

UFC[®] 143

STYLE + EXECUTION GUIDELINES

PURPOSE OF GUIDELINES

We have put in place an extremely focused and cohesive creative execution to leverage collective efforts.

The artwork on the following pages should be the basis for all creative. UFC requires final approval—please expect a 3-5 day response time.

Send all questions and approvals to:

HEIDI NOLAND
DIRECTOR OF CREATIVE SERVICES
O: 702.588.5567
hnoland@ufc.com



POSTER • 27"x 39" • CMYK • LAYERED • PRESS READY

SYNOPSIS

The interim UFC welterweight championship is on the line at UFC 143. The fiery and unpredictable Nick Diaz brings to the Octagon an 11-fight undefeated streak, a win against BJ Penn and an attitude and style like none other for a showdown with "The Natural Born Killer" Carlos Condit, former WEC champion and exciting finisher. Plus, powerhouse wrestlers Josh Koscheck and Mike Pierce battle to make their case for a future shot at the 170-pound title.

UFC 143: DIAZ VS. CONDIT- SATURDAY, FEBRUARY 4TH, LIVE ON PAY-PER-VIEW FROM THE MANDALAY BAY EVENTS CENTER IN LAS VEGAS, NEVADA.

MUSIC. 
Music to come.



GUIDE AD • 8.5"x 11.25"
CMYK • LAYERED • PRESS READY

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NICK DIAZ



CARLOS CONDIT



BACKGROUND



UFC 143 NAMES



UFC 143 LOGO

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UFC 143 VECTOR LOGOS

UFC¹⁴³
DIAZ vs CONDIT

UFC¹⁴³
DIAZ vs CONDIT
PRESENTED BY
BUD LIGHT

UFC¹⁴³
DIAZ vs CONDIT
SATURDAY FEBRUARY 4
LIVE ON PAY-PER-VIEW

UFC¹⁴³
DIAZ vs CONDIT
SATURDAY FEBRUARY 4
LIVE ON PAY-PER-VIEW
PRESENTED BY
BUD LIGHT

UFC 143 COLOR PALETTE



BLACK



RED
C:0 M:100 Y:100 K:0
R:237 G:28 B:36

FONT

FRANCHISE BOLD

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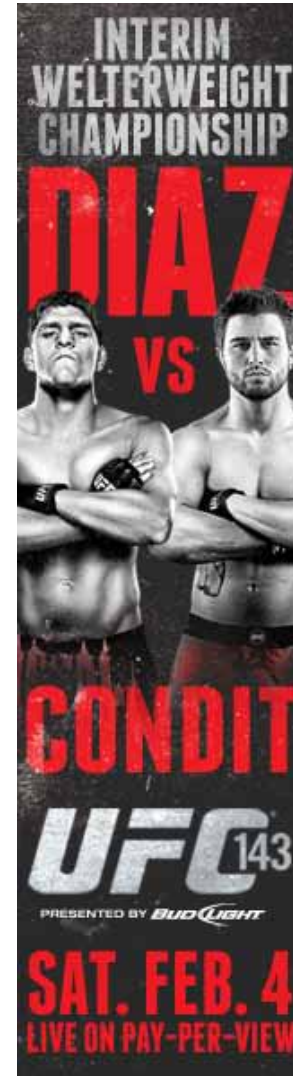
WEB BANNERS



728 X 90



300 X 250



160 X 600

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BUD LIGHT

M M A N D A L A Y B A Y

SPONSOR LOGOS

IMPORTANT NOTE: NO LOGO SHOULD APPEAR ABOVE THE UFC LOGO!

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 = PARTNER CUSTOMIZATION AREA



POSTER



POSTER



TABLE TENT



VERTICAL BANNER



ENDCAP



HORIZONTAL BANNER

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UFC LOGO GUIDELINES



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ARTWORK

HEIDI NOLAND
P: 702.588.5567
E: hnoland@ufc.com

PHOTOGRAPHY

JOSH HEDGES
P: 702.221.4791
E: jhedges@ufc.com

PUBLIC RELATIONS

CAREN BELL
P: 702.588.5574
E: cbell@ufc.com

STEVE KEOGH (CANADA)
P: 416.987.4134 ext. 227
E: skeogh@ufc.com

CLOSED-CIRCUIT

ELIZABETH LOUCHEUR
P: 702.588.5547
E: eloucheur@ufc.com

DAVE SHAW
P: 416-987-4134 EX 226
E: dshaw@ufc.com

AFFILIATE MARKETING

DOUG HARTLING
P: 702.588.4788
E: dhartling@ufc.com

RICH HOLLIS
P: 702.588.5511
E: rhollis@ufc.com

SHANDA MALONEY
P: 702.588.5882
E: smaloney@ufc.com

MARK HALLIDAY (CANADA)
P: 416.987.4134 ext. 225
E: mhalliday@ufc.com

SPONSORSHIP

BRETTE SADLER
P: 702.851.2485
E: bsadler@ufc.com

MORGAN TOWLE
P: 702.588.5501
E: mtowle@ufc.com