2019 MIAMI DOLPHINS

GRAPHIC STANDARDS

CONTENTS

OUR BRAND

BRAND POSITIONING

Purpose:

To unify the city through our collective devotion to football

Target:

People who seek out tribe-like togetherness and fanaticism

Tension:

South Florida will always be divided on geographic, cultural and economic lines

Position:

Represent the people of South Florida through our relentless effort and will to win
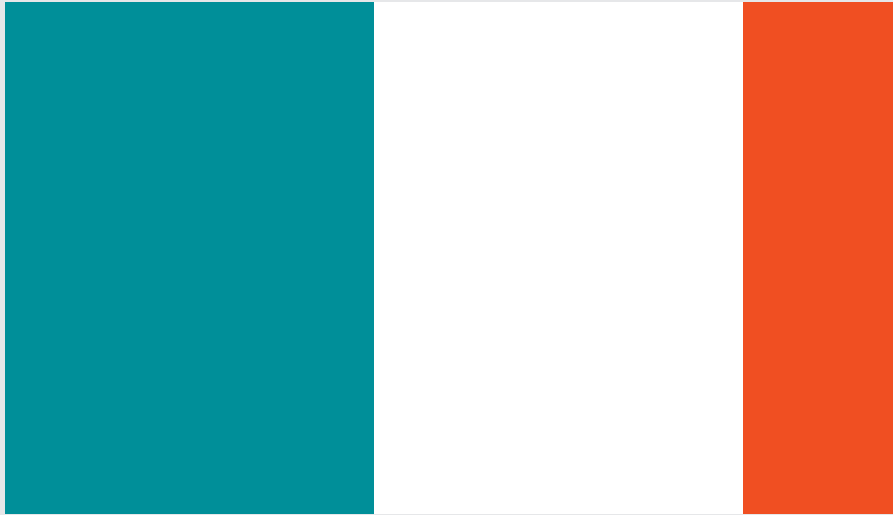
Personality:

The Team Captain – a born leader. Selfless and focused on the team. Responsible but unafraid to challenge those who cross the line. Hard-nosed on the field, light-hearted off. Poised in victory and defeat.

COLOR HIERARCHY

TEAM COLORS

HUE HEIRARCHY

The Miami Dolphins' colors are taken from the team's vibrant geographical location of South Florida. The aqua is inspired from the shoreline, the white from the crashing waves, the orange from the sunsets, the blue from the deep ocean, and the gray from the skin tone of dolphins. Aqua is the primary color, accentuated by pure white. Orange, blue and gray should be used as accent colors, with orange being the primary accent color. The current team colors pay homage to the iconic and traditional colors of the franchise.

HUE ATTRIBUTES

AQUA
PMS 321 C
CMYK: 100/21/42/2
RGB: 0/142/151
Grayscale: 60%
HTML: 008E97

PURE WHITE
No ink
CMYK: 0/0/0/0
RGB: 255/255/255
Grayscale: 0%
HTML: FFFFFF

ORANGE
PMS 1655 C
CMYK: 0/72/98/0
RGB: 252/76/2
Grayscale: 50%
HTML: FC4C02

LOGOS & USAGE

PRIMARY MARK

The Miami Dolphins' primary mark in full color is the preferred mark for most usage applications. The primary mark should always face right and should not be altered in any way, including stretching, bending, shrinking, warping, or rotating. See pages 14 and 15 for more examples of background control and incorrect usage.

Grayscale marks should be used when applications require non-color printing with tonal values. One-color marks should be used on their respective light and dark backgrounds.

