



STYLE GUIDE



Definitions:

BRAND:

A trust, built from all perceptions, thoughts, word-of-mouth, images, and feelings about our franchise.

BRAND STRATEGY:

The overriding principles that guide the brand.

BRAND VALUES:

The ideals and standards of our organization that are expressed through our brand.

CUSTOMER INSIGHTS:

The underlying needs and motivations of our customers.

CUSTOMER GOAL:

Changes in attitude or behavior we want from customers if we successfully communicate our brand.

BRAND ESSENCE:

How the brand is defined in the hearts and minds of our customers.

BRAND PROMISE:

The single-minded expression of the most compelling, believable and distinctive thing the Seahawks can do for the consumer in order to drive growth.

Why we are striving for Our Brand:

- **Brand Consistency**
- **Brand Stability**
- **Brand Identity**
- **Brand Strength**



Brand Objectives:

KNOW THYSELF:

Establish a clear understanding of the values of the Seattle Seahawks franchise.

COMMUNICATE THE VISION:

Launch a communication platform to clearly describe the brand of the Seattle Seahawks to staff and external stakeholders.

EMPOWER THE PEOPLE:

Provide the means to empower staff and stakeholders to promote the brand.

BUILD FAN AVIDITY:

Strengthen the brand within the core segments and expand to connect with fringe segments.

UNIFORMITY:

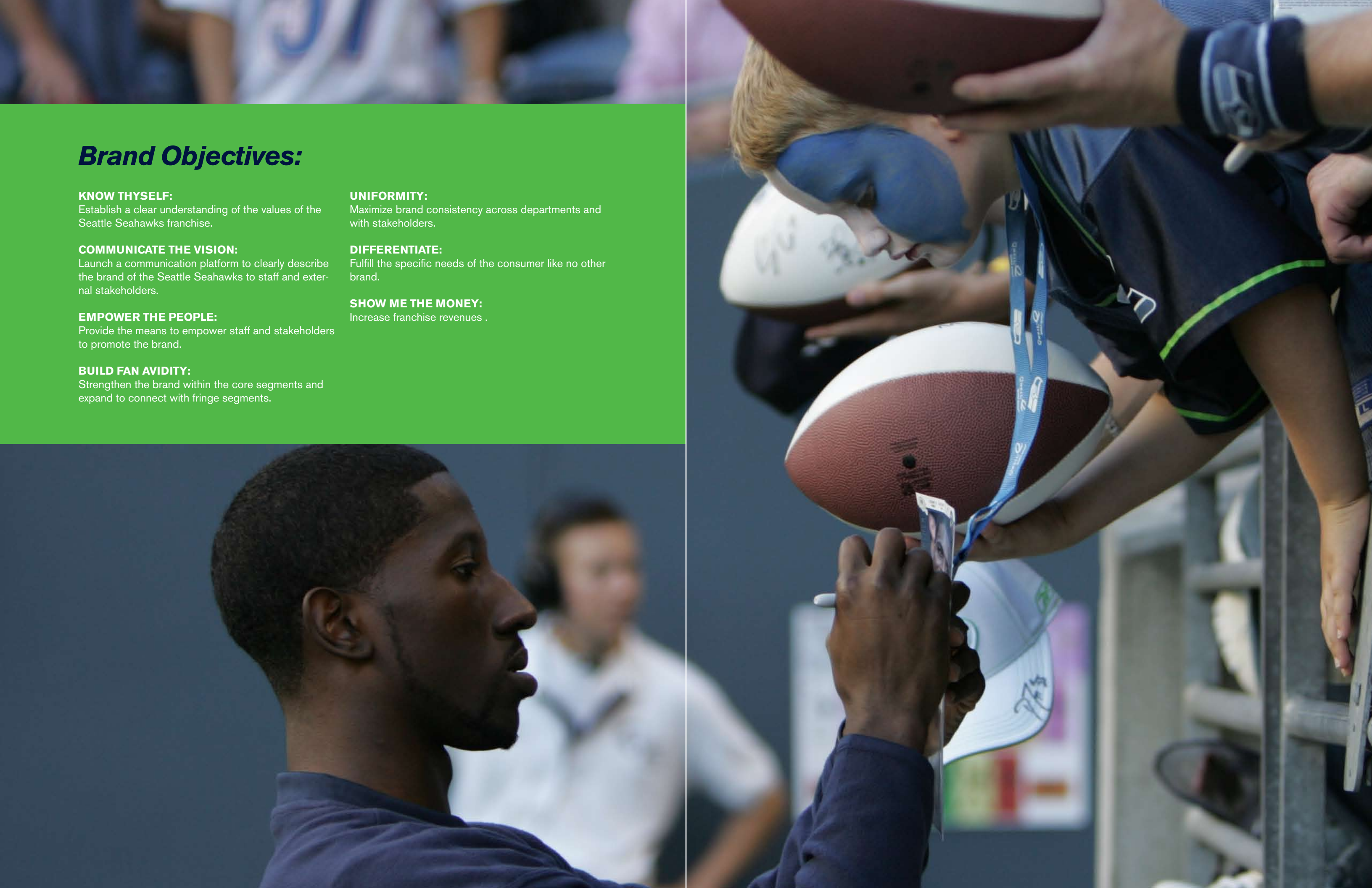
Maximize brand consistency across departments and with stakeholders.

