagles brand and the image we wish to maintain:

Hard-working	Aggressive
Strong	Confident
Talented	Bold
Determined	Intense
Passionate	Hard-nosed/Tough Soaring
Exciting	

Not all brand attributes are human-based characteristics. The Philadelphia Eagles brand is also defined by these important equities:

The City of Philadelphia	Tradition
Green	Loyalty
Heritage	Pride
Our symbol, the Eagle—America's bird	Family bond—passed down from generation to generation

THE PHILADELPHIA EAGLES STYLEGUIDE

INTRODUCTION

Because of its value, the logo should be protected through correct and consistent reproduction. The following guidelines have been developed to ensure proper usage of this visual representation of the Philadelphia Eagles brand.

Because of its value, the logo should be protected through correct and consistent reproduction. The following guidelines have been developed to ensure proper usage of this visual representation of the Philadelphia Eagles brand.

PRIMARY

SECONDARY

ALTERNATE

THE PHILADELPHIA EAGLES LOGO

As the primary visual identifier of the Eagles, it is important that the logo not be altered in any way. In all Eagles communications, from print to broadcast to Web applications, and in all partnership and sponsorship programs that call for additional graphics, the logo should be highly visible and unmistakable.

The primary logo is comprised of the Eagles logotype and the Eagle head, or "mark," in a fixed relationship called a lock-up. This relationship should not be altered in any way. To ensure correct reproduction, please use the approved electronic artwork.

Please note that the Eagle mark faces right in the logo. When the Eagle mark is used independently, it faces left and is tilted downward. This orientation helps distinguish the Eagle mark as a separate graphic device, but it also adds a sense of drama by suggesting the Eagle is poised for action.

The angle of the Eagle mark should not be altered.

PRIMARY COLORS

The Philadelphia Eagles colors are preferred when reproducing the logo. Refer to the color values to ensure their correct reproduction. When full-color printing is not available, the logo should be reproduced in grayscale or one color.

To ensure correct color reproduction, please use the approved electronic artwork.

Please note that whenever possible, PANTONE 877 C should be used in the full-color logo. If unavailable, PANTONE 429 C should be used.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. Please refer to the latest edition of the appropriate PANTONE Color Reference Manuals color reference guide to accurately match these colors. PANTONE® is a registered trademark of Pantone, Inc.

EAGLES GREEN

PANTONE 316 C (COLOR BRIDGE Coated)
CMYK 97 21 33 73
RGB 0 77 88
HEX #004D58

EAGLES SILVER

PANTONE 877 C (Metallic Coated)
CMYK N/A
RGB 141 144 147
HEX #8D9092

EAGLES BLACK

Rich Black
CMYK 70 50 50 100
RGB 0 0 0
HEX #000000

EAGLES WHITE

White
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

ALTERNATE EAGLES SILVER

PANTONE 429 C (COLOR BRIDGE Coated)
CMYK 21 11 9 23
RGB 169 176 183
HEX #A9B0B7

FULL-COLOR REVERSE

FULL-COLOR

PRIMARY LOGO VARIATIONS

The primary logo of the Philadelphia Eagles is the eagle head mark, facing left.

The full-color primary Eagles logo is preferred for brand applications. The logo outline knocks out to white and helps to ensure definition, when applied to white or dark-colored backgrounds.

The grayscale and one-color black variations, are generally used in one-color printing applications such as in newspapers.

SECONDARY LOGO VARIATIONS

The secondary logo of the Philadelphia Eagles consists of the primary logo in a fixed position below the Eagles logotype. The mark is intentionally positioned in the opposing direction from the primary mark and should not be alter in any way.

The full-color secondary reproduce best against white or light colored backgrounds that support its silver outline.

For applications that call for a dark background, the color reverse logos (full-color, grayscale or 1-color) should be used. The logo outlines knock out to white and helps ensure the definition of the marks.

In the one-color black variation, the outline knocks out to white and helps ensure that the Eagle marks are clearly defined against white or dark colored backgrounds.

FULL-COLOR

FULL-COLOR REVERSE

GRAYSCALE REVERSE

GRAYSCALE

GRAYSCALE

GRAYSCALE REVERSE

ONE-COLOR REVERSE

ONE-COLOR

Note: NFL has incorrect one-color eagle mark (eye)

Note: NFL has incorrect one-color eagle mark (eye)

ONE-COLOR

ONE-COLOR REVERSE

FULL-COLOR REVERSE

FULL-COLOR

ALTERNATE LOGO VARIATIONS

The alternate configuration of the Philadelphia Eagles logo consists of the secondary logo and the descriptor "Philadelphia" set in white, in a fixed position above the Eagles logotype against a green background. This relationship should not be altered in any way.