Center of logo is based off of the sun and not the dolphin
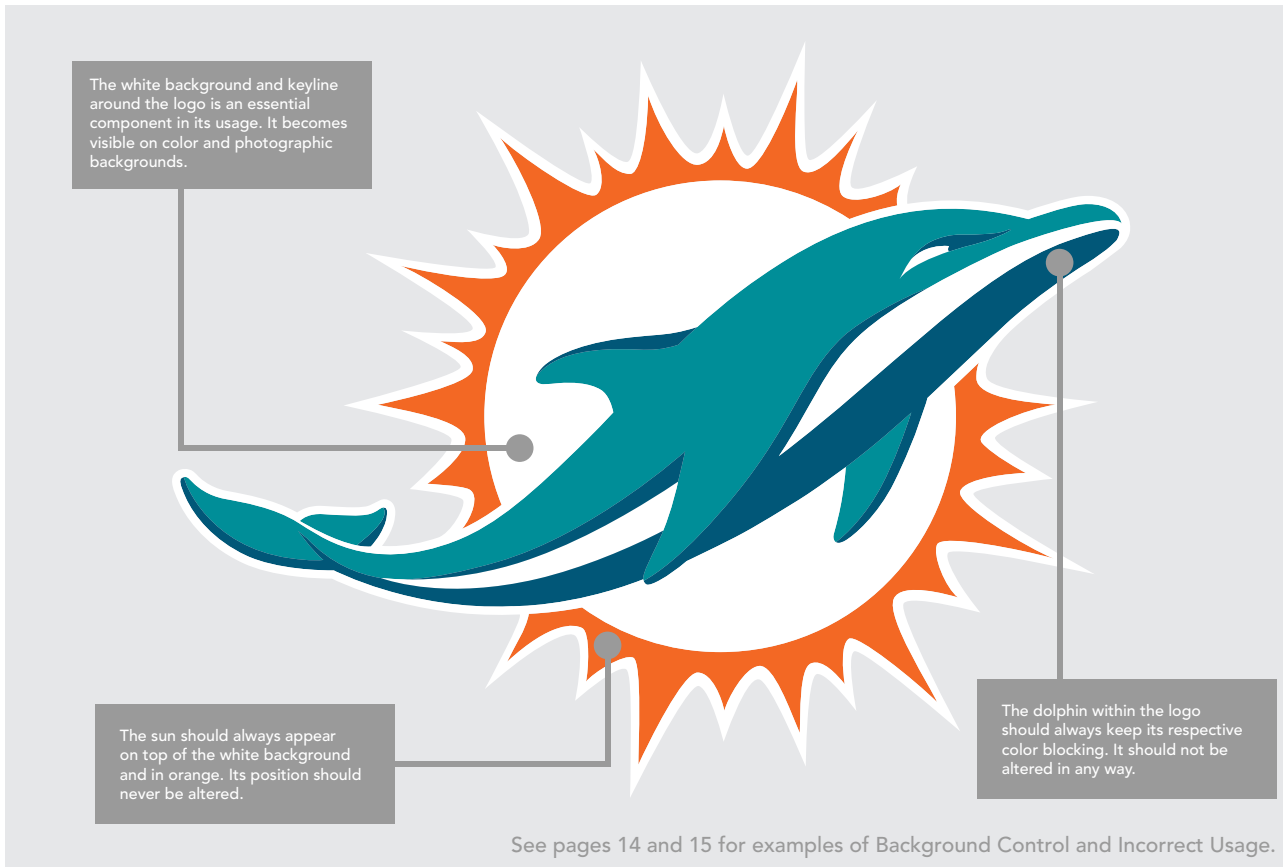
NOTE: The full color and grayscale mark artwork differs from the black & white and one-color versions. Some elements of the color/grayscale versions have been removed to create the black & white/one-color versions.

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ALTERNATE COLORWAYS

GRAYSCALE	TWO-COLOR	TWO-COLOR TONAL	ONE-COLOR | BLACK	ONE-COLOR | WHITE
	(Cannot be inverted)	*For licensee use only.*	*(For light backgrounds)*	*(For dark backgrounds)*

Grayscale versions of the logo should be printed using screens of black.

The versions above are different from the grayscale versions or the color mechanical art, and should ONLY be employed for NFLP-approved one-color uses, such as etching, embossing, and tonal applications.

ELEMENTS

The white background and keyline around the logo is an essential component in its usage. It becomes visible on color and photographic backgrounds.

The sun should always appear on top of the white background and in orange. Its position should never be altered.

The dolphin within the logo should always keep its respective color blocking. It should not be altered in any way.

See pages 14 and 15 for examples of Background Control and Incorrect Usage.

The primary mark of the Miami Dolphins' is composed of three elements – the dolphin, the sun, and the white background. The dolphin is placed in a powerful, ascending and optimistic position. The vibrant sun embodies the energy and excitement of South Florida, shining brightly across our many communities. The white background ensures that the dolphin and sun remain intact and are displayed as intended.

LOGOTYPE

MIAMI *Dolphins*

PRIMARY | For ALL light backgrounds

MIAMI *Dolphins*

PRIMARY | For aqua backgrounds

The Miami Dolphins logotype interlocks the city and team name to emphasize the connection between the two, while maintaining an equal balance of aqua and orange. The typeface is at an italic angle, with curved edges inspired by dolphin fins. This mark should only be used in applications where the minimum height of the primary mark cannot be achieved, such as in horizontal layouts, or when matched with the logotype of an opposing team.

