

MEDIA RELEASE

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Bundesliga: New brand look from 2017/18 season

Bundesliga will be entering the 2017/18 season with a new brand look. The Bundesliga logo, which has been in use since 2003, will be modified slightly particularly to accommodate digitisation requirements. Bundesliga 2 will be gaining a logo of its own to position it more clearly in its relations with fans, the media and sponsors and thus to additionally strengthen the profile of the competition.

DFL Deutsche Fußball Liga will also have its own logo for the first time. In contrast to the Bundesliga and Bundesliga 2 competition logos, which are primarily used in a sports context, the new DFL logo will highlight the league organisation as the core pillar of German professional football for political, social and business purposes.

The three logo motives are attached for inspection.

Contact for high-resolution logo files:

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