

# LOGO SLICK DENVER BRONCOS

## COLOR GUIDE

### Primary Mark



### Primary Logotype

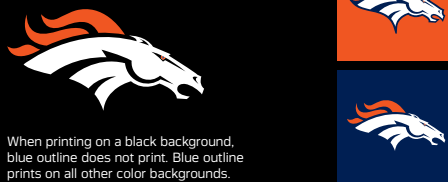


### Primary Mark with Logotype



## GUIDE FOR A DARK BACKGROUND

### Primary Mark



When printing on a black background, blue outline does not print. Blue outline prints on all other color backgrounds.

### Primary Logotype



### Primary Mark with Logotype



## UNIFORM GUIDE



Third Jersey



Pants can be interchangeable with jerseys.

### Helmets



### Helmets



## DENVER BRONCOS 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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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	100/72/0/64	0/35/76	100%	002244	NFL Dark Navy 020519 (custom)	373SA	1368/1944	Oceanside Blue- 59774
Orange	PMS 1655 C	0/82/100/0	255/82/0	30%	FB4F14	PMS 17-1464 TC	376SA	1378	Rush Orange- 59750
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

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## BLACK & WHITE GUIDE

### Primary Mark



### Primary Logotype

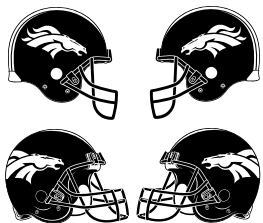
**BRONCOS**  
DENVER

**BRONCOS**  
DENVER

### Primary Mark with Logotype



### Helmets



## TONAL AND ONE-COLOR GUIDES

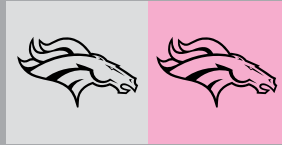
The versions below are different from the grayscale versions or the color mechanical art, and should ONLY be employed for NFLP-approved one-color uses, such as etching, embossing, and tonal applications.

### TWO-COLOR TONAL

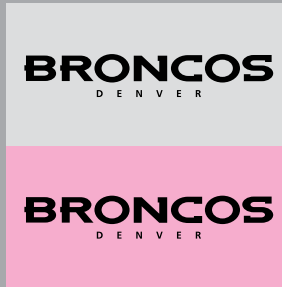
For licensee use only.



### 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.



For use on any background other than black      For use on black or navy backgrounds only

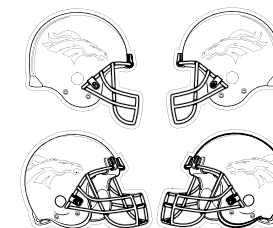
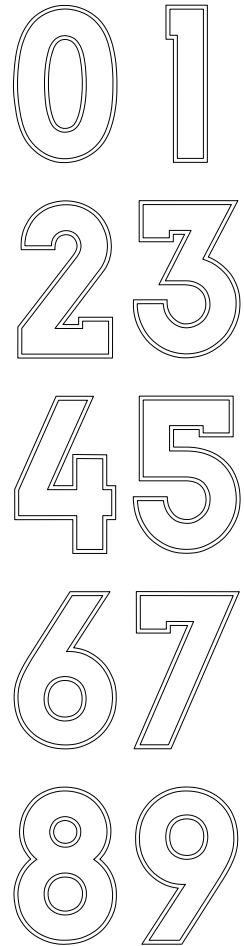
**BRONCOS**  
DENVER



For use on any background other than black      For use on black or navy backgrounds only

## MECHANICAL ART

For replicating jersey numerals. The keyline does not print.



COLOR GUIDE

Secondary Mark



Secondary Logotype

**BRONCOS**  
**BRONCOS**

GUIDE FOR A DARK BACKGROUND



When printing on a black background, blue outline does not print.  
Blue outline prints on all other color backgrounds.

**BRONCOS**  
**BRONCOS**

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

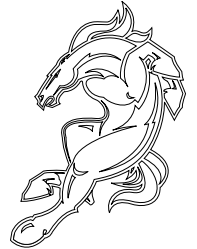


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MECHANICAL ART

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.



For use on any background other than black



For use on black backgrounds only

**BRONCOS**