Adhere to the established background rules. The logotype should not be altered in any way.

ALTERNATE COLORWAYS

SECONDARY | For orange backgrounds

SECONDARY | For dark backgrounds

SECONDARY | For dark backgrounds

GRAYSCALE | For light backgrounds

TWO-COLOR | Cannot be inverted

ONE-COLOR | For light backgrounds

GRAYSCALE | For dark backgrounds

TWO-COLOR | Cannot be inverted

For licensee use only.

ONE-COLOR | For dark backgrounds

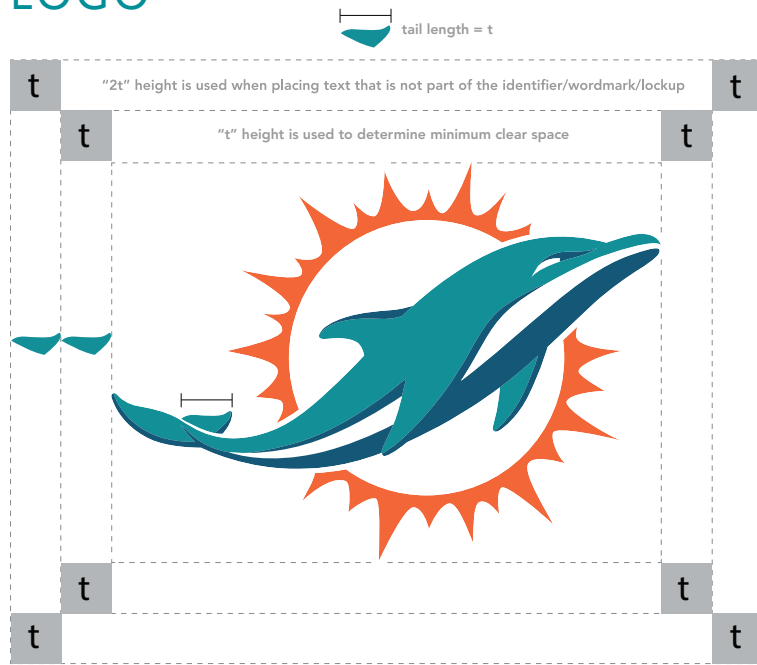Grayscale versions of the logo should be printed using screens of black.

The versions above are different from the grayscale versions or the color mechanical art, and should ONLY be employed for NFLP-approved one-color uses, such as etching, embossing, and tonal applications.
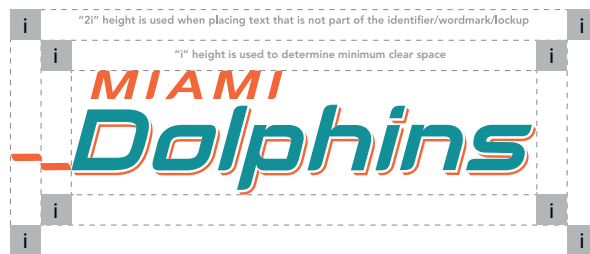
CLEAR SPACE

LOGO

tail length = t

t

"2t" height is used when placing text that is not part of the identifier/wordmark/lockup

t

"t" height is used to determine minimum clear space

t

t

t

t

t

t

t

** clear space is measured from the color end to end, NOT from the white outline

LOGOTYPE

i

"2i" height is used when placing text that is not part of the identifier/wordmark/lockup

i

"i" height is used to determine minimum clear space

i

i

MIAMI
Dolphins

i

i

i

i

** the "i" from MIAMI should be used as a reference for "i" size

LOCKUP

"m" is the distance from the first sun tip below the nose to the adjacent angle of the "D" in "Dolphins"

m =

2m

2m

MIAMI
Dolphins

2m

2m

It is important to maintain Miami Dolphins' logo legibility through the use of clear space. To ensure the visibility and impact of the logo, it is essential to adhere to the regulations in this guide. No type, graphic elements, or patterns should be used in the clear space. The mandatory clear space of each is equal to an element of the graphic.

