

ATLANTA
FALCONS
BRAND IDENTITY PLAYBOOK

2020 Version 1.0



BRAND IDENTITY PLAYBOOK

FORWARD

In 2020, the Atlanta Falcons updated the team's visual identity which includes both uniform and logo changes.

Please discard any previously distributed guides, standards, and logo sheets and refer to this Atlanta Falcons Brand Identity Playbook and the assets contained herein as the single source of truth concerning the positioning and standards of the Atlanta Falcons brand.

This Brand Identity Playbook provides guidance that ensures precise consistency when creating branded messaging for the Atlanta Falcons and its associated platforms.

Strict adherence to the Playbook is required for all Atlanta Falcons members, partners, and sponsors.

BRAND IDENTITY PLAYBOOK

FREQUENTLY ASKED QUESTIONS

Q: WHERE CAN I FIND PHOTOS OF THE PLAYERS IN THE 2020 UNIFORMS?

A: Please refer to [page 1.79](#) of the playbook which highlights some of our available photography.

Q: ARE THE PHOTOS SHOWN IN THIS GUIDE AVAILABLE FOR DOWNLOAD AND USE?

A: Due to licensing, not all of the assets in this guide are available to third party partners. However, if your contract permits use of team photography, you will have access to a curated library of on-brand images. Please refer to [page 1.79](#) in the guide for instructions on how to access our Brand Portal.

Q: ARE THE FONTS OUTLINED IN THIS GUIDE AVAILABLE FOR DOWNLOAD?

A: The Atlanta Falcons Wingtip font is available on a case-by-case basis upon request. Please refer to [page 1.67](#) for more information.

Q: DO YOU HAVE "DIGITIZED" FILE FORMATS OF THE LOGOS AVAILABLE FOR EMBROIDERY?

A: Currently we do not have versions of the logos available in these file formats. Please contact the Falcons Brand and Creative team at creative@falcons.nfl.com and we work with your vendor to provide the appropriate file(s).

Q: ARE IMAGES OF FALCONS PLAYERS AND FANS WEARING THE OLD UNIFORM DESIGN STILL ACCEPTABLE FOR USE?

A: Players - Effective April 10, 2020, all creative and/or advertising must utilize players wearing the new uniforms. The only exception to this is for EDITORIAL needs.

A: Fans - It is acceptable to use images of fans wearing old jerseys; however, when given the option always select photos of fans wearing the 2020 jerseys.

Q: AS A FREELANCER OR AGENCY CAN I SHOWCASE ANY OF THE WORK I DID FOR THE FALCONS IN MY PORTFOLIO?

A: Please refer to your contract for specific use cases. If you are unsure of the what your contract allows please reach out to your Falcons point of contact to get written permission from the Falcons Brand Adherence team prior to posting or sharing publicly.

Q: HOW DO I SUBMIT CREATIVE FOR APPROVAL?

A: Please refer to [page 3.4](#) of the playbook which outlines the submission and approval process.

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SECTION I:
**BRAND
PLAYBOOK
UPFRONT**

CH 1 BRAND DNA

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SECTION I CHAPTER 1:
ATLANTA
FALCONS
BRAND DNA

Our Brand DNA is our foundation. It builds credibility and trust. It is made up of four specific elements, unique to the Atlanta Falcons:

Our Team, Our Fans, Our City, Our Purpose.

The Atlanta Falcons Brand DNA defines who we are, what we believe, and how our fans and the City of Atlanta should experience the Falcons brand.

OUR TEAM

Together, we rise. Together, we win.

The Falcons football team philosophy is built on the idea of a brotherhood.

A relentless spirit that drives each person to work, support, and fight for one other to achieve the ultimate goal: to bring a Championship to our city and our community.

Like our city, the football team is stronger and more powerful as a whole. Our success requires unity through necessity and sets an example for all.



OUR FANS

From old-timers to first-timers, the fans are what matters most.

Falcons fans are our lifeblood. Simply put, the team does not exist without them.

From the front office to the film room to the field and everywhere in between, the fans are why we grind.

Fans fuel our energy and fuse the bond between the city and the team.

They give it their all every Sunday – and we owe it to them to do the same.



OUR CITY

There's no city like the ATL and we strive to reflect those we represent.

There's no place like the ATL. Whether you're new here or from here, all are welcome.

A thriving metropolis, Atlanta is an epicenter of culture, cuisine, creativity and commerce.

From young to old, music to technology, artists to activists – where our similarities outweigh our differences, but our differences make us richer and more diverse.

A city that continues to rise but is built on a foundation of southern charm - crafted with soul and a little bit of that swagger.



OUR PURPOSE

Some things will never change. We were founded on these ideals and continue to uphold them today.

The Falcons have a proud tradition of bringing people together from all walks of life – that's our purpose, plain and simple.

We take a fan-first approach in everything we do. Arthur Blank has instilled a set of core values throughout the organization, reminding us that we are all custodians of the team and stewards to the fans.

We are proud to represent the ATL and as our great city continues to rise, so too do we.



BRAND VISION

Our vision encapsulates our aspirations.

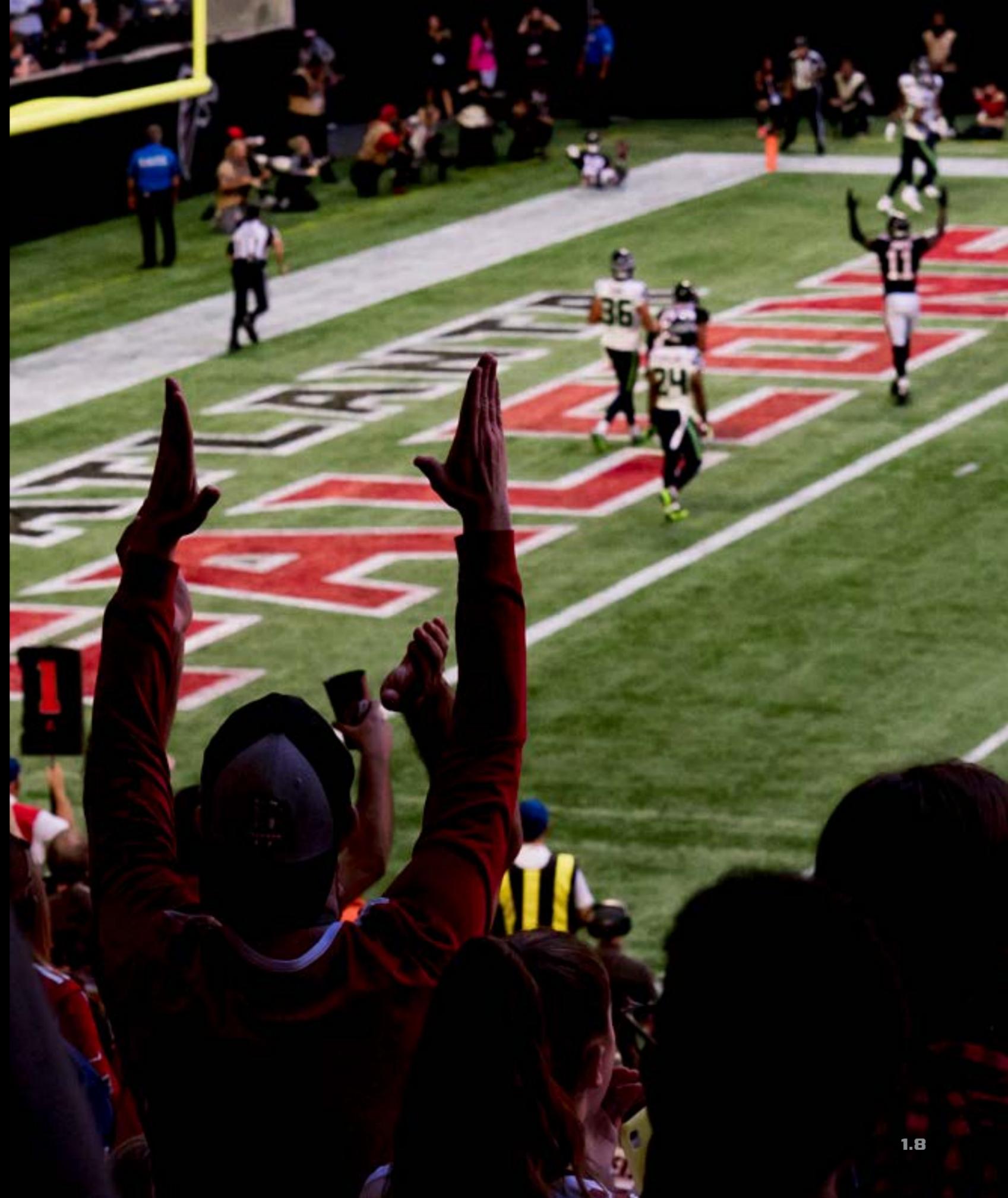
Our vision is to bring energy and inspiration to the city of Atlanta and Falcons fans everywhere.



BRAND MISSION

This is our foundation and why we exist.

We aim to build a stronger, more energized, connected, and informed fan base in order to create a “home field advantage” both in our stadium and throughout our city.



UNIVERSAL TRUTHS

Our Universal Truths are our pillars; benchmarks we've established to push us to accomplish our goals.

- 1.** Build a brand that represents the pride of ATL.
- 2.** Respect our history, but embrace the future.
- 3.** Bring the swagger back!
- 4.** Amplify and celebrate the bond of our football team as a direct reflection of the connection between our team, our fans and our city.



FALCONS STANDARD

Our Brand ethos. A Standard upheld together by the team and our fans.

Whether you're new here or you're from here,
we all embrace the ATL.

We are a product of our city for which we fight;
tireless, progressive and committed.

Where dreamers and influencers rise,
And leaders and difference makers shine.

It doesn't matter how you look, where you came from, or what you do.
Our bond is stronger than our differences.

Here, we separate the strong from the weak,
And stay hungry while others are satisfied.

We work harder, endure longer and nothing keeps us down.
Our standard brings clarity to our purpose and greatness is our vision.

Unified – in strength, passion and pride.
Unwavering – in our commitment to each other.

Because together, we are stronger.
Together, we are fearless.
Together, We Rise!



FALCONS MANIFESTO

**Our Manifesto makes a statement about who we are.
Our team is a reflection of the city we call home.**

Welcome to Atlanta,

Where we're all about that hustle and grind.
Where we may get knocked down but we get up swinging.
Where our history doesn't define us, it drives us,
And we stay hungry while other are satisfied.

Welcome to Atlanta,

Where we separate contenders from contestants,
And the strong from the weak.
Where there's no room for me,
Cause our standard begins with we.

Beyond the game.

The sweat. The pain. The hustle. The grind.
There's a bond in strength, purpose and pride.

So Welcome to Atlanta,

Where we embrace that hustle and grind.
Welcome to Atlanta. Where we rise up every day.



BRAND PROPOSITION

The Falcons brand proposition is a promise we make to the city and our fans that answers how we will achieve our goals.

The word “rise” connotes an upward trajectory, continuous improvement, and a forward-facing focus.

RISE UP is more than just a tagline, it’s what we do. Our call to action. It’s an exclamation point. It began as a battle cry of hope and has taken root in our Brand and ATL fan culture and has evolved into different meanings on the individual level. It’s a greeting, a rally cry, an anthem, a call to action and a recognition of success.

TOGETHER WE RISE unites people and culture. Through our commitment to each other, we yield limitless potential on and off the field. Like life, football is a team sport.

Rise Up, in victory or adversity, answers the question “What do Falcons do?” Together We Rise answers “how” and “why” we do everything we do.

The proposition allows us to relentlessly focus on strengthening the bond between our team, our city, and our fans, injecting a sense of pride and a groundswell of energy to create a home field advantage like no other. It’s the foundation that embodies Arthur Blank’s legacy and represents the standard our football team requires of each other.



BRAND MESSAGE

Falcons brand messaging consists of three pillars – Rise Up, ATL, and Dirty Birds. Each touchpoint communicates something to fans about our brand character.

RISE UP is our mantra and overall promise to our fans and our city. It is our battle cry. An applied belief among Atlantans, our call to action is used to rally the troops in times of adversity and celebrate in moments of glory.

ATL is our badge of pride. Three bold letters that pack a whole lot of punch. Few cities are renowned enough to be known by a nickname (or their airport code), but we proudly wear ours across our chests and represent our fans and this great city in everything we do.

DIRTY BIRDS is our nickname. Our swag is homegrown. We hail from the Dirty South and we're not afraid to flaunt it. The Falcons were a pioneer when it came to bringing personality to the game and today, we embrace that identity. We play fast, we play physical, and we don't mind getting dirty to get the job done.



BRAND VOICE + TONE

Our words matter as much as the way we carry ourselves on the field. Every word we scream, whisper, or type breathes life into the brand we've built. Two distinct but equally important parts of our verbal brand strategy are **Voice and Tone**.

VOICE is how we convey our brand's personality, which is a reflection of Atlanta. Our words should feel authentic to our city and the people that populate it. This means liberal use of Atlanta-centric vernacular, regional colloquialisms, and "in-group" references that fans in our market would understand. However, a note of caution: It's pretty easy to err on either side of this equation – your words could sound too stiff, or they could sound like we're trying too hard.

If Voice is what we say, then **TONE** is how we say it. Our Tone must make fans feel like the Atlanta Falcons represent them specifically, but even more so, it should make them proud of how we carry ourselves. To that end, our words will convey youthfulness, confidence, determination, resiliency, and gritty, good-natured swagger. Our Tone should establish us as both a local unifier and a unique national powerhouse, contenders standing shoulder-to-shoulder with the best.

For both Voice and Tone, context is key. There's a difference between saying, "We respectfully disagree," and "Nah, fam," and either response could be appropriate depending on the situation.



BRAND VOICE + TONE

Our verbal Brand strategy should embody the following core characteristics.

CONFIDENT

The gridiron might be the great equalizer but we know we're contenders, not contestants. We have pride in our game, we take our craft seriously and it shows in the way we speak – especially when we let our game do the talking.

RELENTLESSLY DETERMINED

We stay hungry when others are satisfied. We demand the best of each other. Good enough isn't enough, because we have one goal – a Championship – and we won't rest until the trophy is ours. And then, we'll get up and go after it again.

RESILIENT & UNAPOLOGETIC

When we get knocked down, we stand up swinging. We've experienced our fair share of pain, but history doesn't define us – it drives us. We're here to stake our claim, and we won't make any apologies for who we are, what we represent or how hard we work.

ATL

Atlanta's character is our character. Her mindset is our mindset. In Atlanta, we don't talk about it – we be about it – so the way we carry ourselves should accurately reflect the perspective ATLiens everywhere.

YOUTHFUL

We carry ourselves with a gritty, good natured swagger and a sense of showmanship that mirrors the personality of our city. We embody both grit and glamour; flash and ferocity. We're playful and like to have fun, but we're still about our business.

BRAND VOICE + TONE EXAMPLES

Our words matter as much as the way we carry ourselves on the field. Like the examples below, our words should feel authentic to ATL.

RISE UP, ATL

GET YOUR ATL ON

WE ARE ALL DIRTY BIRDS

RISE UP, A-TOWN DOWN

NEW ERA, NEW DRIP

FALCONS VS. ALL Y'ALL



SECTION I CHAPTER 2: **BRAND DESIGN LANGUAGE**

This Atlanta Falcons Brand Identity Playbook has been designed and developed following a structure informed by the principles of brand design language.

Through the effective application of our design language, a precise, common 'language' is applied, enabling those ways in which our brand will be consistently executed across all media and platforms.

We have designated our suite of brand elements as those assets that inform and enable you to execute the Atlanta Falcons brand in a precise and consistent manner.

The Atlanta Falcons brand assets, across our groupings of Signatures, Logos, Typography, Color Systems, and Photography guidelines will inform and enable you to effectively present our brand.

BRAND DESIGN LANGUAGE:
KEY MARKS
+ LOGOS

PMS, CMYK, RGB, and monochromatic versions are available for all key brand marks and graphic elements. Please ensure you are using the correct file for the color space and medium with which you are working.

KEY LOGOS OVERVIEW



THE BIRD



LOGOTYPE



COMBO LOGO



ATL LOGOTYPE



ATL COMBO LOGO



CLASSIC LOGO



RISE UP LOGOTYPE



RISE UP STACKED LOGOTYPE



RISE UP LOCKUP



WINGED ATL LOGO

THE BIRD

The Bird Logo is our primary logo and brand signature. It serves as our key identifier when representing the Falcons brand.

The Atlanta Falcons Bird Logo was derived from the original logo that dates back to the club's debut in 1966. The modern logo features a powerful, aggressive falcon that depicts speed in flight.

The shape and orientation of the logo subtly forms the letter "F".



THE BIRD: INCORRECT LOGO

There are several incorrect variants of the Bird Logo that should never be used. Please ensure your awareness of these variants as shown to the right.

These are unauthorized interpretations of our key Brand Signature and are NOT part of the Atlanta Falcons design language as an approved asset.

TOP EXAMPLE:

Sharp points extend from the back of the wing. Falcon eye and beak were altered. White and gray outer strokes were replaced with thinner gray and black strokes. Interior red "stoop" elements have been altered.

BOTTOM EXAMPLE:

Sharp points extend from the back of the wing. White and gray outer strokes were removed and replaced with strokes that match the wing points instead of the wing curve. Falcon talon was altered.



CORRECT



INCORRECT



CORRECT



INCORRECT

THE BIRD: FULL-COLOR

When the Bird Logo is required for color applications, the full-color Bird Logo should always be used.

The full-color Bird Logo can be placed against any of the Falcons brand colors, however a specific version of the Bird Logo has been provided for use on silver or gray backgrounds; to ensure the silver outline on the logo retains separation from the background.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the full-color Bird Logo is being presented correctly.

FULL-COLOR BIRD LOGO GUIDELINES:

1. **DO NOT:** use the full-color Bird Logo as a background element.
2. **DO NOT:** crop the full-color Bird Logo unless approved in advance by the Falcons Brand Team.
3. **DO NOT:** watermark or apply transparency to the full-color Bird Logo. Full-color logos must remain 100% opaque.

(Please see [pages 1.53](#) for more information)



WHITE + LIGHT BACKGROUNDS
(AF_Logo_Bird_PMS)



BLACK + DARK BACKGROUNDS
(AF_Logo_Bird_PMS)



RED BACKGROUND
(AF_Logo_Bird_PMS)



SILVER + GRAY BACKGROUNDS
(AF_Logo_Bird_s_PMS)

THE BIRD: MONOCHROMATIC

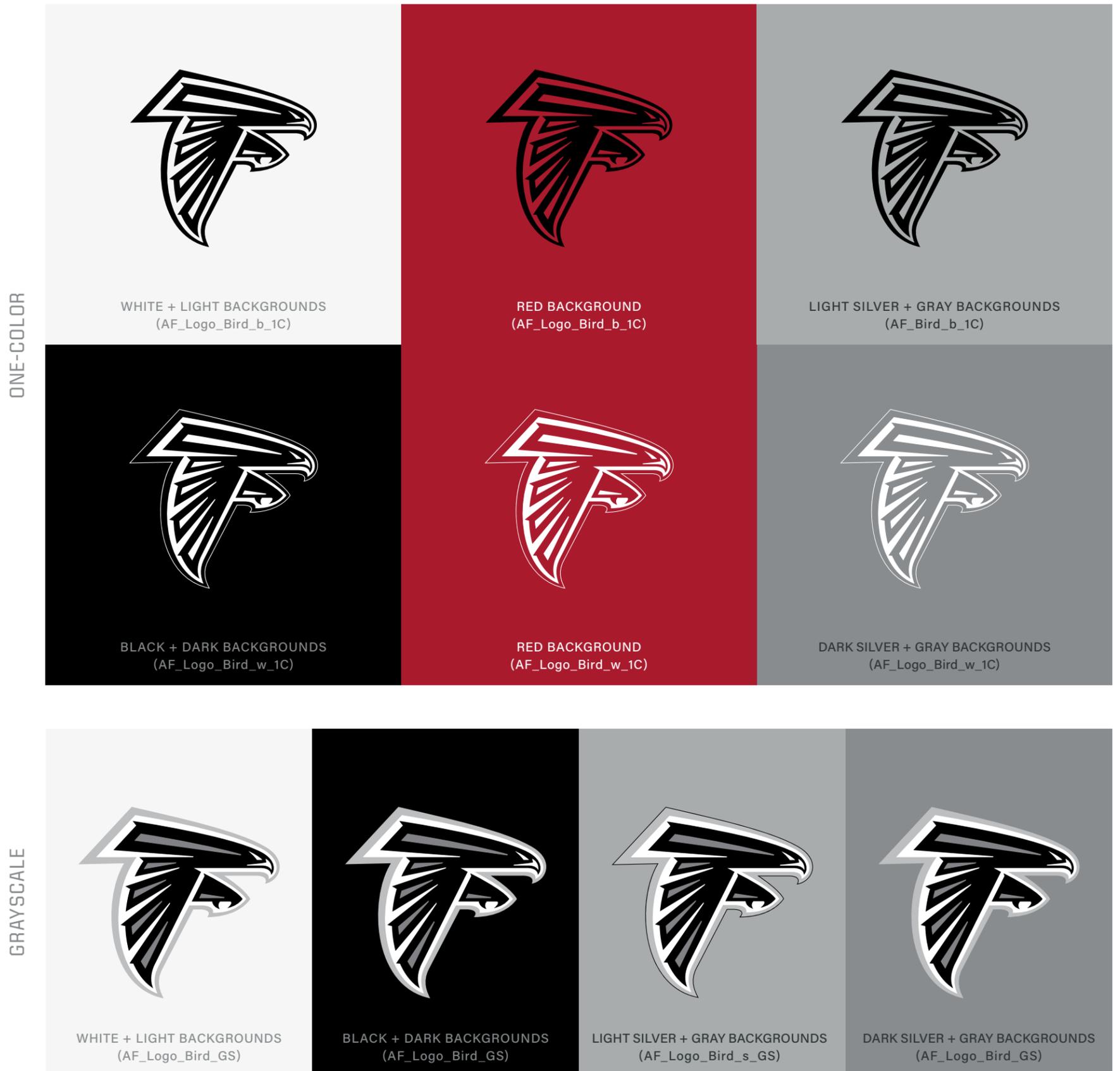
When the Bird Logo is required for monochromatic applications, the grayscale or one-color Bird Logo should be used.

Unique grayscale and one-color Bird Logos have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic Bird Logo is being presented correctly.

RED BACKGROUND GUIDELINES:

When using the one-color black Bird Logo on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the full-color or one-color white Bird Logo should be used instead.



THE LOGOTYPE: FULL-COLOR

UPDATED 2020: The familiar, identifiable Atlanta Falcons Logotype has been tightened and sharpened to be bolder and provide ease of use.

When the Logotype is required for color applications, the full-color Logotype should always be used.

There are several variations on the full-color Logotype that have been defined for use on specific background colors.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the full-color Logotype is being presented correctly.



**ATLANTA
FALCONS**

WHITE + LIGHT BACKGROUNDS
(AF_Logotype_rb_PMS)



**ATLANTA
FALCONS**

BLACK + DARK BACKGROUNDS
(AF_Logotype_rw_PMS)



**ATLANTA
FALCONS**

RED BACKGROUND
(AF_Logotype_bw_PMS)



**ATLANTA
FALCONS**

SILVER + GRAY BACKGROUNDS
(AF_Logotype_bw_PMS)

THE LOGOTYPE: MONOCHROMATIC

When the Logotype is used in monochromatic applications, the grayscale or one-color Logotype should be used.

Unique grayscale and one-color Logotypes have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic Logotype is being presented correctly.

RED BACKGROUND GUIDELINES:

When using the one-color black Logotype on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the full-color or one-color white Logotype should be used instead.



COMBO LOGO: FULL-COLOR

UPDATED 2020: The Combo Logo is used in applications where the Atlanta Falcons Brand Identity needs to be highly visible.

When the Combo Logo is required for color applications, the full-color Combo Logo should always be used.

There are several unique variations of the full-color Combo Logo that have been defined for use on specific background colors.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the full-color Combo Logo is being presented correctly.

ATLANTA
FALCONS



WHITE + LIGHT BACKGROUNDS
(AF_Combo_rb_PMS)

ATLANTA
FALCONS



BLACK + DARK BACKGROUNDS
(AF_Combo_rw_PMS)

ATLANTA
FALCONS



RED BACKGROUND
(AF_Combo_bw_PMS)

ATLANTA
FALCONS



SILVER + GRAY BACKGROUNDS
(AF_Combo_bw_s_PMS)

COMBO LOGO: MONOCHROMATIC

When the Combo Logo is required for monochromatic applications, the one-color or grayscale Combo Logo should be used.

Unique grayscale and one-color Combo Logos have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic Combo Logo is being presented correctly.

RED BACKGROUND GUIDELINES:

When using the one-color black Combo Logo on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the full-color or one-color white Combo Logo should be used instead.

ONE-COLOR

ATLANTA
FALCONS



WHITE + LIGHT BACKGROUNDS
(AF_Combo_b_1C)

ATLANTA
FALCONS



RED BACKGROUND
(AF_Combo_b_1C)

ATLANTA
FALCONS



LIGHT SILVER + GRAY BACKGROUNDS
(AF_Combo_b_1C)

ATLANTA
FALCONS



BLACK + DARK BACKGROUNDS
(AF_Combo_w_1C)

ATLANTA
FALCONS



RED BACKGROUND
(AF_Combo_w_1C)

ATLANTA
FALCONS



DARK SILVER + GRAY BACKGROUNDS
(AF_Combo_w_1C)

GRAYSCALE

ATLANTA
FALCONS



WHITE + LIGHT BACKGROUNDS
(AF_Combo_rb_GS)

ATLANTA
FALCONS



BLACK + DARK BACKGROUNDS
(AF_Combo_rw_GS)

ATLANTA
FALCONS



SILVER + GRAY BACKGROUNDS
(AF_Combo_bw_GS)

ATL LOGOTYPE: FULL-COLOR

The ATL Logotype should be used when visually identifying the city of Atlanta or to reinforce our connected culture.

When the ATL Logotype is required for color applications, the full-color Combo Logo should always be used.

There are several variations of the ATL Logotype that have been defined for use on specific background colors.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the ATL Logotype is being presented correctly.

ATL LOGOTYPE GUIDELINES:

- DO NOT:** use the ATL Logotype in a sentence.
- DO NOT:** type ATL with the Brand font Wingtip to recreate the ATL Logotype.

(Please see [page 1.60](#) for more information)

RED BACKGROUND GUIDELINES:

When using the black ATL Logotype on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the white ATL Logotype should be used instead.



WHITE + LIGHT BACKGROUNDS
(AF_Logotype_ATL_b_PMS)



WHITE + LIGHT BACKGROUND
(AF_Logotype_ATL_r_PMS)



BLACK + DARK BACKGROUNDS
(AF_Logotype_ATL_w_PMS)



BLACK + DARK BACKGROUNDS
(AF_Logotype_ATL_r_PMS)



RED BACKGROUND
(AF_Logotype_ATL_w_PMS)



RED BACKGROUND
(AF_Logotype_ATL_b_PMS)



DARK SILVER + GRAY BACKGROUNDS
(AF_Logotype_ATL_w_PMS)



LIGHT SILVER + GRAY BACKGROUNDS
(AF_Logotype_ATL_b_PMS)

ATL LOGOTYPE: MONOCHROMATIC

When the ATL Logotype is required for monochromatic applications, the one-color or grayscale ATL Logotype should be used.

Unique grayscale and one-color ATL Logotypes have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic ATL Logotype is being presented correctly.

ATL LOGOTYPE GUIDELINES:

1. **DO NOT:** use the ATL Logotype in a sentence.
2. **DO NOT:** type ATL with the Brand font Wingtip to recreate the ATL Logotype.

(Please see [page 1.60](#) for more information)

GRAYSCALE



WHITE + LIGHT BACKGROUNDS
(AF_Logotype_ATL_b_1C)



RED BACKGROUNDS
(AF_Logotype_ATL_r_GS)



BLACK + DARK BACKGROUNDS
(AF_Logotype_ATL_w_1C)



BLACK + DARK BACKGROUNDS
(AF_Logotype_ATL_r_GS)



LIGHT SILVER + GRAY BACKGROUNDS
(AF_Logotype_ATL_w_1C)



DARK SILVER + GRAY BACKGROUNDS
(AF_Logotype_ATL_b_1C)

ATL COMBO LOGO: FULL-COLOR

The ATL Combo logo is used to overtly connect the Team to the city.

When the ATL Combo Logo is required for color applications, the full-color ATL Combo Logo should always be used.

There are several variations of the full-color ATL Combo Logo that have been defined for use on specific background colors.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the full-color ATL Combo Logo is being presented correctly.

RED BACKGROUND GUIDELINES:

When using the black ATL Combo Logo on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the white ATL Combo Logo should be used instead.



WHITE + LIGHT BACKGROUNDS
(AF_Combo_ATL_b_PMS)



WHITE + LIGHT BACKGROUNDS
(AF_Combo_ATL_r_PMS)



BLACK + DARK BACKGROUNDS
(AF_Combo_ATL_w_PMS)



BLACK + DARK BACKGROUNDS
(AF_Combo_ATL_r_PMS)



RED BACKGROUND
(AF_Combo_ATL_w_PMS)



RED BACKGROUND
(AF_Combo_ATL_b_PMS)



DARK SILVER + GRAY BACKGROUNDS
(AF_Combo_ATL_w_s_PMS)



LIGHT SILVER + GRAY BACKGROUNDS
(AF_Combo_ATL_b_PMS)

ATL COMBO LOGO: MONOCHROMATIC

When the ATL Combo Logo is required for monochromatic applications, the one-color or grayscale ATL Combo Logo should be used.