The full-color alternate mark should be used on all merchandise (reproduction size permitting) and on all out-of-market communications.

The full-color alternate mark reproduce best against white or light colored backgrounds that support its silver outline.

For applications that call for a dark background, the color reverse logos (full-color, grayscale or 1-color) should be used. The logo outlines knock out to white and helps ensure the definition of the marks.

In the one-color black variation, the outline knocks out to white and helps ensure that the Eagle marks are clearly defined against white or dark colored backgrounds.

CLEARSPACE

The Philadelphia Eagles logos should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact.

When using the primary logo, the clearspace minimum is equal to at least 50% of the height of the mark, as represented by X in the example.

When using the secondary and alternative logos, the clearspace minimum is equal to at least 25% of the height of the mark as represented by X in the example.

The only exception to the clearspace requirement is when the logos are incorporated into a brand extension or partnership logo. Please note that clearspace is not the same as white space.

GRAYSCALE REVERSE

GRAYSCALE

ONE-COLOR REVERSE

ONE-COLOR

Note: NFL has incorrect one-color eagle mark (eye)
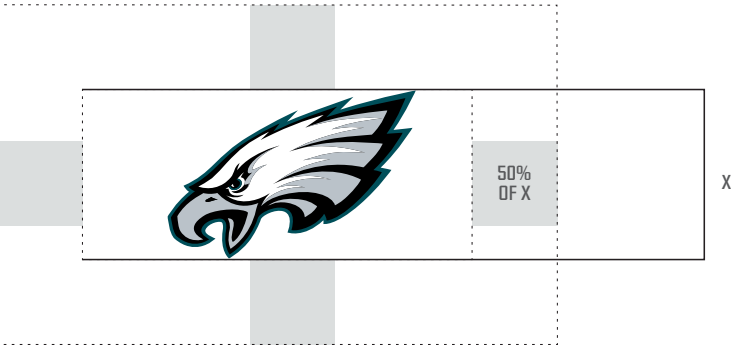
MINIMUM SPACE

The Philadelphia Eagles logos can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible.

Because of the complexity of the design elements in the logo, it should not be reproduced so the optical height of the logotype becomes less than 1/2 inch, as shown in the examples.

1/2 INCH

1/2 INCH

1/2 INCH

BACKGROUND CONTROL—COLOR

The logos can appear against a variety of backgrounds. When an application calls for a solid background, Eagles Green is the preferred color. Please note that only the full-color reverse logo variation should be used with color backgrounds. This ensures the most visibility of the logo outline by reversing it to white.

DO

On a white or light colored background use the Eagles full-color logo. Its silver outline ensures the most contrast and visibility.

When using Eagles green as a background color use the Eagles full-color reverse logo. Its white outline ensures the most contrast and visibility.

On a black or dark colored background use the Eagles full-color or grayscale reverse logo. Its white outline ensures the most contrast and visibility.

DON'T

Do not place the Eagles full-color reverse logo on a white background because you will not see the white outline around the logo. Use the full-color reverse version for the most contrast.

Do not place the Eagles full-color logo on an Eagles primary color background. Use the full-color reverse version for the most contrast.

Do not place the Eagles full-color logo on a black or dark colored background. Use the full-color or grayscale reverse logo reverse version for the most contrast.

DO

The Eagles full-color reverse logo on highly-detailed photograph.

The Eagles full-color reverse logo on a photograph with minimal detail.

DON'T

Do not place the Eagles full-color logo on a photograph with areas of color with high contrast. This diminishes the visibility and detail of the Eagles logo.

Do not place the Eagles full-color logo on a photograph with areas of detail that can diminish the visibility and detail of the Eagles logo.

BACKGROUND CONTROL—PHOTOGRAPHY

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.

In most cases, when placing the Eagles secondary logo on a photograph, the full-colored reverse logo (with white outline) is recommended. This treatment provides added visibility of the Eagles identity.

When placing the logo on a very light colored photograph, however, the Eagles full-color logo (with silver outline) may be used to maintain its definition.

To ensure correct reproduction, please use the approved electronic artwork.

LOGO MISUSE

Incorrect use of the Eagles logo compromises its integrity and effectiveness. Care should be taken to ensure correct and consistent logo use in every application. Some common misuses of the logo are shown here.

Although these examples do not represent every misuse, they do indicate areas to double-check. To ensure correct reproduction, please use the approved electronic artwork.

