



Graphic Standards

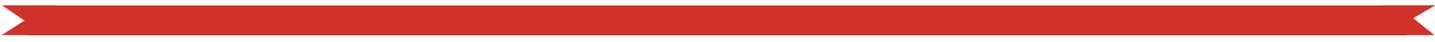
Anne O'Dell Fall 2014

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Introduction



The Washington Redskins was founded in Boston, Massachusetts, in 1936 as the Boston Braves. Owner George Preston Marshall changed its name to the Redskins in 1933 just prior to its move to the Washington, DC, area. Unofficially, the name “Redskins” was chosen in honor of its then coach, William Dietz, who himself claimed Native American ancestry. Dietz had also recruited a number of Native American players to the team when it was still based in Boston as the Braves, so it was thought a fitting name and one that would differentiate the team from the Boston Braves baseball team. The organization was founded as a professional athletic organization to provide entertainment and pride for the public.

Today, the team is a member of the National Football League (NFL) and the name Washington Redskins has become contentious as Native Americans identify the word “redskin” as a derogatory term, or racial slur, and therefore, offensive. They have organized and attempted to pressure the organization to change its name. Over the course of the last year, momentum has been building in the national debate for the name to be changed. Polls conducted as recently as September 2014 show support for keeping the name declining, however the majority of respondents still say it should not be changed. Some, including owner Dan Snyder, hold the position that it honors Native Americans.

I am recommending a rebranding of this organization from the Washington Redskins to the Washington Redtails because those for whom this team is named say it is offensive and perpetuates racism. If the organization is sincere in wanting to honor a group of people, I would recommend changing the name to Washington Redtails. This is the name of the first group of African Americans in US History to enlist in the military as a unit to fight in a war. They served the country as pilots during World War II. “Redtails” is not a far departure from “Redskins” and, while it would not be a drastic name change, it would be fitting for the Washington, DC, area in its patriotism and respect for military veterans.

Glossary



Graphic Standards - Standards developed to ensure consistency of quality and visual messaging of an organization

Typography - Design and type of letter and number forms used in printing

Logo - A visual icon unique to an organization used in branding and identification

Logotype - The typography used specifically within and in relation to a logo

Alignment - Lining up of the first and last letters of a word so they are in line to the left or right of another word.

CMYK - The principle colors used in printing an image or text. They are Cyan, Magenta, Yellow, and Key (black).

Bleed - Used to describe the printing of colors so they appear to run off of the page.

Watermark - The printing of an image or text to a degree of opacity so it is not printed in full saturation

Opacity - Use to describe a color that is lightened so it is not printed in full saturation of the original color.

Logo and Logotype

The Washington Redtails **logo** is reminiscent of the star and stripe painted on the side of planes flown by the Tuskegee Airmen. The new brand is meant to honor these military veterans who served during World War II and were the first group of African American men to serve as US pilots in war. It is also evocative of the stars and stripes of the American Flag, inspiring patriotism and identifying the team as the NFL team of Washington, DC, the capital of the United States.

The logo may be modified so that is used as a watermark or reversed. When such modifications are made, it must be done with the image only and exclude the logotype so the team name is not printed. The red stripes may be elongated for letterhead, uniforms, or merchandise, but must be done with discretion.



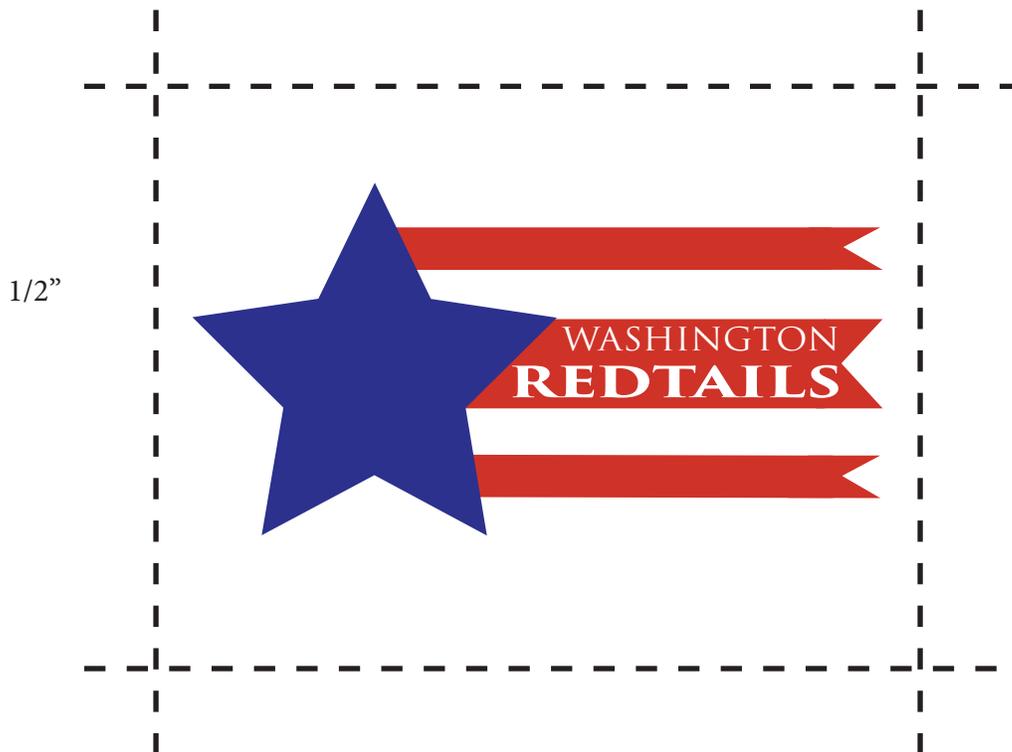
The **logotype** is Trajan Pro, an authoritative font that is also evocative of the font used in historical printings of US History. The word “Washington” may only be printed in Regular typeface. The word “Redtails” may only be printed in Bold typeface. No Italics may be used in the logotype. It may only be printed in white. The ‘w’ of “Washington” is left aligned so it is flush with the ‘e’ of “Redtails”. The ‘n’ of “Washington” is right aligned with the ‘s’ of “Redtails”.