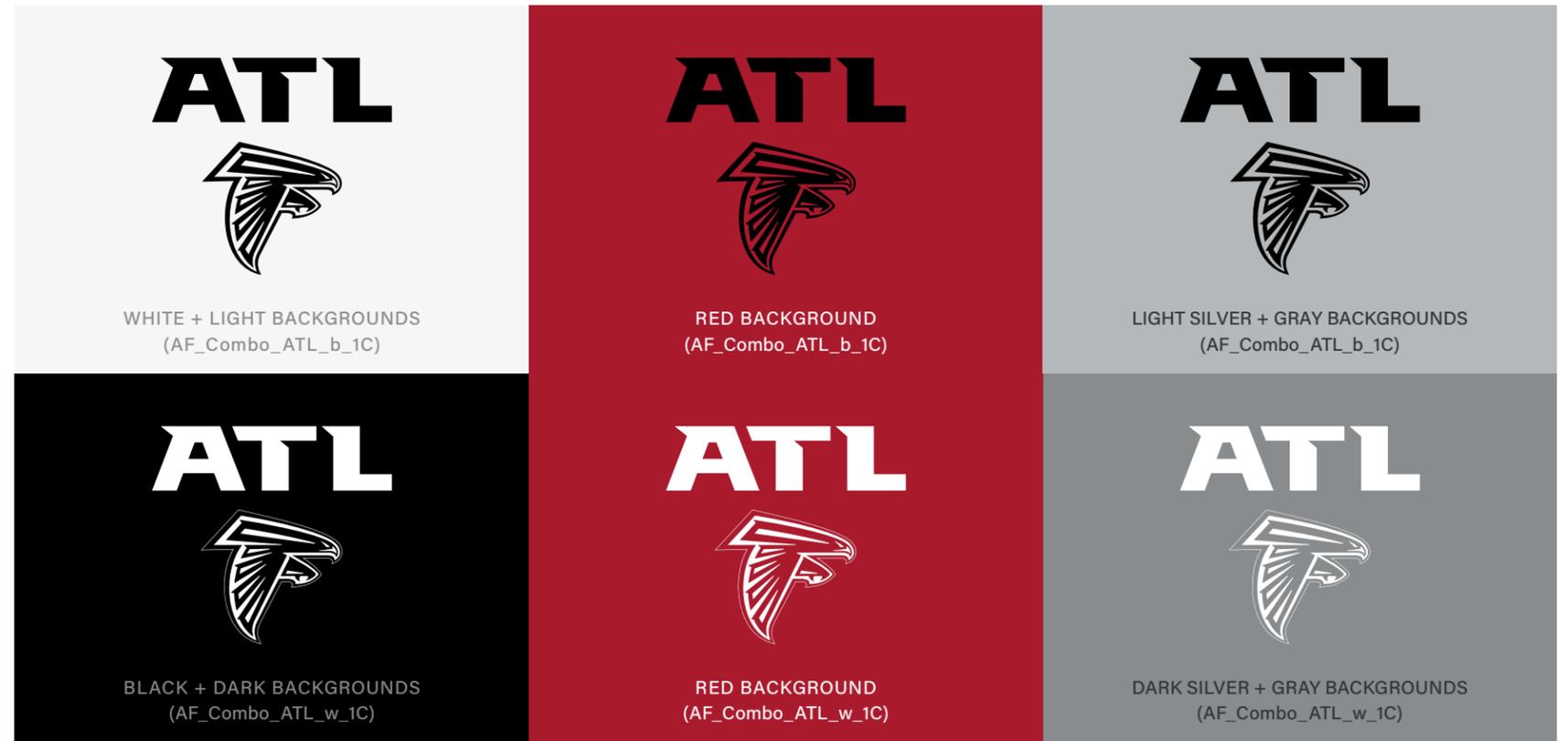
Unique grayscale and one-color ATL Combo Logos have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic ATL Combo Logo is being presented correctly.

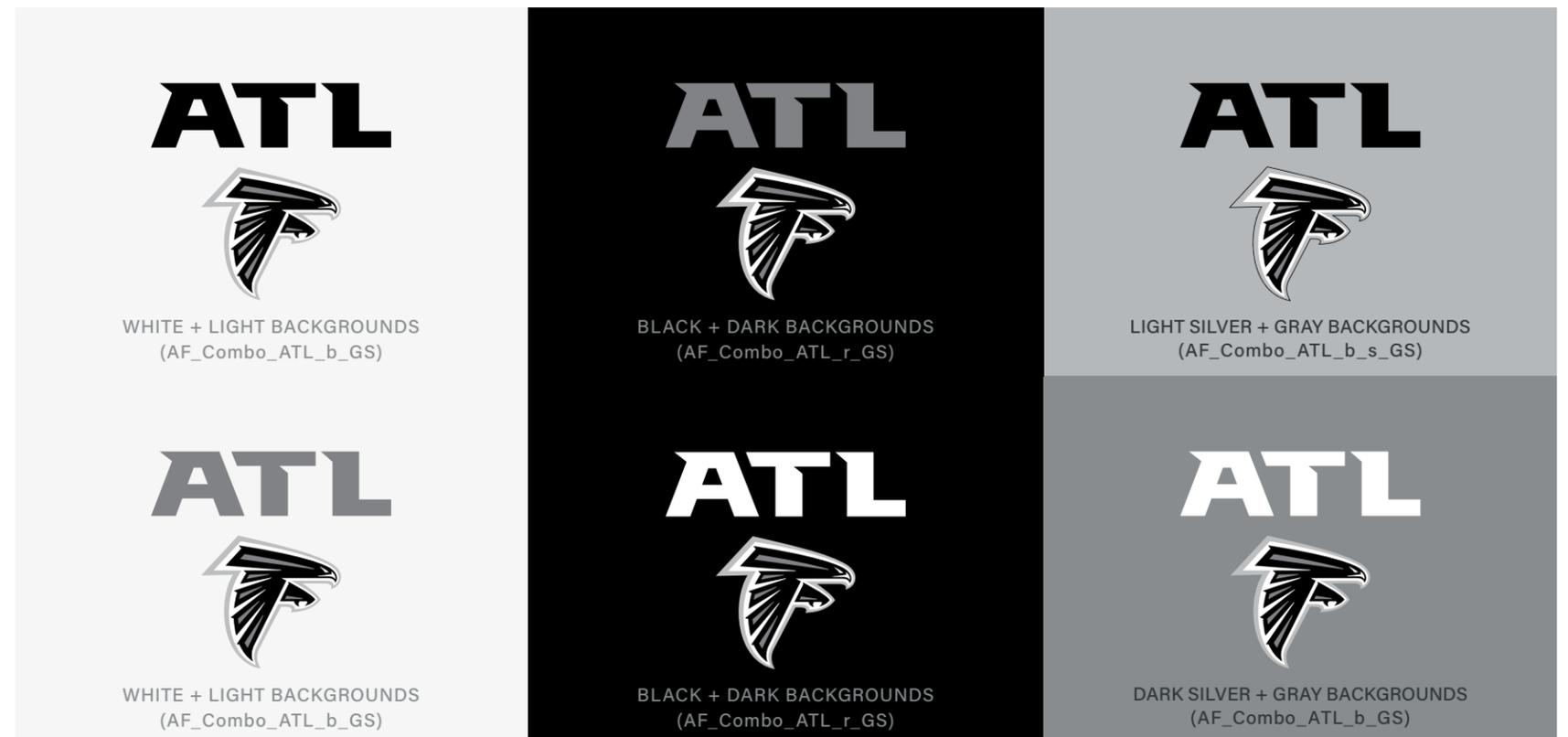
ONE-COLOR ATL COMBO LOGO GUIDELINES:

When using the one-color black ATL Combo Logo on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the full-color or one-color white ATL Combo Logo should be used instead.

ONE-COLOR



GRAYSCALE



WINGED ATL: FULL-COLOR

UPDATED 2020: The Winged ATL serves to amplify lifestyle and cultural partnerships + activations that bring people together through shared passions, celebrating unity between team and city.

Unless otherwise approved the full-color Winged ATL should always be used in color applications.

The full-color Winged ATL can be placed against any of the Falcons Brand colors, however a specific version of the Winged ATL mark has been provided for use on silver or gray backgrounds; to ensure the silver outline on the logo retains separation from the background.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the full-color Winged ATL mark is being presented correctly.



WHITE + LIGHT BACKGROUNDS
(AF_Logotype_ATL-wing_PMS)



BLACK + DARK BACKGROUNDS
(AF_Logotype_ATL-wing_PMS)



RED BACKGROUND
(AF_Logotype_ATL-wing_PMS)



SILVER + GRAY BACKGROUNDS
(AF_Logotype_ATL-wing_s_PMS)

WINGED ATL: MONOCHROMATIC

When the Winged ATL is required for monochromatic applications, the one-color or grayscale Winged ATL should be used.

Unique grayscale and one-color Winged ATL marks have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic Winged ATL mark is being presented correctly.

ONE-COLOR WINGED ATL GUIDELINES:

When using the one-color black Winged ATL mark on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the full-color or one-color white Winged ATL mark should be used instead.



RISE UP LOGOTYPE: FULL-COLOR

When the Rise Up Logotype is required for color applications, the full-color Rise Up Logotype should always be used.

There are several variations of the full-color Rise Up Logotype that have been defined for use on specific background colors.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the full-color Rise Up Logotype is being presented correctly.

RISE UP LOGOTYPE GUIDELINES:

1. **DO NOT:** use the Rise Up Logotype in a sentence.
2. **DO NOT:** type Rise Up with the Brand font Wingtip to recreate the Rise Up Logotype. When using the Rise Up Logotype as a stand alone mark always use one of the provided logotypes.

(Please see [page 1.61](#) for more information)

RED BACKGROUND GUIDELINES:

When using the black Rise Up Logotype on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the white Rise Up Logotype should be used instead.



RISE UP LOGOTYPE: MONOCHROMATIC

When the Rise Up Logotype is required for monochromatic applications, the one-color or grayscale Rise Up Logotype should be used.

Unique grayscale and one-color Rise Up Logotypes have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic Rise Up Logotype is being presented correctly.

RISE UP LOGOTYPE GUIDELINES:

1. **DO NOT:** use the Rise Up Logotype in a sentence.
2. **DO NOT:** type Rise Up with the Brand font Wingtip to recreate the Rise Up Logotype. When using the Rise Up Logotype as a stand alone mark always use one of the provided logotypes.

(Please see [page 1.61](#) for more information)

GRAYSCALE + ONE-COLOR

RISE UP

WHITE + LIGHT BACKGROUNDS
(AF_Logotype_ATL_b_1C)

RISE UP

WHITE + LIGHT BACKGROUNDS
(AF_Logotype_ATL_r_GS)

RISE UP

BLACK + DARK BACKGROUNDS
(AF_Logotype_ATL_w_1C)

RISE UP

BLACK + DARK BACKGROUNDS
(AF_Logotype_ATL_r_GS)

RISE UP

DARK SILVER + GRAY BACKGROUNDS
(AF_Logotype_ATL_w_1C)

RISE UP

LIGHT SILVER + GRAY BACKGROUNDS
(AF_Logotype_ATL_b_1C)

RISE UP STACKED LOGOTYPE: FULL-COLOR

When the Rise Up Stacked Logotype is required for color applications, the full-color Rise Up Stacked Logotype should always be used.

There are several variations on the full-color Rise Up Stacked Logotype that have been defined for use on specific background colors.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the full-color Rise Up Stacked Logotype is being presented correctly.

RISE UP STACKED LOGOTYPE GUIDELINES:

1. **DO NOT:** use the Rise Up Stacked Logotype in a sentence.
2. **DO NOT:** type Rise Up with the Brand font Wingtip, to recreate the Rise Up Stacked Logotype. When using the Rise Up Logotype as a stand alone mark always use one of the provided logotypes.

(Please see [page 1.61](#) for more information)

RED BACKGROUND GUIDELINES:

When using the black Rise Up Stacked Logotype on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the white Rise Up Stacked Logotype should be used instead.



WHITE + LIGHT BACKGROUNDS
(AF_Logotype_RU-stack_b_PMS)



WHITE + LIGHT BACKGROUNDS
(AF_Logotype_RU-stack_r_PMS)



BLACK + DARK BACKGROUNDS
(AF_Logotype_RU-stack_w_PMS)



BLACK + DARK BACKGROUNDS
(AF_Logotype_RU-stack_r_PMS)



RED BACKGROUND
(AF_Logotype_RU-stack_w_PMS)



RED BACKGROUND
(AF_Logotype_RU-stack_b_PMS)



DARK SILVER + GRAY BACKGROUNDS
(AF_Logotype_RU-stack_w_PMS)



LIGHT SILVER + GRAY BACKGROUNDS
(AF_Logotype_RU-stack_b_PMS)

RISE UP STACKED LOGOTYPE: MONOCHROMATIC

When the Rise Up Stacked Logotype is required for monochromatic applications, the one-color or grayscale Rise Up Stacked Logotype should be used.

Unique grayscale and one-color Rise Up Stacked Logotypes have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic Rise Up Stacked Logotype is being presented correctly.

RISE UP STACKED LOGOTYPE GUIDELINES:

1. **DO NOT:** use the Rise Up Stacked Logotype in a sentence.
2. **DO NOT:** type Rise Up with the Brand font Wingtip, to recreate the Rise Up Stacked Logotype. When using the Rise Up Logotype as a stand alone mark always use one of the provided logotypes.

(Please see [page 1.61](#) for more information)

GRAYSCALE + ONE-COLOR



WHITE + LIGHT BACKGROUNDS
(AF_Logotype_ATL_b_1C)



WHITE + LIGHT BACKGROUNDS
(AF_Logotype_ATL_r_GS)



BLACK + DARK BACKGROUNDS
(AF_Logotype_ATL_w_1C)



BLACK + DARK BACKGROUNDS
(AF_Logotype_ATL_r_GS)



DARK SILVER + GRAY BACKGROUNDS
(AF_Logotype_ATL_w_1C)



LIGHT SILVER + GRAY BACKGROUNDS
(AF_Logotype_ATL_b_1C)

RISE UP LOCKUP: FULL-COLOR

There are several unique variations on the Rise Up Lockup that have been defined for use on specific background colors.

There are several variations on the full-color Rise Up Lockup that have been defined for use on specific background colors.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the full-color Rise Up Lockup is being presented correctly.

RISE UP LOCKUP GUIDELINES:

1. **DO NOT:** use the Rise Up Stacked Lockup in a sentence.
2. **DO NOT:** type Rise Up with the Brand font Wingtip, to recreate the Rise Up Stacked Lockup. When using the Rise Up Stacked Lockup as a stand alone mark always use one of the provided logotypes.

(Please see [page 1.61](#) for more information)

RED BACKGROUND GUIDELINES:

When using the black Rise Up Lockup on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the white Rise Up Lockup should be used instead.



WHITE + LIGHT BACKGROUNDS
(AF_Combo_RU_b_PMS)



WHITE + LIGHT BACKGROUNDS
(AF_Combo_RU_r_PMS)



BLACK + DARK BACKGROUNDS
(AF_Combo_RU_w_PMS)



BLACK + DARK BACKGROUNDS
(AF_Combo_RU_r_PMS)



RED BACKGROUND
(AF_Combo_RU_w_PMS)



RED BACKGROUND
(AF_Combo_RU_b_PMS)



DARK SILVER + GRAY BACKGROUNDS
(AF_Combo_RU_w_s_PMS)



LIGHT SILVER + GRAY BACKGROUNDS
(AF_Combo_RU_b_PMS)

RISE UP LOCKUP: MONOCHROMATIC

When the Rise Up Lockup is required for monochromatic applications, the one-color or grayscale version should be used.

Unique grayscale and one-color Rise Up Lockups have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic Rise Up Lockup is being presented correctly.

RISE UP LOCKUP GUIDELINES:

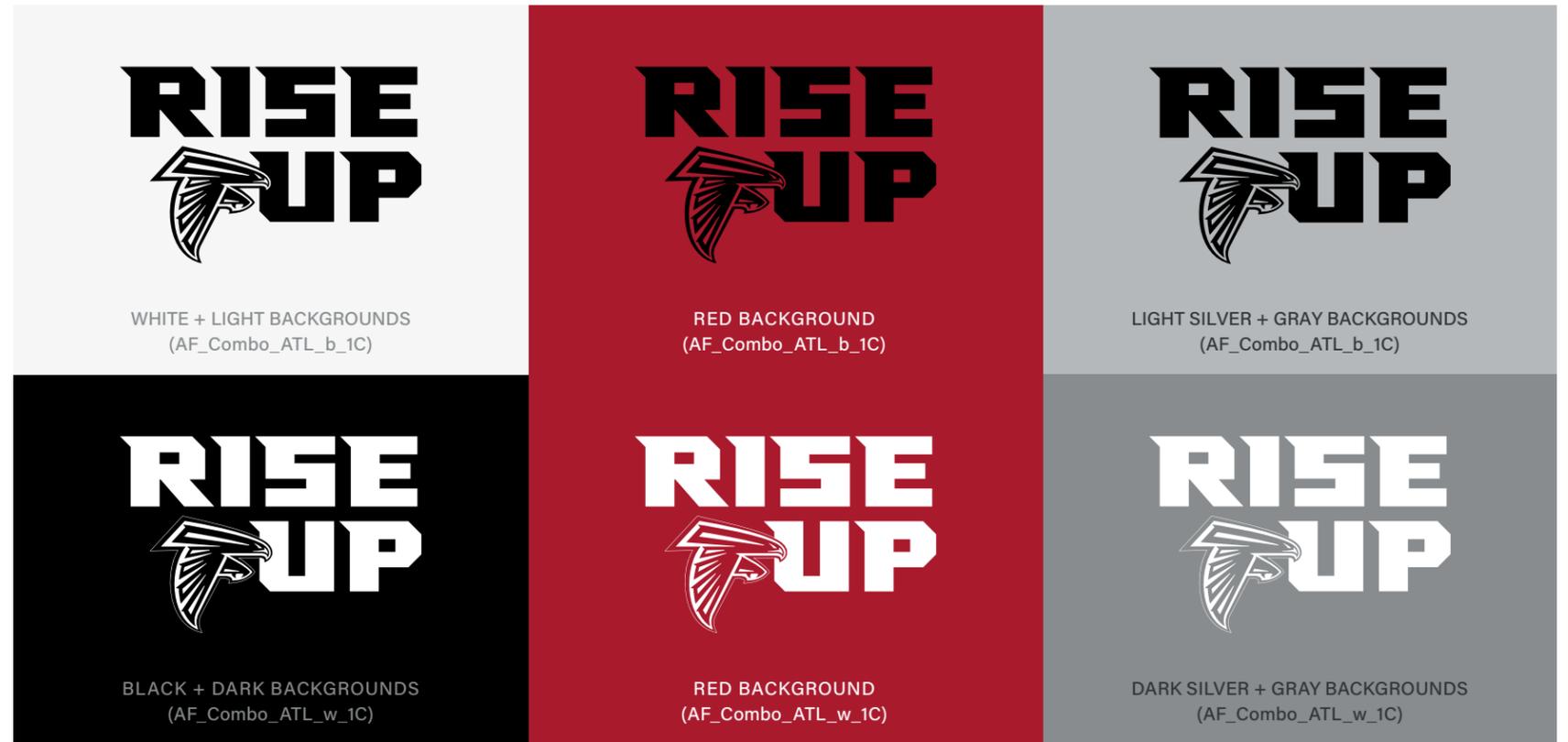
- DO NOT:** use the Rise Up Stacked Lockup in a sentence.
- DO NOT:** type Rise Up with the Brand font Wingtip, to recreate the Rise Up Stacked Lockup. When using the Rise Up Stacked Lockup as a stand alone mark always use one of the provided logotypes.

(Please see [page 1.61](#) for more information)

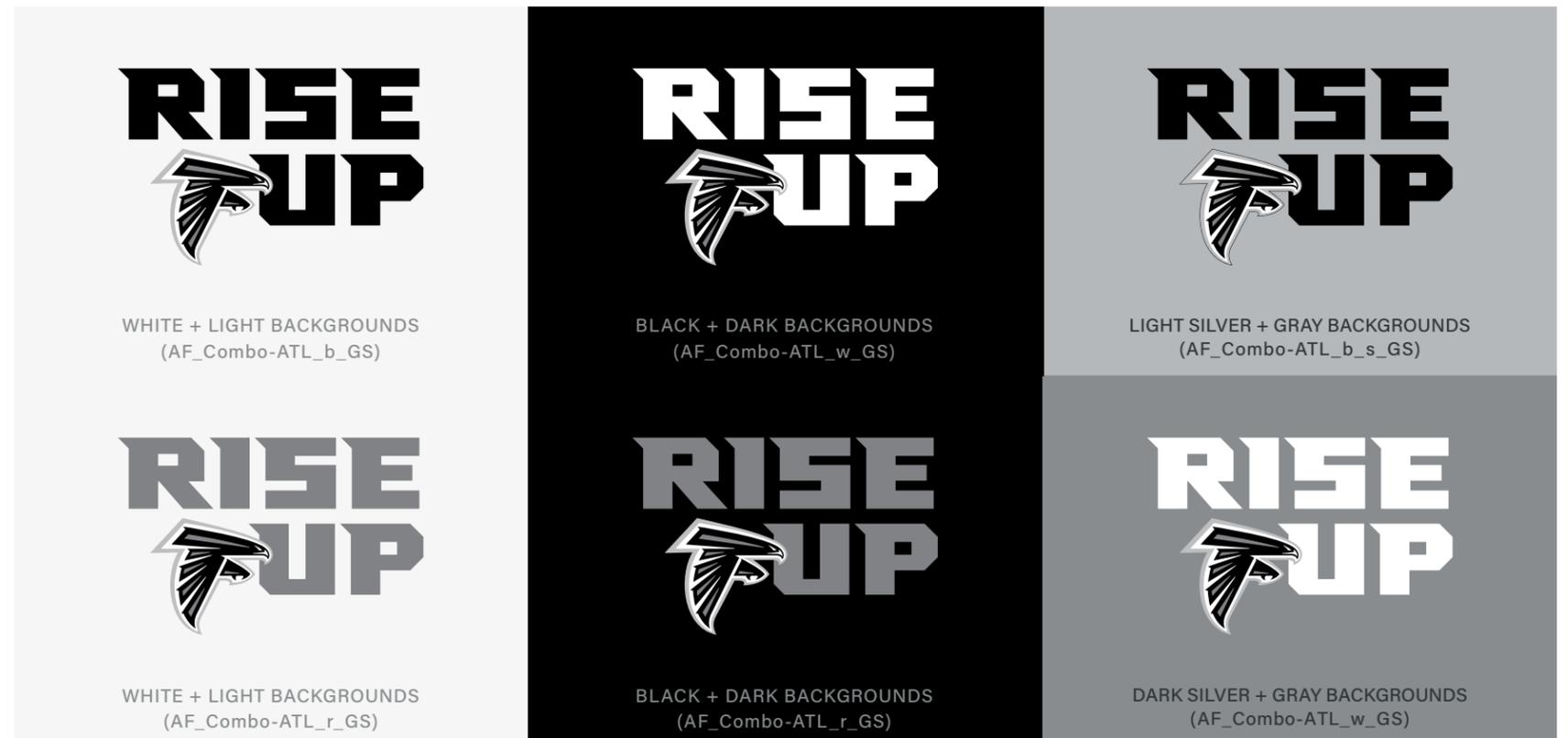
RED BACKGROUND GUIDELINES:

When using the one-color black Rise Up Lockup on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the one-color white Rise Up Lockup should be used instead.

ONE-COLOR



GRAYSCALE



CLASSIC LOGO: FULL-COLOR

Unless otherwise approved the Classic Logo should **ONLY** be used when referencing the team's history or in association with communications surrounding the throwback game.

The Classic Logo honors our roots and traditions by connecting back to the first iteration of the Falcons Brand Identity dating back to 1966.

The full-color Classic Logo can be placed against any of the Falcons Brand colors.



WHITE + LIGHT BACKGROUNDS
(AF_Logo_Classic_PMS)



BLACK + DARK BACKGROUNDS
(AF_Logo_Classic_PMS)



RED BACKGROUND
(AF_Logo_Classic_PMS)



SILVER + GRAY BACKGROUNDS
(AF_Logo_Classic_PMS)

CLASSIC LOGO: MONOCHROMATIC

Unless otherwise approved the Classic Logo should **ONLY** be used when referencing the team's history or in association with communications surrounding the throwback game.

When the Classic Logo is required for monochromatic applications, the one-color or grayscale Classic Logo should be used.

Unique grayscale and one-color Classic Logos have been developed for specific use on light and dark backgrounds.

Please refer to the color chart on the right to identify the background color and coordinating filename to ensure the monochromatic Classic Logo is being presented correctly.

RED BACKGROUND GUIDELINES:

When using the one-color black Classic Logo on a red background, contrast and legibility are top priority. Do not use this color combination at small sizes or in instances of low contrast; the full-color or one-color white Classic Logo should be used instead.



BRAND DESIGN LANGUAGE:
GRAPHIC
ELEMENTS

In addition to the team logos, the Falcons have identified a key set of visual triggers within our design language to evoke a sense of familiarity through a direct connection to the team's new on-field look.

THE ONE-COLOR BIRD LOGO

The one-color Bird Logo provides flexibility to serve as a powerful graphic element by way of cropping and transparency.

The one-color Bird Logo is the **ONLY** logo that may be used as a graphic element. No other logo should ever be cropped or used as a watermark.

When using the one-color Bird Logo as a graphic element it is important that the logo be presented in a clearly identifiable way and does not become abstract or unrecognizable.

CROPPING + TRANSPARENCY:

When cropping or using the one-color Bird Logo as a background element, the beak and part of the talon must always be visible and unobstructed so it's clearly identifiable as the Bird.

Please adhere to the guidelines and examples on the next two pages to ensure proper use of the one-color bird logo as a graphic element.



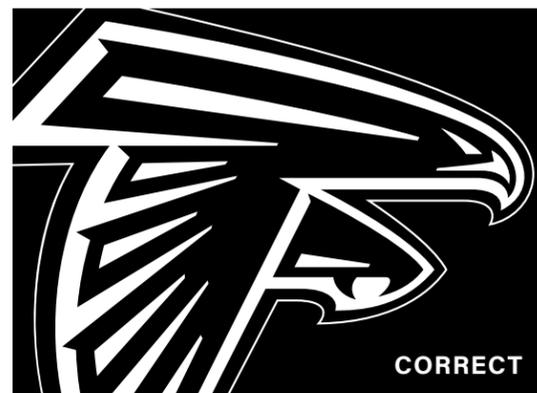
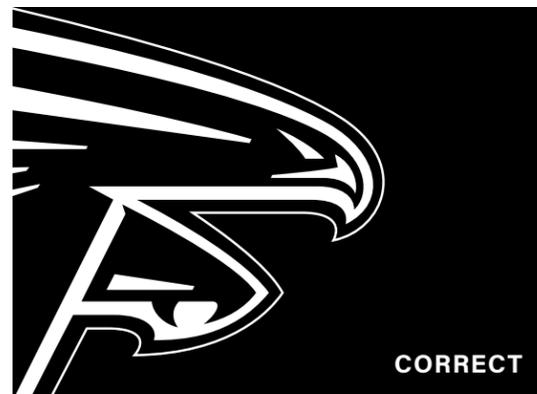
THE ONE-COLOR BIRD LOGO: CROPPING

When cropping the one-color Bird Logo, the beak and part of the talon must always be visible so it's clearly identifiable as the bird.

Please adhere to the chart on the right to ensure proper use of the cropped one-color Bird Logo as a graphic element.

ONE-COLOR BIRD CROPPING GUIDELINES:

1. **DO NOT:** crop the bird so the beak or talon are not visible.
2. **DO NOT:** crop into the beak only.



