

COLOR GUIDE

Primary Mark



Primary Logotype



Primary Mark with Logotype



JACKSONVILLE JAGUARS 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

Primary Mark



Primary Logotype



jag ltyp 2
For use on black background



jag ltyp 3
For use on gold background



jag ltyp 3
For use on light gray background



jag ltyp 3
For use on teal background

Primary Mark with Logotype



UNIFORM GUIDE



Pants can be interchangeable with jerseys.

Left facing badge for uniform only

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	B9953	1000/1800	Black- 58954
Teal	PMS 3155 C	100/0/20/30	0/101/118	65%	006778	PMS 19-4535 TC	61BTB	1291	Teal- 58953
Gold	PMS 126 C (use PMS 8660 C metallic for helmet decal only)	34/48/100/13	159/121/44	50%	9F792C	PMS 18-0835 TC	209TC	1191	Burnished- 59675
Light Gold	PMS 7555 C	17/37/100/0	215/162/42	30%	D7A22A	PMS 16-0952 TC	B1269	1359	Blacked Eyed Susie- 5861
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

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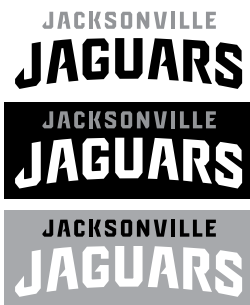
GRAYSCALE GUIDE

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

Primary Mark



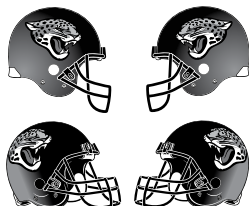
Primary Logotype



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

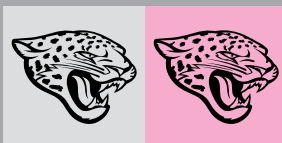


TWO-COLOR TONAL



For licensee use only.

ONE-COLOR (for light backgrounds)



ONE-COLOR (for dark backgrounds)



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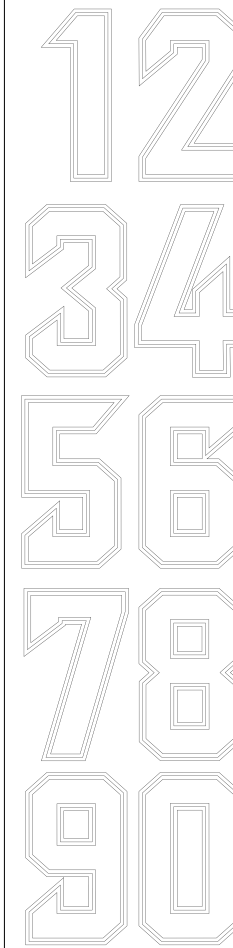


MECHANICAL ART

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

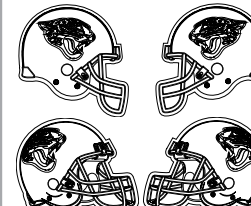
MECHANICAL ART

For replicating jersey numerals.
The keyline does not print.



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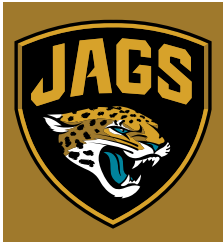
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COLOR GUIDE

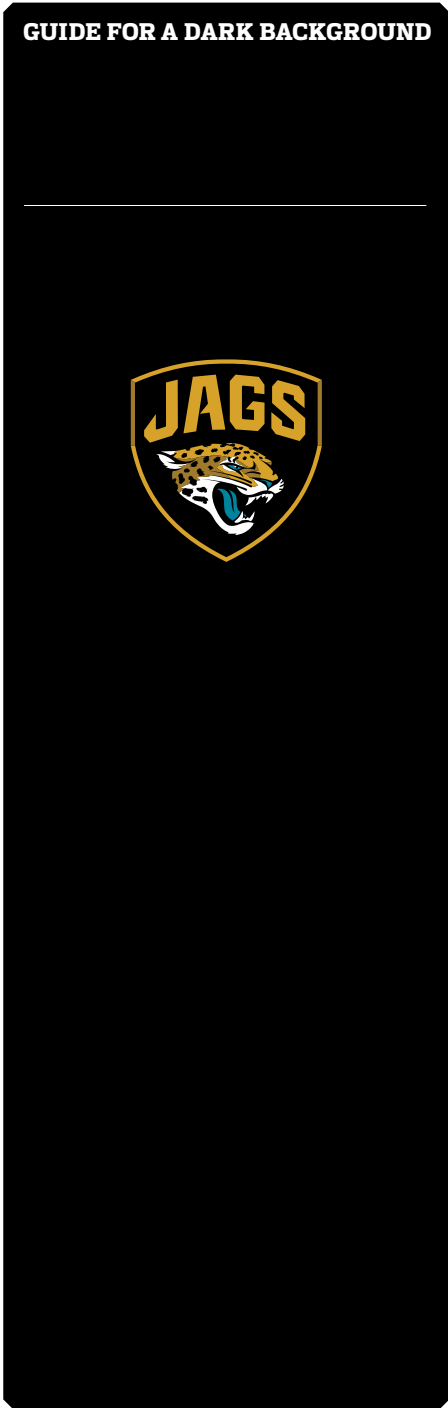
Secondary Mark

Not allowed for use in the UK



This version has a black keyline added for use on gold backgrounds only.

GUIDE FOR A DARK 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



MECHANICAL ART

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

