

LOGO SLICK SAN DIEGO CHARGERS

PAGE 1

COLOR GUIDE

Primary Mark



Primary Logotype



Primary Mark with Logotype



GUIDE FOR A DARK BACKGROUND

Primary Mark



Use NON-KEYLINE version on any background lighter than navy.
Use KEYLINE version when mark appears on navy background or darker.

Primary Logotype



Use file name "GOLD BKGD" version when logotype appears on gold background.

Primary Mark with Logotype



Use file name "GOLD BKGD" version when mark appears on gold background.
Use file name "BLUE BKGD" version when mark appears on blue background.
Use file name "REVERSE" version when mark appears on navy background or darker.

UNIFORM GUIDE

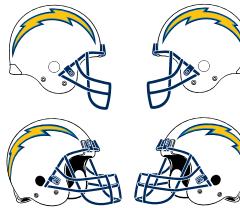


Third Jersey



Pants can be interchangeable with jerseys.

Helmets



Helmets



SAN DIEGO CHARGERS 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	100/65/0/60	0/21/50	100%	#002244	NFL Dark Navy 020519 (custom)	373SA	1368/1944	Oceanside Blue-59774
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
Blue	PMS 285 C	90/40/0/0	0/128/197	60%	#0073CF	PMS 18-4141 TC	TBD	TBD	Dolphin Blue-58267
Gold	PMS 1235 C	0/25/100/0	238/173/30	30%	#FFB612	PMS 14-1064 TC	73CBC	1137	A Gold-59736

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LOGO SLICK
SAN DIEGO CHARGERS

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GRAYSCALE GUIDE

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

Primary Mark



Primary Logotype

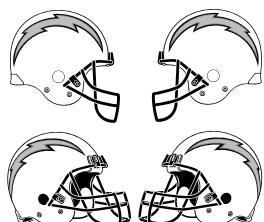
CHARGERS

CHARGERS

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

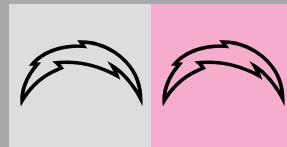
TWO-COLOR BLACK & WHITE

TWO-COLOR TONAL

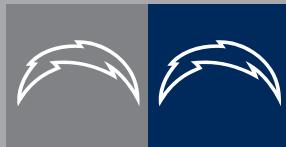
For licensee use only.



ONE-COLOR (for light backgrounds)



ONE-COLOR (for dark backgrounds)



MECHANICAL ART

For use as reproduction art.

The keyline does not print.

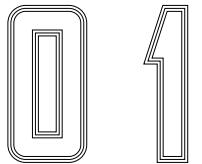
Some logos include a white outline for visibility against a dark background. In those cases, use surrounding keyline art to create the outline. The keyline does not print.



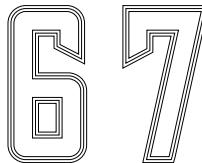
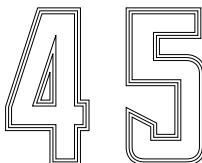
MECHANICAL ART

For replicating jersey numerals.

The keyline does not print.



CHARGERS



For use on dark background

LOGO SLICK
SAN DIEGO CHARGERS

PAGE 3

COLOR GUIDE

Secondary Logotype



For use on gold background only

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.



GRAYSCALE GUIDE

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



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

ONE-COLOR
BLACK

ONE-COLOR
WHITE



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.