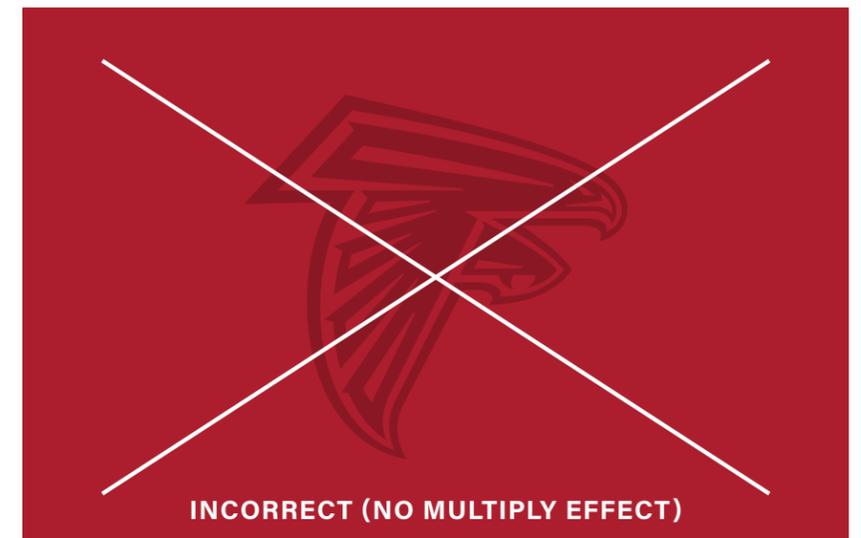
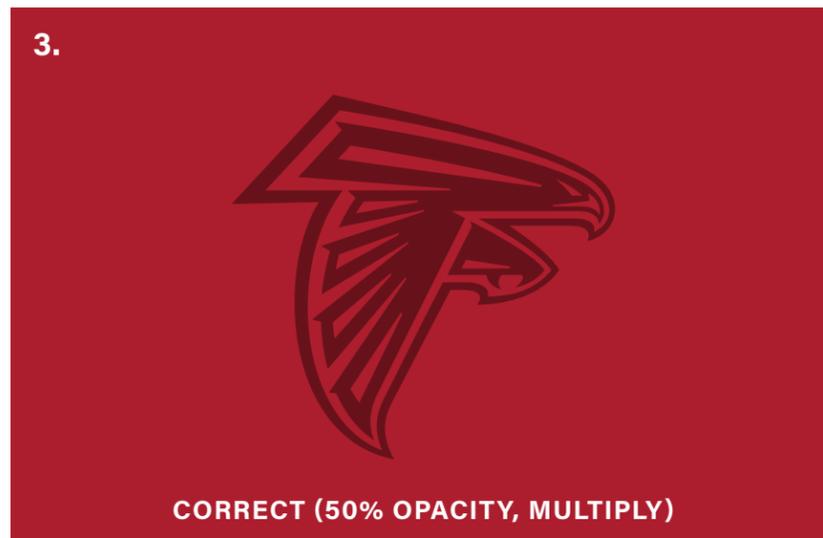
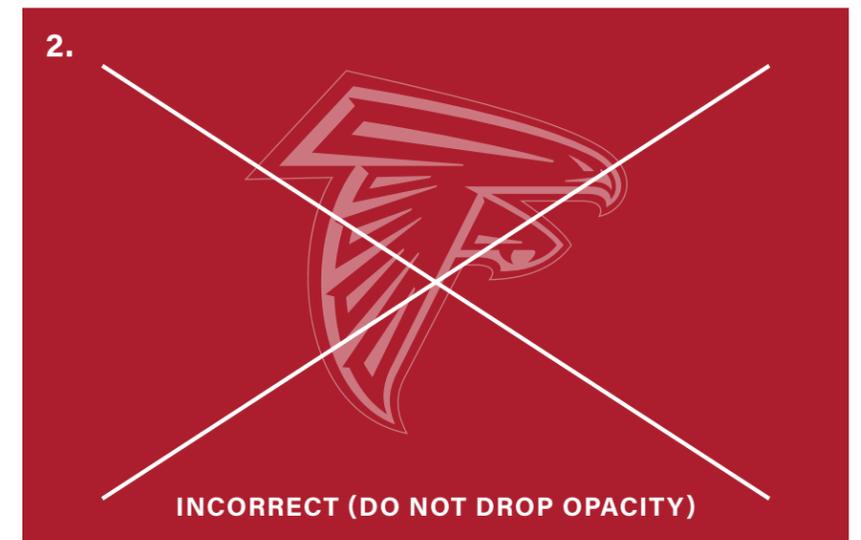
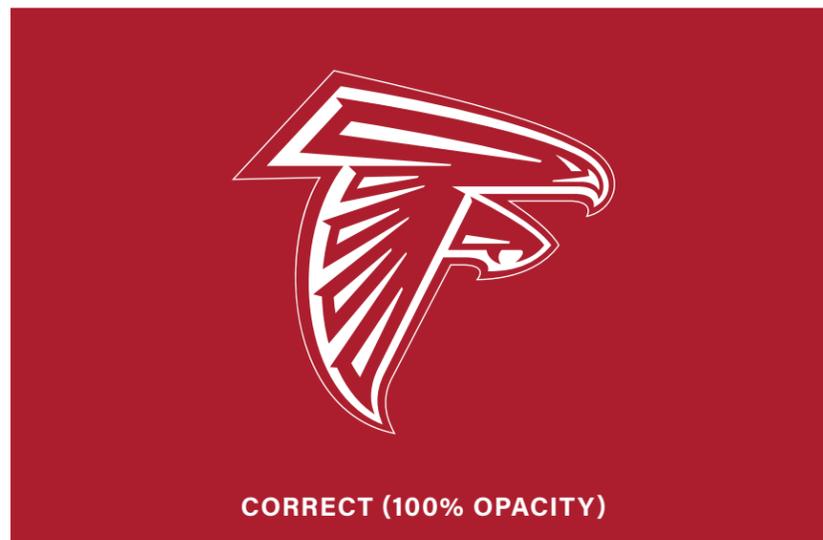
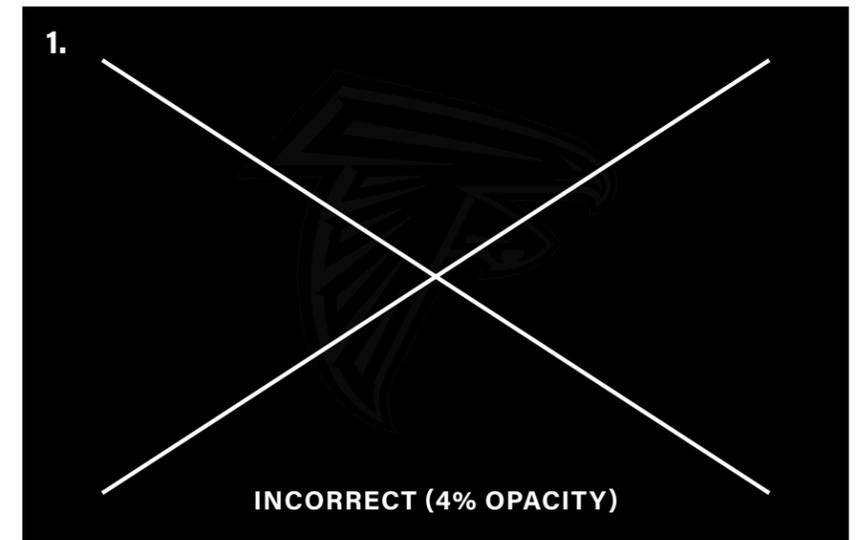
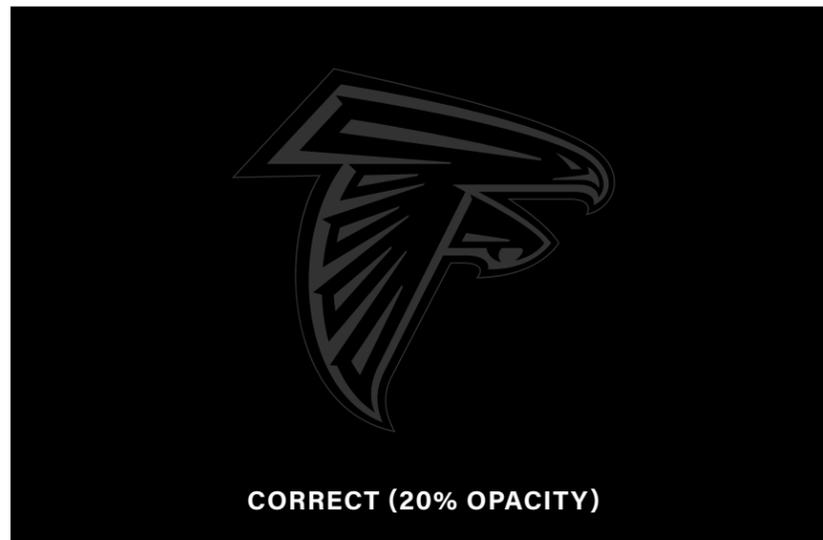
THE ONE-COLOR BIRD LOGO: TRANSPARENCY

When using the one-color Bird Logo as a background element and applying transparency, please adhere to the following rules.

Please adhere to the chart on the right to ensure proper use of the transparent one-color Bird Logo as a graphic element.

ONE-COLOR BIRD TRANSPARENCY GUIDELINES:

1. **DO NOT:** drop the opacity below 5%.
2. **DO NOT:** use the one-color white logo on a red background as it will cause the logo to appear pink.
3. **DO:** use the multiply effect when applying transparency to the one-color black logo on a red background so the logo does not appear brown.

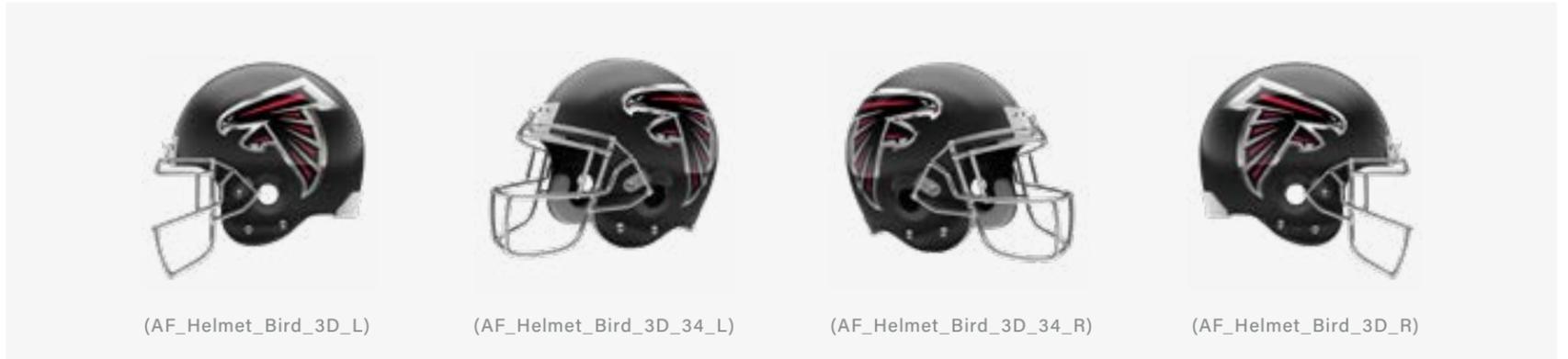


VECTOR + 3D HELMETS

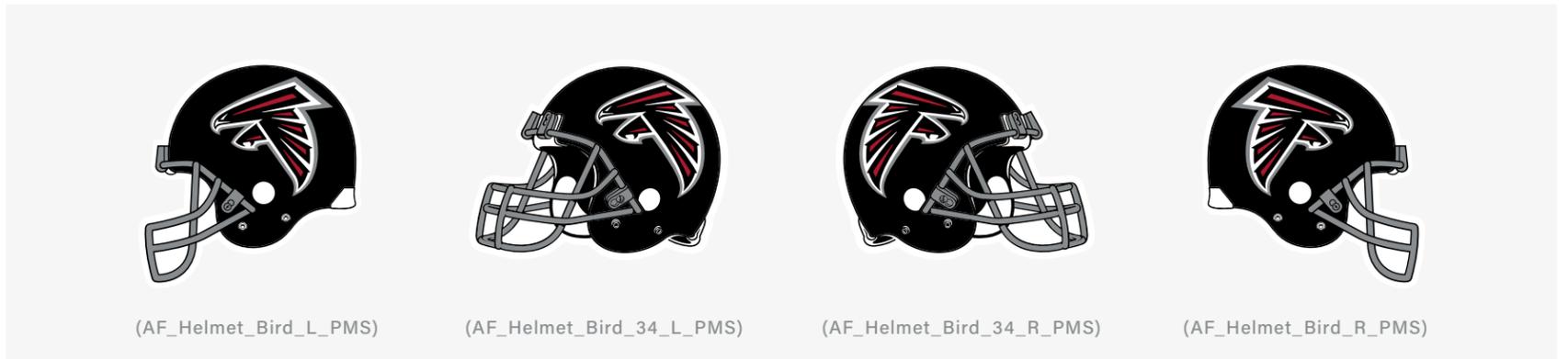
A classic design, refined. With a 27% larger Bird, new silver and red metallic accents, and a chrome facemask – our new helmet is battle ready.

The vector + 3D helmet art can be placed against any of the Falcons Brand colors.

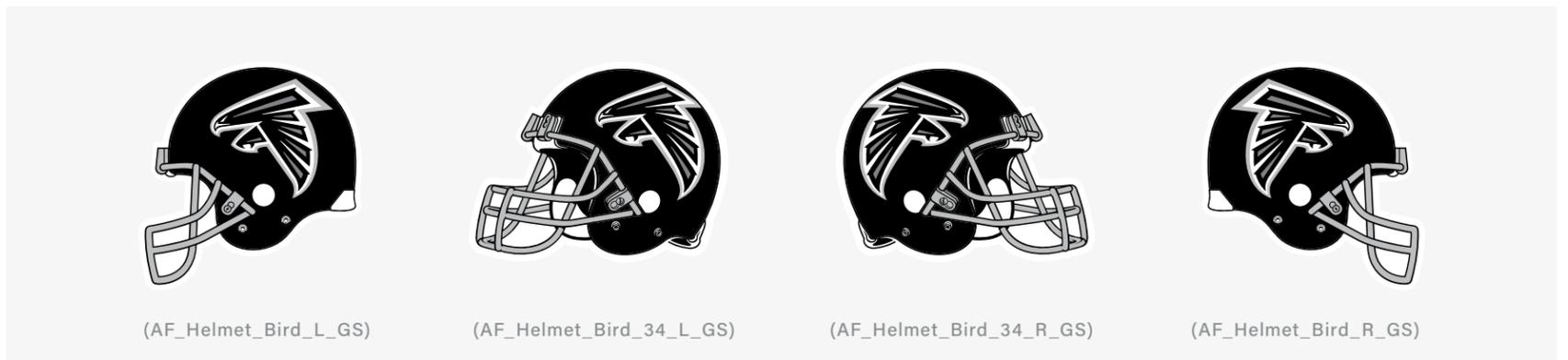
3D FULL-COLOR



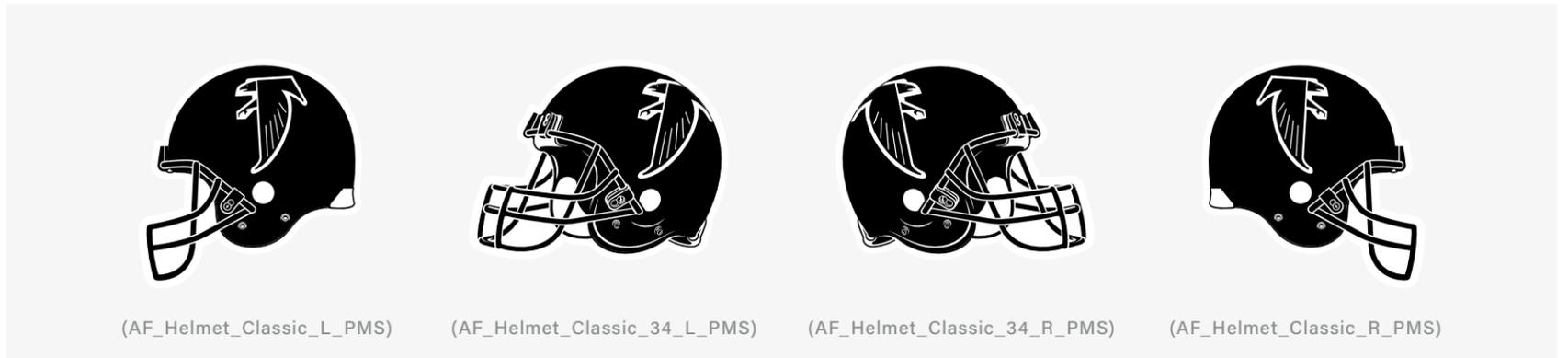
VECTOR FULL-COLOR



VECTOR GRAYSCALE



VECTOR THROWBACK



THE STOOP

As seen on the new Falcons uniforms, the stripe or “Stoop” down the side of the uniform is a graphic extension taken directly from the wing on the Falcon logo and is used to evoke speed and motion.

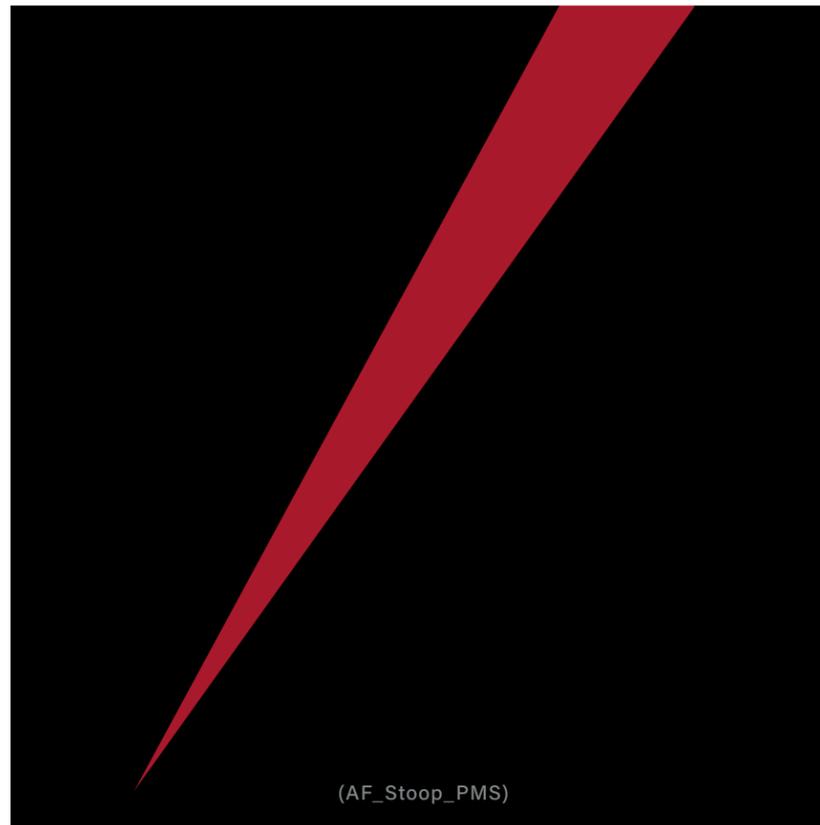
In 2020 there are two unique variations on the stoop:

The **GRAPHIC STOOP** is used in static, graphic and premium executions. The graphic stoop typically does not accompany photography.

The **ORGANIC STOOP** is used in dynamic executions to emphasize and exaggerate movement and energy in action photography, cinematography and motion graphics.

The Stoop is associated with very specific use cases and is available upon request by contacting the Falcons Brand and Creative Team at creative@falcons.nfl.com.

Please refer to the examples and guidelines on the next page to ensure proper execution of the stoop.



(AF_Stoop_PMS)

GRAPHIC STOOP



(AF_Stoop_Organic_RGB)

ORGANIC STOOP

THE STOOP EXAMPLES

The Stoop design elements can be used to convey motion, highlight key features, or draw attention, like in these successful executions.

The Stoop is associated with very specific use cases and is available upon request by contacting the Falcons Brand and Creative Team at creative@falcons.nfl.com.



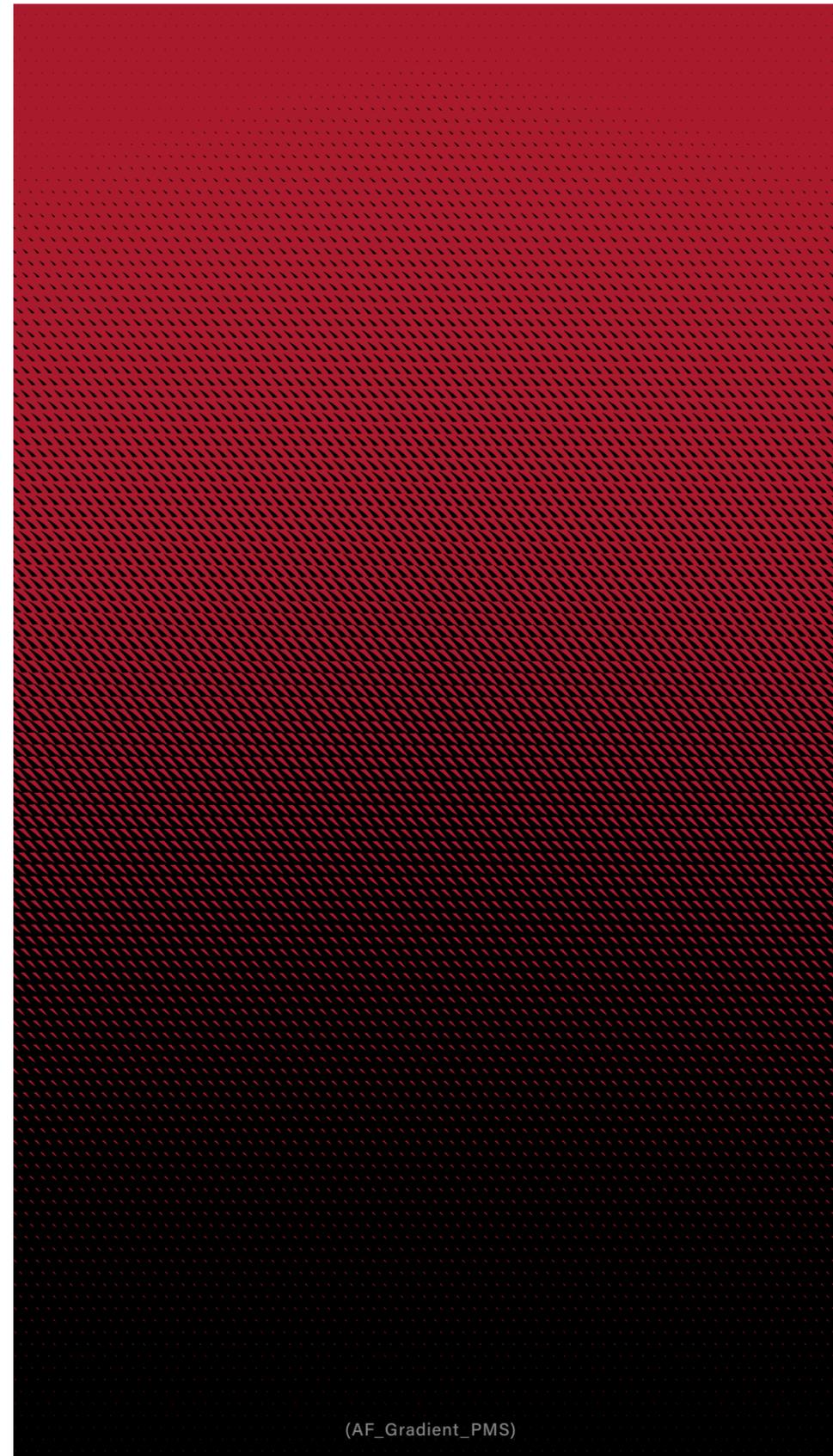
RISE UP GRADIENT

Unless otherwise approved, the Rise Up Gradient is relegated to be used in association to the gradient uniform.

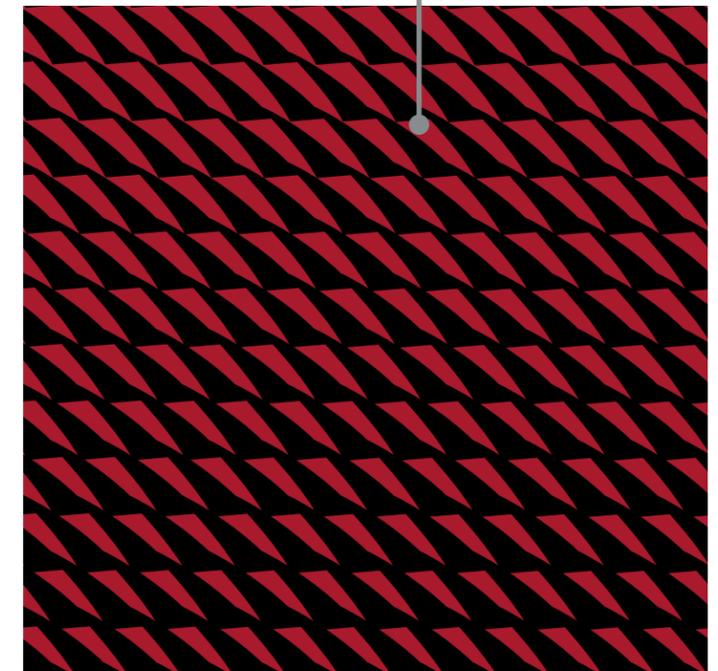
The Rise Up Gradient pattern rising from black to red offers a fresh representation of a city constantly on the rise through a visual pattern made from the eye in the Bird Logo.

The Rise Up Gradient is associated with very specific use cases and is available upon request by contacting the Falcons Brand and Creative Team at creative@falcons.nfl.com.

Please refer to the examples and guidelines on the next page to ensure proper execution of the Rise Up Gradient.



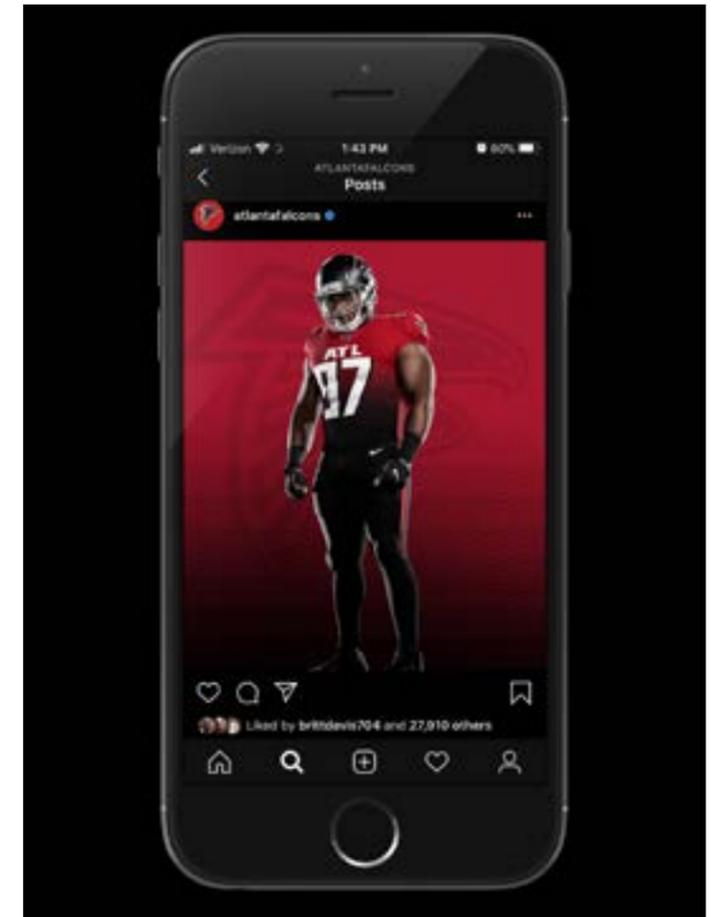
MAGNIFIED VIEW



RISE UP GRADIENT EXAMPLES

Our custom Rise Up Gradient represents a city that continually rises up. These are examples of successful gradient executions.

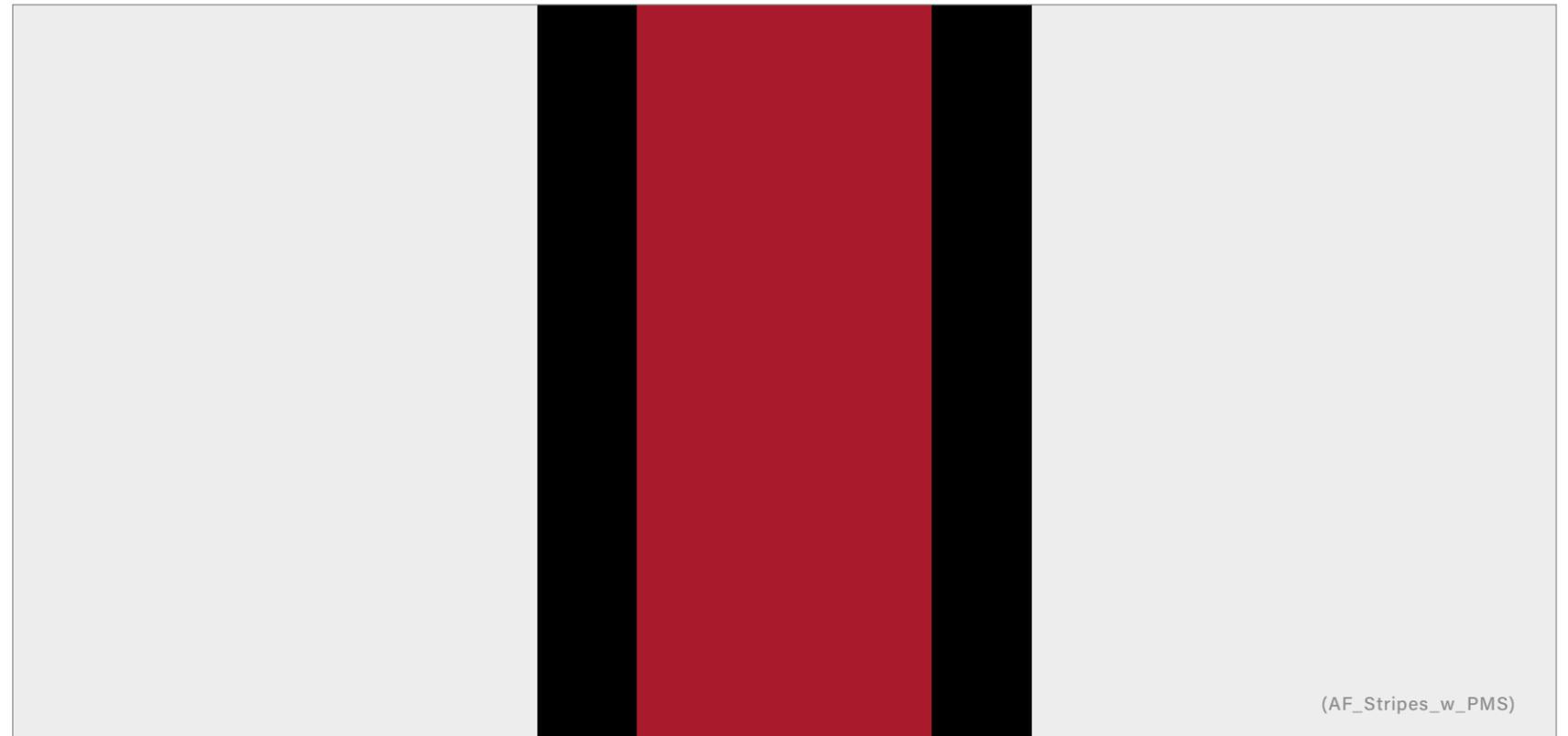
The Rise Up Gradient is associated with very specific use cases and is available upon request by contacting the Falcons Brand and Creative Team at creative@falcons.nfl.com.



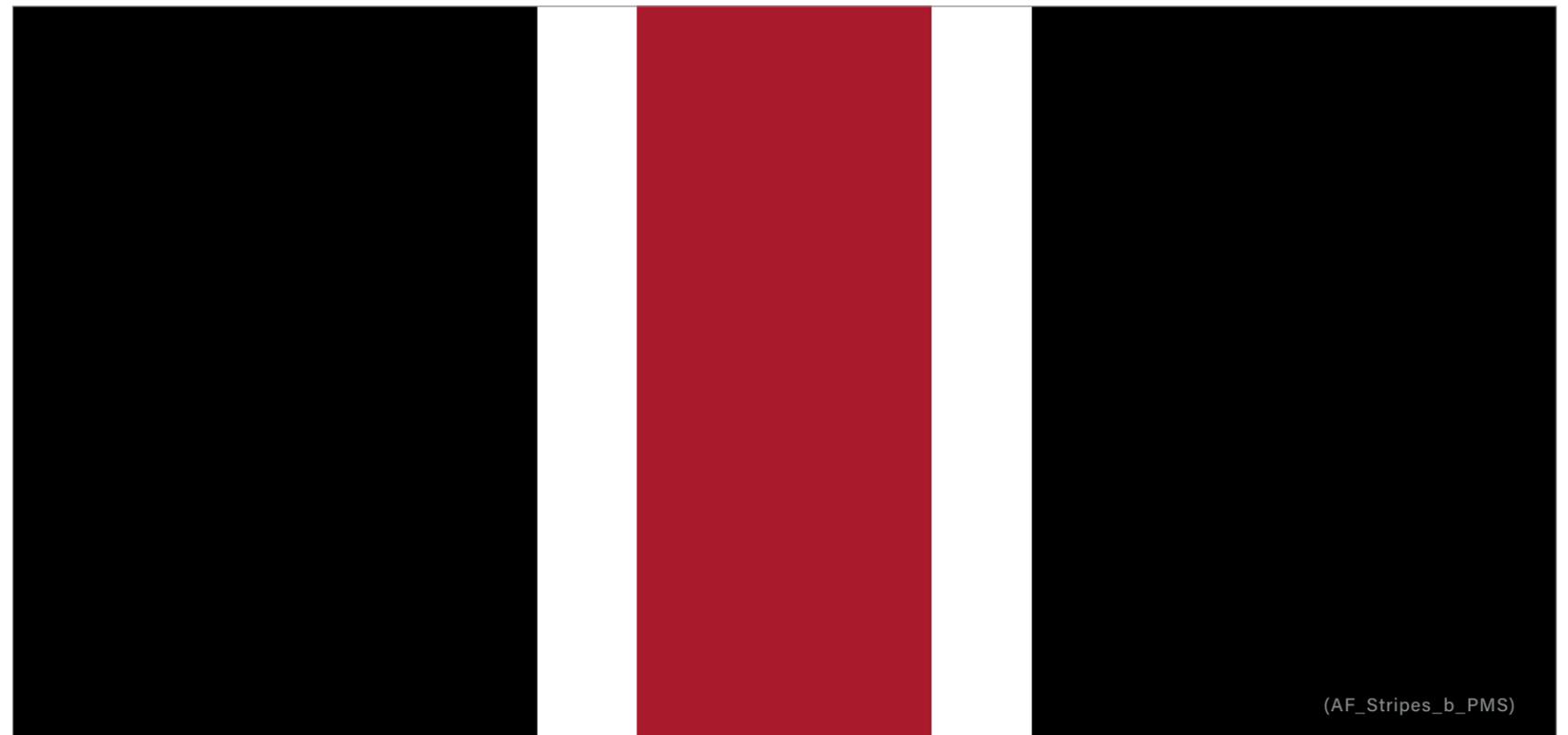
THROWBACK STRIPES

The Throwback Stripes are relegated to be used in association to the classic logo.

