

COLOR GUIDE

Primary Mark



Primary Logotype



Primary Mark with Logotype



TENNESSEE TITANS 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

The designs depicted herein are registered trademarks of the National Football League and its Member Clubs. Reproduction is limited strictly to usages authorized to license from NFL Properties. No reproduction may deviate in any manner whatsoever from specifications set forth herein.

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



Use this version (white and blue lettering) with light-blue background.

Primary Mark with Logotype



Use this version (white and blue lettering) with light-blue background.

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
Navy	PMS 289 C	100/65/0/60	0/21/50	100%	002244	NFL Dark Navy 020519 (custom)	373SA	1368/1944	Oceanside Blue-59774
Blue	PMS 279 C	70/30/0/0	68/149/210	50%	4B92DB	PMS 17-4041 TC	293SU	1733	Hanalei- 59432
Red	PMS 186 C	10/100/100/0	213/10/10	0%	C60C30	PMS 18-1763 TC	L1577	1147	Front Door Red-59776
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
Silver	PMS 877 C Metallic (or use PMS 421 C)	5/0/0/25	191/192/191	20%	A5ACAF	PMS 14-5002 TC (or use PMS 15-4703 TC flat)	70CBC	1087	Cloud 7- 58783

The colors shown on this page are not intended to match the PANTONE® Color Standards. For the PANTONE Color Standards, refer to current editions of the PANTONE Color Publications. PANTONE® is a registered trademark of Pantone, Inc. ©2012 NFL Properties, Inc. All rights reserved.

GRAYSCALE GUIDE

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

Primary Mark



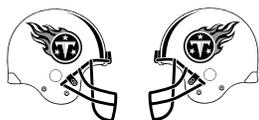
Primary Logotype



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 NFL-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

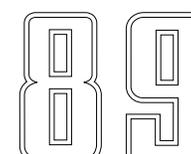
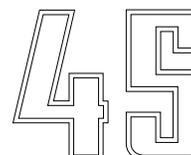
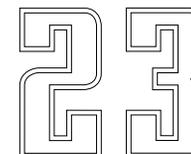
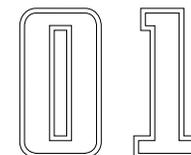
For use as reproduction art. The keyline does not print.

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.



MECHANICAL ART

For replicating jersey numerals. The keyline does not print.



COLOR GUIDE

Secondary Marks



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.



Use this version with light blue 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.

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.