In Text
Do not use any of the Philadelphia Eagles logo variations to replace "Eagles" in text. The logo is a symbol and should not act as a word.

The Eagles are a great team!

Do not change the arrangement of the logo elements.

Do not change the direction/position of the Eagle mark or any of the elements of the logo.

Do not re-typeset or outline the logotype.

Do not place the logo within a shape.

Do not distort the logo.

Do not change the colors of the logo elements.

Do not alter the size relationship of the Eagle mark and the logotype.

Do not use the full-color logo with a color background. Use the full-color reverse version.

Do not use the mark from the Eagle logo in place of the Eagle mark artwork.

Do not change the tilt of the Eagle mark. Use the provided artwork.

THE PHILADELPHIA EAGLES GRAPHIC STYLE

INTRODUCTION

The Eagles graphic style guidelines illustrate the use of the graphic elements and styles that have been created for Eagles communications. In addition to the logo, the Eagles style consists of typography, secondary colors, the supergraphic, and a distinct photographic style. Applying the design system as instructed in this document will ensure a compelling visual style that symbolizes the brand and is readily distinguishable as the Eagles.

These guidelines and related brand tools are available through the Eagles Marketing Department.

TYPOGRAPHY

Typography plays an integral role in the Eagles identity system. The consistent usage of the selected typefaces in all text applications contributes to a cohesive look and feel in Eagles communications.

Primary Typefaces
Diamante, one of our primary typefaces, is a distinct and highly legible sans serif font. It is intended for principal and supporting text applications such as titles, headlines, sub-heads, as well as primary and secondary messaging.

Copperplate, our other primary typeface, is a sophisticated and modern serif font. It was chosen to provide a second distinct typeface for principal and supporting text applications such as titles, headlines, sub-heads, as well as primary and secondary messaging.

Secondary Typeface
The secondary or supporting typeface, DIN, is an equally distinctive sans serif typeface to be used primarily for body copy. It provides a well-rounded complement to Diamante and Copperplate.

Tertiary Typeface
For internal correspondence and Web site copy, Arial may be used as a substitute.

DIAMANTE

Diamante XLight Reg
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Diamante Light Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Diamante Serial Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Diamante Demi XBold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Diamante Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Diamante Demi ExtraBold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

DIN

DIN Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

DIN Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

DIN Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

DIN Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

DIN Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

COPPERPLATE

Copperplate Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Copperplate Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Copperplate Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

ARIAL

Arial
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

UNIFORM TYPOGRAPHY—MARLA

Marla, the Eagles uniform typography, is intended strictly for identifying players and appropriate staff. Available in both positive and reverse variations, it is essential that these letterforms are only used for approved uniform applications.

SECONDARY COLORS

We recognize that your communications sometimes require colors in addition to those presented as part of the primary color palette. As usage of these colors contributes to a cohesive visual system that is distinctively Eagles, we will use the following secondary colors in some of our communications.

The secondary color palette should be used for secondary and supporting graphic elements to help create visually distinctive brand communications. Additionally, these colors can be used to identify specific Eagles initiatives.

It is important to remember that the secondary colors should be used with restraint and should not dominate or overwhelm the Eagles primary colors.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. Please refer to the latest edition of the appropriate PANTONE Color Reference Manuals color reference guide to accurately match these colors. PANTONE® is a registered trademark of Pantone, Inc.

PANTONE 611

PANTONE 611 C
CMYK   X X X X
RGB   X X X
HEX   #XXXXXX

PANTONE 7475

PANTONE 7475 C
CMYK   X X X X
RGB   X X X
HEX   #XXXXXX

PANTONE 1805

PANTONE 1805 C
CMYK   X X X X
RGB   X X X
HEX   #XXXXXX

PANTONE 425

PANTONE 425 C
CMYK   X X X X
RGB   X X X
HEX   #XXXXXX

PANTONE 8240

PANTONE 8240 C
CMYK   X X X X
RGB   X X X
HEX   #XXXXXX

EAGLES HELMET ARTWORK

The Eagles helmet artwork is available in full-color and in grayscale.

For applications that call for a dark background, an outline around the helmet knocks out to white and helps ensure its definition.

