



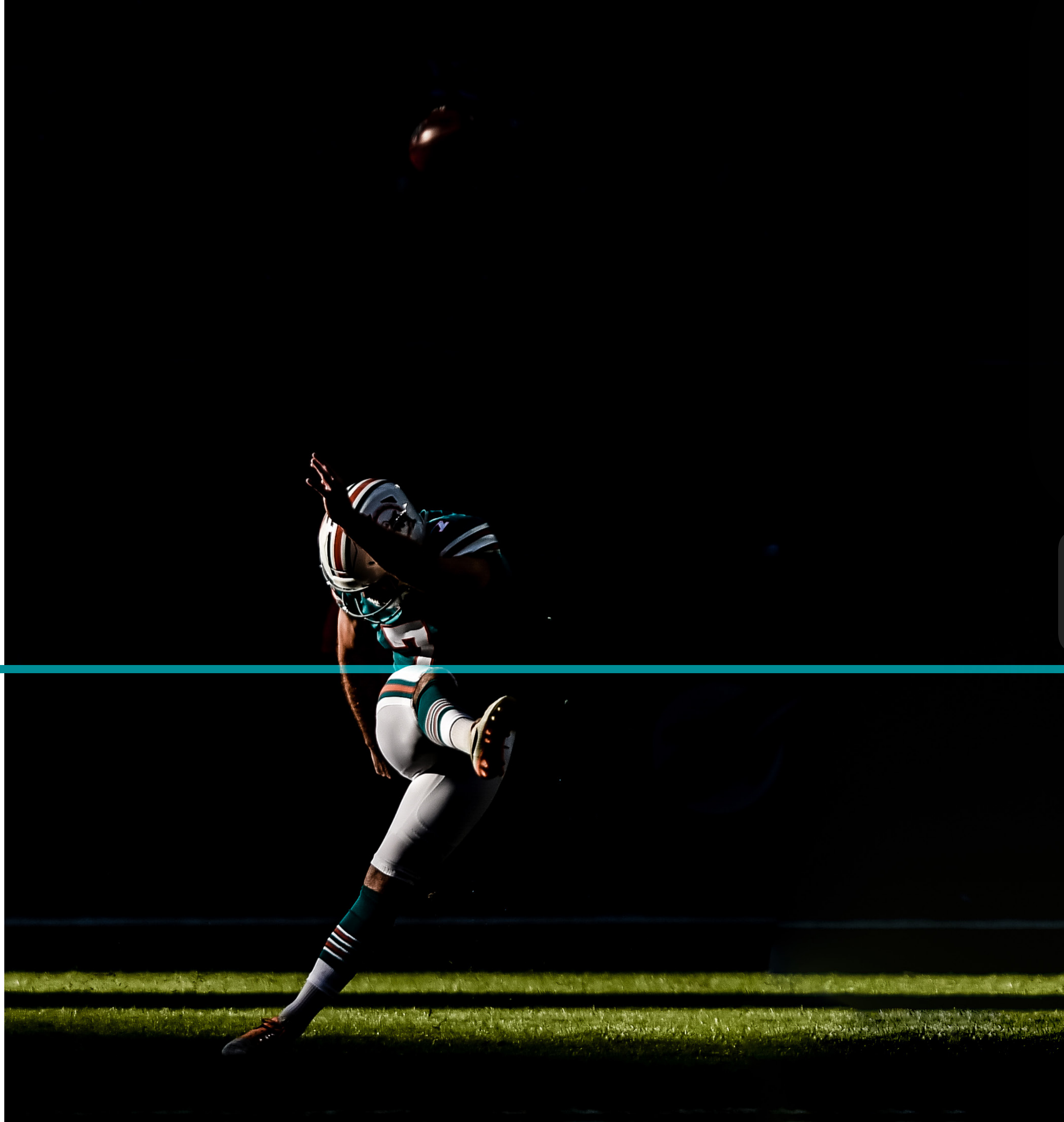
MIAMI

EST 1966

DOLPHINS

BRAND GUIDELINES // 2022





01

OUR MISSION

PERFECTION DRIVES US.
HOPE SUSTAINS US.
EXPERIENCE CONNECTS US.

