

COLOR GUIDE

Primary Mark



The Bears C primary mark is the only mark that should be utilized in applications requiring the mark to be reproduced smaller than 1/2 inch. The Bears C primary mark is also preferred for all web applications or projects featuring embroidery.



Primary Logotype



CHICAGO BEARS 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.

These pages contain graphic representations of the teams official colors, trademarked helmet, marks (logos), logotypes, and uniforms. They are not meant for reproduction, but as a guide for NFL Properties' licensees to use for color and grayscale reference. For assistance in correct usage of the NFL trademarks, contact:

Quality Control, NFL Properties LLC, 345 Park Avenue, New York, NY 10154, 212.450.2771

All commercial applications of these materials are subject to written approval from NFL Properties' Consumer Products Quality Control Department prior to marketing.

NOTICE

The designs depicted herein are registered trademarks of the National Football League and its Member Clubs. Reproduction is limited strictly to usages authorized to license from NFL Properties. No reproduction may deviate in any manner whatsoever from specifications set forth herein.

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



UNIFORM GUIDE



Pants can be interchangeable with jerseys.

Helmets



Helmets



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 Navy	PMS 5395 C	100/60/0/80	11/22/42	100%	0B162A	NFL Midnight Navy 010519 (custom)	138	1044/1944	Night Shift Navy-59738
Orange	PMS 1665 C	0/75/100/0	200/56/3	30%	C83803	Orange NFL	375SA	1078	Countdown Orange-5975
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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GRAYSCALE GUIDE

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

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Primary Logotype



Helmets



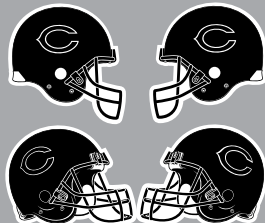
BLACK & WHITE AND ONE-COLOR GUIDES

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



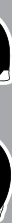
BEARS



TWO-COLOR TONAL

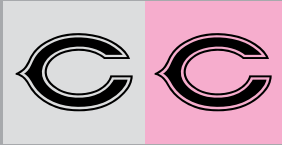


BEARS
BEARS

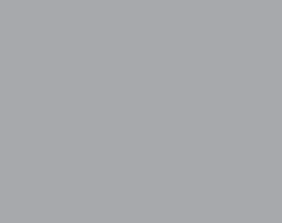


For licensee use only.

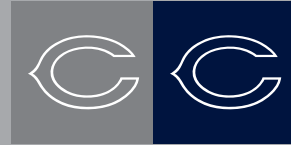
ONE-COLOR (for light backgrounds)



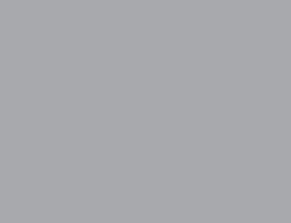
BEARS
BEARS



ONE-COLOR (for dark backgrounds)



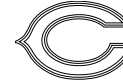
BEARS
BEARS



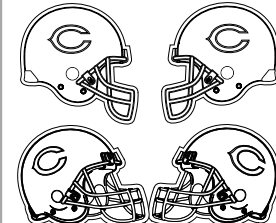
MECHANICAL ART

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.



BEARS

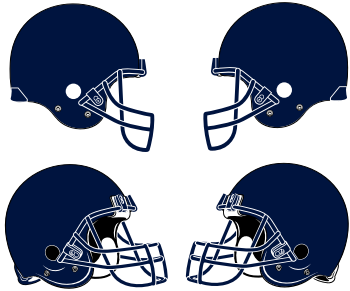


MECHANICAL ART

For replicating jersey numerals. The keyline does not print.



Helmets



Helmets



Uniforms



CHICAGO BEARS CLASSIC LOGO SLICK

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