

LOGO SLICK
PITTSBURGH STEELERS

COLOR GUIDE

Primary Mark



Note: Black outline around logo always prints except when on gold background.

Primary Logotype

Steelers
Steelers

PITTSBURGH STEELERS 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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GUIDE FOR A DARK BACKGROUND

Primary Mark



Note: Black outline around logo always prints except when on gold background.

Primary Logotype

Steelers
Steelers

UNIFORM GUIDE



Do not use left side of helmet as shown as a single image.

The Steelers' logo only appears on the right side of the helmet. The left side is blank. The special left-side versions shown here are for use only in groupings of NFL helmets that face to the left. Do not use this version by itself.

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
Gold	PMS 1235 C	0/25/100/0	238/173/30	40%	FFB612	PMS 14-1064 TC	73CBC	1137	A Gold-59736
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
Red	PMS 186 C	10/100/100/0	213/10/10	55%	C60C30	PMS 19-1763 TC	L1577	1147	Front Door Red-59776
Royal	PMS 287 C	100/68/0/12	0/83/155	80%	00539B	PMS 19-3952 TC	234SU	1166	Majestic Blue-59777
Gray	PMS 429 C	5/0/0/30	155/161/162	35%	A5ACAF	PMS 15-4305 TC	70CBC	1087	Silver 429-59761

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GRAYSCALE GUIDE

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

Primary Mark

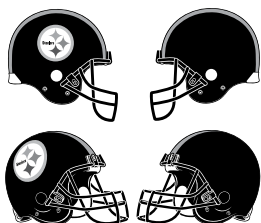


Primary Logotype

Steelers

Steelers

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

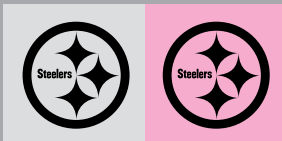


TWO-COLOR TONAL

For licensee use only.



ONE-COLOR (for light backgrounds)



ONE-COLOR (for dark backgrounds)

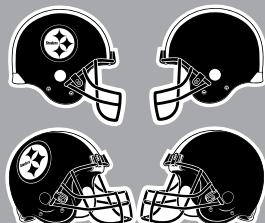


Steelers

Steelers

Steelers

Steelers



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 gold background only

Steelers

MECHANICAL ART

For replicating jersey numerals.
The keyline does not print.

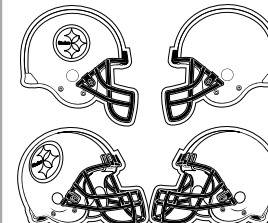
0 1

2 3

4 5

6 7

8 9



COLOR GUIDE

Secondary Logotype



GUIDE FOR A DARK BACKGROUND



GRAYSCALE GUIDE

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



ONE-COLOR GUIDES

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TWO-COLOR
BLACK &
WHITE



ONE-COLOR
BLACK



ONE-COLOR
WHITE



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.



Helmets



Helmets



Uniforms



PITTSBURGH STEELERS
CLASSIC LOGO SLICK

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Black	PMS Process Black C	70/50/50/100	0/0/0	100%	000000	PMS 19-4005 TC	N/A	N/A	Black- 58954
Gold	PMS 1235 C	0/29/91/0	253/187/48	30%	FDBB30	PMS 14-1064 TC	73CBC	1137	A Gold- 59736
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
Red	PMS 186	0/100/81/4	227/24/55	70%	E31837	PMS 19-1763 TC	L1577	1147	Front Door Red- 59776
Blue	PMS 287 C	100/68/0/12	0/83/155	80%	00539B	PMS 19-3952 TC	1408	1166	Majestic Blue- 59777
Silver	PMS 429 C	3/0/0/32	176/183/188	30%	B0B7BC	PMS 15-4305 TC	70CBC	1087	Silver 429- 59761
Tan	PMS 7506 C	0/5/15/0	255/240/216	0%	FFF0D8	PMS 11-0105 TC	B8146	1072/1682 (rayon/polyneon)	N/A
Dark Brown	GO 145-2-2	30/39/62/8	171/142/105	50%	AB8E69	N/A	N/A	1338	Dark Brown- 59884

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