THROWBACK STRIPES ON WHITE

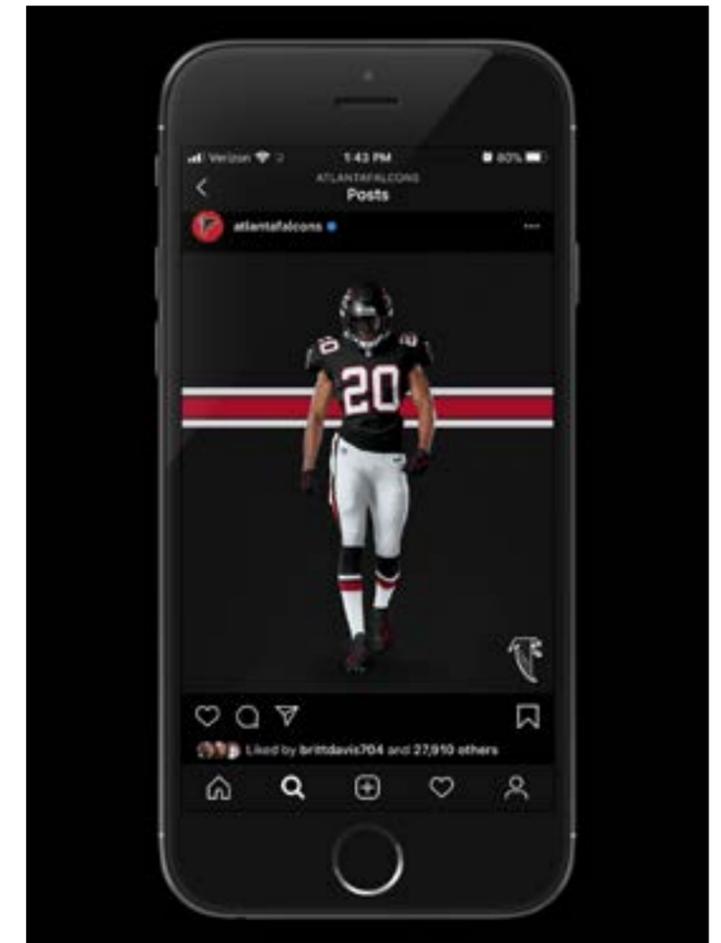


STRIPES ON BLACK



THROWBACK STRIPES EXAMPLES

Hailing from the Dirty Bird era, these stripes are to be used in conjunction only with the classic Falcons logo as seen in the successful executions here.



BRAND DESIGN LANGUAGE:
PROPER +
IMPROPER
USAGE

The following pages illustrate proper and improper usage for the Atlanta Falcons Key Marks, including sizing, clear space, rotation and more. It is critical to always use approved key marks to maintain consistency and to retain the integrity of the Atlanta Falcons Brand.

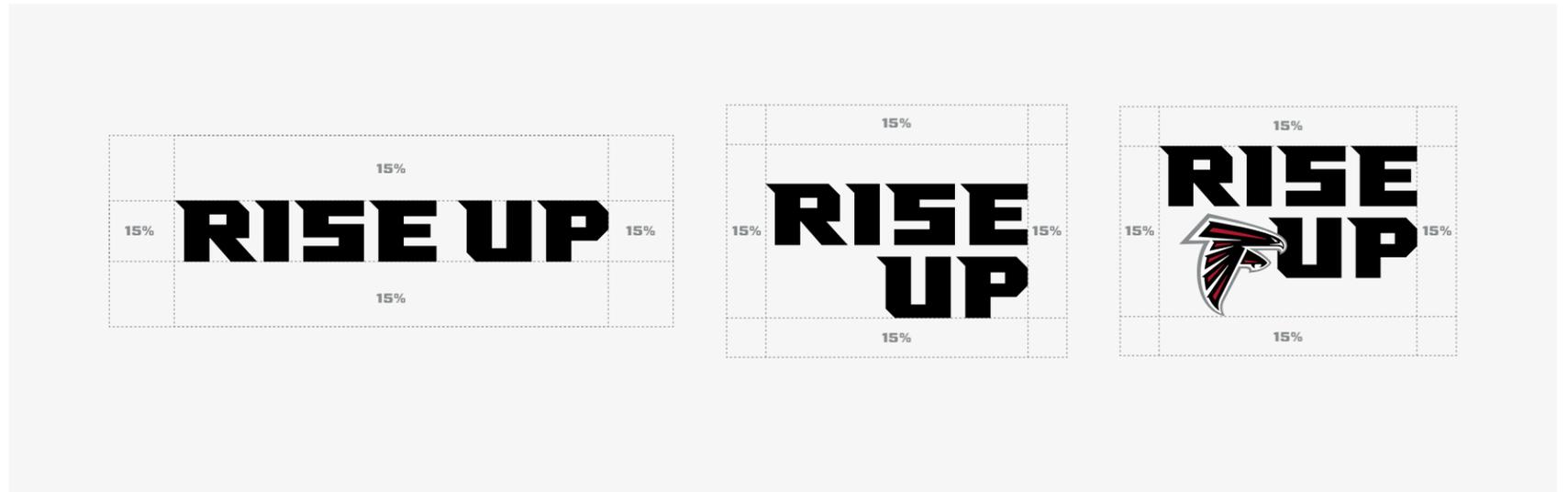
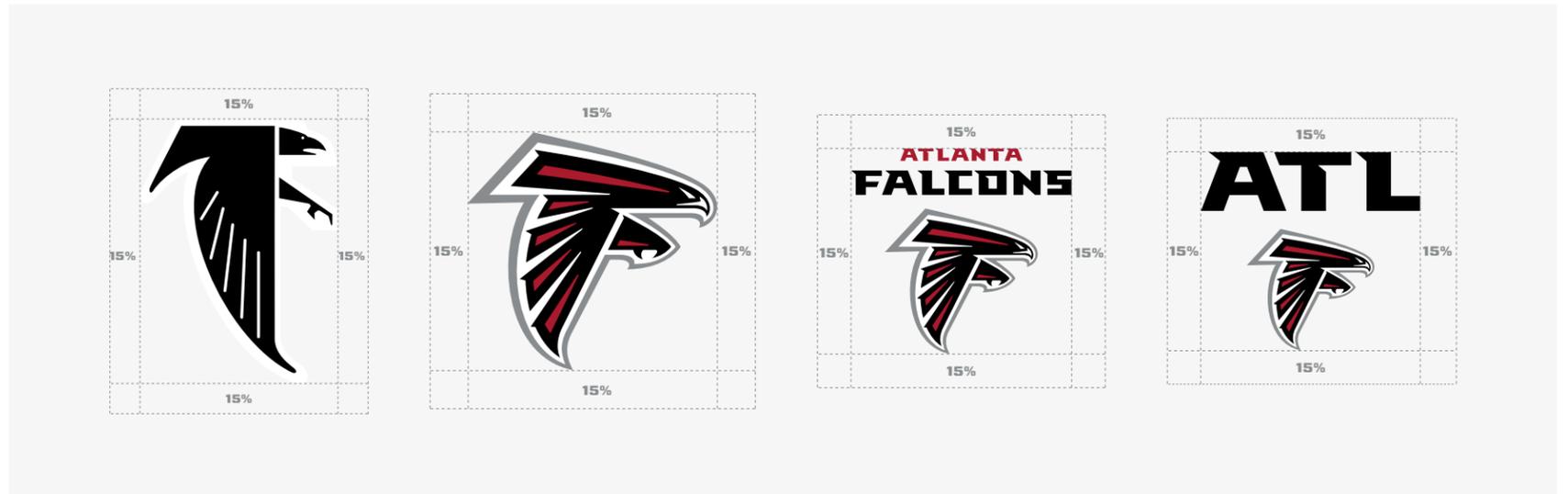
The crossed lines that form an "X" on the following pages indicate improper usage. Avoid making these mistakes.

CLEAR SPACE

All Falcons' logos and lockups must always be surrounded by a field of clear space to isolate them from competing graphic elements.

Logos and lockups are not to be integrated or combined with other elements without approval from the Atlanta Falcons.

All logos must maintain a minimum of 15% of the width of the logo size on all four sides.



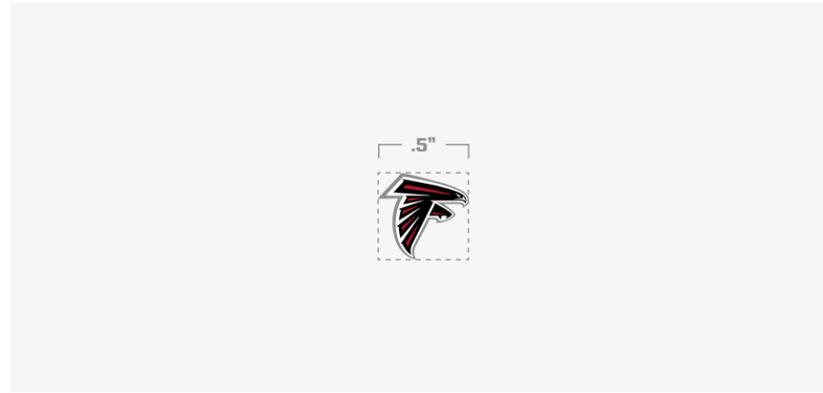
MINIMUM SIZING

To ensure all team logos and lockups remain clear and legible, there is a minimum size requirement established for each mark.

When using the Falcons marks at small sizes, please adhere to the minimum sizes list below and in the diagram to the right. The minimum size requirement is based on the width of the marks.

When using the combination logos or lockups, the primary mark must not be any smaller than its defined minimum sizes listed below:

Bird Logo:	<i>.5" / 36 px</i>
Combo Logo:	<i>.75" / 54 px</i>
Classic Logo:	<i>.5" / 36 px</i>
ATL Combo Logo:	<i>.75" / 54 px</i>
Logotype:	<i>.75" / 54 px</i>
ATL Logotype:	<i>.75" / 54 px</i>
Rise Up Logotype:	<i>.75" / 54 px</i>
Rise Up Stacked Logotype:	<i>.75" / 54 px</i>



LOGO LOCATIONS + PERCENTAGE

When using both the Bird Logo and either of the Logotypes together the Combo Logo should always be used. No other combination outside of the lockups outlined in this document should be created.

LOGO LOCATIONS + PERCENTAGE GUIDELINES:

1. **DO NOT:** create any variations on the combination logo by altering the location or percentages of the Bird or Logotype.
2. **DO NOT:** place logo to the left or right of the Logotype.
3. **DO NOT:** alter the proportions of the Bird or the Logotype.
4. **DO NOT:** place Logotype beneath the logo.
5. **DO NOT:** overlap logo or Logotype.



LOGO COLOR

Our brand colors are a key identifying feature of our marks + logos. Never alter the colors.

LOGO COLOR GUIDELINES:

1. **DO NOT:** reverse colors in the Logotype. The Logotype uses specific colors for the words 'Atlanta' and 'Falcons' in different scenarios.
2. **DO NOT:** alter color schemes in the Falcons' logos.
3. **DO NOT:** remove colors from the Falcons' logos.



ROTATING + MIRRORING

Never rotate or mirror any of the Atlanta Falcons Brand marks for any reason.

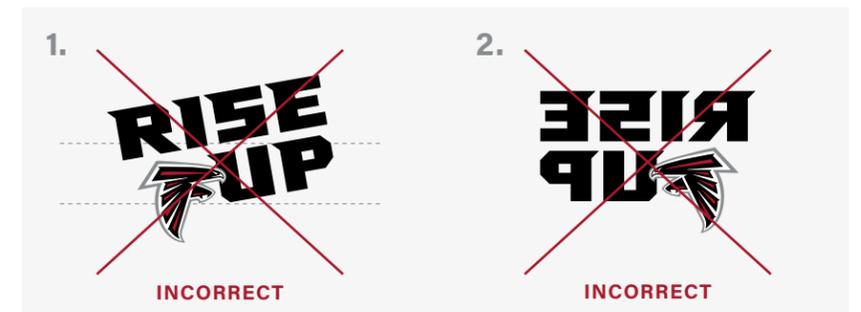
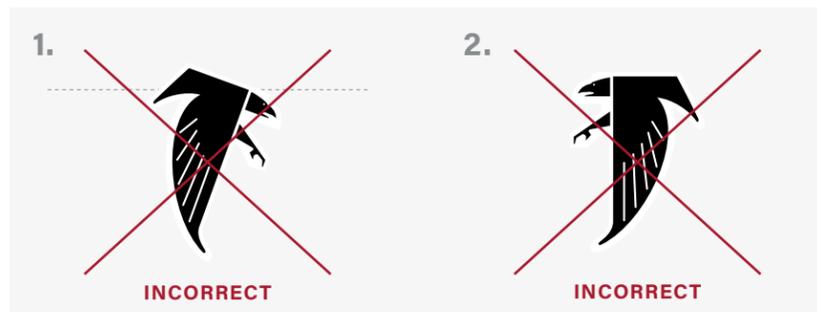
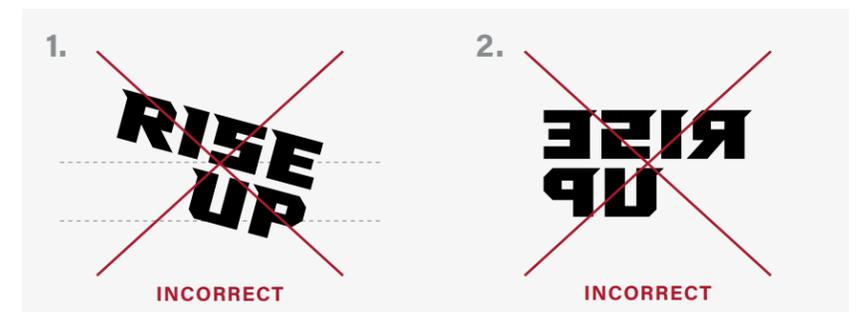
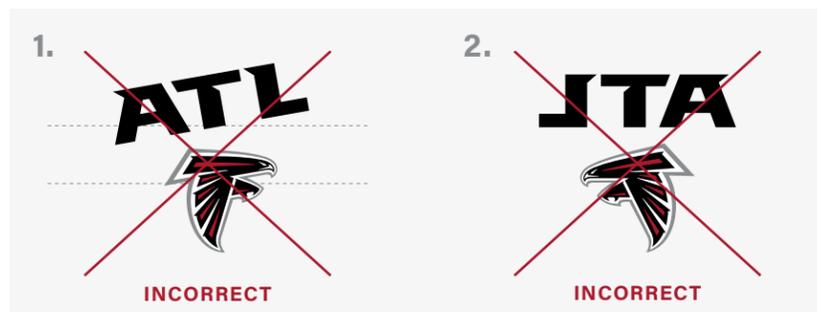
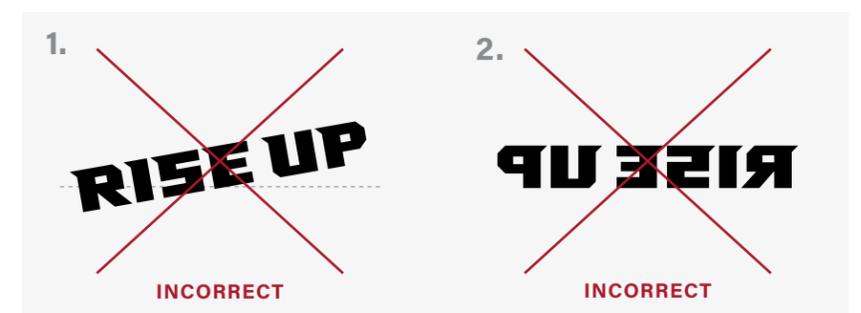
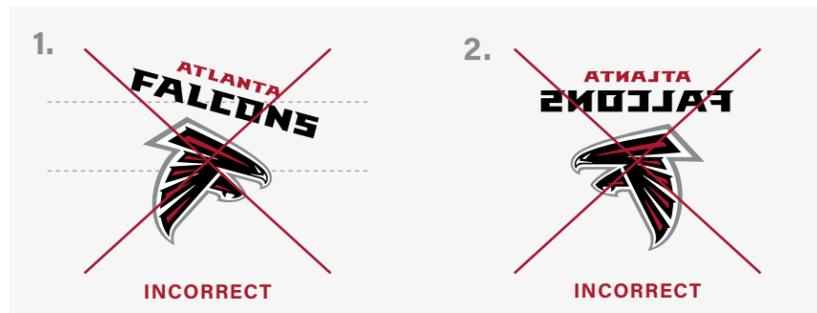
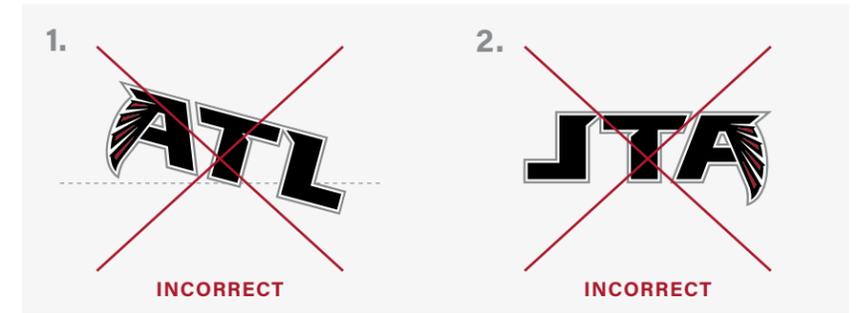
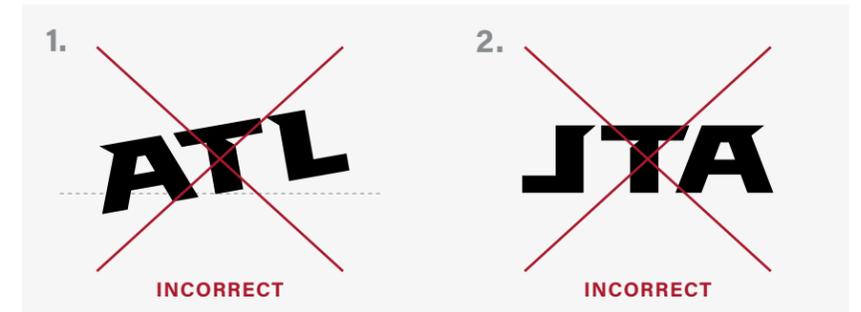
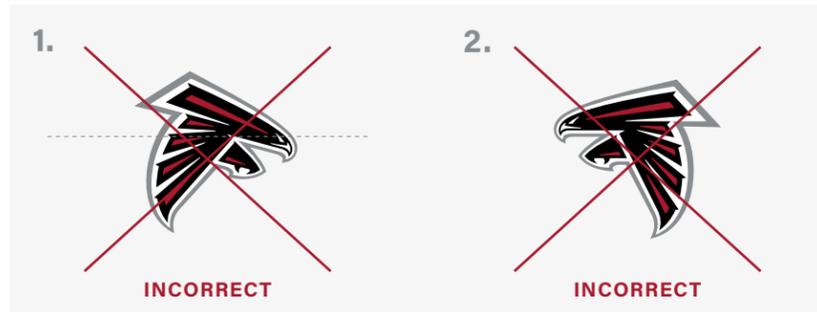
ROTATING + MIRRORING GUIDELINES:

- DO NOT:** rotate the Bird Logo, Combo Logos or Logotypes.
There should be a horizontal plane in the logo's tail and beak.
- DO NOT:** mirror the Bird Logo, Combo Logos or Logotypes.
The Bird Logo should always face right.

The only exception to this rule is when the logo is placed on a helmet or a vehicle, in which case the logo should always be "moving forward."



CORRECT (Bird is facing forward)



CROPPING + TRANSPARENCY

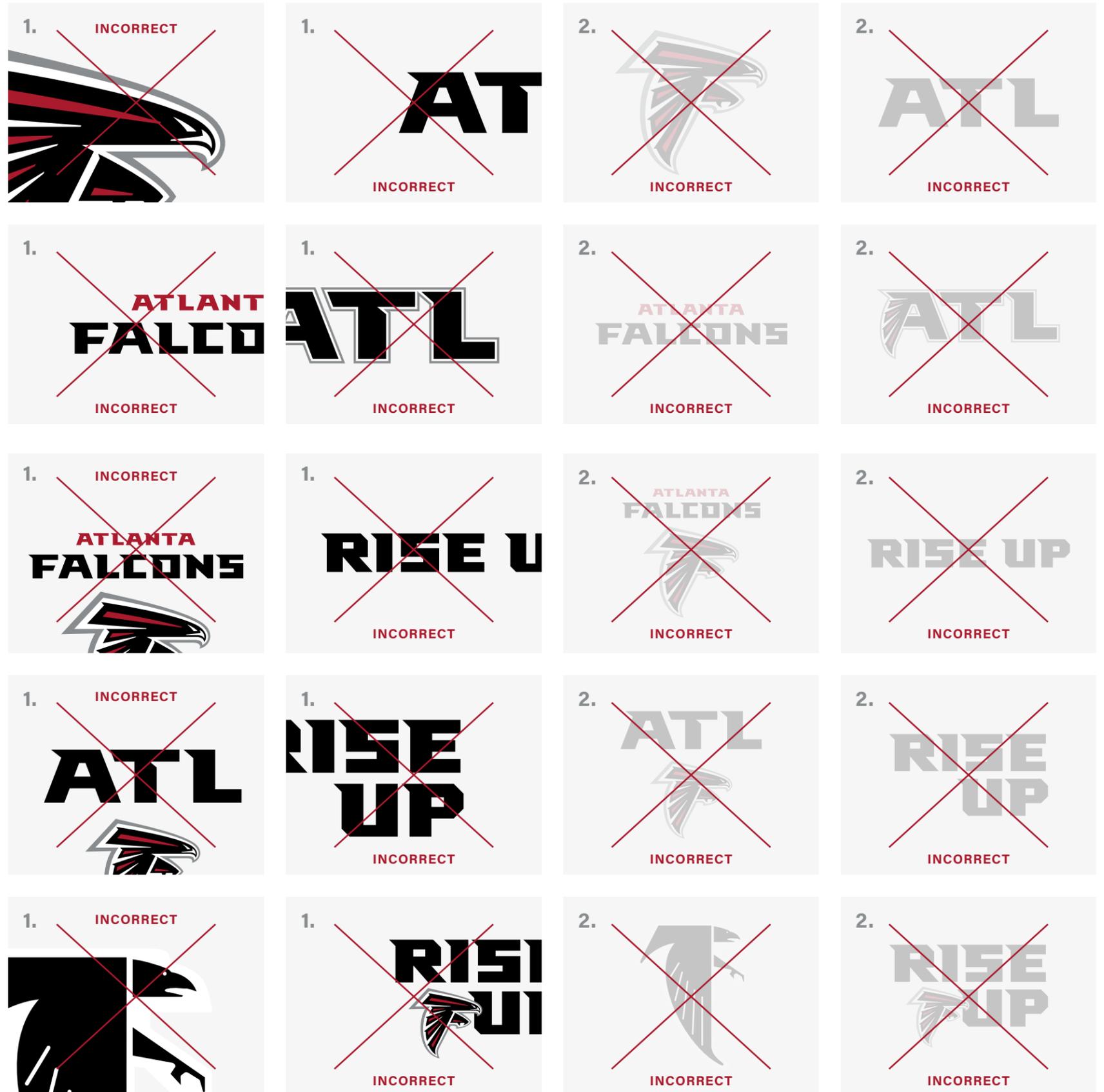
The one-color Bird Logo is the **ONLY** logo that may be used as a graphic element. No other logo should ever be cropped or used as a watermark.

CROPPING GUIDELINES:

1. **DO NOT:** crop any logos other than the one-color Bird Logo unless approved in advance by the Falcons Brand Team.

TRANSPARENCY GUIDELINES:

2. **DO NOT:** watermark or apply transparency to any logo other than the one-color Bird Logo. Full-color logos must remain 100% opaque.



SECTION I CHAPTER 2:

BRAND DESIGN LANGUAGE: PROPER + IMPROPER LOGO USAGE

ATL LOGOTYPE

Never use wordmarks like the ATL and Rise Up logos as typography within a sentence. Their intended use is as logos, not type.

Note the differences in the A letterforms in the Correct and Incorrect examples on the right. While the differences are subtle, remember to always use the ATL logotype asset when using ATL as a logo, and always re-typeset ATL when it's part of a sentence.

ATL LOGOTYPE GUIDELINES:

1. **DO NOT:** use the ATL Logotype in a sentence.
2. **DO NOT:** type ATL with the brand font Wingtip to recreate the ATL Logotype.



GET
YOUR
ATL
ON

The word 'ATL' is enclosed in a dashed rectangular box, highlighting its specific letterform. The 'A' has a unique shape with a small gap at the top.

CORRECT



1. GET
YOUR
ATL
ON

The word 'ATL' is enclosed in a dashed rectangular box. A large red 'X' is drawn over the entire text, indicating this usage is incorrect. The 'A' letterform is different from the correct one, appearing as a standard sans-serif 'A'.

INCORRECT



ATL

The word 'ATL' is shown in its correct logotype form, with the distinctive 'A' letterform.

CORRECT



2. ATL

The word 'ATL' is shown in a standard sans-serif font. A large red 'X' is drawn over the text, indicating this usage is incorrect.

INCORRECT

SECTION I CHAPTER 2:

BRAND DESIGN LANGUAGE: PROPER + IMPROPER LOGO USAGE

RISE UP LOGOTYPE

Never use wordmarks like the ATL and Rise Up logos as typography within a sentence. Their intended use is as logos, not type.

RISE UP MARK GUIDELINES:

1. **DO NOT:** use the Rise Up Logotype in a sentence.
2. **DO NOT:** type Rise Up with the brand font Wingtip, to recreate the Rise Up Logotype. When using the Rise Up logotype as a stand alone mark always use one of the provided logotypes.

IT'S TIME TO
RISE UP
ATLANTA

CORRECT

RISE UP

CORRECT

**RISE
UP**

CORRECT

**RISE
UP**

CORRECT

1.

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse urna purus, scelerisque quis lacinia in, efficitur eget ante **RISE UP**.~~

INCORRECT

2.

~~**RISE UP**~~

INCORRECT

2.

~~**RISE
UP**~~

INCORRECT

2.

~~**RISE
UP**~~

INCORRECT

CONTRAST + BACKGROUND

Our logos must be easily identifiable. Maintain a high level of contrast between background colors and images to retain legibility and Brand recognition.

CONTRAST AND BACKGROUND GUIDELINES:

1. **DO NOT:** place any of the Falcons logos on backgrounds with heavy contrast.
2. **DO NOT:** place any of the Falcons logos on non-related color schemes.



BRAND DESIGN LANGUAGE:

**FALCONS
COLOR
PALETTE**

Our brand colors are an essential part of the Falcons visual identity. Together with our logo, our colors are the signature identifying feature of our brand.

We own Red and Black.

BLACK

Black should be the dominant base color within Falcons creative to set the tone that we mean business.

OWN RED, BUT BRING ON THE BLACK: Like the city of Atlanta, black evokes strength, power, grit ... and a little bit of swagger. Black jerseys have been a part of Falcons history since they first took the field in 1966, during the original Dirty Bird era in the late 1990's, from 2003-08 and more recently as alternates or throwbacks, amplified by personalities like Deion Sanders, Jerry Glanville and Michael Vick to Matt Ryan and Julio Jones.

RED

The color red reflects a shared sense of community in Atlanta as most of the major sports teams and many iconic homegrown brands share the color. Several signature elements across the uniforms are highlighted in red including the familiar Falcons bird logo, the new ATL mark across the chest and the new stripe or "**stoop**", down the side of the uniform. Red is also featured as a primary jersey color in the new gradient "**Rise Up**" alternate uniform.

SILVER

Silver and gray have also been a part of the Falcons color palette for decades but will now play a more prominent role, incorporated into the helmet decal and the new silver face mask.

COLOR BUILDS

Our colors are our visual DNA. Use these color builds – and these exclusively.

PANTONE VALUES AND 4-COLOR CMYK:

The Pantone features a metallic silver, while the process builds a gray tone. When Pantone 877 C Metallic is not available, Pantone 421 C may be used.

RGB COLOR (DIGITAL):

When using new media, including the internet, specific RGB colors are used.

MONOCHROMATIC:

Grayscale versions of the Falcons' marks use specific percentages of black ink. One-color versions should be 100% black or knocked out to white.

PMS + CMYK

PROCESS
BLACK C

C: 70
M: 50
Y: 50
K: 100

PANTONE
187 C

C: 20
M: 100
Y: 80
K: 0

PROCESS
877C OR 421 C

C: 5
M: 0
Y: 0
K: 25

RGB + WEB

#000000

R: 0
G: 0
B: 0

#A71930

R: 163
G: 13
B: 45

#A5ACAF

R: 166
G: 174
B: 176

GRAYSCALE

100% BLACK

C: 0
M: 0
Y: 0
K: 100

60% BLACK

C: 0
M: 0
Y: 0
K: 60

30% BLACK

C: 0
M: 0
Y: 0
K: 30

BRAND DESIGN LANGUAGE: **TYPOGRAPHY**

Typography plays a major role in the Atlanta Falcons Brand Identity. On the following pages you will find the recommended guidelines and best practices for typographic use across Atlanta Falcons Brand Identity.

ATLANTA FALCONS WINGTIP

As part of the redesign process, we developed Wingtip – a distinctly ownable and identifiable custom typeface that reflects the bolder, sharper letterforms of our evolved logotype.

The Wingtip font is available upon request at creative@falcons.nfl.com.

WINGTIP TYPEFACE

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

(to request Wingtip: creative@falcons.nfl.com)

ALTERNATE CHARACTERS

O O O O T T T T

PREFERRED USE CASE PREFERRED USE CASE

SUGGESTED PAIRINGS

**AT
ATLANTA**

When paired with an “A” use the “T” with angled crossbar so as to create a ligature.

**UT
SOUTH**

When paired with any other characters use the “T” with a vertical crossbar so as to create a ligature.

PRIMARY TYPOGRAPHY

Atlanta Falcons Wingtip, Kairos and Acumin all combine in order to create the Atlanta Falcons typographical hierarchy.

