

LOGO SLICK
NEW YORK GIANTS

COLOR GUIDE

Primary Mark



Primary Logotype



NOTE 1: The "NY" primary mark and the "GIANTS" primary logotype may NEVER be combined as a single mark or used together on the same plane.

NOTE 2: The Giants primary logotype MUST be used in its entirety: The line may not be removed from the logotype. The word "GIANTS" may not be used alone.

GUIDE FOR A DARK BACKGROUND

Primary Mark



Primary Logotype



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UNIFORM GUIDE



Pants can be interchangeable with jerseys.

Helmets



Helmets



NEW YORK GIANTS 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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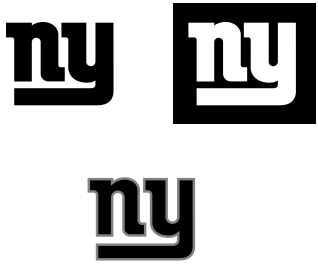
COLORS File usage	PANTONE Spot printing	C/M/Y/K 4c printing	R/G/B Video	GRAYSCALE B/W printing	HTML (HEX) Web	TEXTILE Garments	COATS Embroidery	MADEIRA Embroidery	A&E/RA Embroidery
Dark Blue	PMS 2758 C	100/75/0/30	1/35/82	100%	0B2265	PMS 19-3864 TC	832	TBD	Calming Blue- 59737
Red	PMS 187 C	20/100/80/0	163/13/45	60%	A71930	070711 NFL Red	071SA	1747	Scarlet- 59846
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
Gray	PMS 429 C	5/0/0/30	155/161/162	30%	A5ACAF	PMS 15-4305 TC	70CBC	1087	Silver Wing- 59753

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GRAYSCALE GUIDE

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

Primary Mark



Primary Logotype

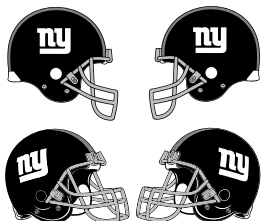


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NOTE 3: The Giants mark and logotype but always be filled in and never outlined.

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.

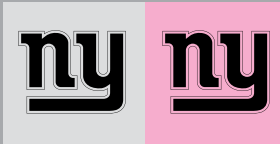
TWO-COLOR BLACK & WHITE

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.