There are two helmet variations: One where the helmet is positioned as if it is sitting on a flat surface and the second where it is tilted downward as if it were worn on a player's head.
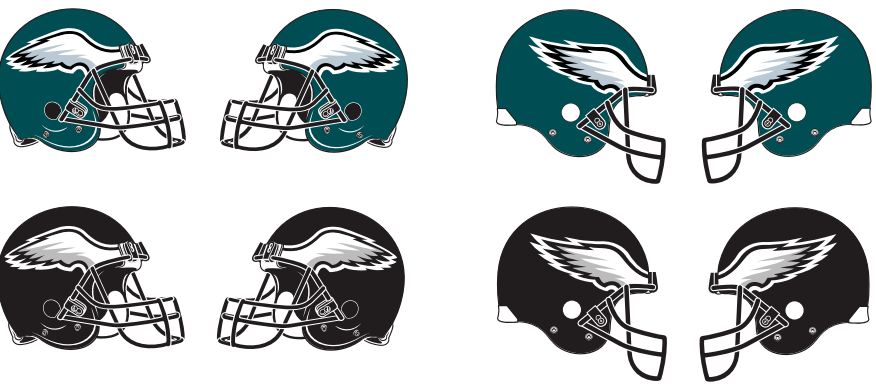
THE EAGLE SUPERGRAPHIC

For additional visual impact in Eagles communications, the Eagle mark may be used as a large, cropped graphic known as a supergraphic.

THE EAGLE SUPERGRAPHIC

For additional visual impact in Eagles communications, the Eagle mark may be used as a large, cropped graphic known as a supergraphic.

Example
The Eagle mark can be enlarged and placed over an image or act as a background element. When reproducing the supergraphic, creating tints from the one-color black and grayscale versions of the Eagle mark are preferred. This keeps the supergraphic subtle and prevents it from becoming the hero of a communication.

The supergraphic should be cropped to create a dramatic or visually compelling effect. To ensure proper reproduction, please use the approved electronic artwork.

THE EAGLE SUPERGRAPHIC MISUSES

Throughout this book and in the Application section, you will see examples of how to properly use the Eagle supergraphic.

Incorrect use of the supergraphic compromises its integrity and effectiveness. Care should be taken to ensure correct usage in every application. Some common misuses of the supergraphic are shown here.
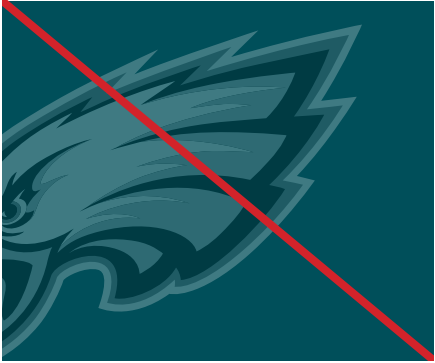
Although these examples do not represent every misuse, they do indicate areas to double-check. To ensure correct reproduction, please use approved supergraphic artwork.
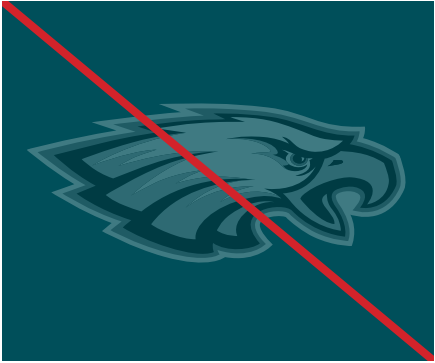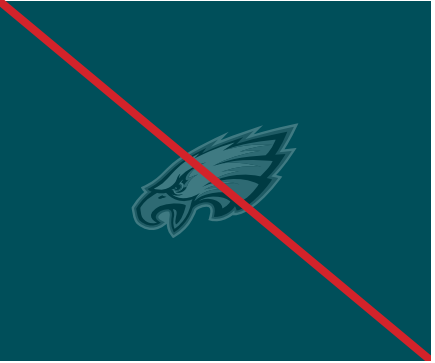
Only use the primary Eagle mark as a supergraphic.

Do not alter the direction of the Eagle mark. It should be facing left.

When scaling the Eagle mark do not crop off areas in an awkward manner so that the graphic becomes unrecognizable.

Do not use the Eagle mark in a layout that would suggest floating. The Eagle mark supergraphic should be large and dynamic.

BRAND EXTENSIONS

CRITERIA

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

1. **Eagles dominant relationships**
   Program or initiative is actively managed and controlled by the Eagles.

2. **Partner dominant relationships**
   Program or initiative is actively managed and controlled by a partner. The Eagles brand presence is subordinate because of liability or partnership timeframe.

3. **Eagles endorsed relationships**
   Program or initiative is actively managed and controlled by a partner. The Eagles brand presence is subordinate because of liability or partnership timeframe. An "arm's length" type of relationship is desired.

Examples that demonstrate how to create these partner relationships are on the following pages.