MINIMUM HEIGHTS

.5 "

MIAMI
Dolphins

.3034"

MIAMI
Dolphins

.5 "

NOTE: Rule applies to ALL logo and logotype versions
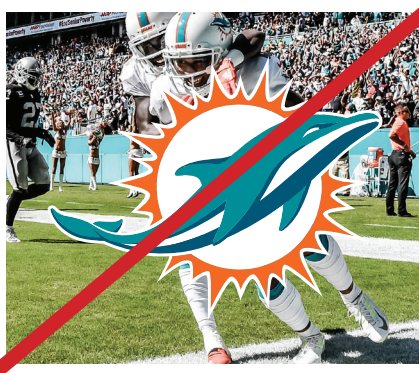
BACKGROUND CONTROL

Logo can be placed on contrast areas while adhering to clear space rules.

When placing on detailed areas, keep logo in clear area, away from image focus.

Never place logo on confusing backgrounds.

When placing on detailed areas, do not place logo over the focus in photographs.

These rules apply when using the Miami Dolphins' mark on backgrounds. The logo should always appear on solid backgrounds. However, in certain instances, usage on photographic backgrounds is acceptable. In these applications, the Miami Dolphins' mark can be placed against an area that offers sufficient contrast for the logo's legibility.

INCORRECT USE

Do not tilt the logo or alter its trajectory.
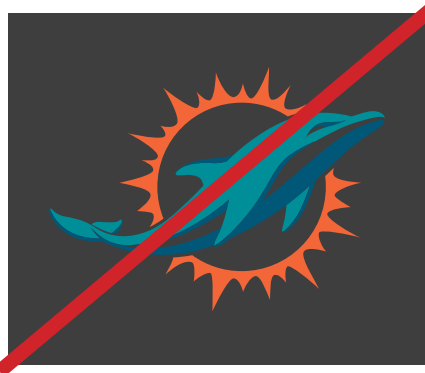
Never remove the white portions of the logo, including the keyline around it.

Never change or alter the colors of the logo.

Do not crop logo unless used as a background design element, and only with permission.

Do not remove or alter elements of logo.

Use correct one-color version in one-color applications.

NOTE: These rules are applied to the logotype and lockup as well. Only use approved marks provided.

As the primary mark of the Miami Dolphins, it is essential that the logo not be altered in any way. Do not alter proportions including stretch, bend, shrink, warp, or change the angle of the logo.

LOGO DIRECTION AND STACKING

The primary mark should never be flipped to face left. This includes book end applications.

The logo and logotype should never be stacked. If the lockup cannot be utilized, use the logo by itelf.

PARTNER PROGRAMS

Partner logos and the Miami Dolphins mark are equal in visual proportion and separated by a vertical line. Partner logos should always be placed on the right of the line with the Dolphins logo on the left.

There are unique partnership instances where specific branding is created in support of the partnership.

UNIQUE CORPORATE PARTNERSHIPS

The Miami Dolphins have several internal brands that fall under the organization's umbrella. Included are a sampling of the official logos. These brands are treated like the Miami Dolphins' brand and follow the same guidelines. There is no need to use the Miami Dolphins mark in conjunction with these internal brands.

RETIRED LOGOS

1966 - 1973

1974 - 1988

1989 - 1996

1997 - 2012

2013 - 2017

The evolution of the Miami Dolphins' logo can be broken up into four different eras. However, different graphic and color variations of the logo may exist, as brand consistency was not as consistent in former years.

RETIRED LOGOTYPES

The evolution of the Miami Dolphins logotype is not as extensive as the primary mark. Additionally, many graphic and color variations of the logotype may exist, as brand consistency was not as consistent.

1980 - 1996

1980 - 1996

1997 - 2012

1997 - 2012

ALTERNATE

1997 - 2012

ALTERNATE

1997 - 2012

TYPOGRAPHY & USAGE

PRIMARY FONT

HEADLINES

Heroic Condensed - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ,./!@#%+=-

BODY COPY

AVENIR LT STD - 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ,./!@#%+=-

For all other body copy in all applications, utilize either of these options of Avenir LT STD and Heroic Condensed. Heroic Condensed should be used for primary text and headlines while Avenir Roman should be used for secondary text or body copy.

STYLISTIC WRITING

Dolphins-centric Words

Use Miami Dolphins on first usage. Miami or Dolphins are acceptable on second usage. Do not use Fins, 'Fins, Phins or any other variation. Our fans are referred to as Dolfans (not Dol-Fans) or Finatics.

