

## 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.

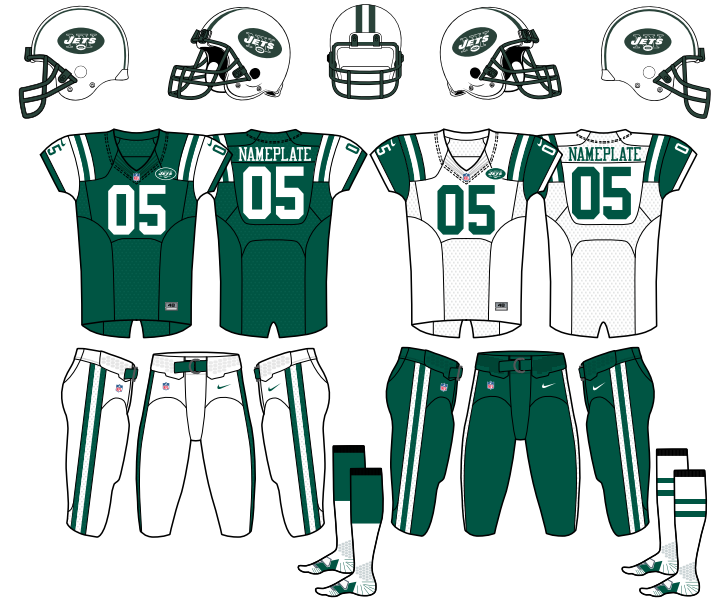
### Primary Mark



### Primary Logotype

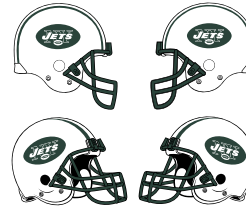


## UNIFORM GUIDE



Pants can be interchangeable with jerseys.

### Helmets



### Helmets



## NEW YORK JETS 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

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COLORS	PANTONE	C/M/Y/K	R/G/B	GRAYSCALE	HTML (HEX)	TEXTILE	COATS	MADEIRA	A&E/RA
File usage	Spot printing	4c printing	Video	B/W printing	Web	Garments	Embroidery	Embroidery	Embroidery
Green	PMS 5535 C	70/40/60/60	28/45/37	100%	203731	PMS 19-5920 TC	L1582	1390	Cilantro Green-59747
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.

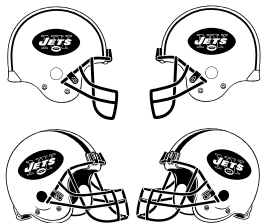
**Primary Mark**



**Primary 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**

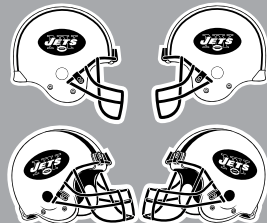
For licensee use only.



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



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



**MECHANICAL ART**

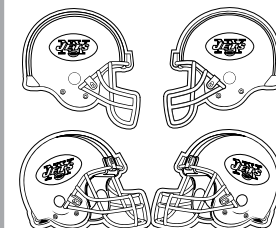
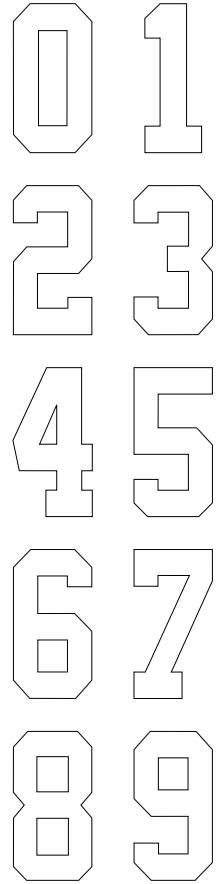
For use as reproduction art. The keyline does not print.

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.



COLOR GUIDE

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.

Secondary Marks



GRAYSCALE GUIDE

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ONE-COLOR GUIDES

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TWO-COLOR  
BLACK &  
WHITE



ONE-COLOR  
BLACK



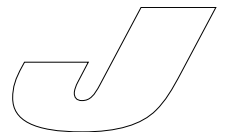
ONE-COLOR  
WHITE



MECHANICAL ART

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# LOGO SLICK NEW YORK JETS CLASSIC

## COLOR GUIDE

### Classic Mark



## GUIDE FOR A DARK BACKGROUND

### Classic Mark



## UNIFORM GUIDE



### Classic Helmets



### Classic Helmets



## NEW YORK JETS CLASSIC LOGO SLICK

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Blue	PMS 5395 C	100/60/0/80	0/7/28	100%	000033	Midnight Navy 010519	138	1044/1944	Night Shift Navy 59738
Bronze	PMS 126 C	0/25/100/37	173/133/5	60%	AD8505	PMS 18-0835 TC	374SA	1192	Burnished- 59675
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

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### Classic Mark



## BLACK & WHITE AND ONE-COLOR GUIDES

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### TWO-COLOR BLACK & WHITE

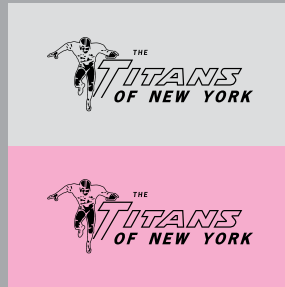


### TWO-COLOR TONAL

For licensee use only.



### ONE-COLOR (for light backgrounds)



### ONE-COLOR (for dark backgrounds)



## MECHANICAL ART

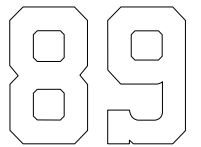
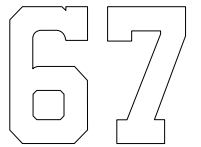
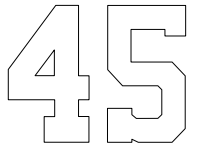
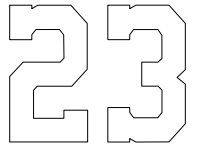
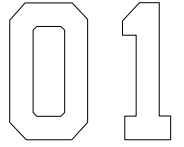
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### Classic Helmets

