

COLOR GUIDE

Primary Mark



Primary Logotype

**CLEVELAND
BROWNS**

Primary Mark with Logotype



CLEVELAND BROWNS 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:

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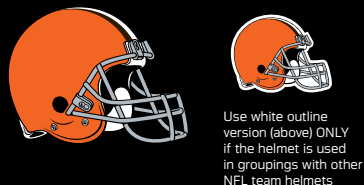
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GUIDE FOR A DARK BACKGROUND

Primary Mark



Primary Logotype

**CLEVELAND
BROWNS**

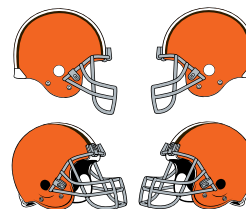
Primary Mark with Logotype



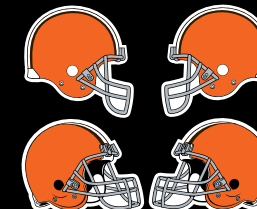
UNIFORM GUIDE



Helmets



Helmets



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
Orange	PMS 1655 C	0/75/100/0	211/47/30	40%	FB4F14	PMS 17-1464 TC	B2245	1078	Rush Orange 59750
Brown	NFL Cleveland Browns coated stock	1/33/85/94	34/21/12	100%	22150C	NFL Brown Suede 030408 (custom)	B8921	1131/1931	Brown Suede-59804
White	no ink (or use Opaque White)	0/0/0/0	255/255/255	0%	FFFFFF	PMS 11-0601 TC	B1719	1005/1801	Ultra Bright White-58263
Gray <small>for facemask only</small>	PMS 429 C	5/0/0/30	155/161/162	25%	A5ACAF	PMS 14-4206 TC	B9369	1212/1718	Silver 429-59761

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GRAYSCALE GUIDE

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

Primary Mark



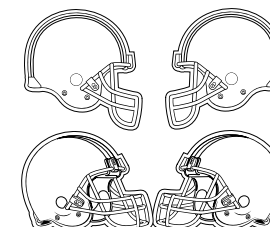
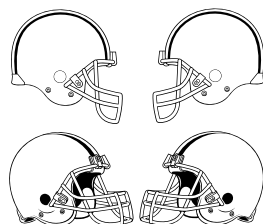
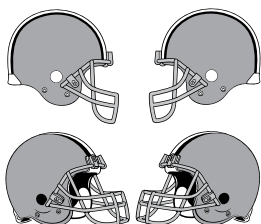
Primary Logotype



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

MECHANICAL ART

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

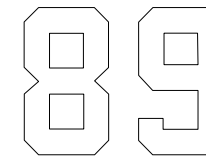
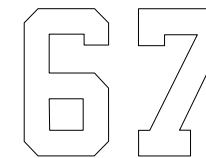
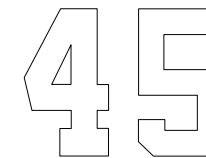
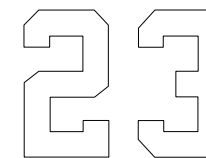
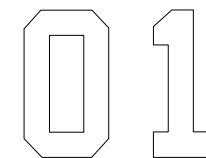
Some logos include a white outline for visibility against a dark background. In those cases, use surrounding keyline art to create the outline. The keyline does not print.



For use on jersey left sleeve only

MECHANICAL ART

For replicating jersey numerals. The keyline does not print.



Include white outline only when using the helmet in groupings with other NFL teams helmets. Use surrounding keyline art to create the white outline around the helmet. The keyline does not print.

COLOR GUIDE

Primary Logotype (Block Logotype) Variations

Stacked Logotype - Outlined



Stacked Logotype - Solid



* Note: Use Primary Logotype (stacked) whenever possible.

One Line Logotype - Outlined



One Line Logotype - Solid



Browns Logotype - Outlined



Browns Logotype - Solid



* Note: These logotypes are clear, background color shows through

GUIDE FOR A DARK BACKGROUND



* Note: These logotypes are clear, background color shows through

GRAYSCALE GUIDE

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



COLOR GUIDE

Primary Marks with Logotype Variations

Mark with Stacked Logotype - Outlined



Secondary Marks

Vintage Browns



Brownie



B Football

NOTE: To be used only on woman's apparel



Dawg Pound

NOTE: To be used only on kids apparel



GUIDE FOR A DARK BACKGROUND



NOTE: To be used only on woman's apparel

NOTE: To be used only on kids apparel

GRAYSCALE GUIDE

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



NOTE: To be used only on women's apparel



NOTE: To be used only on kids apparel

MECHANICAL ART

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

Primary Logotype (Block Logotype) Variations

Stacked Logotype - Outlined



Stacked Logotype - Solid



* NOTE: Use Primary Logotype (stacked) whenever possible.

One Line Logotype - Outlined



One Line Logotype - Solid



Browns Logotype - Outlined

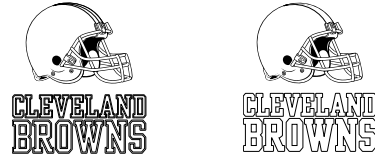


One Line Logotype - Solid



Primary Logotype (Block Logotype) Variations

Mark with Stacked Logotype



Mark with Browns Logotype



NOTE: There is NO white outline around the helmet when used as a primary mark.

Secondary Marks

Vinatype Browns



Browns



B Football



NOTE: To be used only on women's apparel

Dawg Pound



NOTE: To be used only on kids products

COLOR GUIDE

Classic Mark



GUIDE FOR A DARK BACKGROUND

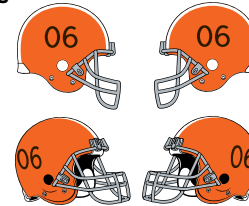
Classic Mark



UNIFORM GUIDE



Classic Helmets



Classic Helmets



CLEVELAND BROWNS CLASSIC LOGO SLICK

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Gray for facemask only	PMS 429 C	5/0/0/30	155/161/162	25%	A5ACAF	PMS 14-4206 TC	B9369	1212/1718	Silver 429-59761

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GRAYSCALE GUIDE

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Classic Mark



BLACK & WHITE AND ONE-COLOR GUIDES

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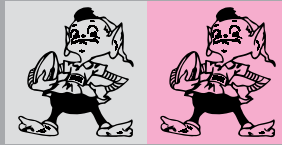
TWO-COLOR BLACK & WHITE



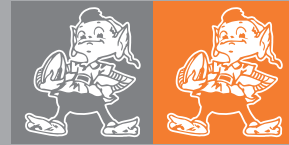
TWO-COLOR TONAL



ONE-COLOR (for light backgrounds)



ONE-COLOR (for dark backgrounds)



MECHANICAL ART

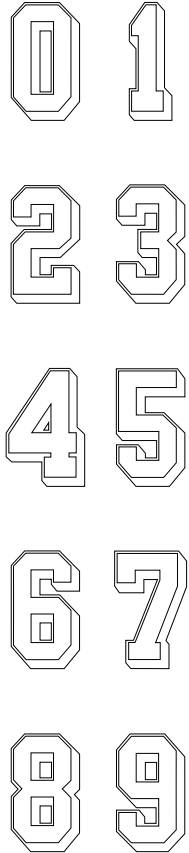
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Some logos include a white outline for visibility against a dark background. In those cases, use surrounding keyline art to create the outline. The keyline does not print.



MECHANICAL ART

For replicating jersey numerals. The keyline does not print.



Classic Helmets