DIFFERENTIATE:

Fulfill the specific needs of the consumer like no other brand.

SHOW ME THE MONEY:

Increase franchise revenues .





Brand Facts and Symbols:

Seahawks logo

NFL Logo

12 logo

Qwest Field Logo

Pacific NW Images

- Mountains
- Space Needle
- Water

Qwest Field Images

- Arches
- North tower skyline
- 12th MAN flag
- Hawks nest
- Pageantry shots - field

Players

Coaches

Seagals

Blitz

Blue Thunder

Augur Hawk Mascot

Community

- Kids selling programs
- Kids in td city
- Jr Football
- Gatorade camps
- Players with kids

Fans

- Mixture of wholesome fans and face painting fans



Brand Personality:

If the Seahawks brand was a person it would be made up of the following characteristics:

- Relentless
- Rugged
- Innovative
- First Class
- Larger-than-life
- Heroic
- Respectful
- Passionate
- Character
- Community-Oriented



Seahawks Fan Characteristics:

- Passionate
- Social
- Hard-working
- Caffeinated
- Forward-thinking
- Success-oriented
- Entrepreneurial
- Achievement-oriented
- Competitive
- Traditional
- Loyal
- Spontaneous
- Family-oriented





Brand Essence:



Brand Promise:
THE SEATTLE SEAHAWKS UNITE THE SPIRIT OF THE 12th
MAN THROUGHOUT THE PACIFIC NORTHWEST.



Core Words:

The core of the brand essence holds the four words that are the connective tissue that links the rational and emotional elements of the brand. The core is like the brands DNA in that it is unlikely or certainly very difficult to change.

The Core of the Seattle Seahawks Brand Essence: Passion, Character and 12th Man.

PASSION

Passion is the powerful emotion that describes Seahawks football. Passion reflects the way the game is played and the boundless enthusiasm of the players who play the game. Football fans are passionate about the game and are passionate for the Seahawks. The Seahawks don't have to create passion in the region, they just have unleash the passion of the fans of the Pacific Northwest.

CHARACTER

Character describes the inherent set of qualities and features that determine the team's moral and ethical actions and reactions; its moral and ethical strength; its good reputation. It is internal as well as external. It distinguishes the Seahawks from its competition. Character comes from players who have "football character", meaning they love the game, they love to play, and they give everything they have.

12th MAN

12th MAN in the Core of the Brand Essence shows that the fans are not just customers but a part of the brand. The 12th MAN will become central to everything the Seahawks brand does. Through their participation in the game, the 12th MAN gives the Seahawks a home field advantage.

The 12th MAN brand is woven into the brand promise of the Seattle Seahawks.



Use of “12th MAN”

The term ‘12th MAN’ is a trademark of Texas A&M University and its use is pursuant to a license agreement held by the Seahawks with the university. The license allows certain permitted uses to the Seahawks only. This license is not assignable by the Seahawks to a third party. Therefore, any use by a third party could be deemed a violation of Texas A&M’s trademark rights and the third party is proceeding at its own risk. The term “12 MAN” shall not be used in conjunction with any Seahawks’ affiliated promotion or advertising, nor shall it be used in conjunction with Seahawks’ trademarks.

12th MAN

Light Background

12 Logo:

The 12 logo can be used in applications that are closely related to Seahawks fans and the 12th MAN.

If the mark is used with out the verbiage “12th MAN” then no attribution is necessary.



Dark Background



Seattle Seahawks Identity and Color Guidelines:

The following pages of the Official Seahawks Style Guide contain graphic representatinos of the team's official colors, primary logo, logotyppe and primary mark with logotype.

They are not meant for reproduction, but as a guide for Authorized Seahawks Partners to use for color and grayscale reference.

Seattle Seahawks Corporate Logo:

The corporate logo expresses a company's personality and character. Its use is important to the company as it helps establish a presence in the community and markeetplace. Consistent use of a corporate logo system conveys the image of a well integrated, stable companyor organization. The equity and awareneses a company builds in its logo is enhanced by consistent use of simple graphic standards.



Seattle Seahawks Logotype:

The logotype was specifically created for the Seattle Seahawks. At this time there is not a complete alphabet.



DO NOT substitute the typeface.

DO NOT use the logotype or name of the team in singular form.

Seattle Seahawks Support Typefaces:

To complement and support the primary typeface, any of the **Berthold Akzidenz Grotesk** font family is preferred due to its wide range of styles for body copy, headlines and large interior and exterior signs.

Berthold Akzidenz Grotesk
Berthold Akzidenz Grotesk CN - Condensed
Berthold Akzidenz Grotesk XE Bold CN

Two additional fonts can be used if Berthold Akzidenz Grotesk is not available:

Universe has a variety or styles from condensed to bold. This can be used for headlines and support text. Universe Condensed can be used for short paragraphs of information.