Logotype:

TRAJAN PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Use of Space

When the logo is used in its complete form as pictured below, there must be at least 1/8 of an inch parameter of white space on all four sides of the logo, an exception being that of the business card where there may be 1/16 of an inch white space around the the logo, and the envelope and letter-head where the mailing address may be set 1/16" below the logo. If the red stripes are elongated, as seen on the letterhead, there must be at least 1/8 of an inch white space to the right of tips of the stripes. It may have zero white space around it when used as a watermark.



Color

The colors chosen for the Washington Redtails are based upon those used on the side of the Tuskegee Airmen's airplanes. They are patriotic, evoking the red, white, and blue of the American Flag. This is suitable for the Redtails as they are identified as the NFL team of Washington, DC.



C = 12.5%
M = 94.14%
Y = 99.22%
K = 3.13%



C = 100%
M = 96.89%
Y = 7.02%
K = 0.85%



C = 0.0%
M = 0.0%
Y = 0.0%
K = 0.0%

Typography



Bangala MN is the typeface chosen for the Washington Redtails because it contrasts well with the font Trajan Pro used in the Logotype. It may be used in bold or italics if approved for specific elements of publication.

Typography:

Bangala MN Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Bangala MN Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

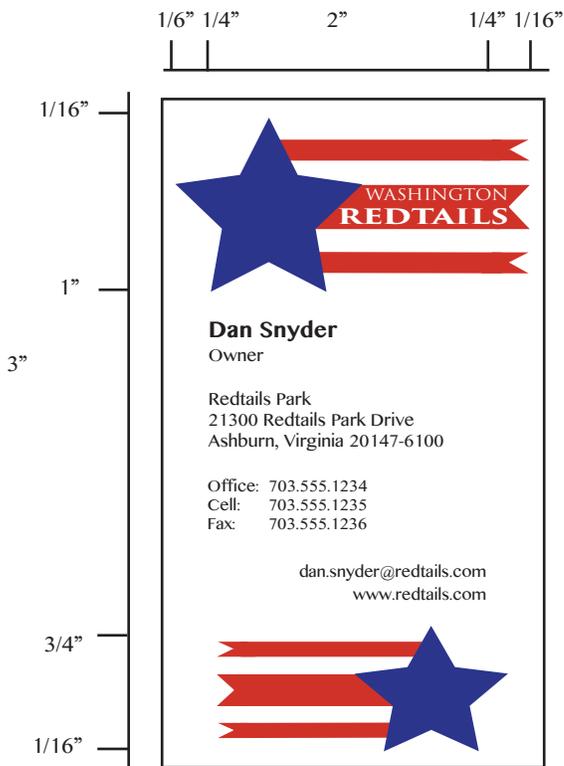
Bangala MN Italics

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

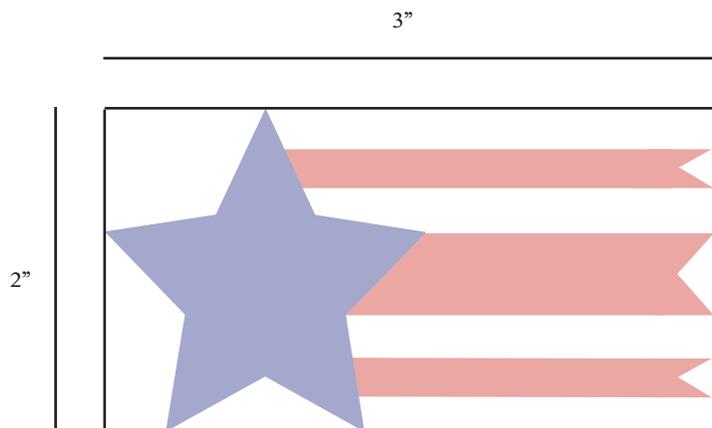
1234567890

Business Card



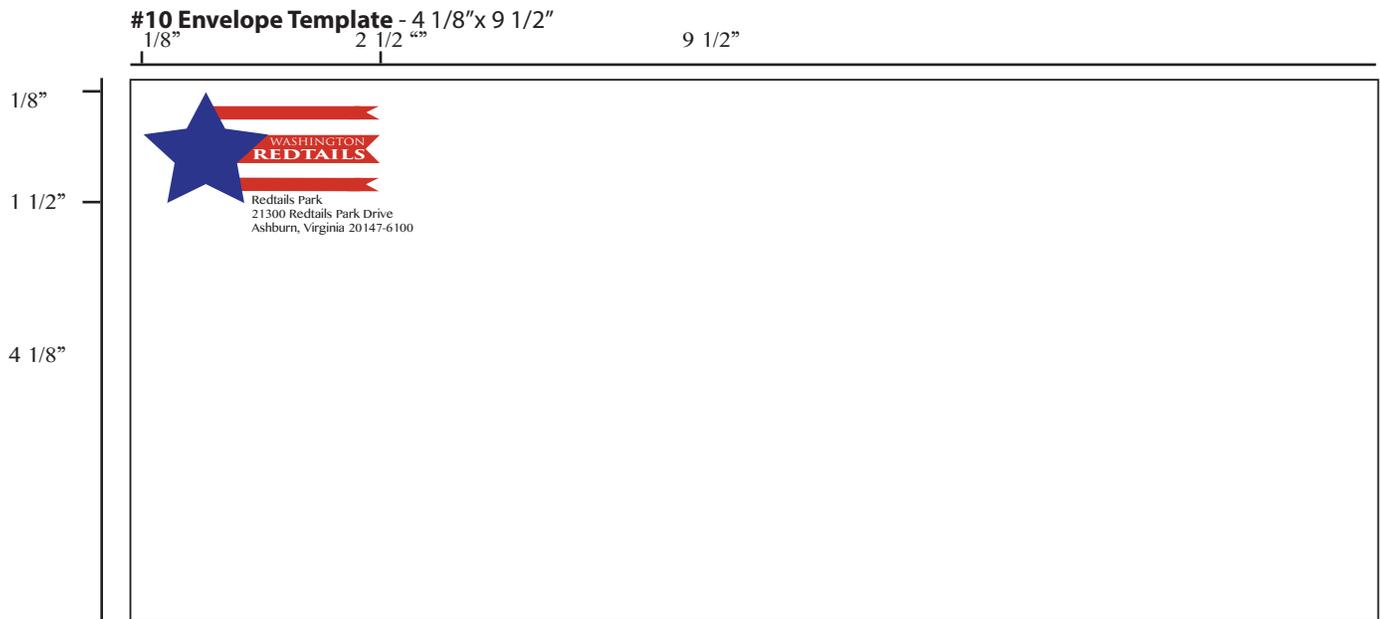
The front of the business card of the Washington Redtails is printed with a vertical orientation to accommodate the logo, which is presented in its complete form with logotype at the top and reversed without the logotype at the bottom in a reduced size. The name of the employee should be printed in bold typeface.

The back of the business card is printed with a horizontal orientation and a watermark of the logo with zero white space around its parameter. It should be printed with 43% opacity.