OUR MISSION

Honor the proud winning tradition of the Miami Dolphins by building a high-integrity, team-first, innovative, and results-oriented organization that consistently competes for championships and makes an impact on and off the field.





OUR PATH FORWARD

The Miami Dolphins have a storied past as being the only perfect team in NFL history. The brand will always be proud to honor the countless legends who have built this franchise.

The Miami Dolphins organization is focused on building an equally honorable future, with a culture that demands a team-first attitude and with leaders who are willing to make tough decisions. Our goal is to reignite the Dolphins brand in a manner that celebrates our heritage, but speaks to the now.

**WE DON'T SELL TICKETS,
WE SELL EXPERIENCES**

The Miami Dolphins are more than a football team. They are a cherished tradition, a story of struggle and perseverance, a Sunday afternoon with family and friends, and a kid's best day ever.



**WE ARE A POSITIVE
IMPACT ON THOSE
AROUND US**

We know how important it is to strengthen the community that we live in. We are dedicated to creating a healthier, more educated and united South Florida. We believe in connecting people of different beliefs to promote respect, empathy and inclusivity. We are change agents in our community.





WE ARE THE MOST LOVED TEAM IN SOUTH FLORIDA

The Miami Dolphins have always been an integral part of the South Florida culture. Maintaining and growing our connection with Miami culture and the South Florida area is key to continuing to raise the next generation of Miami Dolphins fans.



WE ARE COMMITTED

The entire Miami Dolphins organization is committed to going to work every day with the goal of reflecting the **hope, passion, grit** and **unity** of South Florida.



02

OUR VOICE

**HOW WE SPEAK IS
JUST AS IMPORTANT
AS WHAT WE SAY.**

We are Team-First, Thoughtful,
Hard Working, Purposeful,
Luxurious, Honorable, Classy,
Intentional, Open-Minded,
Unwavering, Professional, Gritty,
Resilient, Respected, Stylish,
Refined, Responsible, Confident,
Aspirational, Accountable.

We are not Snarky, Bombastic,
Audacious, Idle, Reckless,
Amateur, Afraid, Cocky,
Selfish, Cute, Sophomoric.





CLEAN, STRAIGHT-FORWARD AND TO THE POINT

We don't over complicate our work. It has purpose. We lead with imagery and let our actions and character drive our messaging.




WEEK 08

LARI MIA

11
/01

FOX 1:00 PM

560 WQAM/KISS 99.9


CITY
FURNITURE



AFC SPECIAL TEAMS
PLAYER OF THE MONTH

JASON SANDERS

PRESENTED BY
Baptist Health



ADAM
BUTLER

PL

WELCOME TO MIAMI

AP CREDIT: RIC TAPIA

CREATIVE

The fundamental ethos of our design is clean, elegant, and simple, yet creative at the same time.