Universe - Ultra Condensed
Universe - 67 Condensed BOLD
Universe - Extra Black

Helvetica also offers a good choice of widths and can be used for body copy and headlines.

Helvetica - Medium Condensed
Helvetica - Bold Condensed
Helvetica - Heavy Condensed

Primary Mark:

The Seahawks mark should be used when the Seahawks involvement or presence is well established throughout the piece.

Light Background



Primary Logotype:

The Seahawks logotype should be used when a variety of sponsors and logos are involved.



Primary Mark with Logotype (1):

The Seahawks mark and logotype should be used when establishing presence, involvement or sponsorship.



Primary Mark with Logotype (2):

In rare circumstances, the mark may be used without the city title in order to simplify the piece with the same application applied.



Black and White

The grayscale mark and logotype should be used only for a one color application.

Primary Mark:



Primary Logotype:



Primary Mark with Logotype (1):



Primary Mark with Logotype (2):



Dark Background



Color Guide

Please note: At this time there is no accurate Pantone match for Seahawks Blue. The closest match is Toyo Inks CF0935 or the following combination of Pantone colors:

- 26.0 Pantone Pro Blue
- 13.0 Pantone Rub. Red
- 15.5 Pantone Black
- 45.5 Trans. White

Seahawks Blue

Toyo	CMYK
CF0935	80 50 15 30

Seahawks Navy

Pantone	CMYK
5395C	100 60 0 80

Seahawks Green

Pantone	CMYK
369C	70 0 100 0

Incorrect Usage

DO NOT use the mark facing left (unless on the Seahawks helmet)



DO NOT use the mark as a pattern



DO NOT break up the logotype



DO NOT change logotype sequence



DO NOT add a keyline to the logotype



DO NOT stretch or condense



DO NOT alter the original colors



DO NOT cover or cutoff the mark



DO NOT angle the logotype



Clear Space Requirements

Always provide ample clear space around the logo and logotype.



Please remember Seahawks should always plural. A player should not be titled a "Seahawk", but rather a member of the Seahawks.





The Qwest Field mark should be used when referring to the facility only and/or events taking place in the stadium and when the involvement or presence is established throughout the piece.

The Qwest Field Event Center mark should be used when referring to the complex (i.e. describing both the stadium and the event center) or when referring to an event that takes place only in the event center.

**Qwest Field
and Qwest
Field Event
Center
Identity
and Color
Guidelines:**

Light Background

Dark Background

**Qwest Field
Primary Mark:**



**Qwest Field
Primary Logotype (1):**



**Qwest Field
Primary Logotype (2):**



**Qwest Field Event Center
Primary Mark:**



**Qwest Field Event Center
Primary Logotype (1):**



**Qwest Field Event Center
Primary Logotype (2):**



**Qwest Field Event Center
Primary Logotype (3):**



Black and White

The grayscale mark and logotype should be used only for a one color application.

Qwest Field
Primary Mark:

Light Background



Qwest Field
Primary Logotype (1):



Qwest Field
Primary Logotype (2):



Dark Background



Qwest Field Event Center
Primary Mark:



Qwest Field Event Center
Primary Logotype (1):



Qwest Field Event Center
Primary Logotype (2):

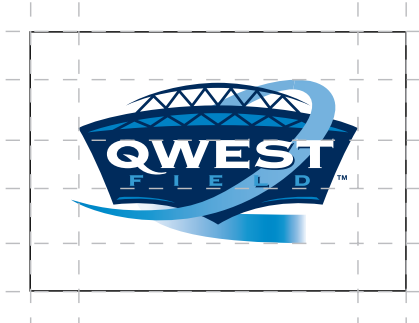


Qwest Field Event Center
Primary Logotype (3):



Clear Space Requirements

Always provide ample clear space around the logo and logotype.



For Qwest Field Typefaces and Incorrect Usage examples please refer to the Seahawks Identity Guidelines.

Seahawks Kids Club



Club Wells Fargo



Blue Thunder



WaMu Theater(1)



FSN Lounge



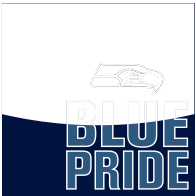
VMAC



Spirit of 12 Partners (1)



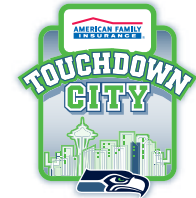
Blue Pride Waiting List



Junior Training Camp



Touchdown City



WaMu Theater (2)



seahawks.com



Spirit of 12 Partners (2)



Other
Seahawks
and Qwest
Field Logos
and Marks:

The following marks are property of the Seattle Seahawks and associated parnters. Do not reproduce without proper consent.

For alternate versions, including black and white, plese contact the Seahawks.



PASSION

FOOTBALL IS OUR PASSION

CHARACTER

CHARACTER IS OUR COMMITMENT

12TH MAN

THE 12TH MAN IS OUR FOCUS

EXCELLENCE

EXCELLENCE IS OUR GOAL

