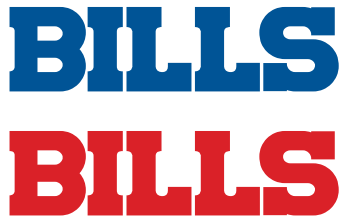


## COLOR GUIDE

### Primary Mark



### Primary Logotype



## GUIDE FOR A DARK BACKGROUND

The white outline must never be removed from the logo, even when it is not visible on a light background.

### Primary Mark



### Primary Logotype

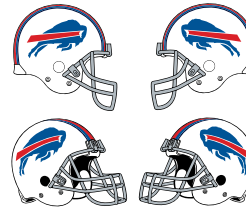


## UNIFORM GUIDE



Pants can be interchangeable with jerseys.

### Helmets



### Helmets



## BUFFALO BILLS LOGO SLICK

The color and grayscale guides shown here are for reference only. When printing with process colors, use only the process color specifications listed on this slick.

Note: The one-color art is for limited use only; prior approval is required from NFL Properties.

These pages contain graphic representations of the teams official colors, trademarked helmet, marks (logos), logotypes, and uniforms. They are not meant for reproduction, but as a guide for NFL Properties' licensees to use for color and grayscale reference. For assistance in correct usage of the NFL trademarks, contact:

Quality Control, NFL Properties LLC, 345 Park Avenue, New York, NY 10154, 212.450.2771

All commercial applications of these materials are subject to written approval from NFL Properties' Consumer Products Quality Control Department prior to marketing.

### NOTICE

The designs depicted herein are registered trademarks of the National Football League and its Member Clubs. Reproduction is limited strictly to usages authorized to license from NFL Properties. No reproduction may deviate in any manner whatsoever from specifications set forth herein.

COLORS File usage	PANTONE Spot printing	C/M/Y/K 4c printing	R/G/B Video	GRAYSCALE B/W printing	HTML (HEX) Web	TEXTILE Garments	COATS Embroidery	MADEIRA Embroidery	A&E/RA Embroidery
Blue	PMS 287 C	100/60/0/20	12/46/130	100%	00338D	PMS 19-3952 TC	1408	1166	Majestic Blue-59777
Red	PMS 186 C	10/100/100/0	213/10/10	60%	C60C30	PMS 19-1763 TC	L1577	1147	Front Door Red- 59776
White	no ink (or use Opaque White)	0/0/0/0	255/255/255	0%	FFFFFF	PMS 11-0601 TC	0001	1005	Ultra Bright White-58263
Navy Blue	PMS 5395 C	100/44/0/76	0/39/77	100%	00274D	TBD	TBD	TBD	Night Shift Navy-59738
Gray <small>for facemask only</small>	PMS 429 C	5/0/0/30	155/161/162	25%	A5ACAF	PMS 16-0000 TC	70CBC	1087	Silver 429-59761

The colors shown on this page are not intended to match the PANTONE® Color Standards. For the PANTONE Color Standards, refer to current editions of the PANTONE Color Publications. PANTONE® is a registered trademark of Pantone, Inc. ©2012 NFL Properties, Inc. All rights reserved.

**GRAYSCALE GUIDE**

Grayscale versions of the logo should be printed using screens of black.

**Primary Mark**

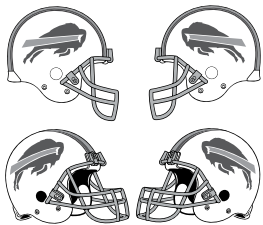


**Primary Logotype**

**BILLS**

**BILLS**

**Helmets**



**BLACK & WHITE AND ONE-COLOR GUIDES**

The versions below are different from the grayscale versions or the color mechanical art, and should ONLY be employed for NFL-approved one-color uses, such as etching, embossing, and tonal applications.

**TWO-COLOR BLACK & WHITE**



**TWO-COLOR TONAL**

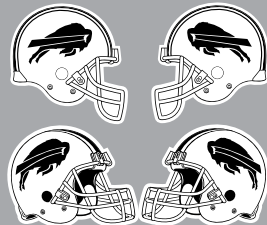
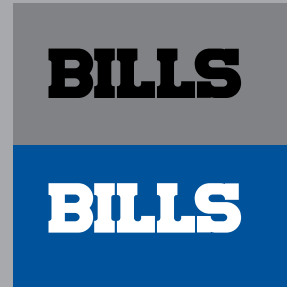
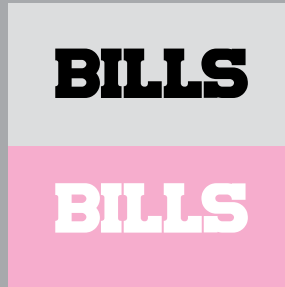
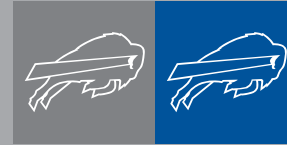


For licensee use only.

**ONE-COLOR (for light backgrounds)**



**ONE-COLOR (for dark backgrounds)**



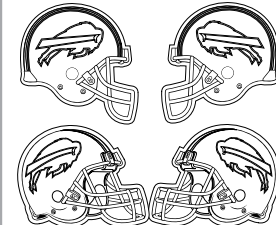
**MECHANICAL ART**

For use as reproduction art. The keyline does not print.

Some logos include a white outline for visibility against a dark background. In those cases, use surrounding keyline art to create the outline. The keyline does not print.

