



B Y U F O O T B A L L I D E N T I T Y 2 0 2 1





One of the great symbols of BYU football and BYU Athletics is its tradition-rich BYU football uniform. The uniform and helmet are the great icons of this program, and it is always a privilege to wear the white and blue. As we work to stay modern and inspire new generations of BYU football greats, we look to the past to shape our choices. This booklet explores our current uniform branding initiatives and introduces new visions influenced by former traditions.

“I fully endorse and support the direction proposed in this football identity guide. BYU football is built upon the traditions and success of the past. At the same time, we are always looking to the future and strategically finding ways to help us build “Greatness” at BYU. These uniform and helmet updates create a look that honors the past, present and future of BYU football. I believe these updates exhibit a program focused on tradition, stylish branding, and present-day success. Onward and upward. Go Cougs!”



“In this bright future
you can’t forget your past.” – Bob Marley





TRADITIONAL ROYAL

PRESENT UNIFORM USAGE



INSPIRED BY
TRADITION



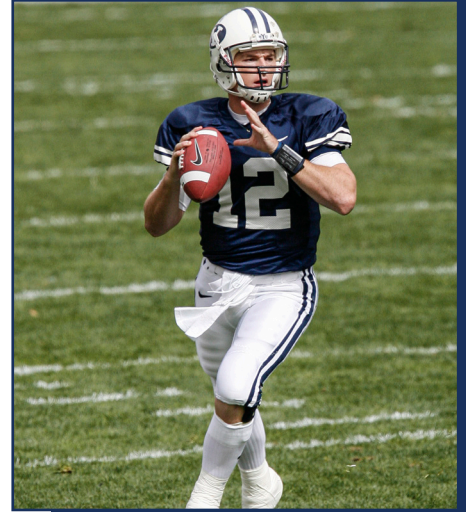


TRADITIONAL NAVY

PRESENT UNIFORM USAGE



INSPIRED BY
TRADITION



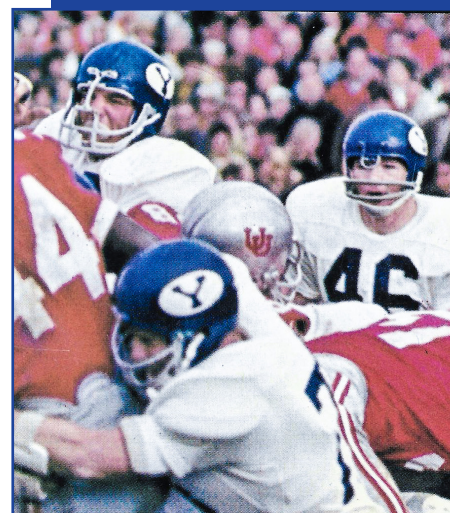
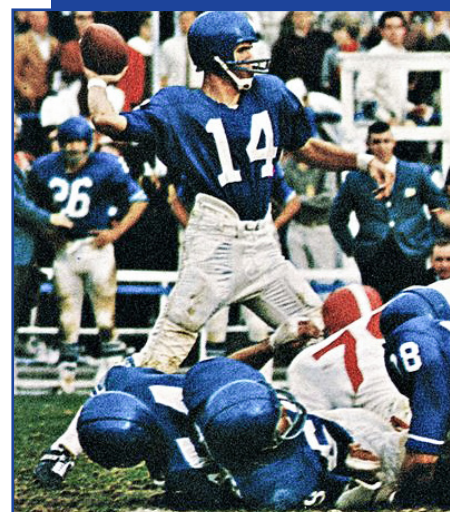
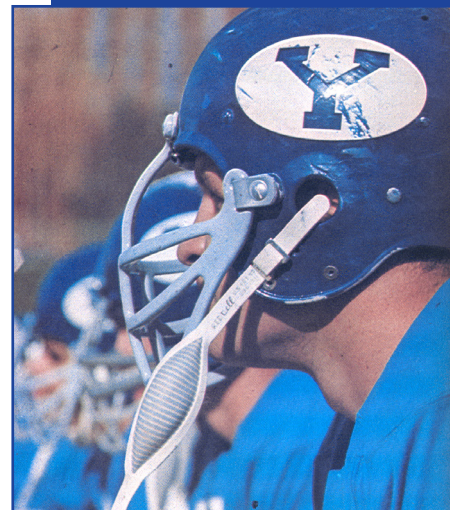


BYU'S ROYAL HELMET

INTRODUCING AN UPDATED LOOK



INSPIRED BY
TRADITION



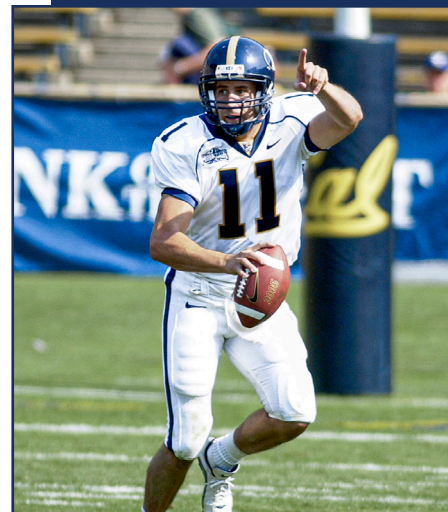


BYU'S NAVY HELMET

INTRODUCING AN UPDATED LOOK



INSPIRED BY
TRADITION





BYU UNIFORM CANON

COMBINING THE PAST & PRESENT



INSPIRING
THE PRESENT





BYU UNIFORM CANON

COMBINING THE PAST & PRESENT



INSPIRING
THE PRESENT





The uniform combinations presented will enhance the branding experience for recruits, current players, former players, and fans as is it strategically balances innovation and tradition.



GO COUGS
