

COLOR GUIDE

Primary Mark



Primary Logotype



Primary Mark with Logotype



MINNESOTA VIKINGS 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

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

Primary Mark



Primary Logotype



Primary Mark with Logotype



UNIFORM GUIDE



Pants can be interchangeable with jerseys.



Secondary mark is for helmet use 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
Purple	PMS 268 C	82/100/0/12	79/38/131	100%	4F2683	Royal Purple #001	88TJ	1634	Purple Accent-58316
Gold	PMS 123 C	0/23/91/0	255/198/47	20%	FFC62F	PMS 14-0850 TC	B1265	1069	Grilled Yellow-61094
Vikings Tan	PMS 720 C	0/30/30/5	233/191/155	0%	E9BF9B	PMS 12-0921 TC	B2140	1272/1927	Nude 720-59764
Black	PMS Process Black C	70/50/50/100	0/0/0	100%	000000	PMS 19-4005 TC	B9953	1000/1800	Black- 58954
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



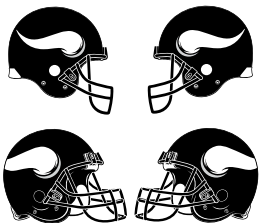
Primary Logotype



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 NFL-approved one-color uses, such as etching, embossing, and tonal applications.

TWO-COLOR BLACK & WHITE

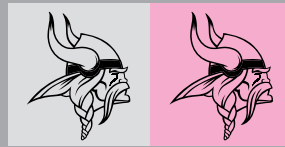


TWO-COLOR TONAL

For licensee use only.



ONE-COLOR (for light backgrounds)



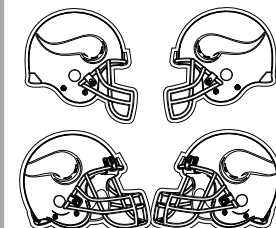
ONE-COLOR (for dark backgrounds)



MECHANICAL ART

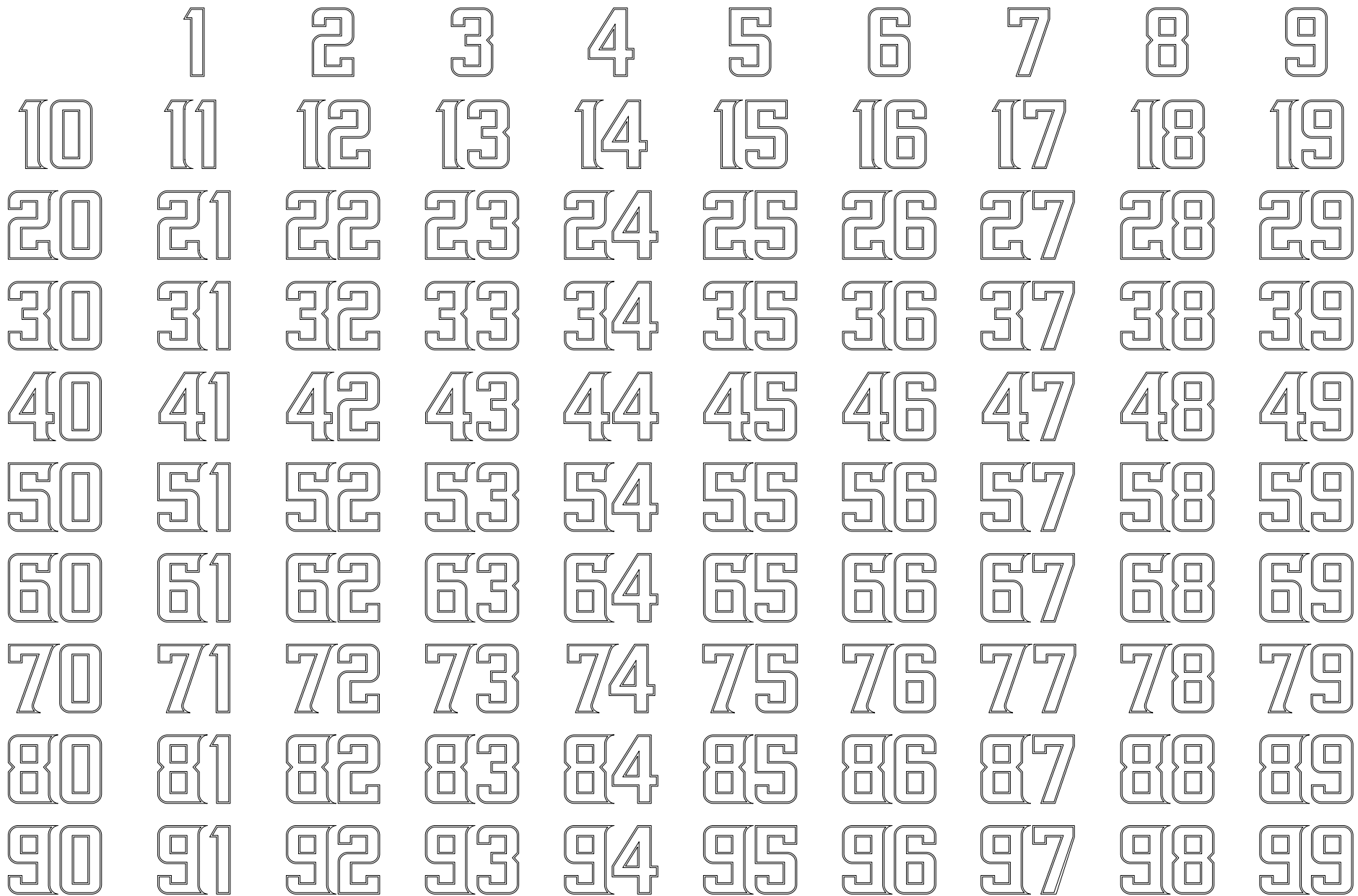
For use as reproduction art. The keyline does not print.

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.



REFERENCE



New logo for 2013



Previous logo

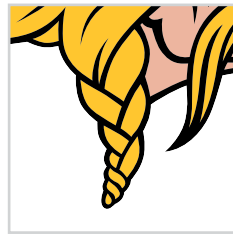
Some changes to look for in the new logo:



- The shape of the horns have been adjusted
- The shading in the horns have changed



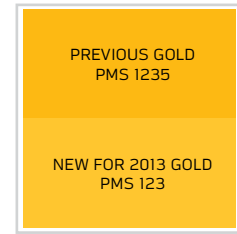
- The base of the horn now closer resembles the horn on the player helmets



- The braids have been shortened, resulting in the overall height of the logo being reduced



- Thicker lines added to the mustache



- Gold PMS 1235 has been changed to PMS 123

Jersey numbers each have a "left" and a "right" number.