At the core of our typographic system is the font Atlanta Falcons Wingtip, designed specifically to compliment all Atlanta Falcons graphic elements and key marks. Atlanta Falcons Wingtip is the primary choice for key messaging.

In addition to Atlanta Falcons Wingtip, the font Kairos is available for subheads. Kairos is a full font family ranging from Condensed Light to Extended Black. Licenses for the Kairos font family are available for purchase at fonts.com/font/monotype/kairos.

Our tertiary font, Acumin, should be used for all body copy. The Acumin font family is an Adobe Typekit font and is available for download at fonts.adobe.com/fonts/acumin.

HEADLINES

ATLANTA FALCONS WINGTIP

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

(to request Wingtip: creative@falcons.nfl.com)

SUBHEADS

KAIROS EXTRABOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

(to purchase Kairos: fonts.com/font/monotype/kairos)

SMALL TITLES

KAIROS BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

(to purchase Kairos: fonts.com/font/monotype/kairos)

KAIROS REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

(to purchase Kairos: fonts.com/font/monotype/kairos)

BODY COPY

ACUMIN PRO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus scelerisque, purus in congue mattis, mi mi lacinia neque, vel porta nisl nisi vitae metus. Maecenas justo urna, faucibus eu hendrerit in, efficitur vel ex. Donec congue cursus ornare. Integer congue massa at sapien volutpat rhoncus.

(to download Acumin Pro: fonts.adobe.com/fonts/acumin)

PRIMARY TYPOGRAPHY EXAMPLE

HEADLINE

RISE UP

SUBHEAD

SEASON TICKETS AVAILABLE NOW

SMALL TITLE

JOIN THE WAITLIST

BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lorem dui, pellentesque quis mattis nec, pretium ac urna. Fusce vestibulum pulvinar nunc, eu luctus dui vulputate sed. Integer orci nisi, ullamcorper sit amet ligula ut, imperdiet cursus purus.

Cras commodo malesuada felis sed semper. Vivamus ut malesuada purus. Praesent consectetur, libero eu congue tincidunt, augue elit consectetur justo, ac venenatis lectus ante id tellus. Maecenas enim velit, tincidunt eu magna non, sodales pharetra magna.

SECONDARY TYPOGRAPHY

Atlanta Falcons Wingtip, Kairos and Acumin all combine in order to create the Atlanta Falcons typographical hierarchy.

The pointed serifs of Atlanta Falcons Wingtip can reduce legibility in larger bodies of text, so when headline copy has more than eight words, consider either revising the copy or using Kairos Extrabold for headlines and Atlanta Falcons Wingtip for subheads.

HEADLINES

KAIROS EXTRABOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

(to purchase Kairos: fonts.com/font/monotype/kairos)

SUBHEADS

ATLANTA FALCONS WINGTIP

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

(to download Wingtip: creative@falcons.nfl.com)

SMALL TITLES

KAIROS BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

(to purchase Kairos: fonts.com/font/monotype/kairos)

KAIROS REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

(to purchase Kairos: fonts.com/font/monotype/kairos)

BODY COPY

ACUMIN PRO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus scelerisque, purus in congue mattis, mi mi lacinia neque, vel porta nisl nisi vitae metus. Maecenas justo urna, faucibus eu hendrerit in, efficitur vel ex. Donec congue cursus ornare. Integer congue massa at sapien volutpat rhoncus.

(to download Acumin Pro: fonts.adobe.com/fonts/acumin)

SECONDARY TYPOGRAPHY EXAMPLE

HEADLINE | _____○

SMALL TITLE | _____○

BODY COPY | _____○

SUBHEAD | _____○

2020 SEASON TICKETS ON SALE NOW

JOIN THE WAITLIST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lorem dui, pellentesque quis mattis nec, pretium ac urna. Fusce vestibulum pulvinar nunc, eu luctus dui vulputate sed. Integer orci nisi, ullamcorper sit amet ligula ut, imperdiet cursus purus. Ut laoreet justo ac gravida ultricies.

Cras commodo malesuada felis sed semper. Vivamus ut malesuada purus. Praesent consectetur, libero eu congue tincidunt, augue elit consectetur justo, ac venenatis lectus ante id tellus. Maecenas enim velit, tincidunt eu magna non, sodales pharetra magna.

GET YOUR ATL ON

BRAND DESIGN LANGUAGE:
PHOTOGRAPHY
STYLE

The Atlanta Falcons utilize imagery that clearly illustrates our brand narrative.

PHOTOGRAPHY PILLARS

Falcons imagery must embody at least one of our four core pillars and the supporting attributes to represent our Brand correctly.

The characteristics that anchor our photography are Authentic, Heroic, Dynamic and Immersive.

Photographers are expected to know the subjects, research the needs, understand the story, push creative boundaries, anticipate key moments and be properly positioned to capture images in the most compelling way.

Each image we share is a touchpoint that tells the Falcons story. Make sure we're telling the story we want to tell.

Select images by filtering them through our attributes. The strongest images integrate multiple pillars simultaneously.



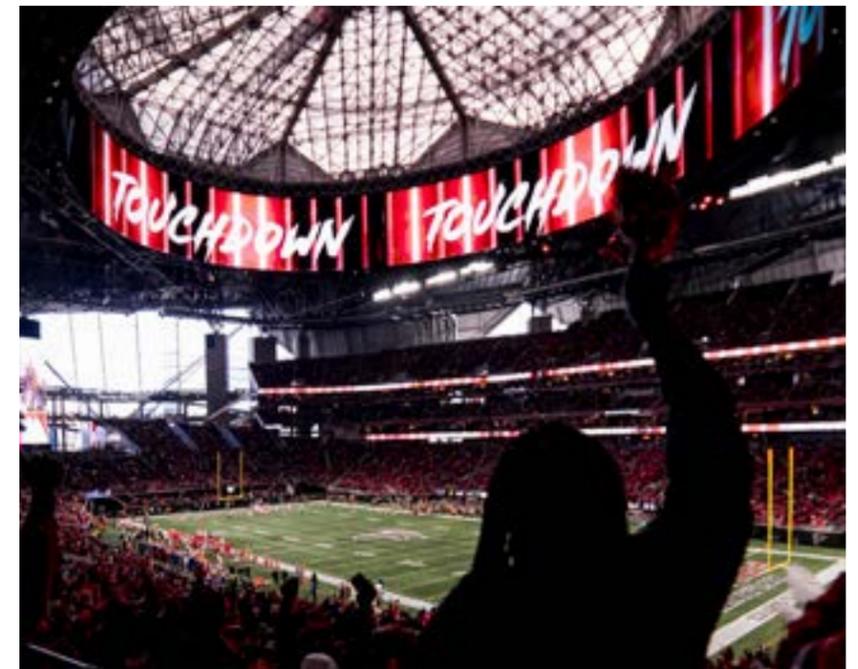
AUTHENTIC



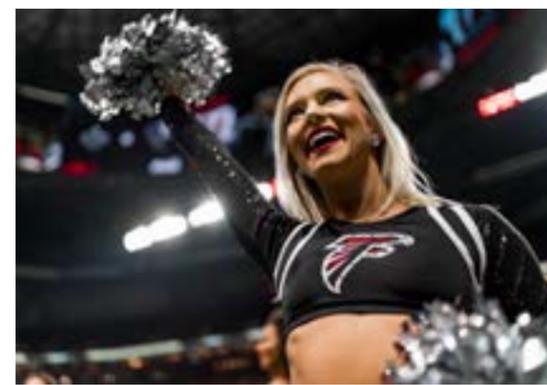
DYNAMIC



HEROIC



IMMERSIVE



AUTHENTIC

INTIMATE
HUMAN
EMOTIONAL
PERSONAL

Tell the true, deeper story by capturing candid and intimate moments that are often unseen and overlooked. Avoid producing photos that look posed or staged. Humanize our subjects by connecting on an emotional and personal level. Celebrate our diversity through individuality. Locate opportunities to share the “why” behind what we’re doing, not simply the “what.” When in doubt, remember: No eyes, no picture. Shoot tight, crop tighter. Fill the frame.



HEROIC

LARGER THAN LIFE
STRONG
INSPIRATIONAL
EXTRAORDINARY

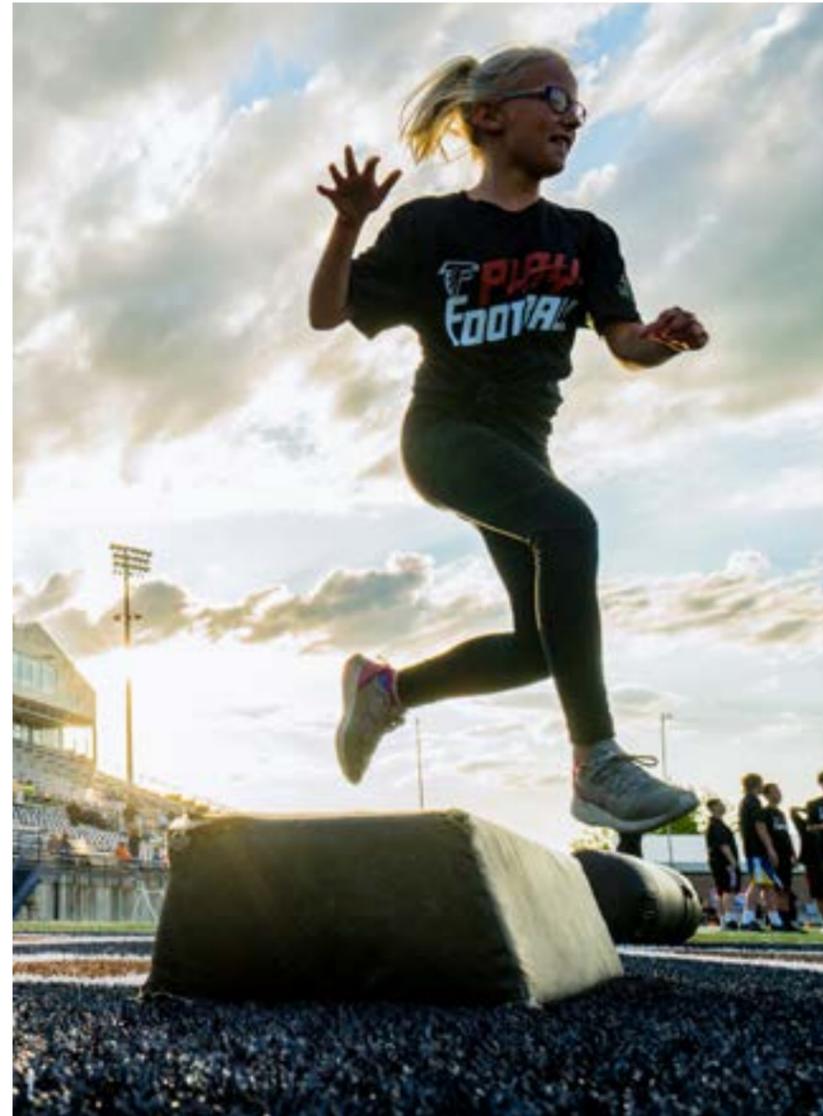
Draw viewers close to their heroes with images that capture people being extraordinary. Both on and off the playing field, shoot from a low perspective so subjects appear larger than life, and project strength and confidence. Amplify the moments that celebrate teamwork and determination. Highlight moments that inspire by showing resilience in the face of adversity.



DYNAMIC

ENERGETIC
INNOVATIVE
INTRIGUING
IMPRESSIVE

Choose compositions that best showcase and highlight the most impressive moments, which often communicate energy, speed, movement, and power. Vary shooting techniques to tell a compelling story, use fresh and intriguing perspectives. Use light to emphasize the subject of an image. Innovate continuously by turning ordinary moments into interesting images – and remember that what might be “ordinary” to us is compelling to our fans.



IMMERSIVE

- CONTEXT
- ENVIRONMENT
- COMMUNITY
- DETAILS

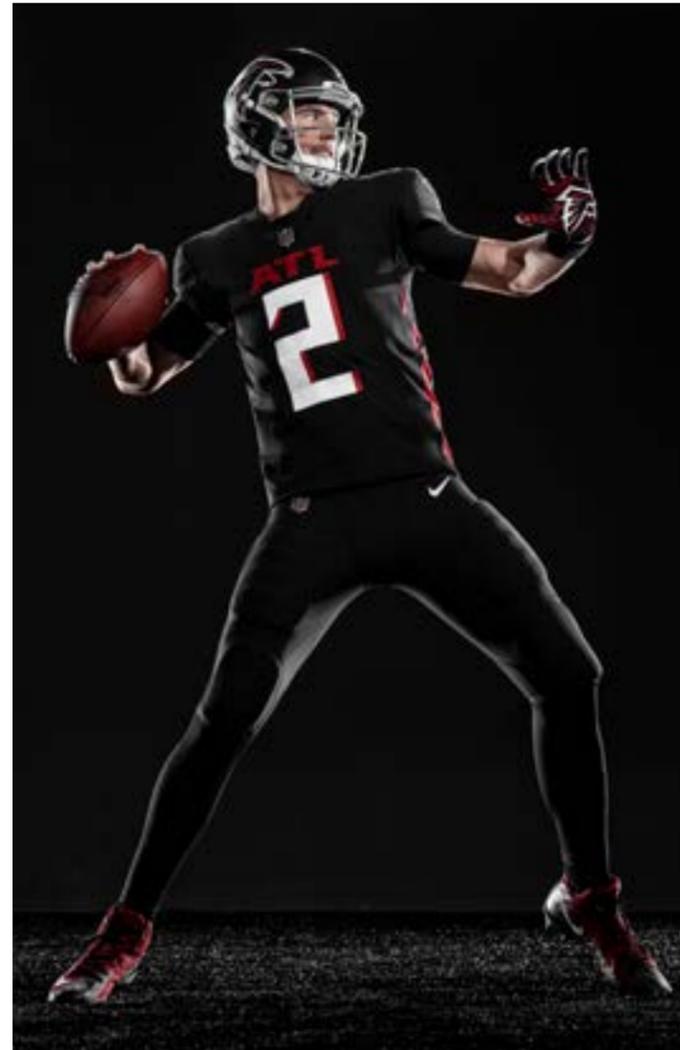
Provide context by immersing the audience in the surroundings. Make them a participant, not simply a viewer. Include foreground elements to draw the fan into the environment. Set the grand scene and show the smaller details. Bridge the gap between the community and the organization by looking for organic examples of the Falcons Brand entwined within Atlanta.



PLAYER PHOTOGRAPHY GUIDELINES

Effective April 10, 2020, all creative and/or advertising must utilize photography of players wearing the new uniforms. The **ONLY** exception to this rule is for editorial content.

For instructions on how to access photo and logo assets please refer to Section I Chapter 3: Digital Asset Management.



BRAND DESIGN LANGUAGE:
**UNIFORM
DESIGN**

The 2020 Falcons Brand Identity update is grounded in the uniform redesign. We took a modern, youthful approach while staying true to our soul and the elements that anchor our Brand to the great city of ATL.

UNIFORM VISUAL SIGNATURES



HOME

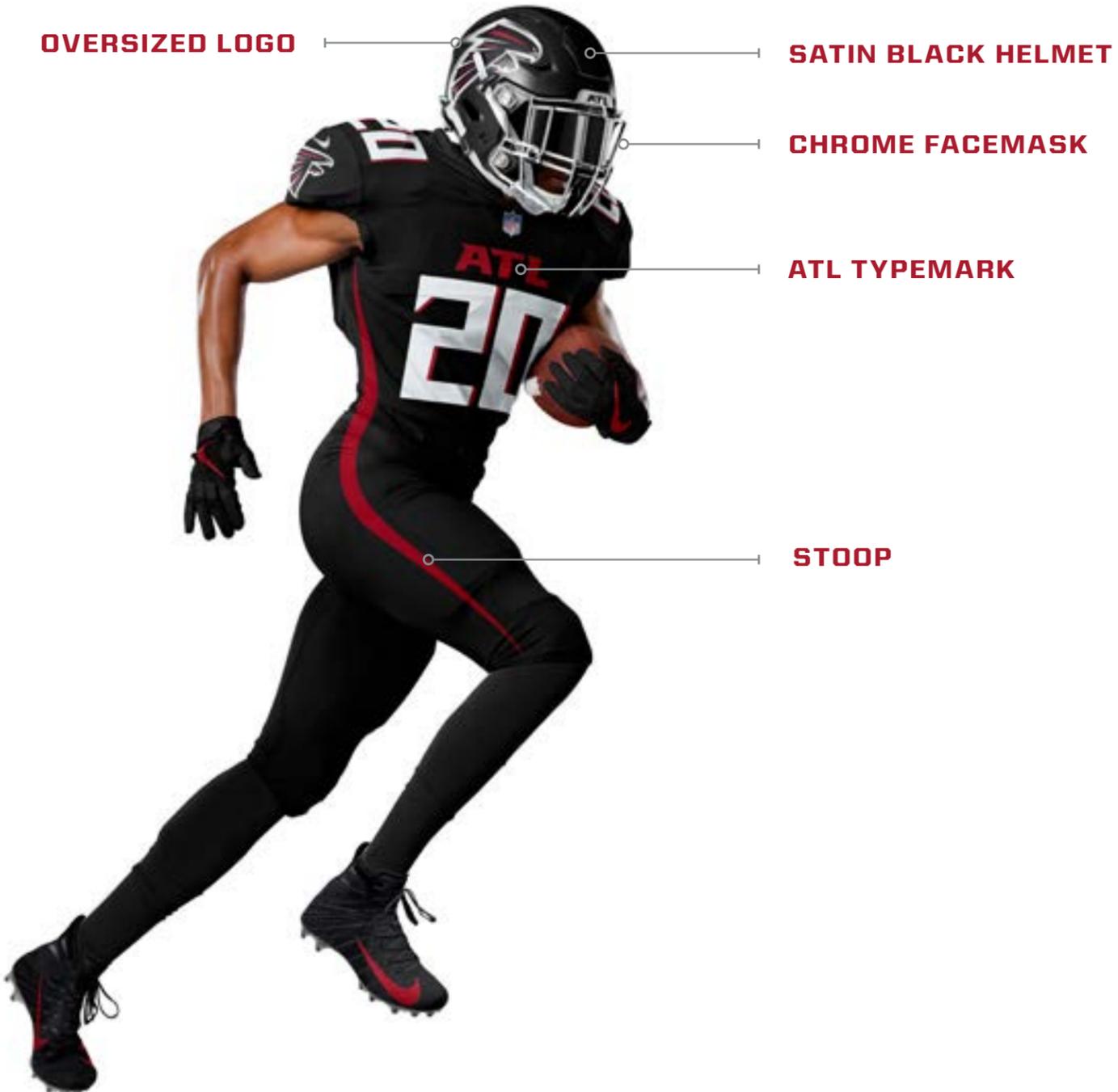


AWAY



GRADIENT - RISE UP

UNIFORM VISUAL SIGNATURES



SECTION I CHAPTER 3:
DIGITAL
ASSET
MANAGEMENT
PROCESS

This chapter illustrates how to use the Atlanta Falcons customized Digital Asset Management (DAM) site. The site provides a searchable and organized database of all Falcons production quality photography and logos.

ACCOUNT REGISTRATION + LOGIN

The Falcons Digital Asset Management (DAM) system is a centralized, searchable database of all Falcons production-quality photography and logos.

New users will be required to set up an account the first time they log in. Blank Family of Businesses (BFOB) employees will use their OneLogin Single Sign-On (SSO) credentials to log in.

REGISTRATION AND LOGIN INFO:

1. Go to bfobcreative.com. External users will click the Create Account button and complete registration using the Registration Code provided by your Falcons Point of Contact. Please contact your Falcons Point of Contact to acquire a code if you don't have one.
2. Log in using your email address and password. Once logged in, you will be directed to the Dashboard. Please note that your Dashboard may appear slightly different than the image on the right based on security settings and user permissions.
3. Scroll down and click the "2020 Falcons Brand Assets" icon in the Spotlight Search. This will take you to a curated collection of Falcons brand assets.

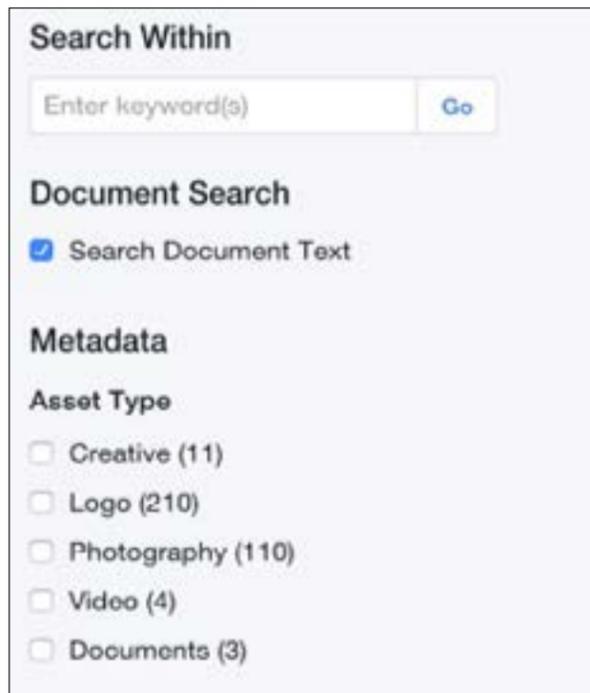
BFOB CREATIVE DASHBOARD

The screenshot displays the BFOB Creative Dashboard interface. At the top left is the logo for 'THE BLANK FAMILY of BUSINESSES'. To its right is a navigation menu with 'Assets' and a dropdown arrow. Further right is a search bar with the text 'Search' and a magnifying glass icon, followed by a 'More' dropdown arrow. Below the top navigation is a secondary menu with 'Dashboard' (underlined), 'Activity' with a dropdown arrow, and 'Collections' with a dropdown arrow. The main content area features a large red banner with a group photo of people and the text 'WELCOME TO THE BFOB MEDIA COLLECTIVE'. Below the banner is a light gray box with the text: 'Click on one of the five businesses below to begin searching for related assets. Use search bar above if searching all businesses.' Underneath are five dark gray square cards, each containing a logo: the Atlanta Falcons logo, the Atlanta United FC logo, the Mercedes-Benz Stadium logo, and the AMB WEST logo. Below these cards is a dark horizontal bar with three white text links: 'AMBGROUP...', 'THE ARTHUR M. BLANK FAMILY FOUNDATION', and 'AMBFO'. The section is titled 'Spotlight Searches' and contains five image-based search cards. The first card, '2020 FALCONS BRAND ASSETS', is highlighted with a red dashed border. The other cards are 'FALCONS 2019 BEST OF GAMEDAY', 'CONCACAF 2020', 'VETDOG: SPIKE', and 'ATLUTD BEST OF 2020'. Each card has its title below it.

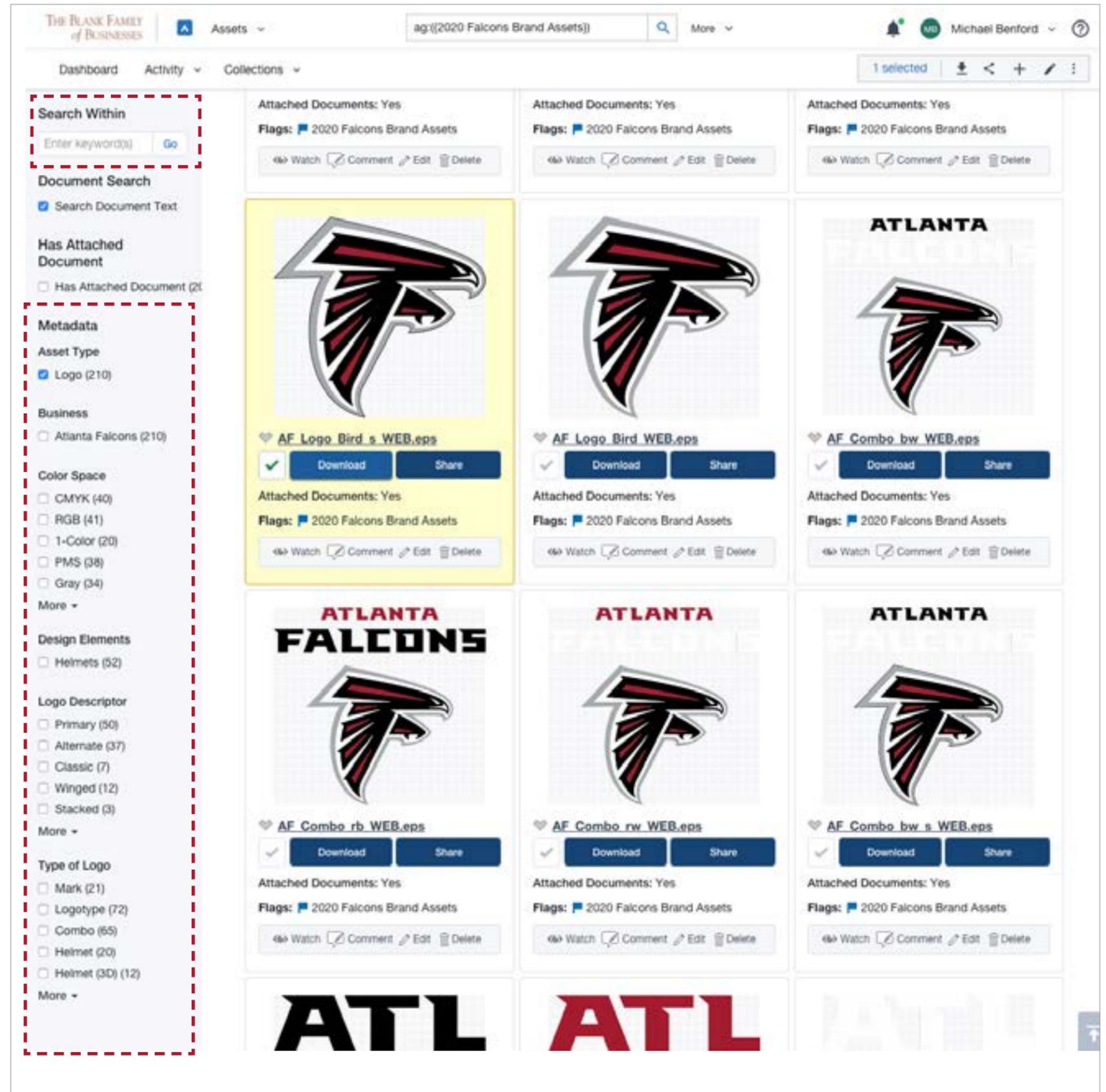
SEARCHING + FILTERING DIGITAL ASSETS

1. Narrow Your Search Results using the "Search Within" field and Metadata filters left hand rail.

PRO TIP: Start by selecting "Asset Type" first. This will allow you to sort through fewer assets and retrieve what you need more quickly.



2. Select the asset(s) you want to download or share.

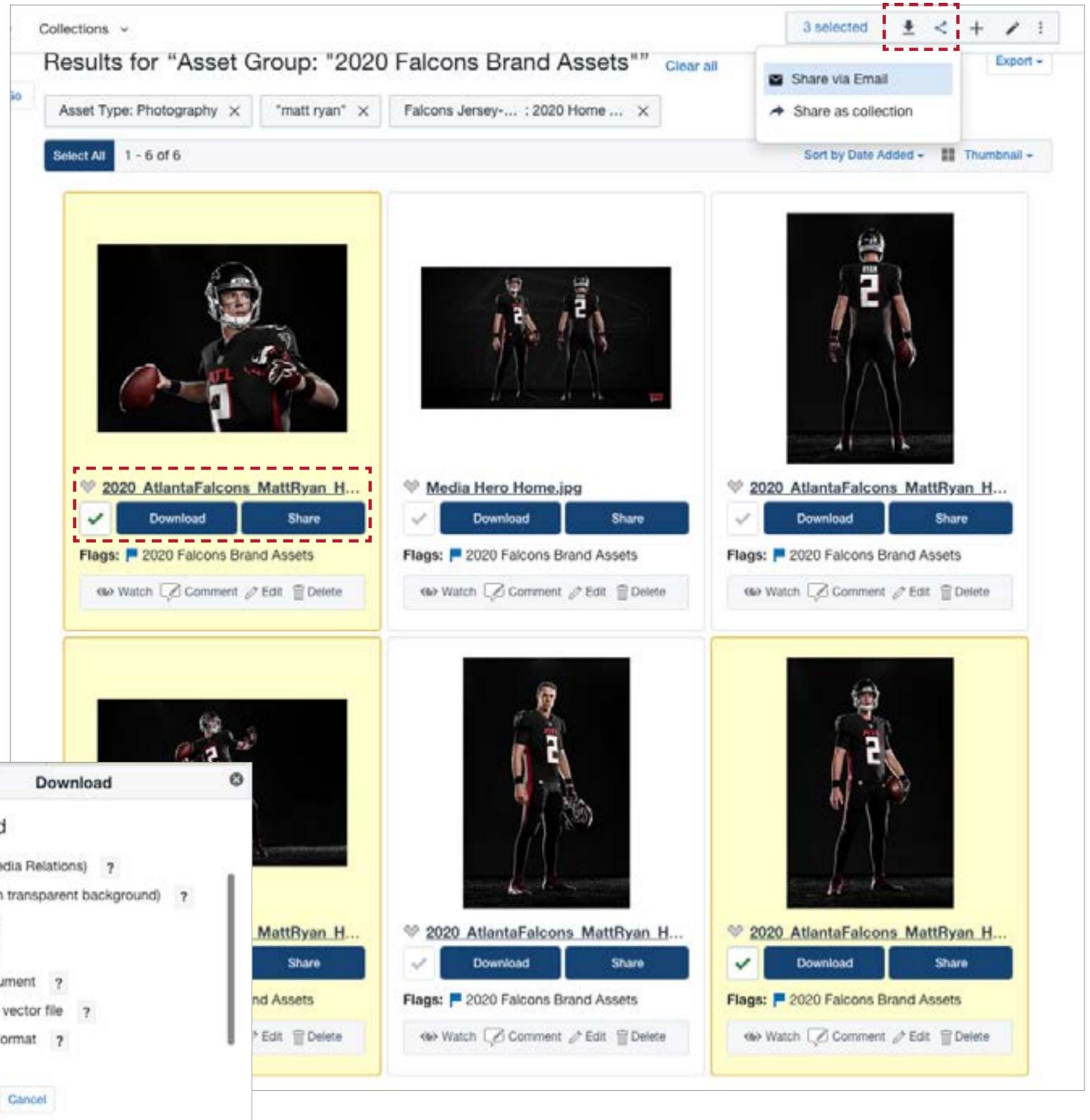


DOWNLOADING + SHARING DIGITAL ASSETS

1. To download or share one asset, click the blue "Download" or "Share" buttons next to that asset. *To download or share multiple assets at one time, click the download or share icon > share via email located in the menu bar in the upper right corner of the page.*
2. Select file type and click "Download" button.