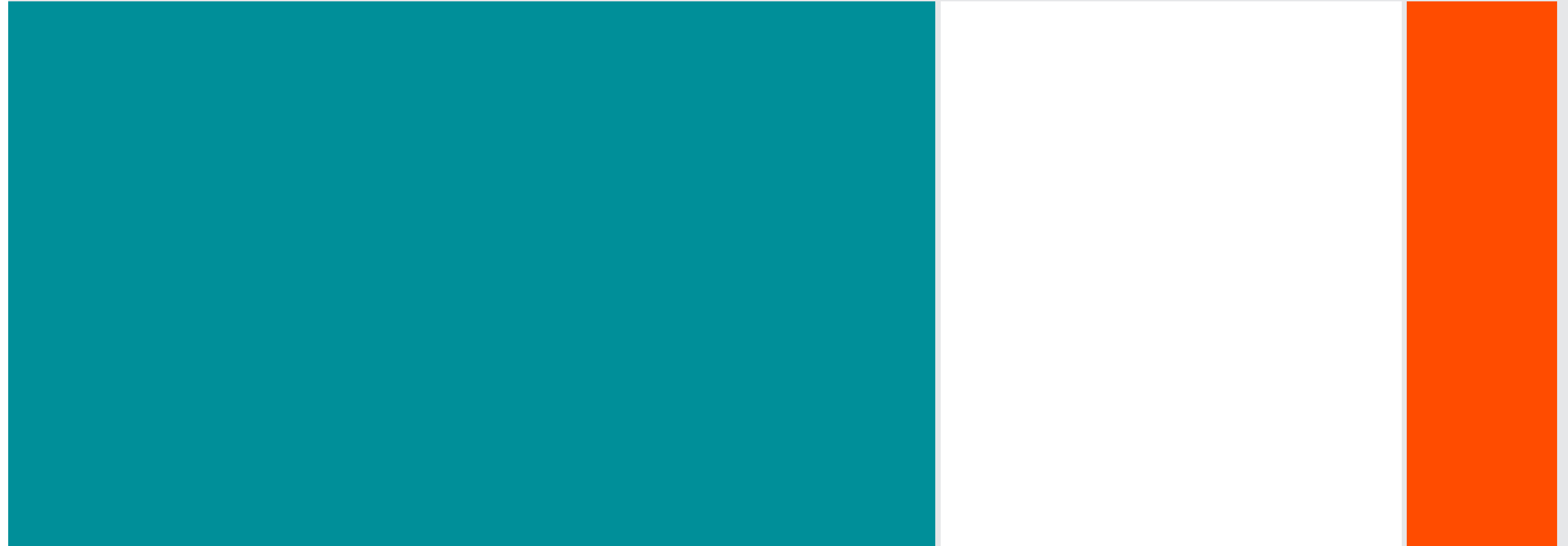


03

BRAND ASSETS

TEAM COLORS

Our colors are taken from the beauty and vibrancy of South Florida. The aqua is inspired from the shoreline, the white from the crashing waves, and the orange from the sunsets. Aqua is the primary color, accentuated by pure white. Orange should be used as an accent color. Our current team colors pay homage to the iconic and traditional colors of our franchise.



COLOR BUILDS

PMS
CMYK
RGB
GRAYSCALE
HTML

AQUA

321 C
100/21/42/2
0/142/151
60%
008E97

PURE WHITE

NO INK
0/0/0/0
255/255/255
0%
FFFFFF

ORANGE

1655 C
0/72/98/0
252/76/2
50%
FC4C02

LOGOS & USAGE

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.



ALIGNMENT GUIDE
Center of logo is based off of the sun and not the dolphin

ALTERNATE COLORWAYS



GRAYSCALE



TWO-COLOR
(Cannot be inverted)



TWO-COLOR TONAL
For licensee use only.



ONE-COLOR | BLACK
(For light backgrounds)



ONE-COLOR | BLACK
(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.

THROWBACK LOGO

THROWBACK USAGE AND GUIDELINES

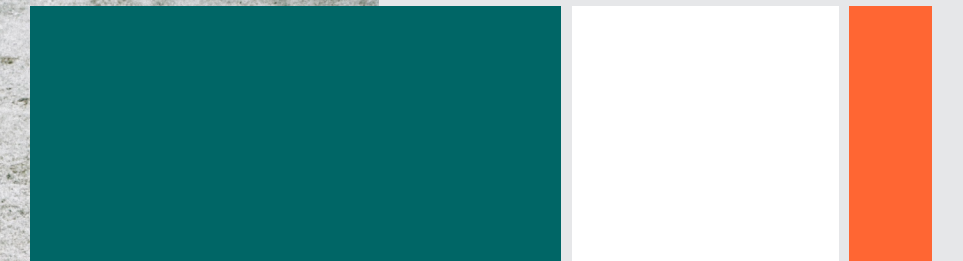
The primary logo is to be used at all times.

