

COLOR GUIDE

Primary Mark



Primary Logotype



GUIDE FOR A DARK BACKGROUND

Primary Mark



When printing on blue, show the logo in white. When printing on any other color show the logo in blue with white outline.

Primary Logotype

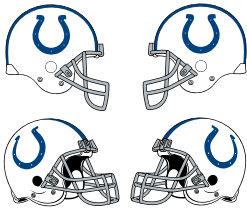


UNIFORM GUIDE



Pants can be interchangeable with jerseys.

Helmets



Helmets



INDIANAPOLIS COLTS 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.

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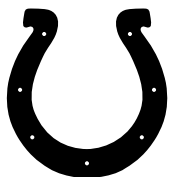
COLORS File usage	PANTONE Spot printing	C/M/Y/K 4c printing	R/G/B Video	GRAYSCALE B/W printing	HTML (HEX) Web	TEXTILE Garments	COATS Embroidery	MADEIRA Embroidery	A&E/RA Embroidery
Royal	PMS 654 C	100/65/0/35	1/51/105	100%	002C5F	PMS 19-4044 TC	199TB	1742	Songbird Blue-59817
White	no ink (or use Opaque White)	0/0/0/0	255/255/255	0%	FFFFFF	PMS 11-0601 TC	0001	1005	Ultra Bright White-58263
Gray for facemask only	PMS 429 C	5/0/0/30	155/161/162	35%	A5ACAF	PMS 14-4206 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

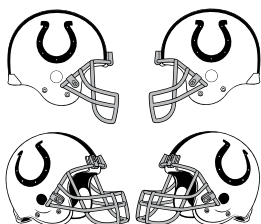


### Primary Logotype

COLTS

COLTS

### 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

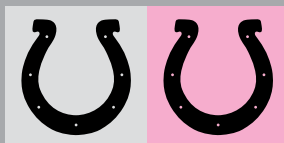


### TWO-COLOR TONAL

For licensee use only.



### ONE-COLOR (for light backgrounds)

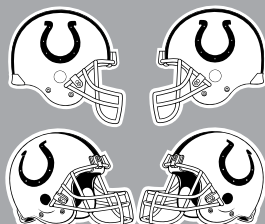


### ONE-COLOR (for dark backgrounds)



COLTS  
COLTS

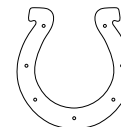
COLTS  
COLTS



## MECHANICAL ART

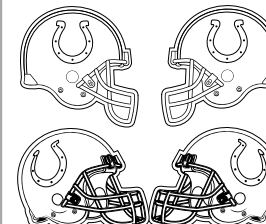
For use as reproduction art.  
The keyline does not print.

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.



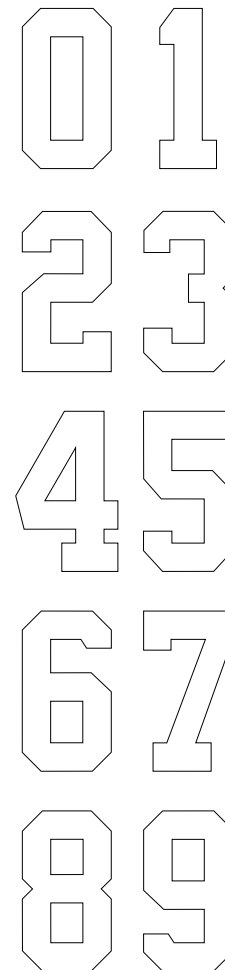
For use on blue background only.

COLTS



## MECHANICAL ART

For replicating jersey numerals.  
The keyline does not print.



COLOR GUIDE

Classic Mark



Classic mark should always appear on blue background

GUIDE FOR A DARK BACKGROUND

Classic Mark

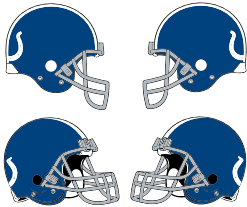


Classic mark should always appear on blue background

UNIFORM GUIDE



Helmets



Helmets



INDIANAPOLIS COLTS CLASSIC LOGO SLICK

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### TWO-COLOR TONAL

### ONE-COLOR (for light backgrounds)

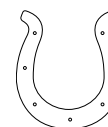
### ONE-COLOR (for dark backgrounds)



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## MECHANICAL ART

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