TIP: When downloading assets, to get the best resolution available EPS for logos and high-res JPG for photos - always select "Original Format" when prompted to pick a File Type.

PLEASE NOTE: The approval of an image for download is *NOT* a blanket approval for use. All finished creative must undergo the standard Approval Process as described on [page 2.40](#).



SECTION II:

VISUAL IDENTITY EXECUTION

- CH 1** VISUAL IDENTITY OVERVIEW
- CH 2** MARKETING
- CH 3** DIGITAL MEDIA
- CH 4** SPONSORSHIP
- CH 5** RETAIL
- CH 6** STADIUM PRODUCTION
- CH 7** LIVE EVENTS +
ENVIRONMENTAL GRAPHICS

SECTION II CHAPTER 1:

VISUAL IDENTITY OVERVIEW

Our design is bold, modern and intentional. Avoid unnecessary visual noise and cumbersome copy. Be deliberate in what we want our audience to see, feel or do in all communications.

2020 CREATIVE OVERVIEW

The executions featured on this page are examples of the correct usage of the Atlanta Falcons brand as reestablished in April 2020. When in doubt, compare your creative to the graphics on this page to ensure they share a common visual look and feel.



VISUAL IDENTITY REFERENCE GUIDE

These guidelines provide a high-level overview of the key design signatures that ensure successful implementation of the Atlanta Falcons Visual Identity.

The overview on this page serves as a quick reference to compliment the principles outlined in Section 1 of this Playbook and the more detailed specifications and reference materials within corresponding Specs and Executions Examples Sections.

COLOR: (refer to [page 1.63](#))

1. Black should be the dominant base color.
2. Use red to call attention to areas of importance and primary messaging.
3. Silver and white should be used extremely sparingly, or when needed for contrast purposes and legibility.

PHOTOGRAPHY: (refer to [page 1.72](#))

4. Subjects should be presented so they appear larger than life.
5. Subjects should be unobstructed and compositions uncluttered.
6. Always consider compositions that highlight the ATL on the chest or helmet.

SIGNATURE: (refer to [page 1.20](#))

7. One-color logo can be used as graphic element.
8. Rise Up lockup can work as a signature if used large enough.
9. The Bird Logo must be present on all creative to qualify it.
10. If the Bird is not visible in photography or as a background element, use the Full-Color Bird Logo, Combo Logo, ATL Combo logo or the Rise Up lockups to qualify the creative.
11. Use the ATL logotype when appropriate as a visual representation of the city.



VISUAL IDENTITY REFERENCE GUIDE

These guidelines provide a high-level overview of the key design signatures that ensure successful implementation of the Atlanta Falcons Visual Identity.

The overview on this page serves as a quick reference to compliment the principles outlined in Section 1 of this Playbook and the more detailed specifications and reference materials within corresponding Specs and Executions Examples Sections.

TYPOGRAPHY: (refer to [page 1.66](#))

1. Use Atlanta Falcons Wingtip for headlines and primary messaging.
TIP: Use big, bold typography to make a statement.
2. Use Kairos for secondary messaging, prompts/CTAs and body copy.
Only use bold, extrabold and regular weights.
3. Use Acumin Pro for all body copy.

GRAPHIC ELEMENTS: (refer to [page 1.42](#))

4. The one-color Bird Logo can be used as a background element when appropriate.



SECTION II CHAPTER 2:
**MARKETING
SAMPLES
+ SPECS**

This section provides all the technical specs as well as best practices for Atlanta Falcons Marketing + Sales executions.

MARKETING

This section illustrates examples and best practices for the Atlanta Falcons 2020 Marketing Creative.

COLOR: (refer to [page 1.63](#))

1. Own red with text headlines, ATL and the stoop.
2. Bring on Black in the backgrounds.
3. Gradient pattern should only be used in reference to the gradient jersey.

TYPOGRAPHY: (refer to [page 1.66](#))

4. Use Atlanta Falcons Wingtip for headlines.
5. Kairos for subheads and supporting text.
6. Acumin Pro for body copy.

IMAGERY: (refer to [page 1.72](#))

7. Heroic Images.
8. Make sure ATL is present.

SIGNATURE: (refer to [page 1.20](#))

9. The Falcons signature should be on all creative and the full-color primary mark is the preferred use.
10. The one-color Bird Logo can be used as graphic element.
11. The Rise Up Lockup can work as a signature if used large enough.



SECTION II CHAPTER 3:
DIGITAL
MEDIA
SAMPLES
+ SPECS

This chapter provides examples, best practices and technical specs for execution of the Falcons Visual Identity in Digital Media including the official team website, app and social platforms.

SOCIAL MEDIA

This section provides all the technical specs and best practices for social media platforms Facebook, Twitter and Instagram.

BEST PRACTICES:

1. Crop images for emotion, not composition.
2. Never exceed more than 25% of text on a graphic, unless it is a text-driven graphic (ie. Schedule, Quote Graphic, etc) as seen on the 9:16 graphic.
3. Use helmet-off imagery for more personality driven graphics as seen on the 4x5 and the 16:9 graphic.
4. Every graphic should feature at least one prominent Falcons primary logo in full-color or one-color black/white.
5. Use ATL logo on all transaction graphics (Free Agency, Draft, Contract Extensions, etc).

SIZING BEST PRACTICES:

Facebook: 1:1 ratio (1080x1080)

Twitter: 16:9 ratio (1920x1080)

Instagram: 1:1 ratio (1080x1080)
4:5 ratio (1080x1350)
9:16 ratio* (1080x1920)

*Use 9:16 only for Instagram Story.

1:1 RATIO



4:5 RATIO



16:9 RATIO



9:16 RATIO



RUN-OF-SITE ADS

This section provides all the technical specs and best practices for Run of Site and IAB Standard-sized ads.

BEST PRACTICES:

1. Design for clarity of message, as ads drive to AtlantaFalcons.com.
2. Design for the format. The longer and more narrow the size of the ad, the more simple the message should be. For example, ads that are 728x90 or 320x50 should have messaging that is direct and minimal with a short headline and CTA.
3. Always use a CTA coupled with three arrows (>>>) for quick user recognition as seen on the 320x480 and 160x600.
4. Not every graphic needs to feature a Falcons logo if the ATL on the jersey is prominent. However, sizes such as 728x90 and 320x50 should always display an Atlanta Falcons logo.

COMMON ROS AD SIZES:

1. 300x600
2. 300x480
3. 300x250
4. 320x480
5. 160x600
6. 728x90
7. 320x50

320 X 50



728 X 90



300 X 250



320 X 480



300 X 600



160 X 600



WEBSITE + APP

This section provides all the common technical specs and best practices for atlantafalcons.com and the Official Atlanta Falcons Mobile App. Additional Mobile App specs are included on the following page.

GRAPHIC RESOLUTION AND SIZE:

1. All digital graphics should be saved at 72ppi at 2x the original size
2. Images and Graphics should not exceed 5MB and are preferably around 500KB or less.

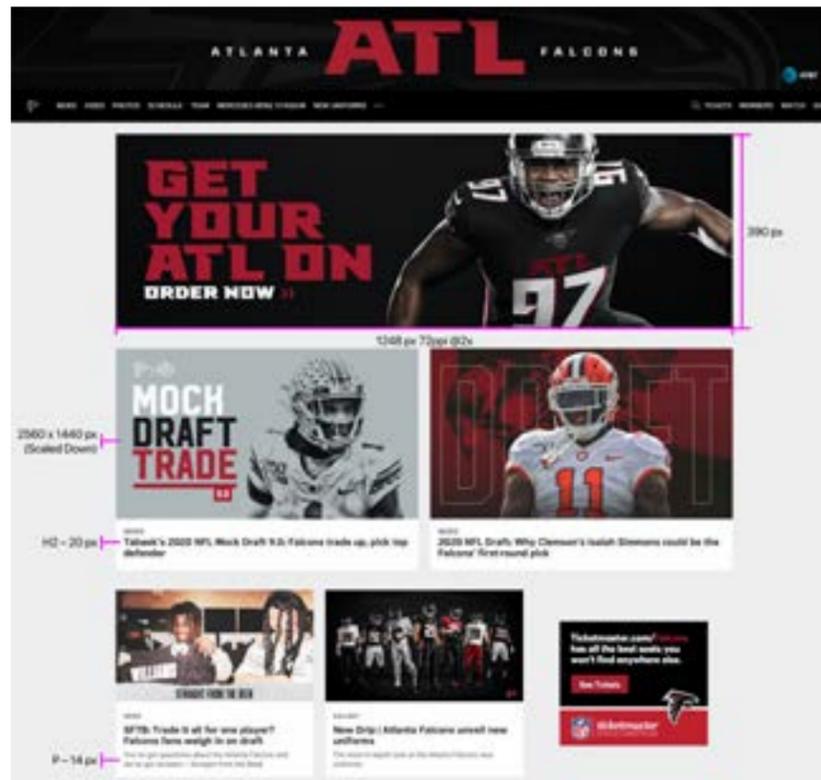
FONTS/TYPOGRAPHY:

3. Headings should be no less than 20px.
4. Long body copy should be no less than 18px.
5. Sub-copy, such as accreditation, should be no less than 14px.
6. In order to meet ADA compliance, all color combos should hold a 7:1 contrast ratio at minimum in order to keep content legible.

CONTRAST RATIOS CAN BE CHECKED AT:

webaim.org/resources/contrastchecker/

Any custom-font typographical elements that must be hosted online are required to have a web-license. With cases in which a web-license is not acquired or available, an exported png of the copy may be used instead—as long as a proper alt-tag is given to the image and the font or full typeface is not hosted and called on a server.



WEBSITE SPECIFIC

This section provides all the technical specs and best practices specific to AtlantaFalcons.com.

Web-based content should not exceed 1250 pixels wide once implemented in order to keep content from scaling too large within the viewport. This does not apply to main imagery or background imagery but more specifically to typographic blocks and HTML elements.

PADDING AND MARGINS:

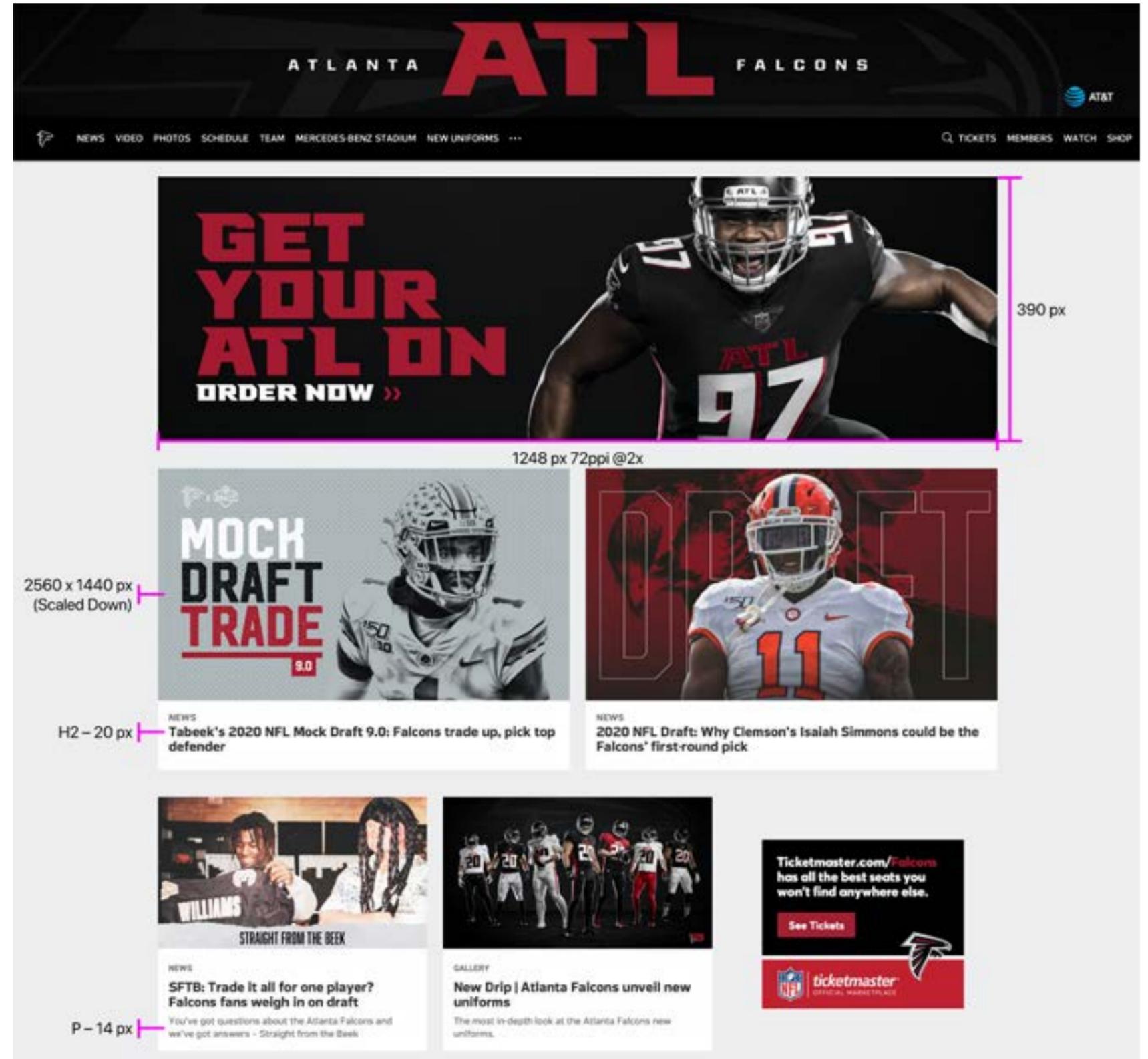
In development, content should follow:

1. 50px margin at minimum with viewports 1440px wide and larger.
2. 20px margin at minimum with viewports between 426px and 1439px wide.
3. 10px margin at minimum with viewports 425px and smaller.

BANNERS, GRAPHICS, AND ADVERTISEMENTS:

4. Most banner graphics should be at least 100px high, unless otherwise determined by the allocated space.
5. Graphic content such as advertisements and callouts should not contain supporting copy if its width falls below 350px.
6. Long body copy should rarely be included on any exported graphics unless absolutely necessary.
7. Full-width imagery or graphics should be exported at 1248px wide at 2x.

WEBSITE | STANDARD



APP SPECIFIC

This section provides common technical specs and best practices specific to the Official Atlanta Falcons Mobile App (the following rules are not necessarily applicable to tablet).

COLUMNS:

1. Designs should not exceed two columns. When utilizing a two-column layout, content should be limited to imagery, icons and headings.
2. A three-column layout may be utilized in situations where iconography is used on the outer columns with a heading or when there is minimal copy in-between.

PADDING AND MARGINS:

3. Margins should not be less than 10px when implementing typographic content. Images and video should not need any margins.

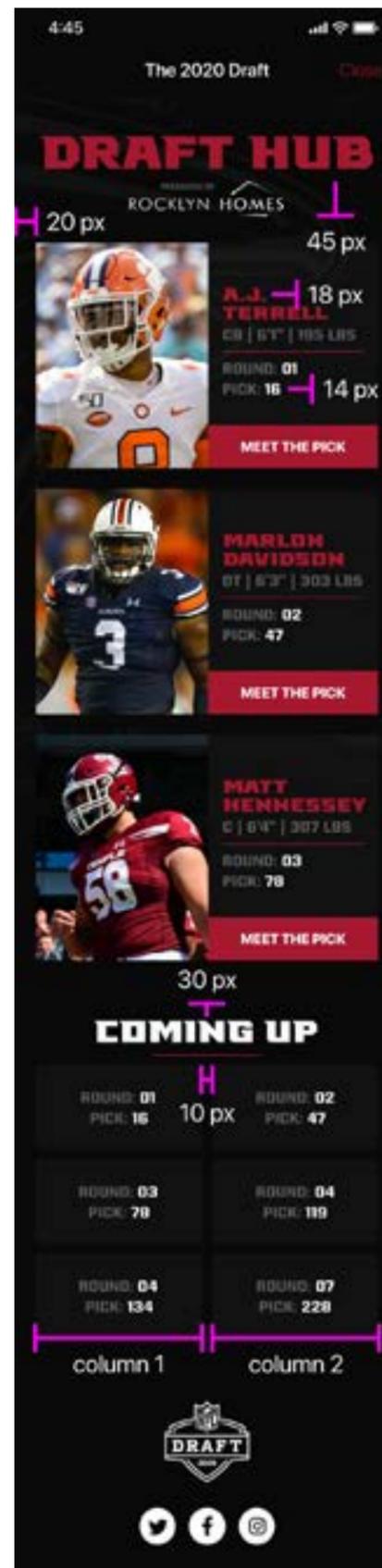
IMAGERY/GRAPHIC SIZES:

4. Key imagery should not be less than 100px.
5. In most cases, graphics and other elements may be sized as low as 20px (i.e. custom elements, button graphics).

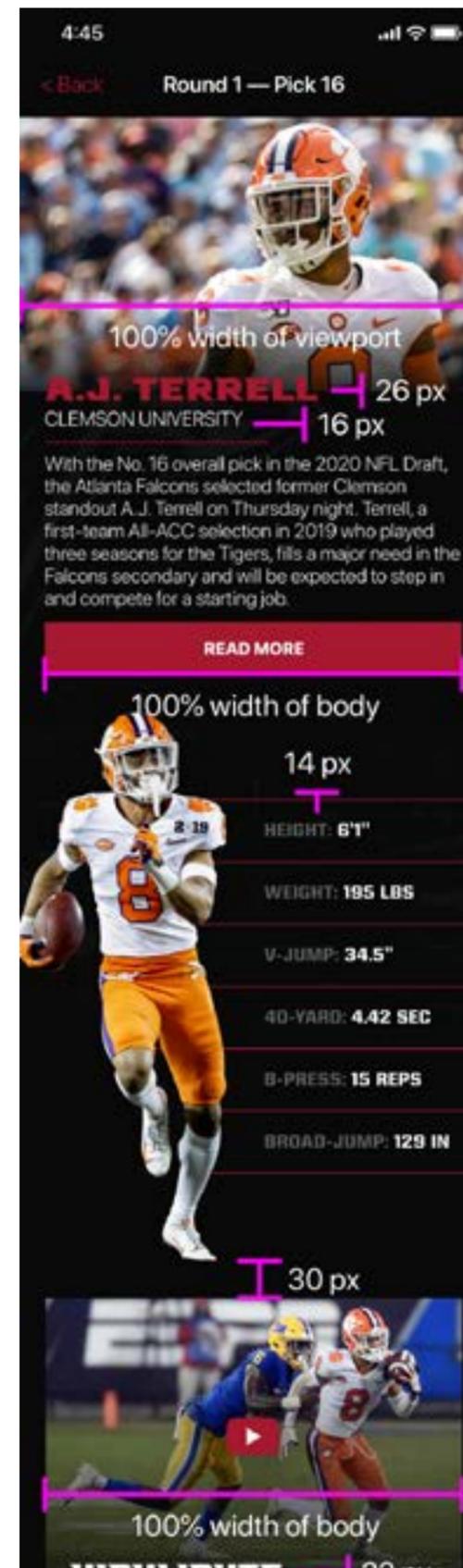
BUTTONS:

6. Singular CTAs comprised of type (i.e. a typical button that says “Buy Now” or “Learn More”) should be 100% the width of the viewport or 100% of the body.
7. Paired CTAs (2 buttons in one section) may either be stacked or utilize a two-column grid as long as the button’s type does not exceed the width of the button with a margin of at least 5px.
8. Graphic-based buttons such as arrows or other iconography are exceptions to the rules above and should be sized at no less than 50px wide.

APP LANDING



APP PLAYER



SECTION II CHAPTER 4:
**SPONSORSHIP
SAMPLES
+ SPECS**

This section provides all the technical specs as well as best practices for the Atlanta Falcons Corporate Partners.

MARKS + PHOTO USAGE

Please reference your agreement to ensure that you have the rights to marks and photo usage when developing marketing and sales collateral.

Partners with use of marks are able to utilize not only the Falcons logo but photography which abides by the NFL and NFL Players Association group licensing program.

THESE IMAGES ARE DEFINED AS SUCH:

1. Images utilizing a total of six (6) or more players featuring only the Atlanta Falcons in which all players in the shot are not highlighted or featured in a manner that leads the reasonable consumer to believe that any specific player is a spokesperson or endorser for the company are acceptable.
2. For images in which a total of six (6) or more players are not featured and a single player is preferred, the NFL player cannot clearly and/or immediately be identifiable to the consumer.

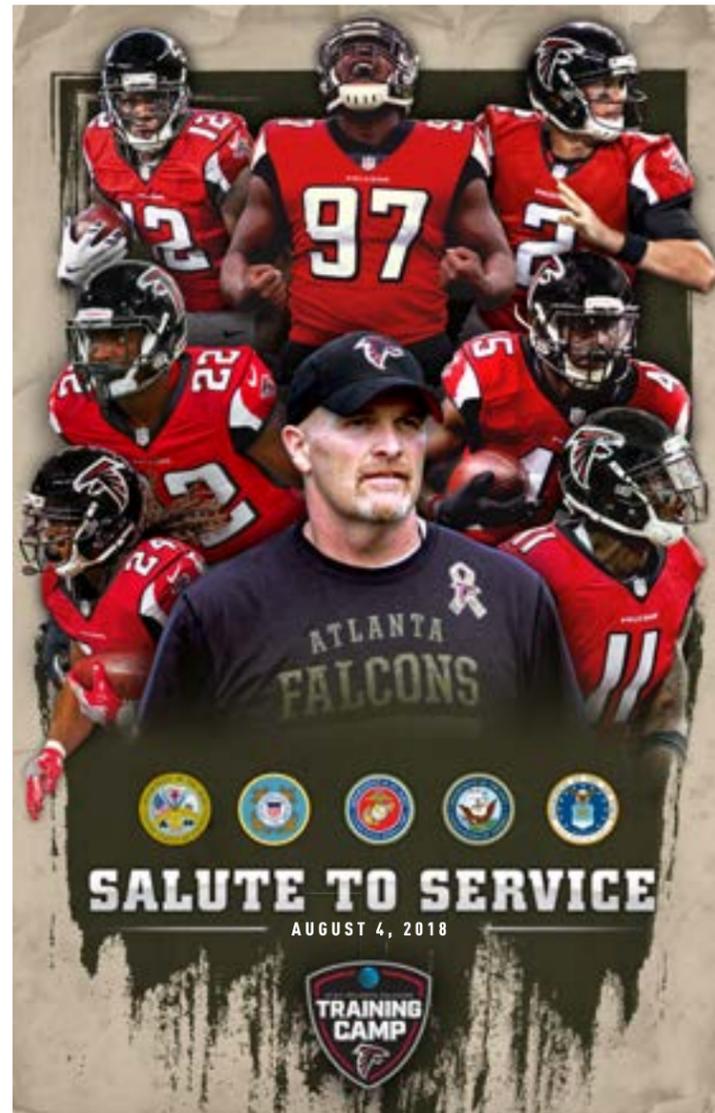
THESE IMAGES ARE EVALUATED BY THE FOLLOWING:

3. Players are not central to the campaign or message.
4. There is clear visual separation between players and the sponsor product or service.
5. Imagery is group action (e.g., field, sidelines, training camp, un-posed) with players in equal prominence.
6. Prominence of player usage is not dominant relative to other elements of campaign (e.g. creative elements of a product or campaign or the partner logo) either individually or collectively.

SIX OR MORE



SIX OR MORE



SIX OR MORE SERIES



LOGO LOCK UP



UNIDENTIFIABLE



PARTNER LOCKUPS

The partner's logo and the Falcons' logo should be equal in visual proportion and separated by a .75pt vertical line. The Bird Logo should always be on the left of the vertical line, with the partners logo on the right, so the Bird's head is facing the partner logo. The Bird Logo is the only logo that should be locked up with partners unless otherwise approved.

SQUARE/CIRCULAR:

Partner logos that have similar width and height measurements should not exceed the width and height of the Falcons' Bird Logo. 'OFFICIAL PARTNER OF THE ATLANTA FALCONS' should be in a sans serif font in the partner's existing brand guidelines and the type should be centered beneath the partner logo.

VERTICAL:

Partner logos which are vertical in nature should not exceed the width of the Falcons' Bird Logo. 'OFFICIAL PARTNER OF THE ATLANTA FALCONS' should be in a sans serif font in the partner's existing brand guidelines and the type should be centered beneath the partner logo.

HORIZONTAL:

Partner logos which are horizontal in nature should not exceed height of the Falcons' Bird Logo. 'OFFICIAL PARTNER OF THE ATLANTA FALCONS' should be in a sans serif font in the partner's existing brand guidelines and the type should be centered beneath the partner logo.

PARTNER LANGUAGE LOCK UP—HORIZONTAL/VERTICAL:

HORIZONTAL: When the Atlanta Falcons logo needs to be locked up with

'Exclusive/Official Partner' verbiage, the copy should always be on the right side.

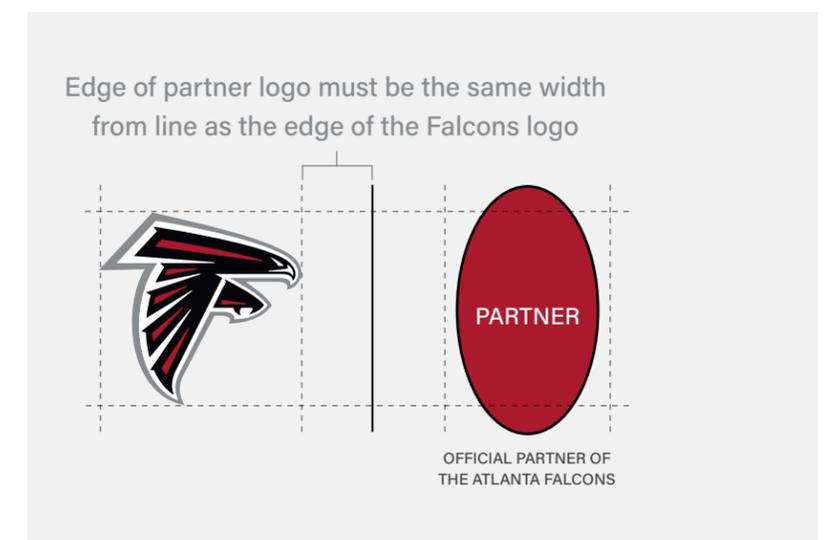
VERTICAL: When the Atlanta Falcons logo needs to be locked up with 'Exclusive/Official Partner' verbiage vertically, the copy should always be below the lock up line.

PARTNERS: Please refer to your contract for proper designation and wording.

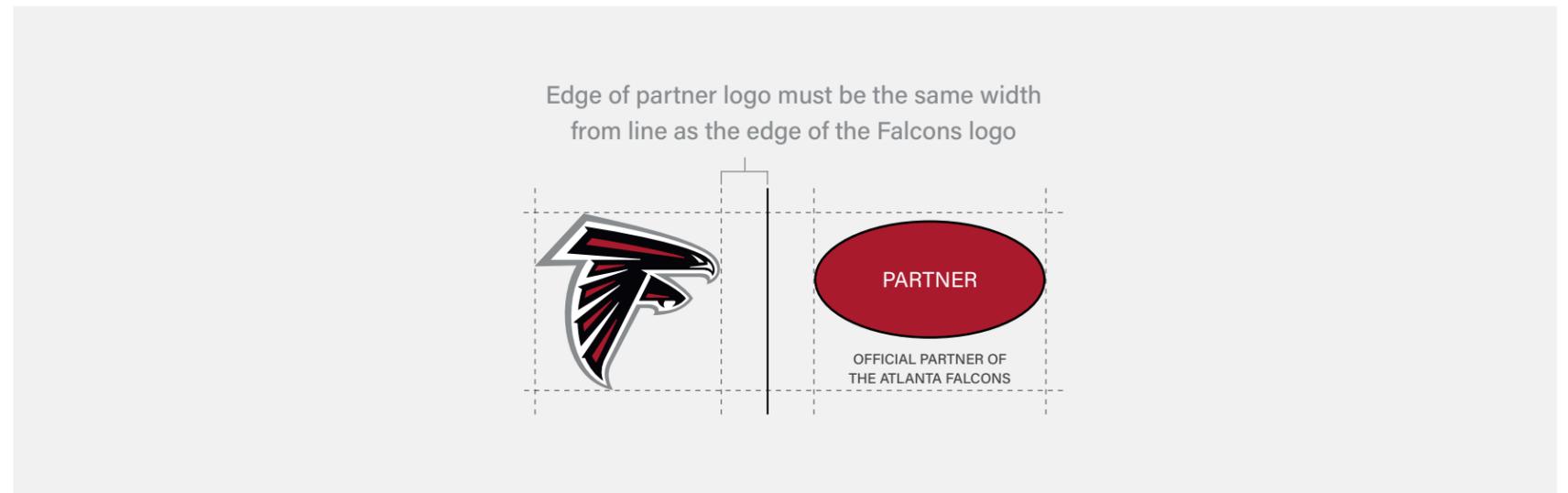
SQUARE/CIRCULAR



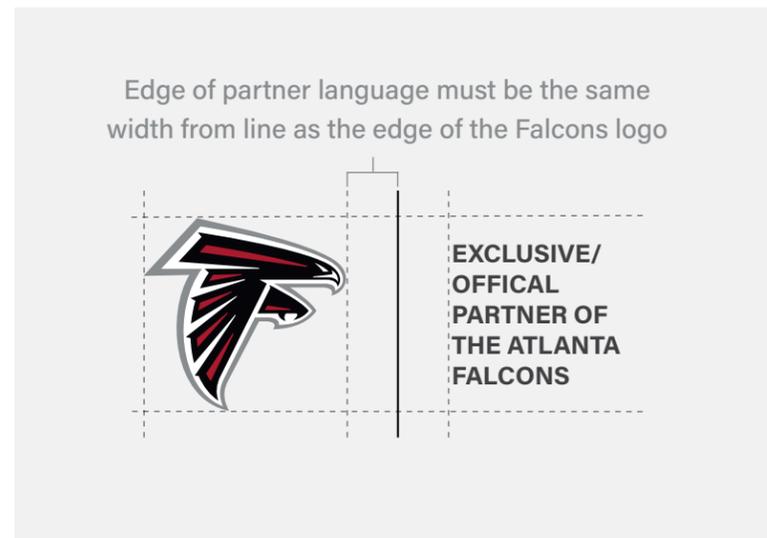
VERTICAL



HORIZONTAL



PARTNER LANGUAGE/HORIZONTAL



PARTNER LANGUAGE/VERTICAL



FASCIAS

Atlanta Falcons' partners who submit in stadium digital content should adhere to the following LED guidelines.

White color in LED creative must not be 100% white, but rather a 70% white. With the backlight of the LEDs, it'll still appear as complete white on the boards, but it won't be running our LEDs at full strength.