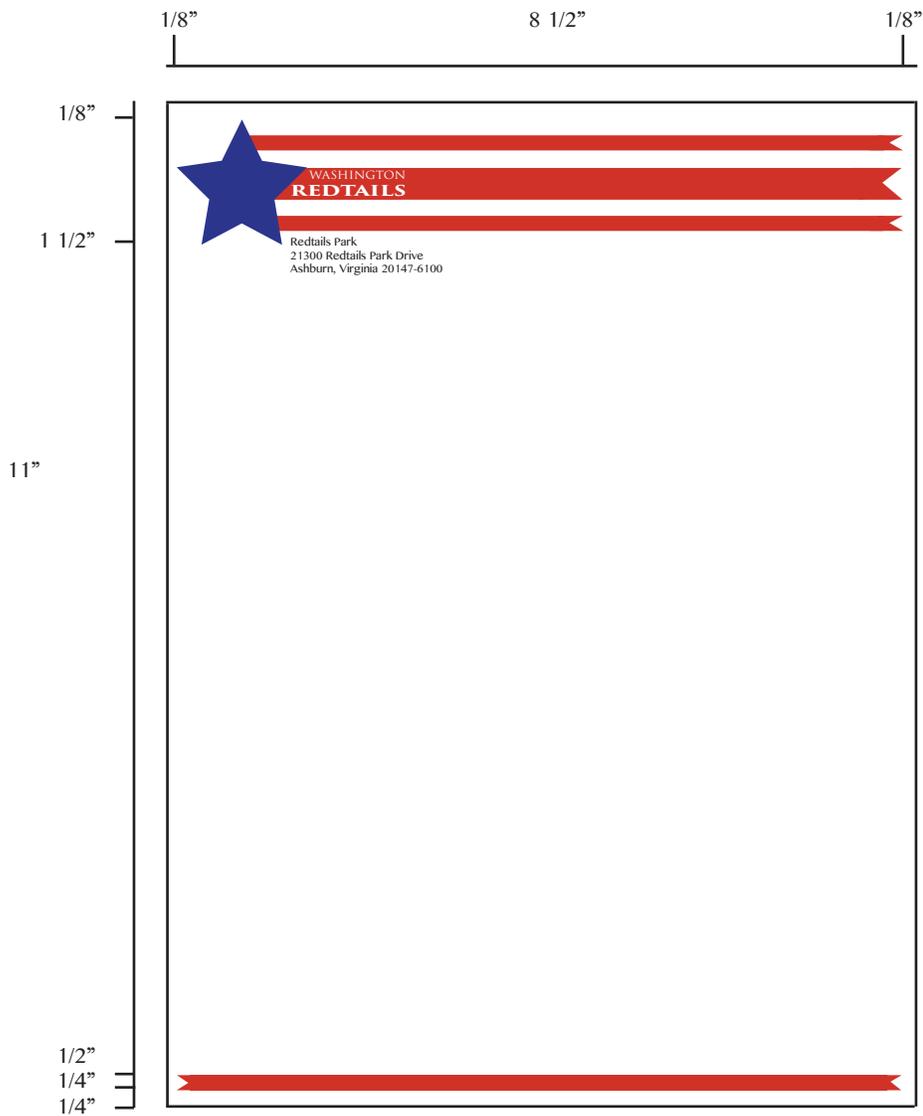
Envelope

The envelope is a standard #10 in white, measuring 4 1/8" by 9 1/2". The logo is featured in the upper right hand corner with the address printed in Bangala MN, regular, and black, 1/8" from the bottom stripe of the logo.



Letterhead

The letterhead contains the logo situated in the upper left hand corner of the page. The red stripes continue out to within 1/8" of the right side of the page, creating a solid heading. The mailing address is once again printed in Bangala MN, regular, and in black, 1/16" from the bottom stripe of the logo. A red stripe is also printed at the bottom of the page to create continuity. This is the first page of every written, hardcopy correspondence of the organization and is to be printed on white paper.



Team Towel

The fourth piece of collateral is a towel measuring 3' x 2'. These may be distributed for free at games and are a popular piece of merchandise for fans to display during games. They can also double as wall hangings and can be used for any number of other purposes for fans to display their team pride.



Display Ad

The display ad measures 8 1/2" x 6 3/4" with full bleed on all four sides. It is intended to be printed in full color and is an important piece in the launch of the new brand. All essential information is provided - date, location, performers, and marketing details, as well as sponsors and social media information most pertinent for providing further details.

3/8" 8 1/2" 5 3/8" 1/8" 1/8" 3/8"

1/2"

6 3/4"

1/2"

1/2"

A New Era Begins

National Anthem
sung by
Aretha Franklin

Half Time Show Honoring
The Tuskegee Airmen

With Guest Performances By
Iggy Azalea Bruno Mars
Bruce Springsteen Heart



WASHINGTON
REDDAILS

vs. New York Giants
Saturday, September 5
FedEx Field

Free REDTAILS t-shirts for kids
\$3 BudLights | Free Papa John's Pizza & Hot Wings
Wear your REDTAILS gear & get a homegame ticket at the gate
Visit www.redtails.com for details | @redtails



Poster

The poster measures 11" x 17" and is intended to be distributed to all participating sponsor locations, such as restaurants, bars, and other businesses. It is to be printed with full bleed on three sides. All important information is once again presented to spike fan interest and communicate quickly with the consumer.

3/8" 3 3/8" 11"

3/8" 1 1/2" 6 1/4" 6 7/8" 17" 1"

A New Era Begins



vs. New York Giants
Saturday, September 5
FedEx Field

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