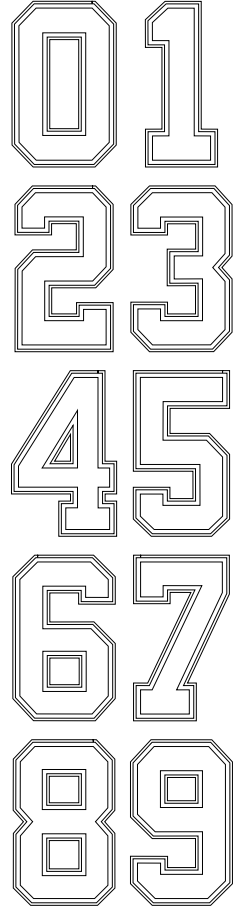


BILLS



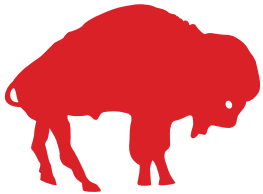
**MECHANICAL ART**

For replicating jersey numerals. The keyline does not print.



## COLOR GUIDE

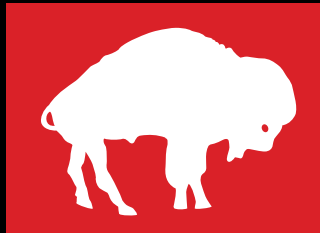
### Primary Mark



## GUIDE FOR A DARK BACKGROUND

The white outline must never be removed from the logo, even when it is not visible on a light background.

### Primary Mark

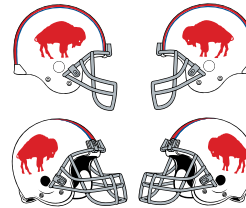


NOTE: The white version of the logo should only be used when its in a red background

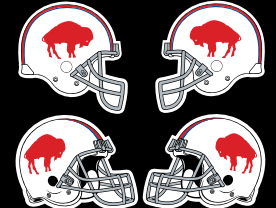
## UNIFORM GUIDE



### Helmets



### Helmets



## BUFFALO BILLS CLASSIC LOGO SLICK

The color and grayscale guides shown here are for reference only. When printing with process colors, use only the process color specifications listed on this slick.

Note: The one-color art is for limited use only; prior approval is required from NFL Properties.

These pages contain graphic representations of the teams official colors, trademarked helmet, marks (logos), logotypes, and uniforms. They are not meant for reproduction, but as a guide for NFL Properties' licensees to use for color and grayscale reference. For assistance in correct usage of the NFL trademarks, contact:

Quality Control, NFL Properties LLC, 345 Park Avenue, New York, NY 10154, 212.450.2771

All commercial applications of these materials are subject to written approval from NFL Properties' Consumer Products Quality Control Department prior to marketing.

### NOTICE

The designs depicted herein are registered trademarks of the National Football League and its Member Clubs. Reproduction is limited strictly to usages authorized to license from NFL Properties. No reproduction may deviate in any manner whatsoever from specifications set forth herein.

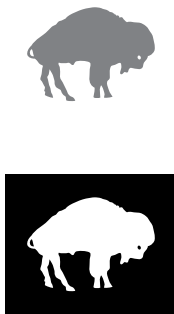
COLORS File usage	PANTONE Spot printing	C/M/Y/K 4c printing	R/G/B Video	GRAYSCALE B/W printing	HTML (HEX) Web	TEXTILE Garments	COATS Embroidery	MADEIRA Embroidery	A&E/RA Embroidery
Blue	PMS 287 C	100/60/0/20	12/46/130	100%	00338D	PMS 19-3952 TC	1408	1166	Majestic Blue-59777
Red	PMS 186 C	10/100/100/0	213/10/10	60%	C60C30	PMS 19-1763 TC	L1577	1147	Front Door Red- 59776
White	no ink (or use Opaque White)	0/0/0/0	255/255/255	0%	FFFFFF	PMS 11-0601 TC	0001	1005	Ultra Bright White-58263
Gray <i>for facemask only</i>	PMS 429 C	5/0/0/30	155/161/162	25%	A5ACAF	PMS 16-0000 TC	70CBC	1087	Silver 429-59761

The colors shown on this page are not intended to match the PANTONE® Color Standards. For the PANTONE Color Standards, refer to current editions of the PANTONE Color Publications. PANTONE® is a registered trademark of Pantone, Inc. ©2012 NFL Properties, Inc. All rights reserved.

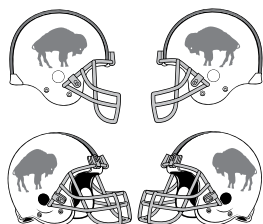
**GRAYSCALE GUIDE**

Grayscale versions of the logo should be printed using screens of black.

**Classic Mark**



**Helmets**



**BLACK & WHITE AND ONE-COLOR GUIDES**

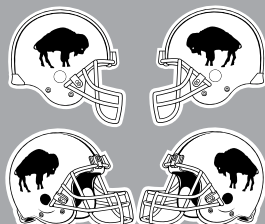
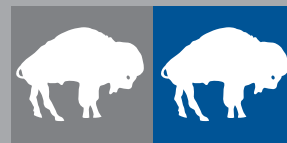
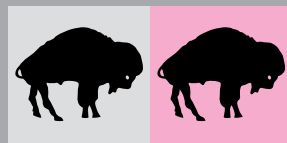
The versions below are different from the grayscale versions or the color mechanical art, and should ONLY be employed for NFL-approved one-color uses, such as etching, embossing, and tonal applications.

**TWO-COLOR BLACK & WHITE**

**TWO-COLOR TONAL**

**ONE-COLOR (for light backgrounds)**

**ONE-COLOR (for dark backgrounds)**



**MECHANICAL ART**

For use as reproduction art. The keyline does not print.

Some logos include a white outline for visibility against a dark background. In those cases, use surrounding keyline art to create the outline. The keyline does not print.



**MECHANICAL ART**

For replicating jersey numerals. The keyline does not print.

