

COLOR GUIDE

Primary Mark



Primary Mark with 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 Mark with Logotype

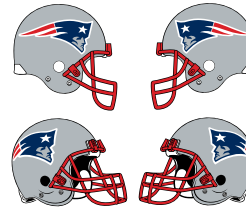


UNIFORM GUIDE

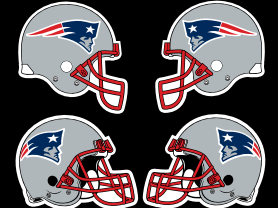


Pants can be interchangeable with jerseys.

Helmets



Helmets



NEW ENGLAND PATRIOTS 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
Navy	PMS 289 C	100/65/0/60	0/21/50	100%	002244	PMS 19-1763 TC	373SA	1368/1944	Oceanside Blue-59774
Red	PMS 186 C	10/100/100/0	213/10/10	60%	C60C30	PMS 19-1763 TC	L1577	1147	Front Door Red-59776
Silver	PMS 8180 C Metallic (or use PMS 429 C)	3/0/0/32	176/183/188	30%	BOB7BC	NFL Grey 2012 (or use 14-5002C)	70CBC	1087	Dolphin Grey-59758
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

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GRAYSCALE GUIDE

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

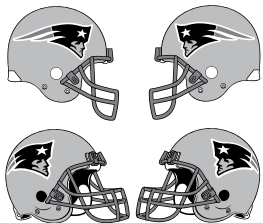
Primary Mark



Primary Mark with Logotype



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 NFLP-approved one-color uses, such as etching, embossing, and tonal applications.

TWO-COLOR BLACK & WHITE

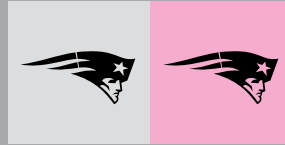


TWO-COLOR TONAL

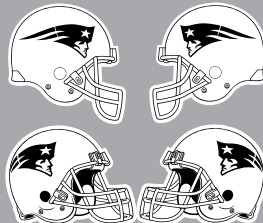
For licensee use only.



ONE-COLOR (for light backgrounds)



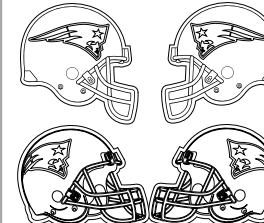
ONE-COLOR (for dark backgrounds)



MECHANICAL ART

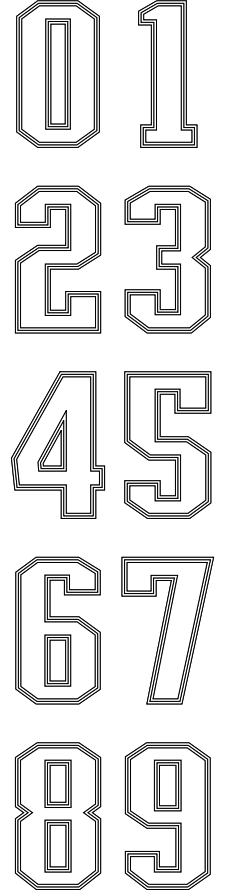
For use as reproduction art. The keyline does not print.

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.



MECHANICAL ART

For replicating jersey numerals. The keyline does not print.



LOGO SLICK NEW ENGLAND PATRIOTS CLASSIC

COLOR GUIDE

Classic Mark



GUIDE FOR A DARK BACKGROUND

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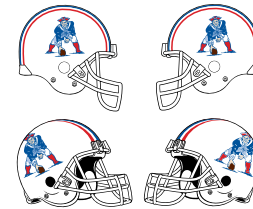
Classic Mark



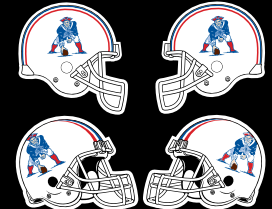
UNIFORM GUIDE



Classic Helmets



Classic Helmets



NEW ENGLAND PATRIOTS CLASSIC LOGO SLICK

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Red	PMS 186 C	10/100/100/0	213/10/10	60%	C60C30	PMS 19-1763 TC	L1577	1147	Front Door Red-59776
Brown	PMS 497 C	0/70/100/78	89/31/0	100%	591F00	PMS 19-1420 TC	0441	1130	Coco 497-59770
Peach	PMS 475 C	0/11/20/0	255/228/202	10%	FFE4CA	PMS 12-0913 TC	n/a	1882	Peach 475-59806
Light Blue	PMS 658 C	30/15/0/0	174/197/231	20%	AEC5E7	PMS 15-4020 TC	0850	1630	Sky 658-59771
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

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TWO-COLOR BLACK & WHITE



TWO-COLOR TONAL



ONE-COLOR (for light backgrounds)



ONE-COLOR (for dark backgrounds)



MECHANICAL ART

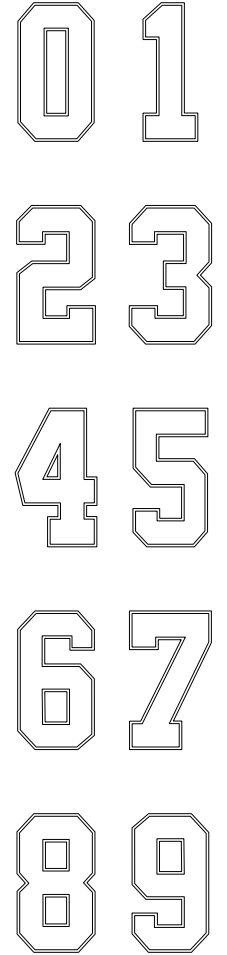
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Classic Helmets

