

LOGO SLICK NFL SHIELD

As the primary visual identifier for the NFL, it is essential that the NFL Shield is never altered in any way. In all communications, such as print, broadcast and web applications, as well as all partnership and sponsorship programs, the NFL Shield must always be highly visible and unmistakable.

COLOR GUIDE



GUIDE FOR A DARK BACKGROUND

The white keyline must never be removed from the logo, even when it is not visible on a light background.



MECHANICAL ART

For use as reproduction art. Use surrounding keyline art only when printing on a dark background to create a white outline around the logo, as shown below at left. The keyline does not print.

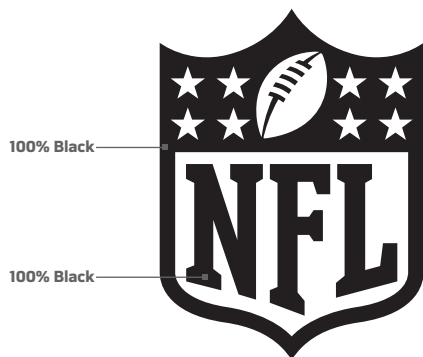


BLACK & WHITE GUIDE

Grayscale and one-color versions of the logo should be printed using solid black.

ONE-COLOR GUIDE

The one-color art below is different from the color mechanical/art, and should ONLY be employed for NFLP-approved one-color uses, such as etching, embossing, and tonal applications.



GUIDE FOR A DARK BACKGROUND



REVERSE GUIDE



CORRECT (STARS REMAIN WHITE)



INCORRECT

NFL SHIELD LOGO SLICK

The color and grayscale guides for the NFL Shield Logo shown here are for reference only. Use the mechanical/art for actual reproduction. 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.

COLORS File usage	PANTONE 2c printing	C/M/Y/K 4c printing	R/G/B Video	GRAYSCALE B/W printing	WEBSAFE Web	TEXTILE Garments	COATS Embroidery	MADEIRA Embroidery	ROBISON-ANTON Embroidery
NFL Shield Blue	PMS 654	100/67/0/41	1/51/105	0/0/0/100	00 33 99	PMS 19-4044 TC	656	1742	2439
NFL Shield Red	PMS 186	10/100/100/0	213/10/10	0/0/0/100	FF 00 00	PMS 18-1763 TC	0027	1147	2418
NFL Shield White	PMS White	0/0/0/0	255/255/255	0/0/0/0	FF FF FF	PMS 11-0601 TC	0001	1005	2297

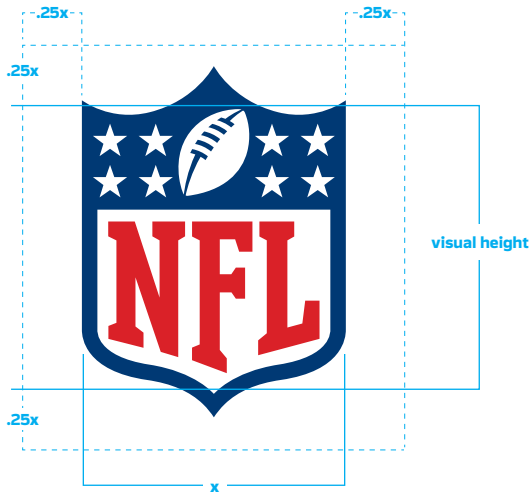
LOGO SLICK NFL SHIELD

CLEARSPACE

The NFL Shield must always be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact.

The clearspace minimum is equal to 25% of the width of the NFL Shield, as represented by X in the example. At least this amount of clearspace must surround the NFL Shield in all applications.

The only exception to the clearspace requirement is when the NFL Shield is incorporated into a NFL property logo.



MINIMUM SIZE

The NFL Shield can appear in a variety of sizes to accommodate a range of applications, but it must never be sized so small that it becomes illegible.

Because of the complexity of the design elements in the NFL Shield, it should never be reproduced so the optical height becomes less than 0.5" (1/2").



COLOR DIFFERENCE IN NEW NFL SHIELD

The NFL Blue used in the new NFL Shield has changed. Page 1 of this Logo Slick contains all proper breakdowns of the new NFL Blue.

NEW NFL BLUE: PMS 654

~~OLD NFL BLUE: PMS 287~~

BACKGROUND CONTROL

The NFL Shield can appear against a variety of backgrounds. When an application calls for a solid background, one of the colors from the NFL color palette must be selected.



The NFL Shield can appear against photographic backgrounds. In these applications, the NFL Shield must be positioned against areas that offer sufficient contrast for the Shield's legibility.

Additionally, the NFL Shield can appear against a highly detailed area providing it is dense enough visually to provide adequate contrast.

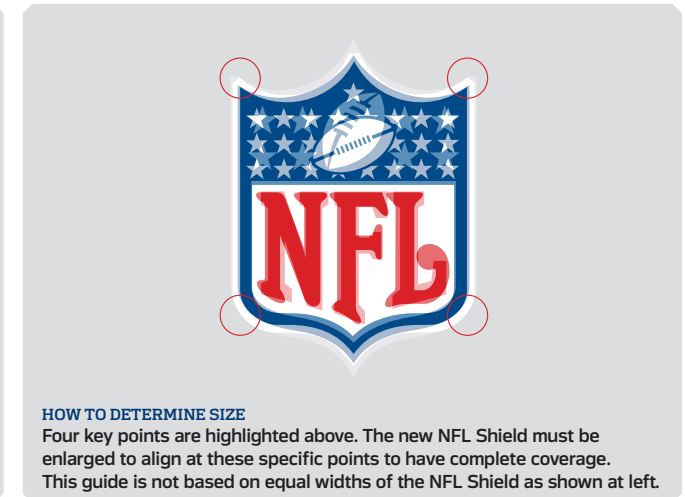
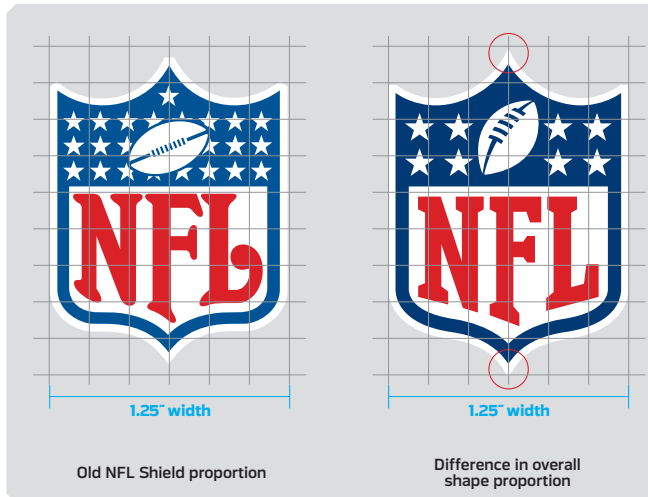


REPLACEMENT GUIDE

The overall proportions of the NFL Shield have changed. The diagram below illustrates the differences in shape and provides a guide to follow for replacing the NFL Shield.

COVERING THE OLD NFL SHIELD

In situations where the NFL Shield cannot be replaced, covering the old NFL Shield is acceptable.



HOW TO DETERMINE SIZE

Four key points are highlighted above. The new NFL Shield must be enlarged to align at these specific points to have complete coverage. This guide is not based on equal widths of the NFL Shield as shown at left.