UPPER NORTH LED:

If you look at the spec sheet, the content spec size is 17,184 x 72, however the final file must be rendered to be 8,592x144. Our system only picks up the LED in this format. The easiest thing to do is cut the creative in half and stack it on top of each other.

LOWER NORTH/ SOUTH LED:

In the areas marked as blank for Game In Progress, the design needs to continue. Normally these blank areas are where the Game In Progress and Stats go, but we don't always have those up so the graphics will look very odd when stats are not showing if there are empty strips of white throughout the creative.

CONTENT SPECIFICATIONS:

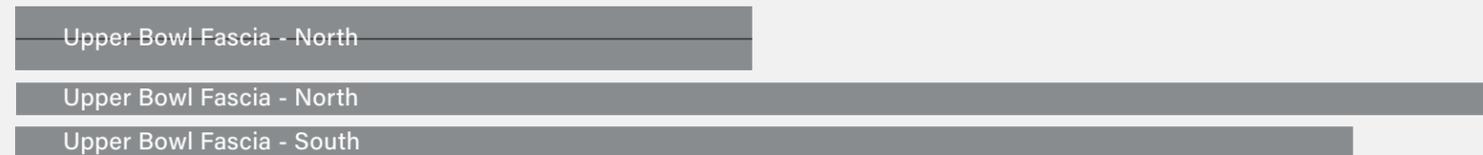
Color Mode:	RGB
Resolution:	72 DPI
Static Files:	PNG, BMP, GIF, JPG, TIF
Animated Files:	MP4 with H.264, Apple pro res 422 hq quicktime
Pixel Aspect Ratio:	Square Pixels
Frame Rate:	30 FPS
Audio AAC:	Audio, PCM (Uncompressed)

UPPER BOWL

All content created for these displays should be created based on the following information.

DISPLAY ZONE	CONTENT SIZE	NOTES
North Display:	17,184 x 72 (859.2' x 3.6')	Render the final file to 8592 x 144.
South Display:	14,736 x 72 (859.2' x 3.6')	

This display is being controlled by Daktronics.



LOWER BOWL – NORTH + SOUTH

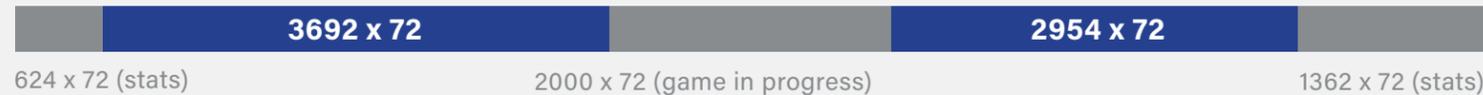
The actual pixel dimensions of both the North & South display are 10,632 x 72 (531.6' x 3.6').

The following is a list of the sizes that content should be created for based on the type of content.

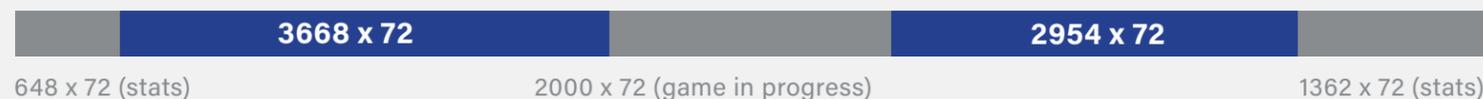
DISPLAY ZONE	CONTENT SIZE	NOTES
360 Spectacular:	10,632 x 72	
Commercial MOE:	Refer to images below	Content should be designed w/ or w/o zoned area visible.
Inner Bowl Feature:	10,632 x 72	

This display is being controlled by Daktronics.

Lower Bowl Fascia - North



Lower Bowl Fascia - South



PLEASE NOTE:

- Content specs and sizes are NOT final and may change during the installation and troubleshooting of the displays & control systems.
- All dimensions are listed as width x height.
- Diagrams are approximately drawn to scale. Display placement may vary slightly.

FASCIAS

Atlanta Falcons' partners who submit in stadium digital content should adhere to the following LED guidelines.

White color in LED creative must not be 100% white, but rather a 70% white. With the backlight of the LEDs, it'll still appear as complete white on the boards, but it won't be running our LEDs at full strength.

CONTENT SPECIFICATIONS:

Color Mode:	RGB
Resolution:	72 DPI
Static Files:	PNG, BMP, GIF, JPG, TIF
Animated Files:	MP4 - H.264, Apple pro res 422 hq quicktime
Pixel Aspect Ratio:	Square Pixels
Frame Rate:	30 FPS
Audio AAC:	Audio, PCM (Uncompressed)

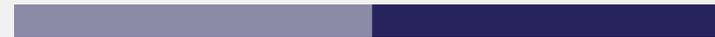
STADIUM FASCIA GUIDE

UPPER NORTH (UN): ■

17,184px. x 72px (859.2' x 3.6')

8592 x 144 delivered file (design file is split in half and stacked)

Reference of Design File [not to scale]:



Reference of Export File:



LOWER NORTH (LN): ■

10,632px. x 72px (531.6' x 3.6')

Creative should be designed with or without GiP overlay active

PITCH (P) **ATLANTA UNITED ONLY**: ■

10,368px. x 72px (518.4' x 3.6')

LOWER SOUTH (LS): ■

10,632px. x 72px (531.6' x 3.6')

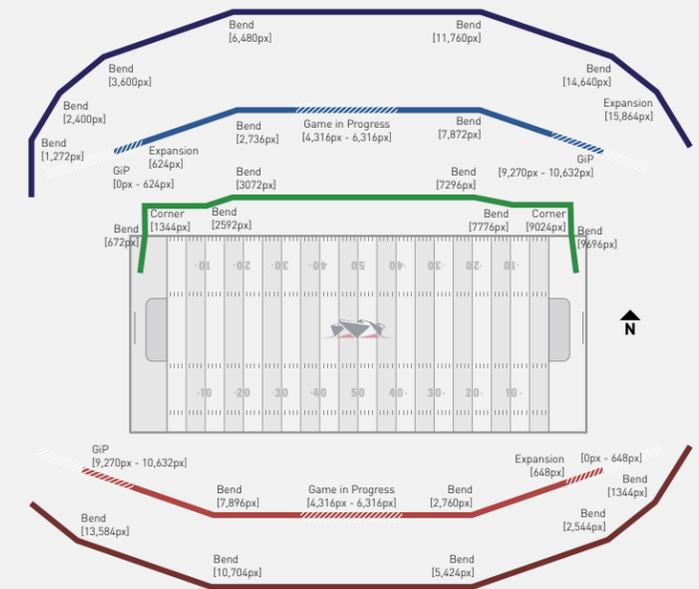
Creative should be designed with or without GiP overlay active

UPPER SOUTH (US): ■

14,736px. x 72px (531.6' x 3.6')

NAMING CONVENTION:

YYYYMMDD_EVENT_Client_Campaign_DISPLAY
(20170727_FAL_Mercedes_2018EClass_LN)



Motion Template

Still Template

CREATIVE RESTRICTIONS:

Based on the size of these displays, the creative cannot include large amounts of white. This will interfere with game play and will not be loaded into the system.

DISCLAIMERS:

1. Content specs and sizes are NOT final and may change during the installation and troubleshooting of the displays & control systems.
2. All dimensions are listed as width x height.

MEGA COLUMN

Atlanta Falcons' partners should adhere to the following Mega Column Guidelines.

White color in LED creative must not be 100% white, but rather a 70% white. With the backlight of the LEDs, it'll still appear as complete white on the boards, but it won't be running our LEDs at full strength.

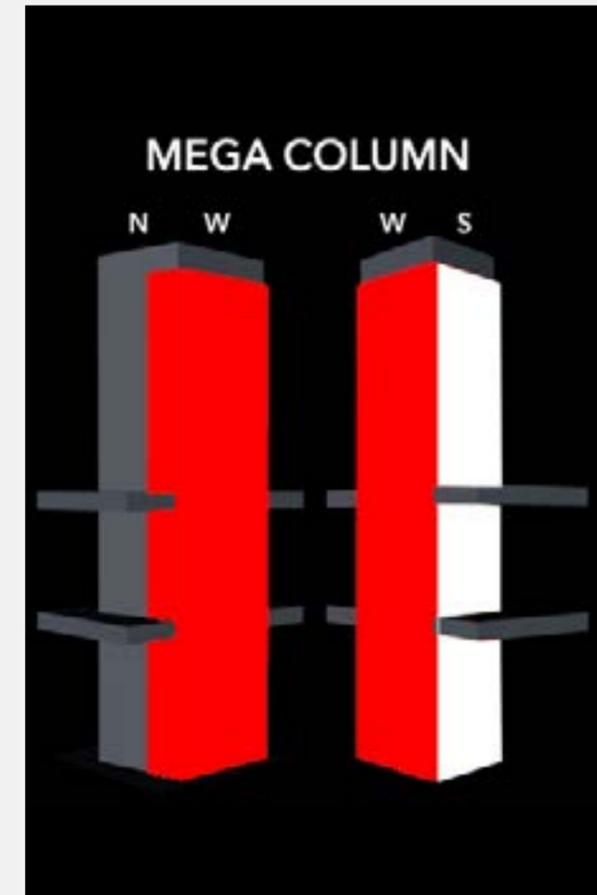
CONTENT SPECIFICATIONS:

Color Mode:	RGB
Resolution:	72 DPI
Static Files:	PNG, BMP, GIF, JPG, TIF
Animated Files:	MP4 - H.264, Apple pro res 422 hq quicktime
Pixel Aspect Ratio:	Square Pixels
Frame Rate:	30 FPS
Audio AAC:	Audio, PCM (Uncompressed)

MEGA COLUMN DISPLAY

The actual pixel dimensions of this display are as follows:

North Top:	144(w) x 960(h) (7.2' x 48.03')
North Middle:	144(w) x 408(h) (7.2' x 20.4')
North Bottom:	144(w) x 456(h) (7.2' x 22.8')
South Top:	432(w) x 960(h) (21.6' x 48.03')
South Middle:	432(w) x 408(h) (21.6' x 20.4')
South Bottom:	432(w) x 456(h) (21.6' x 22.8')
East Top:	336(w) x 960(h) (16.8' x 48.03')
East Middle:	336(w) x 408(h) (16.8' x 20.4')
East Bottom:	336(w) x 456(h) (16.8' x 22.8')



DISPLAY ZONE	CONTENT SIZE	NOTES
360 Spectacular:	648 x 2016 px	North and West Screens
Inner Bowl Feature:	648 x 2016 px	Feature dictates logo placement. Contact your Corporate Partner Executive for more details This display is being controlled by Daktronics.

PLEASE NOTE:

- Content specs and sizes are NOT final and may change during the installation and troubleshooting of the displays & control systems.
- All dimensions are listed as width x height.
- Diagrams are approximately drawn to scale. Display placement may vary slightly.

RUN-OF-SITE ADS SAMPLES + SPECS

This section provides all the technical specs and best practices for Run of Site and IAB Standard-sized ads.

BEST PRACTICES:

1. Design for clarity of message, as ads drive to AtlantaFalcons.com.
2. Design for the format. The longer and more narrow the size of the ad, the more simple the message should be. For example, ads that are 728x90 or 320x50 should have messaging that is direct and minimal with a short headline and CTA.
3. Always use a CTA coupled with three arrows (>>>) for quick user recognition as seen on the 320x480 and 160x600.
4. Not every graphic needs to feature a Falcons logo if the ATL on the jersey is prominent. However, sizes such as 728x90 and 320x50 should always display an Atlanta Falcons logo.

COMMON ROS AD SIZES:

1. 300x600
2. 300x480
3. 300x250
4. 320x480
5. 160x600
6. 728x90
7. 320x50

320 X 50



728 X 90



300 X 600



160 X 600



300 X 250



SECTION II CHAPTER 5:
RETAIL
SAMPLES
+ SPECS

This section provides all the technical specs as well as best practices for Atlanta Falcons Retail executions.

RETAIL MARKETING + ADVERTISING

MESSAGING: (refer to [page 1.13](#))

1. Copy should be short, direct and to the point.
2. Be Authentic and relevant - Use local vernacular and dialect.
3. Whenever possible avoid transaction driven messaging.

COLOR: (refer to [page 1.63](#))

1. Showcase Jerseys and premium products on black backgrounds.
2. Red backgrounds can be used for non-jersey merchandise to allow the product to stand out (especially in web banners and reduced sizes).
3. The Rise Up gradient pattern should be used in reference to the gradient jersey.

TYPOGRAPHY: (refer to [page 1.66](#))

1. Use Atlanta Falcons Wingtip for headlines.
2. Use Kairos for subheads and supporting text.
3. Use Acumin Pro for body copy.
4. Always use a CTA in white coupled with three arrows (>>>) for quick user recognition.

IMAGERY: (refer to [page 1.72](#))

1. Whenever possible, show the product on a body.
2. Subjects (players, fans, models) should project confidence + swagger.

SIGNATURE: (refer to [page 1.20](#))

1. The Falcons signature should be on all creative and the full-color Bird Logo is the preferred use.
2. Rise Up lockup can work as a signature if used large enough.
3. Use Team Store Mark when messaging is "Only Available At Team Store."



SECTION II CHAPTER 6:
STADIUM
PRODUCTIONS
SAMPLES
+ SPECS

This chapter provides all the technical specs as well as best practices for the all in-stadium screens including the Halo Board, the Mega-Column, Fascias and Featherwall.

STADIUM PRODUCTIONS

This section provides all the technical specs as well as best practices for the Halo Board, The Mega-Column, Fascias and Featherwall.

USE AFTER EFFECTS TEMPLATE:

dropbox.com/sh/xag7w1rq3gothl5/AAC1MuSJo35pHQsHBeWi2vWBa?dl=0

AVOID LARGE AMOUNTS OF WHITE:

Use 80% white if needed (#CDCDCD).

KNOW WHERE THE TARGET AUDIENCE IS:

Halo: *Only half the halo is seen from the seats*

Mega: *Keep messaging on West
(Less than half the stadium sees the north side)*

Typography: *Halo; Keep type over 45px*

Fascia: *Avoid designs on bends and joints*

Frame Rate: *Halo + Mega; 29.97 FPS
Fascia & Featherwall; 30 FPS
Video; 59.94 FPS*

HALO BOARD



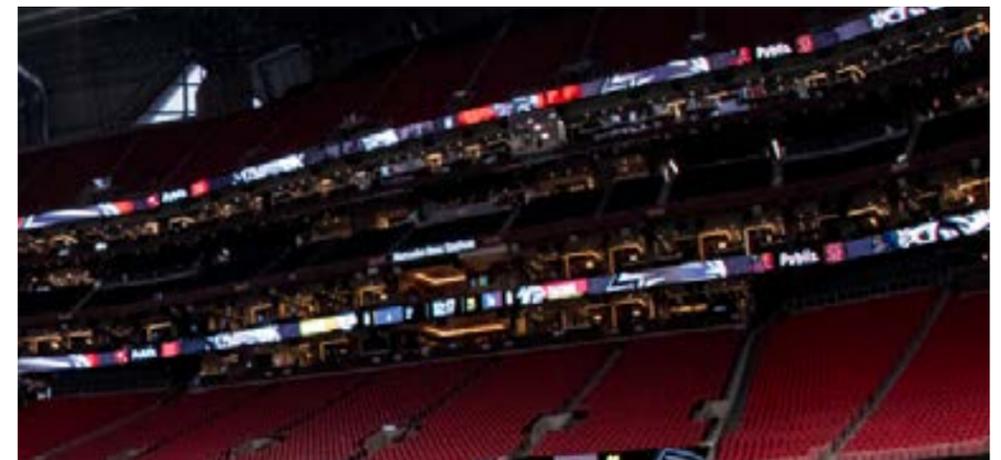
MEGA COLUMN



FEATHERWALL



FASCIAS

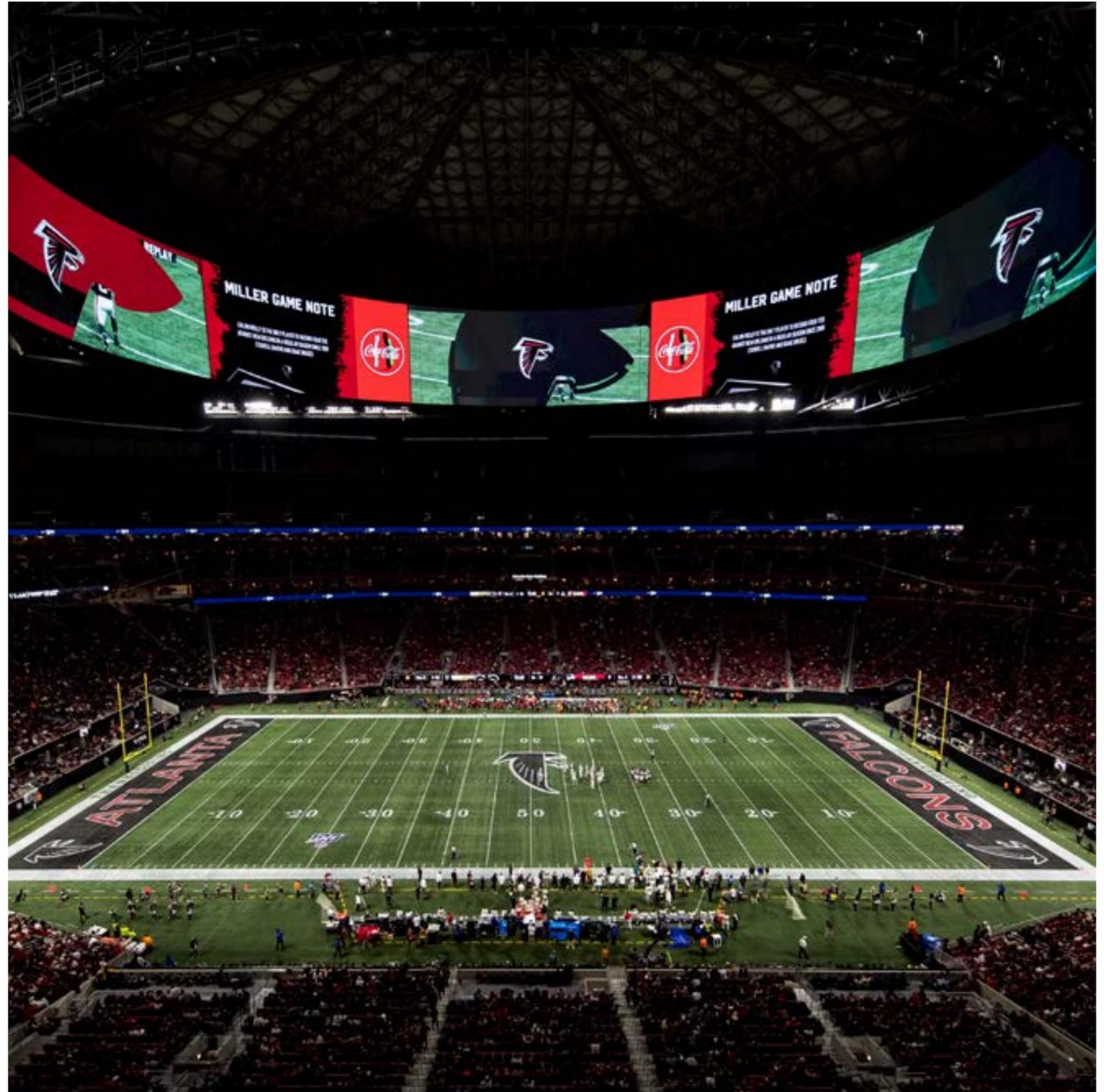


STADIUM PRODUCTIONS

This section provides all the technical specs as well as best practices for the Halo Board, The Mega Column, Fascias and Featherwall.

Halo 360:	<i>20170px X 1080px</i>
Halo 180:	<i>10085px X 1080px</i>
Halo Quad:	<i>5042px X 1080px</i>
Full Wing:	<i>2162px X 1080px</i>
Wing Stat:	<i>1550px X 1080px</i>
Wing Ad:	<i>614px X 1080px</i>
Video:	<i>2880px X 1080px</i>

HALO BOARD



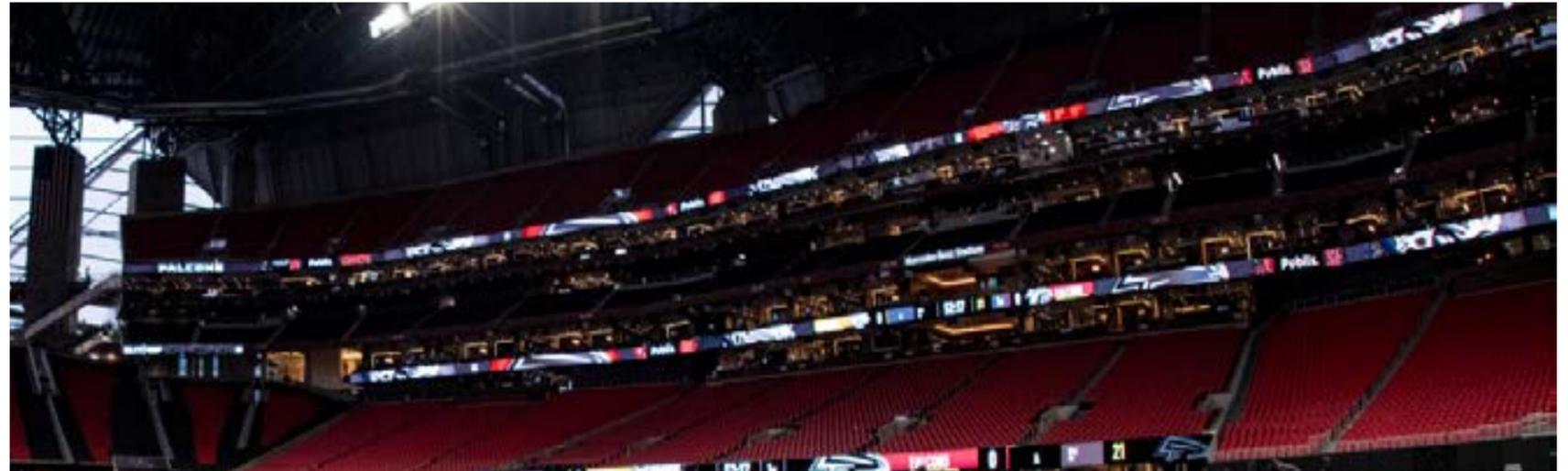
STADIUM PRODUCTIONS

This section provides all the technical specs as well as best practices for the Halo Board, The Mega-Column, Fascias and Featherwall.

FASCIA SPECS:

Upper North:	<i>17184px X 72px</i>
Lower North:	<i>10632px X 72px</i>
Upper South:	<i>14736px X 72px</i>
Lower South:	<i>10632px X 72px</i>
Feather Wall:	<i>4488px X 1700px</i>

FASCIAS



FEATHERWALL



FASCIAS

Atlanta Falcons' partners who submit in stadium digital content should adhere to the following LED guidelines.

White color in LED creative must not be 100% white, but rather a 70% white. With the backlight of the LEDs, it'll still appear as complete white on the boards, but it won't be running our LEDs at full strength.

UPPER NORTH LED:

If you look at the spec sheet, the content spec size is 17,184 x 72, however the final file must be rendered to be 8,592x144. Our system only picks up the LED in this format. The easiest thing to do is cut the creative in half and stack it on top of each other.

LOWER NORTH/ SOUTH LED:

In the areas marked as blank for Game In Progress, the design needs to continue. Normally these blank areas are where the Game In Progress and Stats go, but we don't always have those up so the graphics will look very odd when stats are not showing if there are empty strips of white throughout the creative.

CONTENT SPECIFICATIONS:

Color Mode: RGB

Resolution: 72 DPI

Static Files: PNG, BMP, GIF, JPG, TIF

Animated Files: MP4 with H.264, Apple pro res 422 hq quicktime

Pixel Aspect Ratio: Square Pixels

Frame Rate: 30 FPS

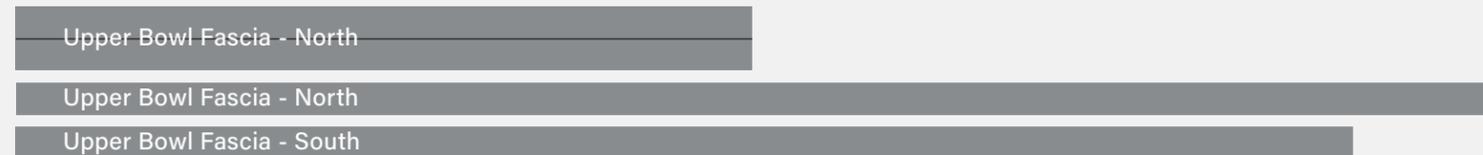
Audio AAC: Audio, PCM (Uncompressed)

UPPER BOWL

All content created for these displays should be created based on the following information.

DISPLAY ZONE	CONTENT SIZE	NOTES
North Display:	17,184 x 72 (859.2' x 3.6')	Render the final file to 8592 x 144.
South Display:	14,736 x 72 (859.2' x 3.6')	

This display is being controlled by Daktronics.



LOWER BOWL – NORTH + SOUTH

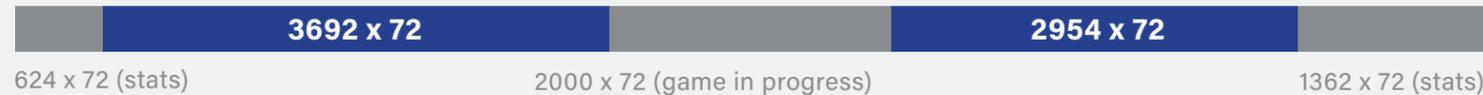
The actual pixel dimensions of both the North & South display are 10,632 x 72 (531.6' x 3.6').

The following is a list of the sizes that content should be created for based on the type of content.

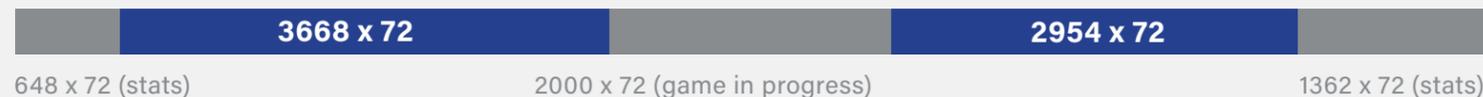
DISPLAY ZONE	CONTENT SIZE	NOTES
360 Spectacular:	10,632 x 72	
Commercial MOE:	Refer to images below	Content should be designed w/ or w/o zoned area visible.
Inner Bowl Feature:	10,632 x 72	

This display is being controlled by Daktronics.

Lower Bowl Fascia - North



Lower Bowl Fascia - South



PLEASE NOTE:

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CONTENT SPECIFICATIONS:

Color Mode:	RGB
Resolution:	72 DPI
Static Files:	PNG, BMP, GIF, JPG, TIF
Animated Files:	MP4 - H.264, Apple pro res 422 hq quicktime
Pixel Aspect Ratio:	Square Pixels
Frame Rate:	30 FPS
Audio AAC:	Audio, PCM (Uncompressed)

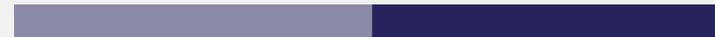
STADIUM FASCIA GUIDE

UPPER NORTH (UN): ■

17,184px. x 72px (859.2' x 3.6')

8592 x 144 delivered file (design file is split in half and stacked)

Reference of Design File [not to scale]:



Reference of Export File:



LOWER NORTH (LN): ■

10,632px. x 72px (531.6' x 3.6')

Creative should be designed with or without GiP overlay active

PITCH (P) **ATLANTA UNITED ONLY**: ■

10,368px. x 72px (518.4' x 3.6')

LOWER SOUTH (LS): ■

10,632px. x 72px (531.6' x 3.6')

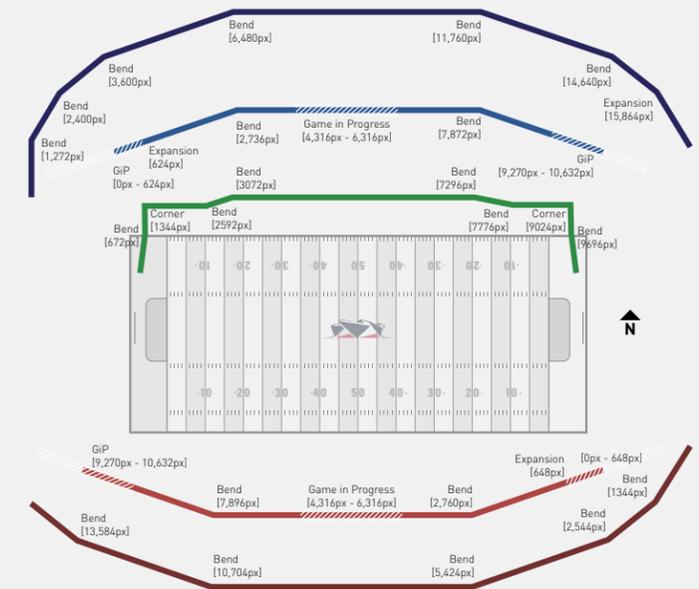
Creative should be designed with or without GiP overlay active

UPPER SOUTH (US): ■

14,736px. x 72px (531.6' x 3.6')

NAMING CONVENTION:

YYYYMMDD_EVENT_Client_Campaign_DISPLAY
(20170727_FAL_Mercedes_2018EClass_LN)



Motion Template

Still Template

CREATIVE RESTRICTIONS:

Based on the size of these displays, the creative cannot include large amounts of white. This will interfere with game play and will not be loaded into the system.

DISCLAIMERS:

1. Content specs and sizes are NOT final and may change during the installation and troubleshooting of the displays & control systems.
2. All dimensions are listed as width x height.

MEGA COLUMN

Atlanta Falcons' partners should adhere to the following Mega Column Guidelines.

White color in LED creative must not be 100% white, but rather a 70% white. With the backlight of the LEDs, it'll still appear as complete white on the boards, but it won't be running our LEDs at full strength.

