

COLOR GUIDE

Primary Mark



Primary Logotype



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



Lamar Hunt Memorial Patch

Note: Patch is not to be used as its own mark



UNIFORM GUIDE



Pants can be interchangeable with jerseys.

Helmets



Helmets



KANSAS CITY CHIEFS 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
Red	PMS 186 C	0/100/81/4	227/24/55	70%	E31837	PMS 19-1763 TC	071SA	1747	Front Door Red-59776
Gold	PMS 1235 C	0/25/100/0	238/173/30	25%	FFB612	PMS 14-1064 TC	73CBC	1137	A Gold- 59736
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
Black	PMS Process Black C	70/50/50/100	0/0/0	100%	000000	PMS 19-4005 TC	900	1000/1800	Black- 58954

FOR LAMAR HUNT MEMORIAL PATCH ONLY

Ivory	PMS 7499 C	1/2/20/0	237/232/196	10%	EDE8C4	PMS 16-1148 TC	NA	NA	Yellow 7499-59765
Royal	PMS 287 C	100/60/0/20	12/46/130	100%	00338D	PMS 19-3952 TC	1408	1166	Majestic Blue-59777

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GRAYSCALE GUIDE

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

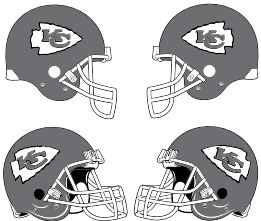
Primary Mark



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

TWO-COLOR BLACK & WHITE

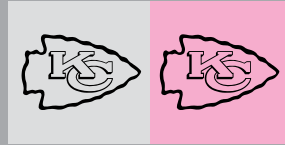


TWO-COLOR TONAL

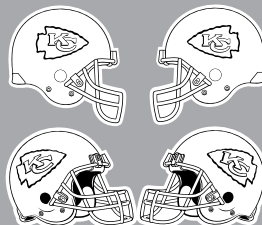
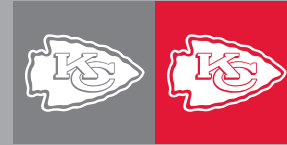
For licensee use only.



ONE-COLOR (for light backgrounds)



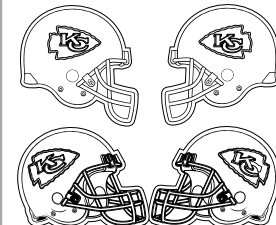
ONE-COLOR (for dark backgrounds)



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.