The throwback logo should only be used when celebrating our history and throwback games.

Retired should never be used for any reason.



THROWBACK COLORS



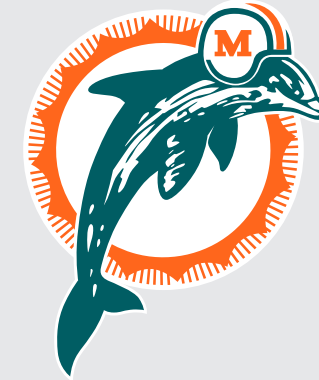
RETIRED LOGOS



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



1980 - 1996



1980 - 1996



1997 - 2012



1997 - PRESENT



1997 - 2012
ALTERNATE



1997 - 2012
ALTERNATE

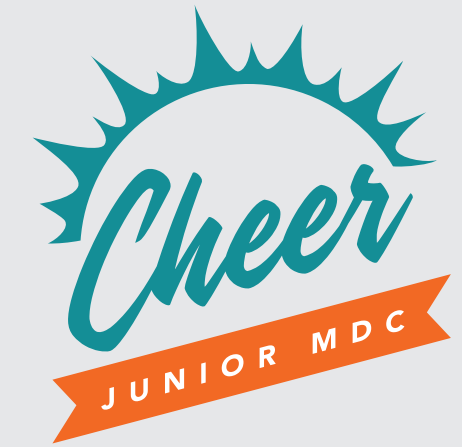
The evolution of the Miami Dolphins logotype is not as extensive as the primary mark. Additionally, many graphic and color variations of the logotype may exist, as brand consistency was not as consistent.

INTERNAL PROPERTIES

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.

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.



PARTNER PROGRAMS & UNIQUE CORPORATE PARTNERSHIPS



LOGOTYPE

Our 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.

PRIMARY | FOR ALL LIGHT BACKGROUNDS

PRIMARY | FOR AQUA BACKGROUNDS

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 dark backgrounds)

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.

USAGE OF TYPE

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

HEADLINES

HEROIC CONDENSED // BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

BODY COPY




AVENIR LT // ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CLEAR SPACE & USAGE

