

College Football Playoff National Championship Guidelines

Summary

👍 The College Football Playoff National Championship is **kicking off on Jan. 9**. Posting is optional yet cautious: Certain terms/images need to be avoided for copyright reasons. 👍

Key notes:

⚠️ As is the case with most sporting events, we need to be careful about touting the heavily guarded trademarks of the involved teams, hosts, or sponsors. Check the Guidelines section for a list of approved terms/images.

Context 🗨️

The College Football Playoff National Championship (CFP) is a postseason college football bowl game used to determine a national champion of the NCAA Division I Football Bowl Subdivision (FBS). To college football fans, this event carries the same significance as the Super Bowl.

Customers Affected 👤

- Sports bars
- Sports-centric customers (like sporting goods stores, athletic facilities, etc.)
- Customers requesting a post

Guidelines 📏

Posts are not required for this event, but if you have a customer that puts a lot of focus on sporting events, it might be beneficial to schedule a post for them, whether it's a lead-up or day-of post. As a reminder, here are the football trademark guidelines we have in place:

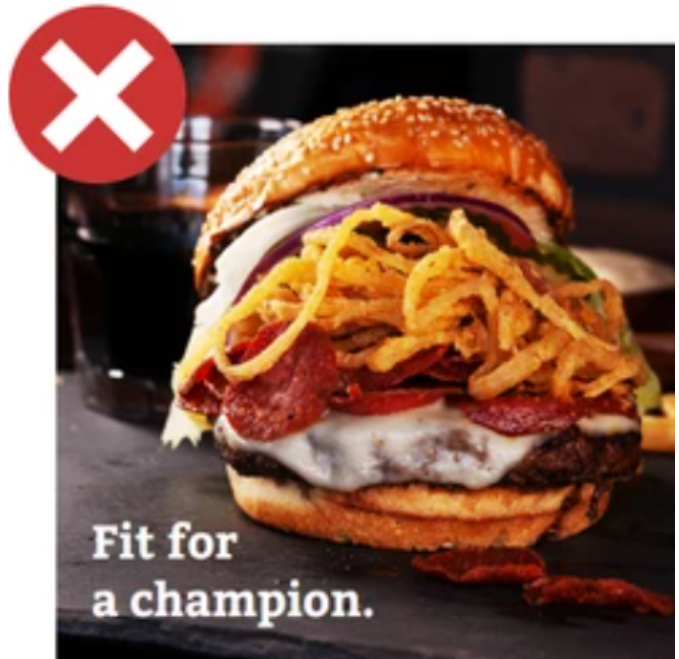
Don't ❌

- Use any language that insinuates an "official" sponsorship. This is very important. **e.g.** "Bob's Queso: the official fuel of Sooners fans."
- Use imagery of the team logo, stadium, uniform, or players. *This includes logos of the championship, Cotton/Orange Bowls, or sponsors.*
- Reference the **full name** of the team. (You can use *part* of the name if needed for clarity.)

Do ✅

- Use school names to represent the teams.
- Use *part* of the name to represent the team. Example: "Today, we're going to be busy watching the Longhorns win."
- Use **general** football references. *Terms like "the title game" and "the national championship" are neutral ways to refer to the College Football Playoff National Championship.*
 - 🗨️ [How to Explain Football to Someone Who Has No Clue](#)
 - https://www.footballoutsiders.com/info/glossary_general
- Use **general** football imagery (from approved sources).

Visual Don'ts



DON'T: Use any team logos, CFP logos, Bowl logos, etc. in your graphic.

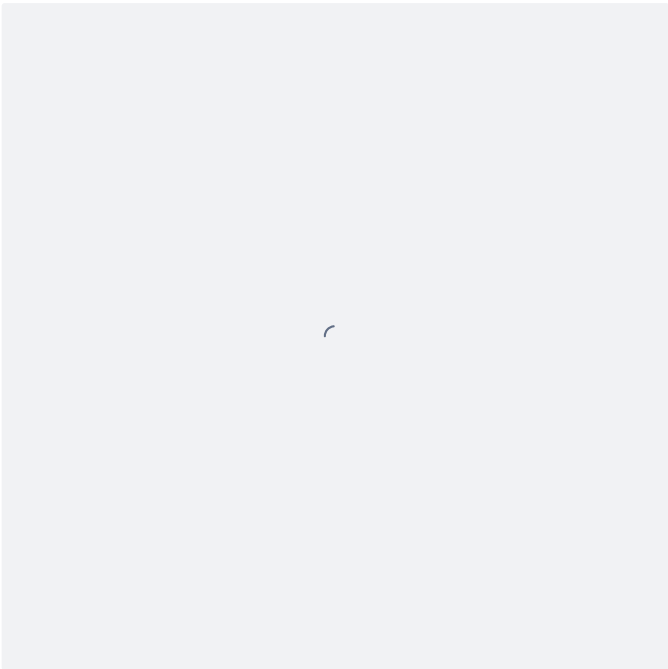
"No wonder it's the Tigers' favorite burger."

DON'T: Imply that your customer is a sponsor or affiliated with the championship in any way.

Examples



"Cheer on your college team with our beer and wing specials! Enjoy them here with us, or get them to go for an at-home football feast."



"There's no better way to enjoy the national championship than on our spacious patio with a beer on the table and a TV screen in front of you."