



# Professional Football League Licensing Framework

## Brand Guidelines

### Team Name Usage

- Official team names must always be used in full (e.g., "Chicago Cyclones," not just "Cyclones")
- Team names are registered trademarks and must display ® symbol on first mention in formal documents
- Unauthorized commercial use of team names is prohibited without proper licensing
- News and editorial usage permitted with proper attribution to the PFL
- Team name fonts and stylization must follow official league style guide
- Nicknames and abbreviations must be league-approved before commercial usage
- Team names cannot be altered or modified in licensed materials
- Usage that implies official team endorsement requires specific approval
- Team names in foreign languages must maintain trademark protection indicators
- Comparative usage between teams requires neutral presentation

### Shield Usage

- The PFL shield and team shields must be displayed in their original form without alterations
- Minimum clear space around any shield must be equal to 25% of the shield's width
- Shields may not be rotated, distorted, or have effects applied
- Authorized color variations: full color (primary), monochrome black, and monochrome white only
- Shields must maintain minimum size requirements: 0.75 inches in print, 75 pixels digital
- Shields cannot be incorporated into other logos or combined with other graphic elements
- League approval required for all shield usage in licensed products
- Team shields must always be displayed with corresponding team name in licensed products
- Third parties must secure written permission before using any PFL or team shields
- Shield usage hierarchy must be maintained in multi-team presentations

## Media Guidelines

- All broadcast partners must display the PFL logo and team logos at program open and close
- Commentary must refer to teams by their full official names on first mention
- League-approved terminology must be used for all official game elements and team references
- Media credentials issued only to approved outlets following application process
- Game footage usage with team identities limited to 3 minutes per news segment without additional licensing
- Press materials must include official team name formatting in all releases
- Interview protocols with players/coaches must follow league-established procedures
- Media day participation mandatory for all authorized media partners
- Non-rights holders may use team names in reporting with proper attribution
- Media guide usage requires adherence to league citation standards for team information

## Digital Content

- Social media accounts must include "Authorized PFL Partner" designation when featuring team content
- Digital content creators must secure rights for all team-specific content
- Highlight packages featuring team identities limited to 90 seconds without extended licensing
- Live streaming of team content restricted to authorized broadcast partners only
- Digital graphics must maintain team name and shield integrity per logo guidelines
- Player likeness usage with team affiliations requires both league and player association approval
- Content cannot imply team endorsements without formal partnership agreements
- Digital watermarks required on all official team content
- Geo-blocking requirements apply to certain team-specific content based on territorial rights
- Fantasy sports and gaming applications require specialized licensing for team name usage

Should you have questions, please contact us at [info@professionalfootballleague.org](mailto:info@professionalfootballleague.org)

## Merchandise

- All licensed merchandise featuring team names must display the official PFL hologram
- Team name and logo placement on products must follow league specifications
- Royalty structure: 12% of wholesale price to league, 8% to teams for name/logo usage
- Approval process requires prototype submission with team branding 90 days before production
- Team merchandise categories require specific licensing agreements
- Geographic exclusivity options available for premium team licensing partners
- Minimum guaranteed annual royalties required for team-specific category-exclusive licenses
- Team name usage on sustainable materials and packaging required by 2026
- Licensed merchandise must adhere to team-approved color standards
- Counterfeit protection measures mandatory for all authorized team products

## Website Content

- All third-party websites using team names and content must secure proper licensing
- Standard API integration for team data available for authorized digital partners
- Licensed websites must include standardized team attribution elements
- Official team fonts and color palette usage guidelines provided to licensees
- Team sections on third-party sites must be clearly distinguished from editorial content
- Licensed team content must meet accessibility compliance (WCAG 2.1 AA)
- Cookie and privacy policies must address team-specific data collection
- Content management system compatibility specifications for team data feeds
- Data usage limitations apply to all licensed team statistical information
- E-commerce integrations featuring team merchandise require additional retail licensing agreements