



**D.C. STRIPES**  
BRAND GUIDELINES

# TABLE OF CONTENTS

★ Brand Story	2
★ Key Values	3
★ Vision	3
★ Mission Statement	4
★ Brand History	5
★ Logo Set	6
★ Logo Guidelines	7
★ Touchpoints	8

# BRAND STORY

Founded in 1932 as the Boston Braves by George Preston Marshall, the D.C. Stripes is the only National Football League (NFL) team in the Washington, D.C. metropolitan area and is a member of the NFC East division. The brand uprooted to D.C. because the city had a population that was eager to support an NFL Team. The Stripes franchise is one of only five NFL franchises to record over 600 wins, and it won two NFL Championship games and three Super Bowls, achieving the height of its success in the late 1980s and early 1990s.

During this successful period, the Stripes (then known as the Washington Redskins) relied heavily on a hard-nosed, dominant offensive line, known as The Hogs, who exemplified key brand values, such as toughness, grit, teamwork, and blue collar effort.

Following decades of backlash from the Native American community, the Washington Redskins re-branded to become the D.C. Stripes and is committed to moving forward and prioritizing inclusivity.

The D.C. Stripes is the only National Football League franchise located in the nation's capital and represents the ideals of America: teamwork, effort, and toughness.



# KEY VALUES

- Tough
- Team
- Blue Collar
- Effort
- Acceptance
- Teamwork
- Grit
- American

## EARN YOUR STRIPES.



# VISION

The D.C. Stripes actively work to build the fan-base to be accepting of everyone, regardless of background or demographics, while re-establishing the franchise among the NFL's elite.

# MISSION STATEMENT

4

The D.C. Stripes commit to excellence on the field. We aspire to uphold the gritty, winning persona implemented by The Hogs that intimidates every opponent we face. More importantly, we aim to set a new, greater standard of inclusion both on the field and off. Regardless of demographics, everyone is welcome and accepted in the D.C. franchise. We also focus on raising up the voices of the fans. The football team on the field cannot succeed without the team off the field cheering us on.



# BRAND HISTORY

5

The franchise began in 1932, sharing a field and a name with the Boston Braves baseball team. In 1933, the team played its home games in Fenway Park and changed its name to the Boston Redskins. In 1937, the team relocated to Washington, D.C. and was known as the Washington Redskins until 2020. In an effort to be more respectful of the Native American community, the franchise was known as the Washington Football Team in an interim basis before branding as the D.C. Stripes in 2021.



Boston/Washington  
Braves  
1932 - 1937



Washington  
Redskins  
1937-2020



Washington Football  
Team  
2020



D.C. Stripes  
2021 - Present

During the 2021 brand refresh, the franchise changed its association from "Washington" to "D.C." in order to avoid confusion with Washington State and evoke feelings and images related to capital of America. "Stripes" represents the "Stars and Stripes" that compose the American flag. "Stars" is used elsewhere in sports, but "Stripes" is unique. The nickname "Stripes" also conjures feelings of "earning one's stripes," which appeals to the tough, hard-nosed qualities previously established by the brand.



# LOGO SET

6

Icon - Black



Icon - Color



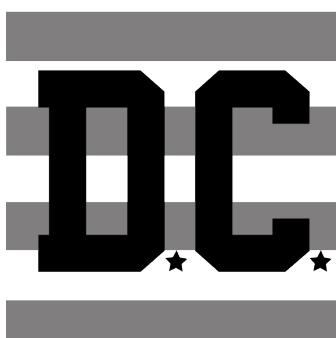
Combo Icon/  
Lettermark - Black



Inverted Icon/  
Lettermark - Black



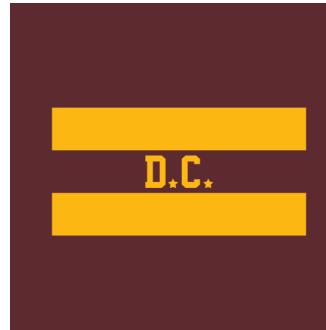
Full - Black



Combo Icon/  
Lettermark - Color



Inverted Icon/  
Lettermark - Color



Full - Color



# LOGO GUIDELINES

7

## COLOR PALATTE



### BURGUNDY

Hex: #5C2B2E  
RGB: (92, 43, 46)  
CMYK: (42, 80, 66, 52)



### GOLD

Hex: #FFB700  
RGB: (255, 183, 0)  
CMYK: (0, 31, 100, 0)



### BLACK

Hex: #000000  
RGB: (0, 0, 0)  
CMYK: (0, 0, 0, 100)



### WHITE

Hex: #FFFFFF  
RGB: (255, 255, 255)  
CMYK: (0, 0, 0, 0)

## TYPEFACES

In Logo/Lettermark:  
**SUPERSTAR M54 REGULAR**

Additional Branding Typeface:  
Lato Regular

## TERMS OF USAGE

- Stripes should always run horizontally.
- Do not use colors other than burgundy, gold, black, or white.
- Do not invert the colors beyond the official inversions provided by the guideline document.
- Do not use the name "D.C. Stripes" with the franchise's previous logos or branding.
- Do not stretch or otherwise alter the logo beyond the given proportions.

# TOUCHPOINTS

## FEDEX FIELD



## HOME UNIFORM HELMET



8

# TOUCHPOINTS

## BILLBOARDS



COMING FOR MORE



## WEBSITE BANNER



## TSHIRT



9

**WASHINGTON**  
**FOOTBALL TEAM, EST. 1932**

**10**