

LOGO SLICK
CINCINNATI BENGALS

COLOR GUIDE

Primary Mark



Primary Logotype

BENGALS

BENGALS

**CINCINNATI
BENGALS**

**CINCINNATI
BENGALS**

Primary Mark with Logotype



CINCINNATI BENGALS 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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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

BENGALS

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Primary Mark with Logotype



UNIFORM GUIDE



Third Jersey



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
Black	PMS Process Black C	70/50/50/100	0/0/0	100%	000000	PMS 19-4005 TC	900	1000/1800	Black- 58954
Brilliant Orange (All sideline & retail)	PMS 1655 C	0/85/100/0	211/47/30	50%	FB4F14	PMS 17-1464 TC	376SA	1378	Rush Orange- 59750
Rush Orange (Promo Jersey on field only)	PMS 1655 C	0/85/100/0	211/47/30	50%	FB4F14	Orange NFL	376SA	1378	Countdown Orange- 5975
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

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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)



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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.



BENGALS

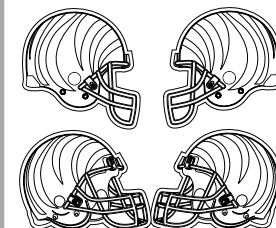
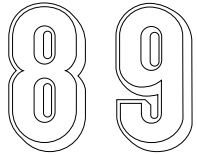
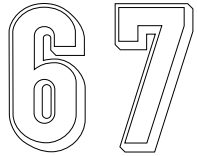
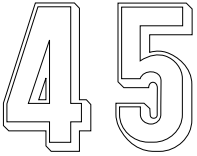
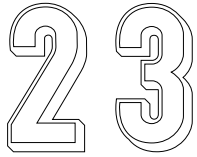
**CINCINNATI
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MECHANICAL ART

For replicating jersey numerals.
The keyline does not print.



LOGO SLICK CINCINNATI BENGALS

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COLOR GUIDE

Secondary Marks



Secondary Marks w/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.



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.

TWO-COLOR BLACK & WHITE



ONE-COLOR BLACK



ONE-COLOR WHITE



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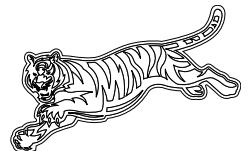


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MECHANICAL ART

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