

COLOR GUIDE

Primary Mark



Primary Logotype



Primary Mark with Logotype



BALTIMORE RAVENS 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.

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

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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



When the primary mark is used on the black helmet, the white outline does not print (see inset). On all other occasions, use the keyline art as appropriate to create a white outline around the marks.

Primary Logotype



Primary Mark with Logotype



UNIFORM GUIDE



Pants can be interchangeable with jerseys.

Helmets



Helmets



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
Purple <small>for marks, logotypes, helmet decal and for all printed materials</small>	PMS 273 C	100/100/0/5	26/25/95	60%	241773	PMS 19-3731 TC	N/A	N/A	Purple 273-59766
Purple <small>for uniform fabric only</small>	PMS 275 C	100/100/0/25	30/22/86	N/A	1E1656	PMS 19-3731 TC	073SA	1343	New Orchid-59735
Black	PMS Process Black C <small>(Note: helmet is metallic; there is no PANTONE equivalent ink)</small>	70/50/50/100	0/0/0	100%	000000	PMS 19-4005 TC	900	1000/1800	Black- 58954
Gold	PMS 8660 C Metallic <small>(or use PMS 126 C)</small>	0/20/80/20	187/147/52	30%	9E7C0C	PMS 18-0835 TC	374SA	1192	Burnished-59675
White	no ink <small>(or use PMS 126 C)</small>	0/0/0/0	255/255/255	0%	FFFFFF	PMS 11-0601 TC	0001	1005	Ultra Bright White- 58263
Red	PMS 186 C	10/100/100/0	213/10/10	Always 186	C60C30	PMS 19-1763 TC	L1577	1147	Front Door Red- 59776
Yellow <small>for flag art only</small>	PMS 116 C	0/15/100/0	255/210/0	0%	FECB00	PMS 13-0758 TC	B1261	1971	Official Yellow-59447

GRAYSACLE GUIDE

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

Primary Mark



Primary Logotype

BALTIMORE
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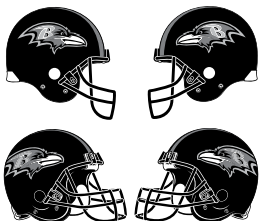


Primary Mark with Logotype

BALTIMORE
RAVENS



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)



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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.



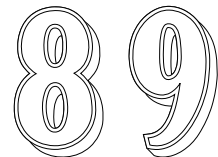
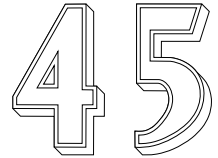
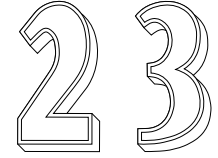
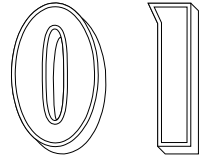
For use on helmet only

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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



Secondary Marks w/Logotype



GRAYSCALE GUIDE

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



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.



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.