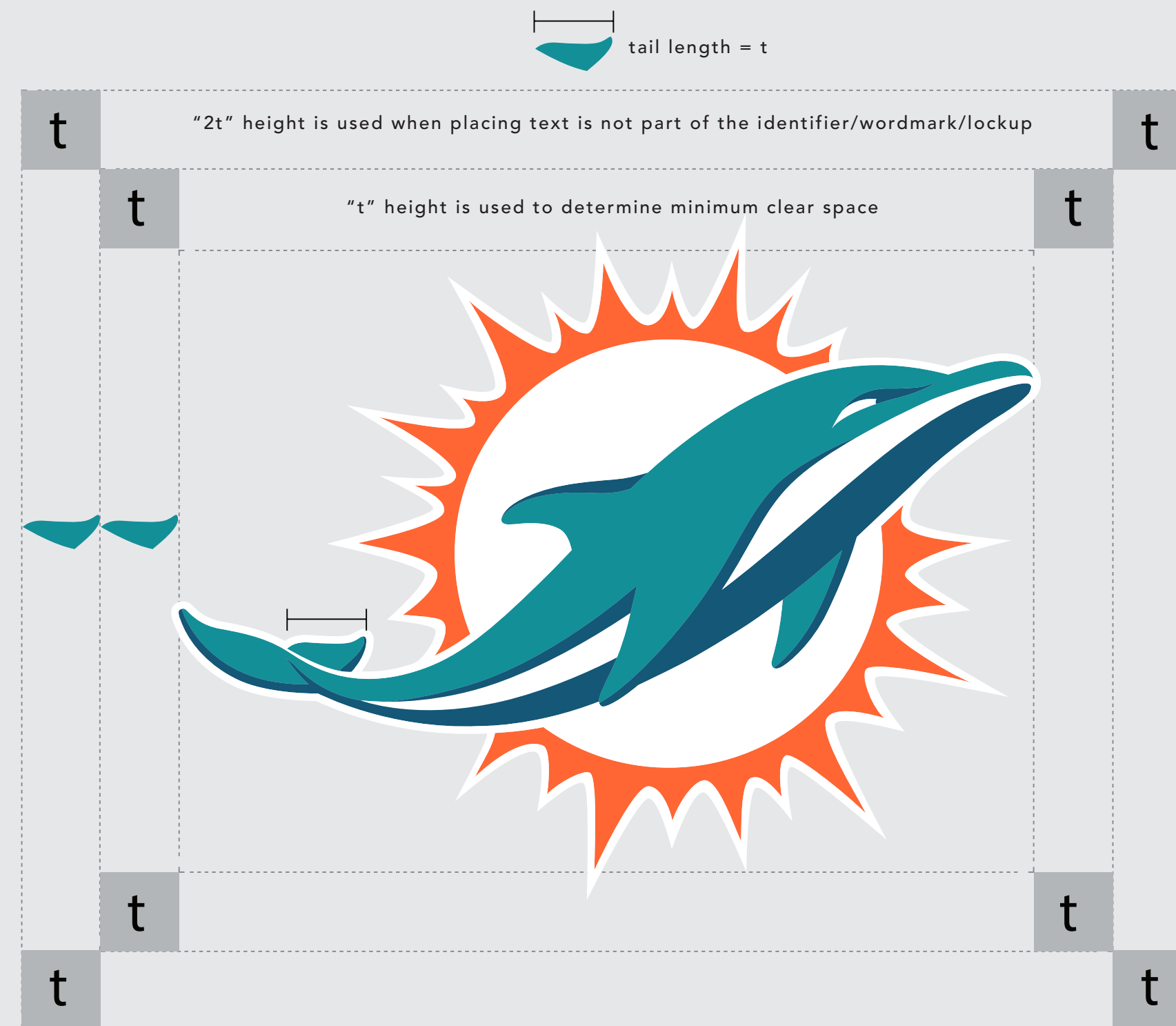
It is important to maintain our logo's legibility through the use of clear space. To ensure the visibility and impact of the logo, it is essential to adhere to the regulations in this guide. No type, graphic elements, or patterns should be used in the clear space. The mandatory clear space of each is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

MINIMUM HEIGHTS

NOTE: Rule applies to ALL logo and logotype versions

PRIMARY



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

LOGOTYPE

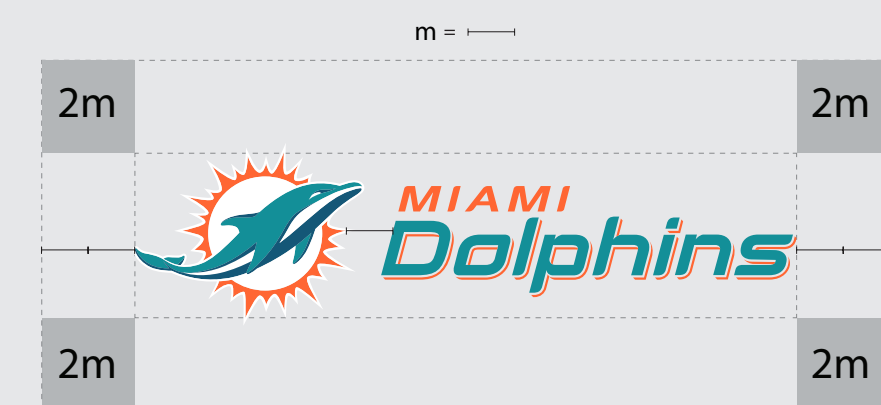


"2i" height is used when placing text is not part of the identifier/wordmark/lockup

"i" height is used to determine minimum clear space

** 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