



# Professional Football League Style Guide

## Brand Identity

### Logo

- The PFL shield is the primary visual identifier for the league
- Shield must always be reproduced from approved digital files
- Minimum clear space equal to 25% of shield width on all sides
- Primary logo includes the shield with "PROFESSIONAL FOOTBALL LEAGUE" text lockup
- Secondary mark is the shield alone for space-constrained applications
- Tertiary mark is the "PFL" lettermark for specialized applications

### Color Palette

- PFL Blue: RGB (38, 91, 159) | CMYK (76, 43, 0, 38) | HEX #265B9F
- PFL Red: RGB (204, 55, 61) | CMYK (0, 73, 70, 20) | HEX #CC373D
- PFL Cyan Blue Gray: RGB (171, 184, 195) | CMYK (12, 6, 0, 24) | HEX #ABB8C3
- PFL Black: RGB (0, 0, 0) | CMYK (0, 0, 0, 100) | HEX #000000
- PFL White: RGB (255, 255, 255) | CMYK (0, 0, 0, 0) | HEX #FFFFFF
- Primary colors must be used according to specified values without variation
- Secondary accent colors available upon request for specialized applications

### Typography

- Primary Headline Font: Montserrat Bold
- Secondary Headline Font: Montserrat SemiBold
- Body Copy Font: Lato Regular
- Digital Interface Font: Lato Regular
- Alternate Display Font: Roboto (for specialized applications only)
- Minimum font size: 8pt for print, 12px for digital
- Text must maintain adequate contrast with background (WCAG AA compliance)
- Headline case: Title Case for headlines, ALL CAPS for accent text

## Editorial Guidelines

### League References

- First mention: "Professional Football League" (full name)
- Subsequent mentions: "PFL" (acronym)
- Never use: "Pro Football League" or other variations
- League year should be referenced as "PFL Season [Year]" (e.g., "PFL Season 2026")
- Championship game: "PFL Championship" (not "PFL Super Bowl" or other variations)

## Team References

- Always use full team names on first reference (e.g., "Seattle Surge")
- Team city/location and nickname must not be separated across line breaks
- Team possessives follow standard apostrophe rules (e.g., "Surge's defense")
- Team plurals should never use apostrophes (e.g., "The Surge are playing well")
- Collective references use "the" before team nicknames (e.g., "the Surge")

## Terminology

- Playing field: "field" (not "pitch" or "gridiron")
- Scoring: "touchdown" (not "score" or "goal")
- Game periods: "quarter" (not "period")
- Game officials: "referee" (head official), "officials" (collective)
- Player positions use standard abbreviations (QB, RB, WR, etc.)
- Statistical references follow AP style with PFL modifications (available separately)

## Writing Style

- Active voice preferred over passive
- Present tense for game recaps and highlights
- Concise sentences averaging 15-20 words
- Objective tone for news content, conversational for features
- Oxford comma used in all series
- Numbers: spell out one through nine, use numerals for 10 and above
- Percentages always use numerals with % symbol
- Time expressed in conventional format with periods (e.g., "7:30 p.m. ET")

# Digital Standards

## Website Structure

- Domain: professionalfootballleague.org (primary)
- Team subdomains: [teamname].professionalfootballleague.org
- URL structure: lowercase, hyphenated keywords
- Breadcrumb navigation required on all pages
- Mobile-first responsive design required
- Maximum page load time: 3 seconds

## Social Media

- Official hashtag: #PFL\_AsWeRise (primary), #PFL.Football (secondary)
- Team hashtags: #\*[CityInitials]\*[TeamName] (e.g., #SEASurge)
- Handle: @PFL\_AsWeRise (primary)
- Profile images must use approved logo variants
- Cover/header images follow seasonal campaign themes
- Content ratio: 70% team/game content, 20% league initiatives, 10% partner content
- Emoji usage limited to approved set in brand guidelines

## Digital Content

- Videos: 16:9 aspect ratio, minimum 1080p resolution
- Maximum video length: 2:30 for standard content, 5:00 for features
- Audio: 44.1kHz sample rate, -3dB peak levels
- Images: minimum 1200px width, optimized for web
- Accessibility: all content must include appropriate alt text
- Captions required on all videos
- Data visualization follows league color palette

## Visual Style

### Photography

- Action photography emphasizes dynamic movement and athleticism
- Portrait photography uses consistent lighting setup (specifications available)
- Editorial style emphasizes authentic moments over posed shots
- Standard aspect ratios: 16:9 (landscape), 4:5 (portrait), 1:1 (square)
- Minimum resolution: 300dpi for print, 72dpi for digital
- Color grading follows league-approved presets

### Graphic Elements

- Shield icon can be used as a graphic element at minimum 25% opacity
- Motion graphics follow 16:9 aspect ratio with safe title area
- Animation timing: 0.3s for transitions, 0.2s for button states
- Approved pattern library available for background textures
- Diagonal line elements set at 12° angle
- Information graphics follow established template system

### Layout

- Grid system: 12-column structure for all designs
- Standard margins: minimum 5% of canvas width
- Content hierarchy emphasizes game content, then team content, then league content
- White space minimum: 10% of total layout area
- Maximum content density: 70% of available space

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