EXAMPLE

This graphic is a good example of the Eagles dominant brand extension specifications. It utilizes the guidelines detailed in the previous pages for use of logos, typography, colors, and clearspace.

EXISTING

The exhibits at left demonstrate well established extension relationships. Because these relationships are already in existence, they do not observe the specifications given here for Eagles brand extensions.

EAGLES DOMINANT

Program or initiative is actively managed and controlled by the Eagles.

Examples: Eagles Kids Club, Eagles Cheerleaders, Eagles Youth Partnership

- Eagles primary logo should be used.

- Eagles primary logo should appear at 12 o'clock.

- Brand extension name should appear in the Diamante (shown left) or Copperplate typeface.

- Brand extension name may not be any larger than 60% of the area of the Eagles primary logo (shown left).

- The Eagles primary logo and the extension name should not overlap. They should be separated by a clear area equal to 12% of "z," as shown left. The Eagles primary logo should be surrounded by a field of clearspace as previously discussed.

(See page X).

- If a sponsor brand is part of the extension, it should appear at the bottom and no larger than 40% of the area of the Eagles logo.

- Please note that clearspace is not the same as white space. The brand extension identities may be applied to a variety of backgrounds.

PARTNER DOMINANT

Program or initiative is actively managed and controlled by a partner. The Eagles brand presence is subordinate because of liability or partnership timeframe.

Example: Eagles Season Slim Down presented by LA Weight Loss

- Eagles primary logo should be used.

- Eagles primary logo should appear at 6 o'clock, or in a horizontal arrangement, at 3 o'clock and sized at a maximum of 60% of the total area of the partner name.

- Partner name may appear at 12 o'clock or 9 o'clock.

- Extension name should appear in the Diamante (shown left) or Copperplate typeface. Do not size the extension name larger than the Eagles logo.

- The Eagles logo should be separated from the partner name and extension name by clear areas equal to 25% of "z," as shown left.

- Please note that clearspace is not the same as white space. The brand extension identities may be applied to a variety of backgrounds.

EAGLES ENDORSED

Program or initiative is actively managed and controlled by a partner. The Eagles brand presence is subordinate because of liability or partnership timeframe. An "arm's length" type of relationship is desired.

Examples: Official Bank of the Philadelphia Eagles, Official Ice Cream of the Philadelphia Eagles, A Proud Partner of the Philadelphia Eagles

- "Philadelphia Eagles" is represented in text, as shown left.

- Typography should be in Diamante or Copperplate.

- The Eagles primary logo or logotype may not be used.

- The Eagle mark may be used but is optional. The mark should be sized to 60% of the partner name.

- Please note that clearspace is not the same as white space. The brand extension identities may be applied to a variety of backgrounds.

PHOTOGRAPHY

INTRODUCTION

The Eagles photography style employs dynamic and static images to capture the essence of the game and the values of the Eagles brand. When selecting photography, it is important to first determine the communication's desired impact and then choose images accordingly. The Eagles photographic style relies on the creative cropping of images to generate drama. Focusing on specific photographic areas without framing obvious subjects brings the excitement of the Eagles to life and contributes to a unique visual style. While full-color action photography is frequently appropriate, still and detailed images of the field, fans and sidelines are also recommended. Images can also be reproduced in black and white, as well as in monotone and duotone.

FULL COLOR

Full-color photography is appropriate throughout Eagles communications and is effective for both action and detail imagery.

MONOCHROMATIC

Eagles photography can be reproduced in black and white, as well as in monotone and duotone. These styles are effective at adding drama to the imagery. Duotone photography is the reproduction of images in gray and the Eagles Green.

CROPPING

Creatively cropping photographs can transform uninspired images into gripping portraits. The examples here demonstrate how wider photographic perspectives can be re-focused to create visual drama.

APPLICATIONS

INTRODUCTION

When the elements of the Eagles visual identity system are brought together correctly, the resulting impact, even on small applications, can be profound and unforgettable.

For reference, the following applications examples have been approved.

GAMEDAY MAGAZINE

Text

TICKETS

Text

LINCOLN FINANCIAL FIELD®: HOME OF THE EAGLES

Lincoln Financial Field is home to the Philadelphia Eagles. The stadium identity consists of numerous variations.

A Quick Reference Guide was created to provide direction needed to appropriately apply the Lincoln Financial Field® logo to a wide range of communications. For a copy of the guide, contact Lincoln Financial Group Corporate Branding at 212-448-1465.

LINCOLN FINANCIAL FIELD

Logos
Text