

### 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.

### SENTINELS INSPIRATION

A Sentinel is defined as "one who stands guard", and the mark is inspired by the presence of the mythical and real heroes which stand guard to protect the City of New York. The Shield represents strength and stability, and the heroic angles reference the imposing scale of its landscape, aspiring upward as a tribute to the spirit of the City and its citizens.

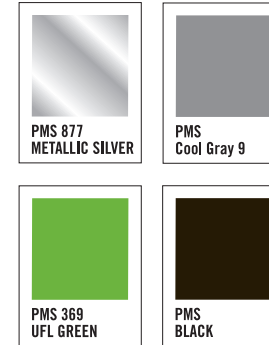


PRIMARY MARK



SUPPORTING MARK

### OFFICIAL PREMIERE SEASON PANTONE COLOR MATCHES



### UFL PREMIERE SEASON HELMET DESIGN PROGRAM NEW YORK SENTINELS GUIDE COMMISSIONER MICHAEL HUYGHUE



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