

LOGO SLICK DALLAS COWBOYS

PAGE 1

COLOR GUIDE

Primary Mark



Primary Logotype

COWBOYS
COWBOYS

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



For use on helmet only

Primary Logotype

COWBOYS
COWBOYS

UNIFORM GUIDE

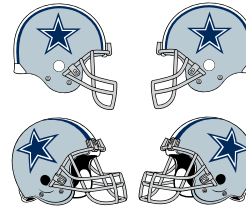


COWBOYS

Patch for use on blue jersey only

Pants can be interchangeable with jerseys.

Helmets



Helmets



DALLAS COWBOYS 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	020519 Dark Navy	373SA	1368/1944	Oceanside Blue-59774
Silver for logotype and pant only	PMS 8180 C Metallic (or use PMS 429 C)	3/0/0/32	176/183/188	30%	B0B7BC	PMS Grey 2012 (or use PMS 14-5002 TC)	70CBC	1087	Dolphin Grey-59758
Silver for helmet only	PMS 8240 C	10/0/0/20	186/202/211	30%	ACC0C6	PMS 15-4305 TC	N/A	N/A	N/A
Silver-Green for pant only	PMS 8280 C	20/0/5/15	N/A	30%	N/A	PMS 15-4707TC			Beach Kiss Blue-59756
Gray for facemask only	PMS 429 C	0/0/0/20	155/161/162	20%	A5ACAF	PMS 16-0000 TC	70CBC	1087	
White	no ink (or use Opaque White)	0/0/0/0	255/255/255	0%	FFFFFF	PMS 11-0601 TC	0001	1005/1805	Ultra Bright White-58263
Royal	PMS 287 C	100/60/0/20	12/46/130	80%	00338D	PMS 19-3952 TC	1408	1166	Majestic Blue-59777
Black	PMS Process Black	70/50/50/100	0/0/0	100%	000000	PMS 19-4005 TC	900	1000/1800	Black- 58954

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GRAYSCALE GUIDE

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

Primary Mark

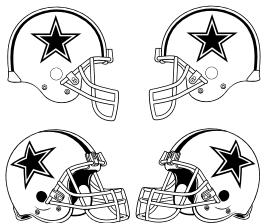


Primary Logotype

COWBOYS

COWBOYS

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.

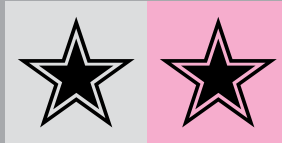
TWO-COLOR BLACK & WHITE



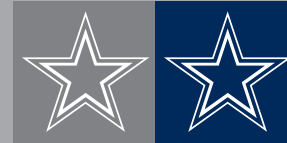
TWO-COLOR TONAL



ONE-COLOR (for light backgrounds)



ONE-COLOR (for dark backgrounds)



Team word mark or League indicia must be added to product when primary mark is not in full color.

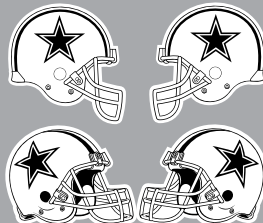
COWBOYS

COWBOYS

COWBOYS

COWBOYS

COWBOYS



MECHANICAL ART

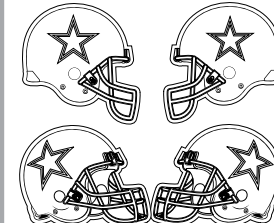
For use as reproduction art.
The keyline does not print.

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 helmet only

COWBOYS



MECHANICAL ART

For replicating jersey numerals.
The keyline does not print.