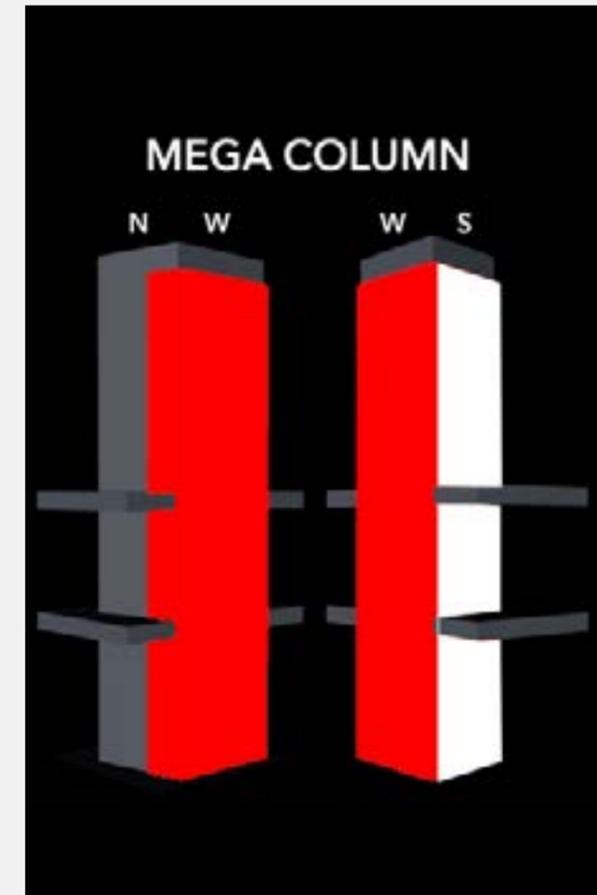
CONTENT SPECIFICATIONS:

Color Mode:	RGB
Resolution:	72 DPI
Static Files:	PNG, BMP, GIF, JPG, TIF
Animated Files:	MP4 - H.264, Apple pro res 422 hq quicktime
Pixel Aspect Ratio:	Square Pixels
Frame Rate:	30 FPS
Audio AAC:	Audio, PCM (Uncompressed)

MEGA COLUMN DISPLAY

The actual pixel dimensions of this display are as follows:

North Top:	144(w) x 960(h) (7.2' x 48.03')
North Middle:	144(w) x 408(h) (7.2' x 20.4')
North Bottom:	144(w) x 456(h) (7.2' x 22.8')
South Top:	432(w) x 960(h) (21.6' x 48.03')
South Middle:	432(w) x 408(h) (21.6' x 20.4')
South Bottom:	432(w) x 456(h) (21.6' x 22.8')
East Top:	336(w) x 960(h) (16.8' x 48.03')
East Middle:	336(w) x 408(h) (16.8' x 20.4')
East Bottom:	336(w) x 456(h) (16.8' x 22.8')



DISPLAY ZONE	CONTENT SIZE	NOTES
360 Spectacular:	648 x 2016 px	North and West Screens
Inner Bowl Feature:	648 x 2016 px	Feature dictates logo placement. Contact your Corporate Partner Executive for more details This display is being controlled by Daktronics.

PLEASE NOTE:

- Content specs and sizes are NOT final and may change during the installation and troubleshooting of the displays & control systems.
- All dimensions are listed as width x height.
- Diagrams are approximately drawn to scale. Display placement may vary slightly.

SECTION II CHAPTER 7:
**LIVE EVENTS +
ENVIRONMENT
GRAPHICS**

This chapter provides all the technical specs as well as best practices for the Atlanta Falcons Live Events + Environmental Graphics.

SECTION II CHAPTER 6:

LIVE EVENTS + ENVIRONMENTAL GRAPHICS SAMPLES + SPECS

LIVE EVENTS + ENVIRONMENTAL GRAPHICS

This section provides all the best practices for the Atlanta Falcons Live Events + Environmental Graphics.

The Live Events Team is responsible for various spaces important to game day as well as wardrobe and management for several of our "hype" teams that pump up the fans.

Most elements are designed in-house, such as signage and banners for Gates 1, 2 and 3, Silver Deck Branding, Am Fam Banners, HDBY Walls, Tunnel Walk, Pyro boxes and the Overlook Stage.

Any third party vendors that handle such elements as Rise Up and Falcons letters, Arches and signage, Falcons player cutouts etc., should follow Section 1 of this guide closely for direction.

ANY ART RELATED QUESTIONS CAN BE DIRECTED TO:

creative@falcons.nfl.com

GATE 1



GATE 3



SILVER DECK



POLE BANNERS



PYRO BOXES



SECTION III:

**SUBMISSION
+ APPROVAL
PROCESS**

CH 1 APPROVAL CHECKLIST

CH 2 APPROVAL PROCESS

SECTION III CHAPTER 1:

APPROVAL CHECKLIST

High standards equal long-term success. By carefully curating the design of the Atlanta Falcons Brand, we ensure that it will continue to attract fan interest and appeal.

Therefore, all executions of the Atlanta Falcons Brand must be submitted to the Atlanta Falcons Brand Assurance Team for review and approval prior to final production.

This checklist will help you avoid the most common brand pitfalls and align your work to our brand identity standards. If you'd like to learn more about any of the elements of the Atlanta Falcons brand, the page numbers on the following pages will help you quickly find the right section in the Atlanta Falcons Brand Identity Playbook.

APPROVAL CHECKLIST

Refer to the quick reference checklist provided on this page prior to submitting any Falcons branded messaging or creative executions.

To save time and rounds of revisions, when finalizing creative for approval be sure to ask yourself the questions below to ensure your work meets brand standards for logo usage, look, feel, tone and voice. If you have questions about guidelines for specific brand elements, please refer to the pages noted in each bullet point.

MESSAGING + TONE + VOICE

PAGES 1.2–1.16

1. Does your message fit with our brand messages?
2. Does the tone of your project convey the pride of ATL, have swagger and reflect the connection between the team, our fans and our city?
3. Does your message ignite the ATL and amplify our collective voice to celebrate our strength, power and purpose?
4. Does your copy bring the city together with the team? Does it work for the medium?
5. Does it sound like the Atlanta Falcons?
6. Is your writing in our voice? Does it feel authentic to our city and the people that populate it. This means liberal use of Atlanta-centric vernacular, regional colloquialisms, and “in-group” references that fans in our market would understand.
7. Does your tone make fans feel like the Atlanta Falcons represent them specifically, but even more so, does it make them proud of how we carry ourselves?
8. Do your words convey youthfulness, confidence, relevance, aggression, and good old-fashioned southern swagger?
9. For both Voice and Tone, context is key. There’s a difference between saying, “We respectfully disagree,” and “Nah, fam,” and either response could be appropriate depending on the situation.

LOGOS + MARKS

PAGES 1.20–1.41

1. Are you using only approved and unaltered official logos?
2. Is the Bird logo present somewhere in the creative?
3. Are the logos easy to identify? Ensure there is adequate contrast so the logos stand out.
4. Are all logos surrounded by a 15% clear space so they aren’t competing with images and words (refer to **page 1.54**)?

TYPOGRAPHY

PAGES 1.66–1.71

1. Are you using Atlanta Falcons Wingtip for headlines and primary messaging?
2. Are you using Kairos Extrabold for secondary messaging?
3. Are you using Acumin Pro for body copy?
4. Are you using the appropriate weights for secondary messaging, call to actions and body copy?
5. If you have a wordy or copy-heavy headline, have you considered utilizing the secondary typography package?
6. Is all typography following the proper hierarchy in terms of size, weight, color, case?
7. Are your key messages (headlines and sub heads) set in ALL CAPS?
8. Is all body copy formatted to sentence case?
9. Is there enough contrast so that people can read the copy easily? For example, in some cases small red text will not be legible on a black background.
10. Are you using three (3) or fewer typographic weights?

SECTION III CHAPTER 2:
**APPROVAL
PROCESS**

This chapter illustrates the approval process for ensuring Falcons branded messaging and creative executions align with the Brand DNA, are presented in a consistent and professional manner.

KEY PLAYERS IN THE APPROVAL PROCESS

FALCONS BRAND ASSURANCE TEAM:

In order to ensure all creative produced internally or externally is on brand, the Falcons have formed a Brand Assurance Team that must review and approve all public-facing team-branded messaging and creative.

FALCONS POINT OF CONTACT:

The Falcons Point of Contact is an internal associate who either serves as the project lead or is the main Point of Contact for a Corporate Partner or third-party freelancer or agency. This person is responsible for ensuring the creative has been submitted to the Brand Assurance Team for final approval.

KEY PARTNERS:

Internal Key Partners are Falcons associate who are crucial to the project's success, or are serving as the Falcons Point of Contact for an external collaborator.

External Key Partners include any non-Falcons associate who is crucial to the project's success, including Corporate Partners, account executives, freelancers, contractors, agencies or vendors.



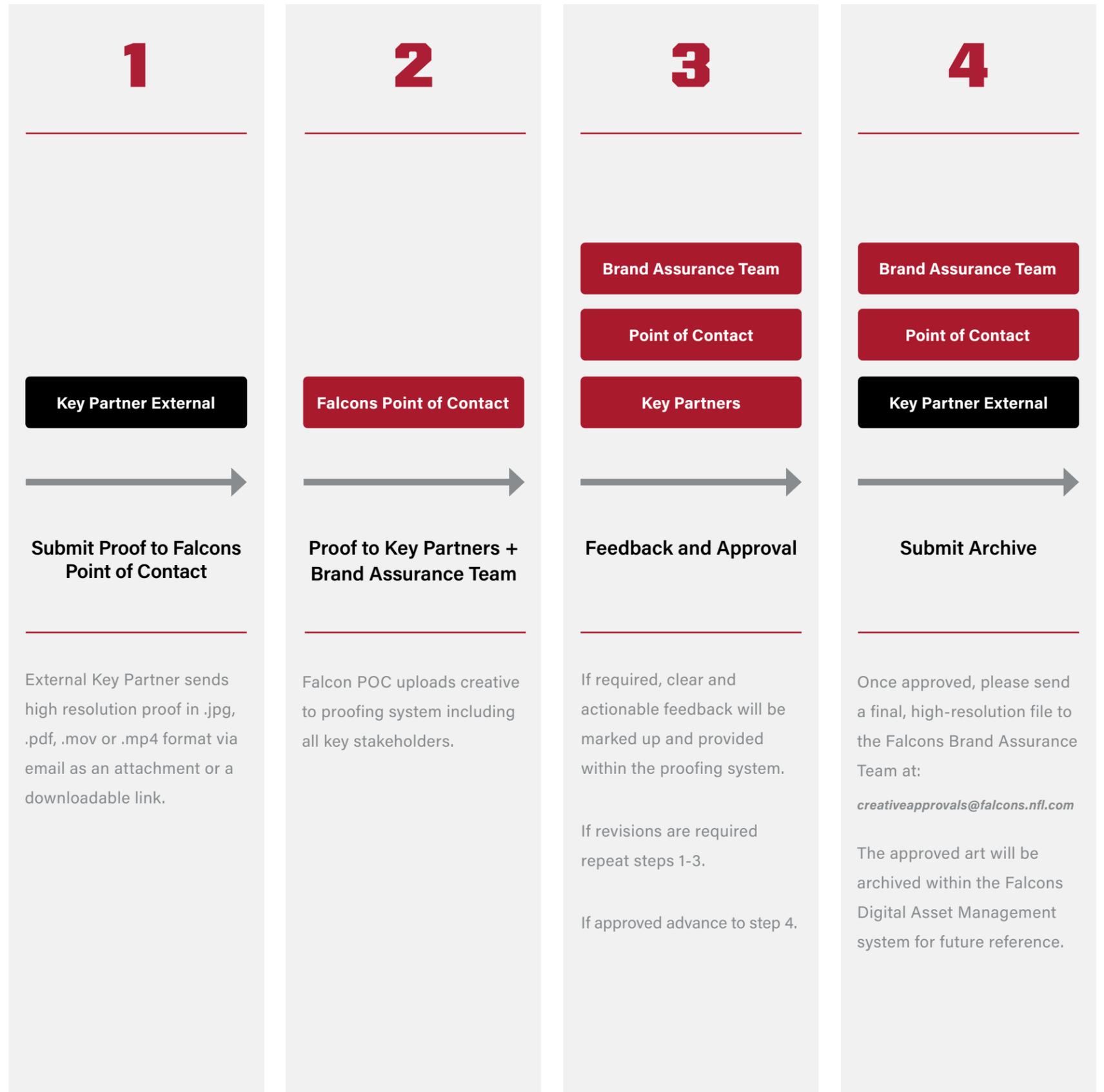
APPROVAL PROCESS OVERVIEW

NOTE: Please allow up to two weeks after submitting creative to the Brand Assurance team to ensure there is adequate time to review, provide feedback and approve the creative.

The flowchart to the right provides a brief overview of the review and approval process steps.

External Key Partners should coordinate with their Falcons Point of Contact to initiate the approval process and are not required to upload files directly to the Falcons DropZone.

Internal associates should reference the following pages for detailed instructions on how to submit a proof via the Falcons DropZone.



SUBMITTING PROOFS FOR APPROVAL

DROPZONE INSTRUCTIONS FOR INTERNAL ASSOCIATES:

1. Falcons Point of Contact to click on the DropZone link: falcons.proofhq.com/dropzone
2. Enter your email address, then select a file to upload. If this is a new project, make sure to de-select "New version of an existing proof." Enter the CAPTCHA code, then click the "Next" button.
3. If you forget to de-select the "New version of existing proof" button, you may see a screen like the one on the right. Simply click "Next" and start a new proof.
4. Enter deadline, Subject, Message. The Subject must be properly formatted each time you submit a proof.

SUBJECTS SHOULD BE FORMATTED AS FOLLOWS:

PROOF: AFYear_DepartmentCode_Project-Title

(underscores are used to separate sections. hyphens are used to separate words)

Example: PROOF: AF2020_CL_Auditions-Flyer

NOTE: If you are a new user, you will receive an email from ProofHQ. Make sure that you scan your spam folder in case your email provider blocks the email.

A LIST OF DEPARTMENT CODES CAN BE FOUND BELOW:

Community Relations: **CR**

Public Relations: **PR**

Cheerleading/Mascot: **CL**

Retail: **RT**

Digital Media: **DM**

Sponsorship: **SPON**

Finance: **FIN**

Ticket Sales: **TIX**

Football Ops: **FO**

Mercedes-Benz Stadium: **MBS**

Logistics: **LG**

AMB Sports + Entertainment: **AMBSE**

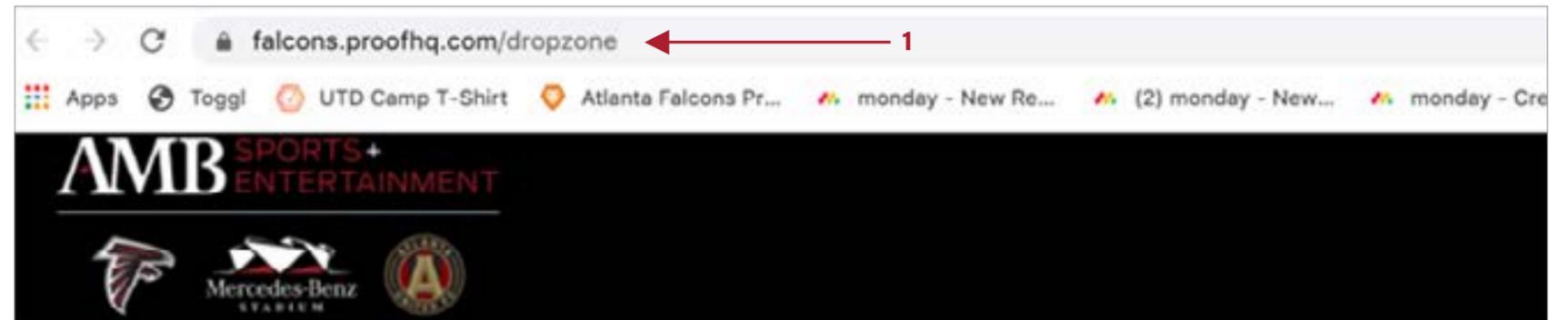
Marketing: **MKT**

Arthur M. Blank Family Office: **AMBFO**

Player Development: **PD**

Home Depot Back Yard: **HDBY**

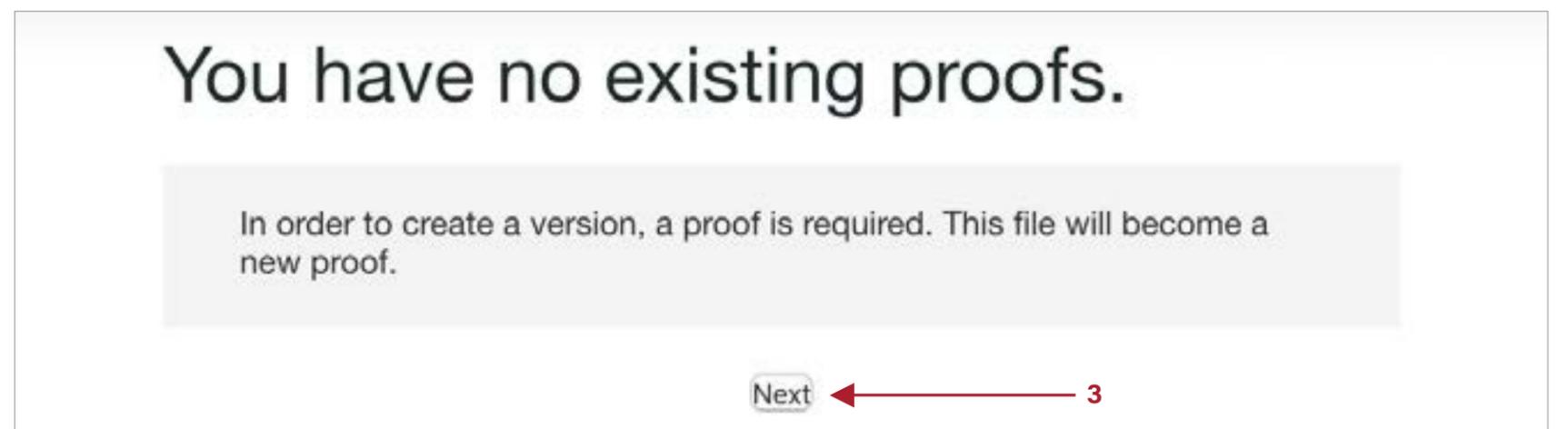
1. DROPZONE LINK



2. ENTER CAPCHA

4. ENTER DEADLINE, SUBJECT, MESSAGE

3. START A NEW PROOF

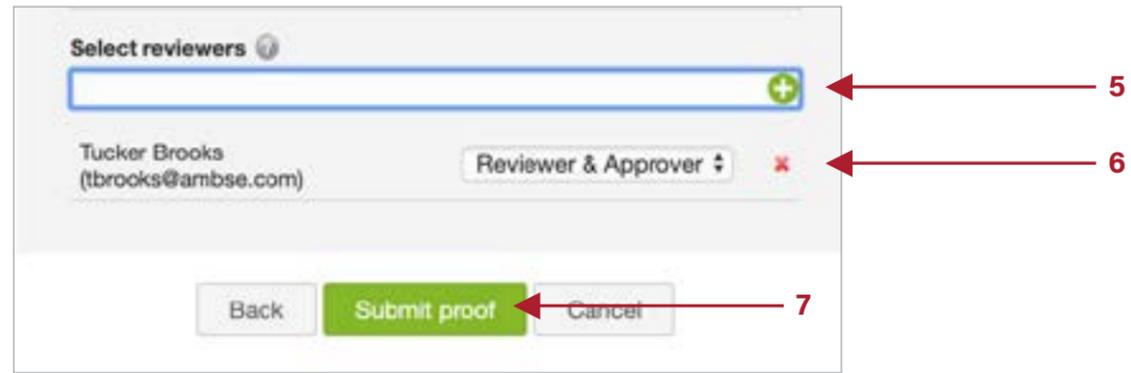


SUBMITTING PROOFS FOR APPROVAL (CONTINUED)

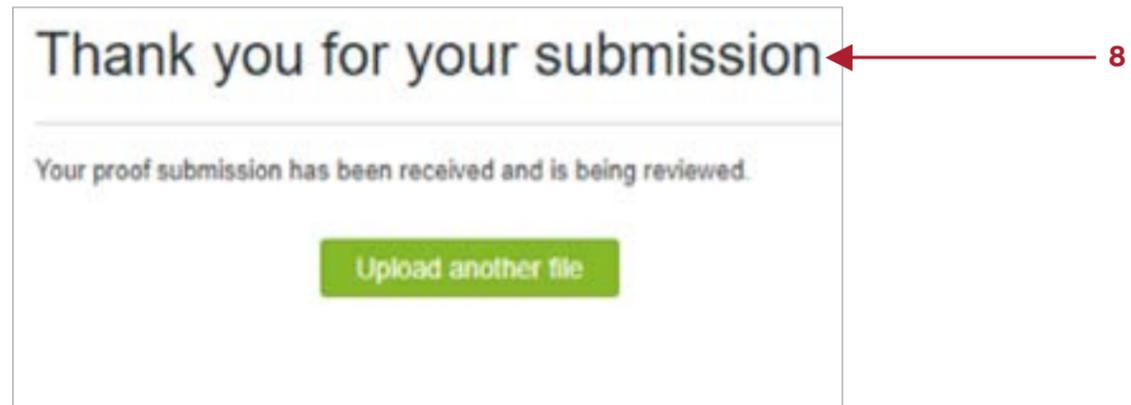
ADDING REVIEWERS AND APPROVERS:

5. Include the following email addresses of the Brand Assurance Team and select "Reviewer and Approver" from the dropdown menu:
creativeapprovals@falcons.nfl.com
marketingapprovals@falcons.nfl.com
6. Be sure to include email addresses of any additional Key Partners of Stakeholders as "Reviewers." **NOTE: Once your proof has been submitted, all reviewers and approvers will be notified via email. They will provide feedback within 14 days. You should receive a proof within the next 24 hours.**
7. Once all email addresses have been entered, click the green "Submit Proof" button.
8. Once proof is submitted, you will receive a thank you message and all Reviewers & Approvers are notified about the proof via email. Feedback will be provided in proof within 14 days.
9. After reviewer issues feedback, you will receive an email with notification that there has been activity on the proof. Click the blue "Go to proof" button to review the feedback and enter any comments using the commenting tools at the top of the proof window. **If your proof requires revisions please refer to the steps on the following pages to upload a revised version of the proof.**

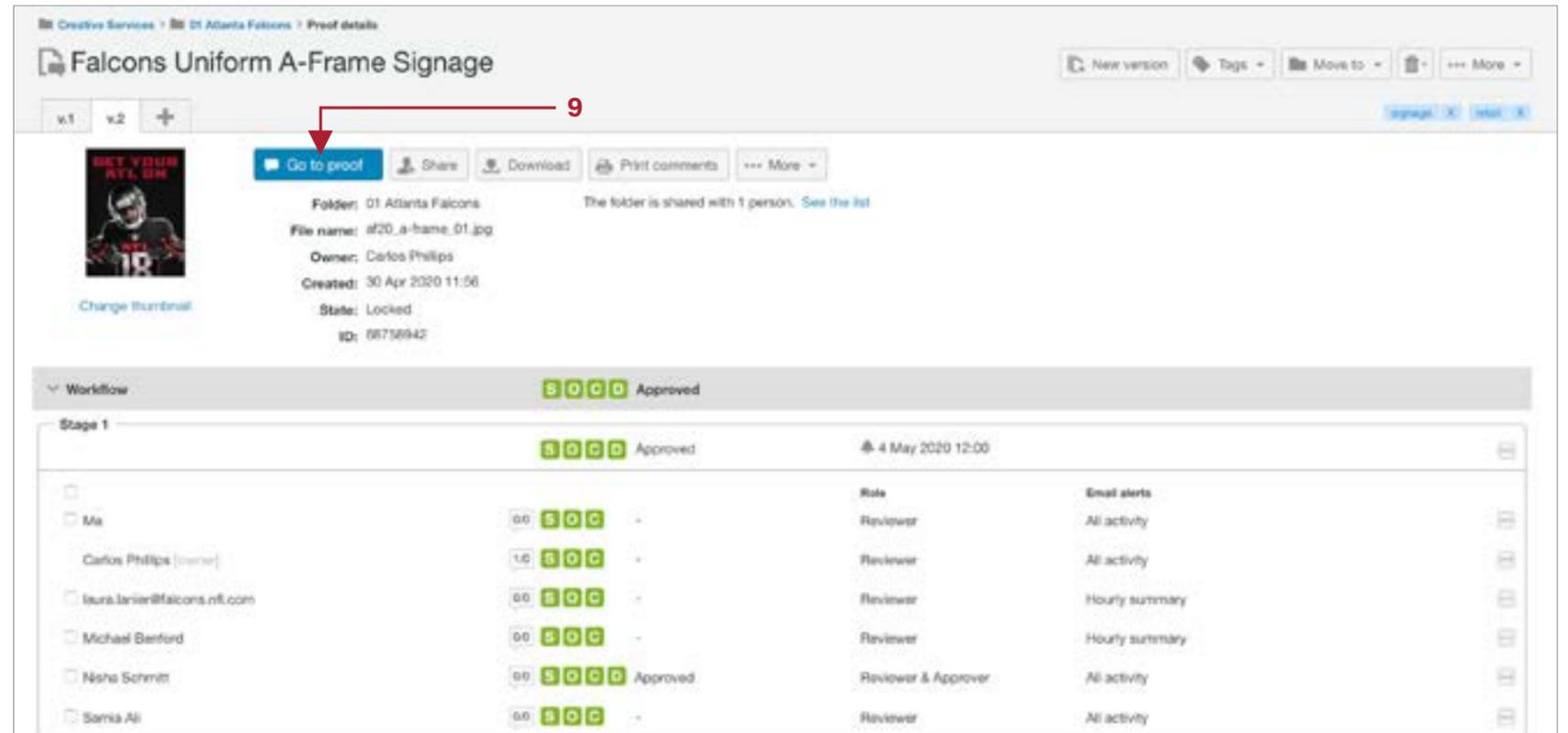
5-8. ADD EMAILS



8. SUBMISSION



9. CLICK BLUE GO TO PROOF BUTTON

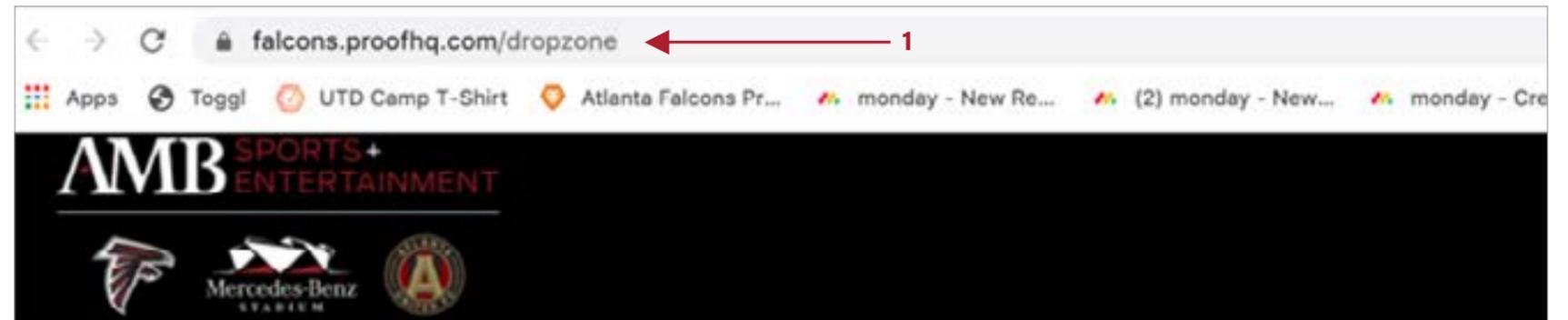


UPLOADING A REVISED PROOF

Note: Avoid creating a NEW PROOF for the same project. Create a new version of the proof instead.

1. If you are the project lead or the Falcons Point of Contact, click on the DropZone link: falcons.proofhq.com/dropzone.
2. Next, enter your email. Then select the checkbox that says "New version of an existing proof." **Note: Your new version is not yet uploaded.**
3. Click the blue "Select a file" button and upload the new version of the creative.
4. Enter the CAPTCHA code and click the green "Next" button.
5. You will receive a thank you message. **Please note: At this stage your new version has not been uploaded yet. You will receive an email from ProofHQ to complete your proof upload. You may need to check your spam folder in case the email gets stuck there.**
6. When you receive the email, click the link inside to visit the Proof Dashboard.
7. On the menu screen, you will select the previous creative for which you are now uploading a new version. **If you've uploaded many proofs, you may want to use the search bar to find your proof by searching the proof name.**

1. DROPZONE LINK



2-4. NEW VERSION

Dropzone

Your email*
ghanishahmir@gmail.com

Upload files*
 New version of an existing proof

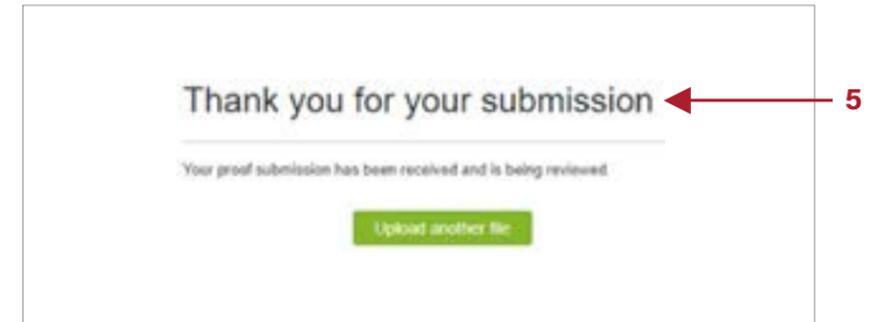
Pizza.jpg

cahh5

Enter the code shown*
Cahh5

Next Cancel

5. THANK YOU



6. EMAIL TO DASHBOARD



7. SELECT PREVIOUS VERSION

Select the previous version

You are creating a new version of an existing proof submission. Please select the previous version from the list below.

Search for previous version:
Enter phrase to search

Results 1 - 5 of 5

Name	State	Status	Created
c700x420.jpg	Active	Pending	30 Apr 2020

Select

UPLOADING A REVISED PROOF (CONTINUED)

How to upload a new version of the same proof.

8. You will again enter a Deadline, Subject (conforming to the proper naming format), Message, and Reviewer and Approver email addresses. Make sure to add the appropriate Reviewer and Approver tags to each email.
9. Click the green "Submit proof" button.

SUBJECT FORMAT TO BE FOLLOWED FOR REVISED VERSIONS:

Note the addition of the underscore **_V2** representing the version number for clarity.

BusinessAbbreviationYear_DepartmentAbbreviation_Project-Title_V2

(Underscores are used to separate sections, hyphens are used to separate words)

Example: AF2020_CL_Auditions-Flyer_V2

8-9. COMPLETE SUBMISSION

The screenshot shows a web form titled "Complete your proof submission". At the top, it displays "Your email" as ghanishahmlr@gmail.com and "Your file" as c700x420.jpg. Below this is a "Proof details" section with several input fields: "Deadline" (4 May 2020, Time 23:30), "Subject" (Subject of Proof), "Message" (empty), "Select reviewers" (empty), and a list of reviewers including Samia Ali (samia.ali@ambse.com) with a "Reviewer & Approver" tag. At the bottom are "Back", "Submit proof", and "Cancel" buttons. Red arrows with numbers 8 and 9 point to various elements: 8 points to the Deadline, Subject, Message, and Reviewer fields; 9 points to the Submit proof button.

APPROVAL PROCESS OVERVIEW

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