Other key unique Dolphins terms include:
No-name Defense, Killer B's, The Perfect Season.
Always avoid using team nicknames in the singular. Brent Grimes is a Miami Dolphins player. NOT Brent Grimes is a Miami Dolphin.

Coach And Management Titles

Titles are only capitalized when they are before an individual's name and without a qualifier. They are lowercase when they are alone in a sentence. Player positions (linebacker, quarterback, etc.) are in lowercase. Use offensive coordinator, defensive coordinator. Don't abbreviate as OC or DC.

Example: Head Coach Joe Philbin is a leader of men.
Example: Stephen Ross is the owner of the Miami Dolphins.
Example: The tackle was made by linebacker Koa Misi.

Player Positions

Spell out (in lowercase) a player's position on first reference. In follow-ups, mix in QB for quarterback, RB for running back, FB for fullback, WR for wide receiver, TE for tight end, DE for defensive end, DT for defensive tackle, LB for linebacker or CB for cornerback (though never just corner). Do not use an abbreviation without a name following the abbreviation.

Example: This is an image of wide receiver Brian Hartline.

Descriptive vs. Possessive

Dolphins quarterback Ryan Tannehill, not Dolphins' quarterback or Dolphin quarterback. However, use the possessive in appositives:Ryan Tannehill, the Dolphins' quarterback. For yard lines, Dolphins 31, not Dolphins' 31. Also Dolphins 31-yard line.

This section is a suggested approach to writing and provides some helpful tips on common mistakes to avoid when referencing the Miami Dolphins. This is a means to maintain consistency.

STYLISTIC WRITING CONTINUED

Dates

For dates and years, use figures. Do not use st, nd, rd, or th with dates. Always capitalize months. Spell out the month unless it is used with a date. When used with a date, abbreviate only the following months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Always spell out days of the week. Write out the month when you don't have a specific date. When you have only the month and the year do not use a comma. Commas are not necessary if only a year and month are given, but commas should be used to set off a year if the date, month and year are given. Use the letter "s" but not an apostrophe after the figures when expressing decades or centuries. Do, however, use an apostrophe before figures expressing a decade if numerals are left out. Examples: Classes begin Aug. 25.

Example: The Dolphins game against the Bills will be Thursday, Nov. 13, 2014.
Example: The NFL draft will start May 8.
Example: The Dolphins will have a full slate of fan activities in May 2014
Example: The Dolphins will host three fan parties in December 2014
Example: The Miami Dolphins were founded May 6, 1965.
Example: The semester begins in January.
Example: The 1800s. The '90s.

If you refer to an event that occurred the day prior to when the article will appear, do not use the word yesterday. Instead, use the day of the week. Capitalize days of the week, but do not abbreviate. If an event occurs more than seven days before or after the current date, use the month and a figure.

Do not use possession for days.
Example: The game Sunday is at 1 p.m. (NOT: Sunday's game is at 1 p.m.)

Times

The exact time when an event has occurred or will occur is unnecessary for most stories. Of course, there are occasions when the time of day is important. In such cases, use figures, but spell out noon and midnight. Use a colon to separate hours from minutes, but do not use :00. The time designations of a.m. and p.m. are lowercase, with periods but with no spaces.
Examples: 1 p.m., 3:30 a.m.

Time ranges should be listed with a hyphen and only one a.m. or p.m. unless the range factors in both time periods.
Example: Today's conference call will be from 5:30–9 p.m.
Example: Today's fan fest activities will be from 11:30 a.m.–9 p.m.

Football Primer

Achilles tendon
day to day or day-to-day basis
defensive pass interference, not DPI
end zone
field goal, not FG
game day vs. gameday (I always get up for game day. I enjoy the gameday experience.)
goal line, goal-line stand
halftime
home-field advantage
interception, not INT
kick off (v.), kickoff (n., adj.)
offside (Never offsides)
Minicamp
on sale (Never onsale. Tickets are on sale.)
NFL draft (Never NFL Draft.)
onside kick
postgame
pregame
preseason
runback
running back
sideline, on the sidelines
touchdown, TD acceptable on follow-ups.
X's and O's
wildcat, wildcat offense
A field goal clears the crossbar, not the goal posts
Avoid "Hail Mary." Use desperation pass instead
Don't use "fumblerooski" for a strange turnover. Describe the play.
It's end zone, not pay dirt
No such thing as a "forward lateral." A lateral is tossed sideways or backward
Only a quarterback gets sacked. Other ball carriers are tackled for a loss.