

LOGO SLICK BACK TO FOOTBALL

COLOR GUIDE

BACK TO
FOOTBALL

BACK TO FOOTBALL

BLACK & WHITE GUIDE

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

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BACK TO FOOTBALL LOGO SLICK

The color and grayscale guides for the Back To Football 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 Spot printing	C/M/Y/K 4c printing	R/G/B Video	GRAYSCALE B/W printing	HEX Web	TEXTILE Garments	COATS Embroidery	MADEIRA Embroidery	ROB-ANT Embroidery	FUFU Embroidery
Blue	PMS 654 C	100/67/0/41	1/51/105	0/0/0/100	#003B66	PMS 19-4044 TC	656	1742	2439	335
Red	PMS 186 C	10/100/100/0	213/10/10	0/0/0/100	#CE1126	PMS 18-1763 TC	0027	1147	2418	703
White	PMS White	0/0/0/0	255/255/255	0/0/0/0	#FFFFFF	PMS 11-0601 TC	0001	1005	2297	801
Black	Process Black	25/25/25/100	0/0/0	0/0/0/100	#000000	PMS 19-4005 TC	900	1000/1800	2296	N/A

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.

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BW 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.

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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.

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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.

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