

## COLOR GUIDE

### Primary Mark



### Primary Logotype



### Primary Mark with Logotype



## DETROIT LIONS 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

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## 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



### Primary Mark with Logotype

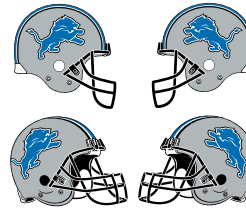


## UNIFORM GUIDE

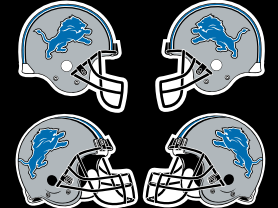


Pants can be interchangeable with jerseys.

### Helmets



### Helmets



COLORS	PANTONE	C/M/Y/K	R/G/B	GRAYSCALE	HTML (HEX)	TEXTILE	COATS	MADEIRA	A&E/RA
File usage	Spot printing	4c printing	Video	B/W printing	Web	Garments	Embroidery	Embroidery	Embroidery
Blue	PMS 7462 C	100/45/0/10	0/78/137	80%	005A8B	PMS 18-4045 TC	B7390	1733	Rainstorm Blue- 59775
Silver	PMS 8180 C Metallic (or use PMS 429)	3/0/0/32	176/183/188	30%	BOB7BC	PMS 14-5002 TC (or use NFL Grey 2012)	70CBC	1087	Dolphin Grey- 59758
Black	PMS Process Black C	70/50/50/100	0/0/0	100%	000000	PMS 19-4005 TC	900	1000/1800	Black- 58954
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.

### Primary Mark



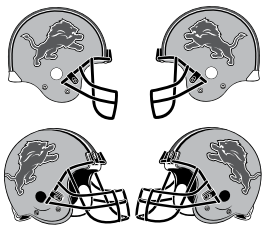
### Primary Logotype



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

### TWO-COLOR BLACK & WHITE

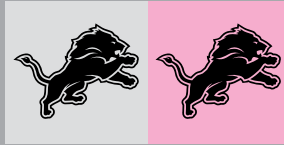


### TWO-COLOR TONAL

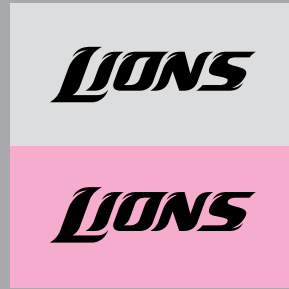


For licensee use only.

### ONE-COLOR (for light backgrounds)



### ONE-COLOR (for dark backgrounds)



## MECHANICAL ART

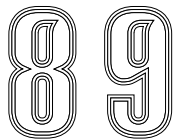
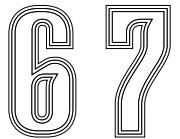
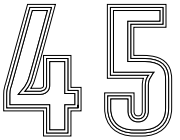
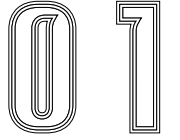
For use as reproduction art. The keyline does not print.

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.



**COLOR GUIDE**

**Secondary Logotype**



**Secondary Mark with Logotype**



**Tertiary Mark with Logotype**



**GUIDE FOR A DARK BACKGROUND**

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**GRAYSCALE GUIDE**

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**ONE-COLOR GUIDES**

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**TWO-COLOR  
BLACK &  
WHITE**

**ONE-COLOR  
BLACK**

**ONE-COLOR  
WHITE**



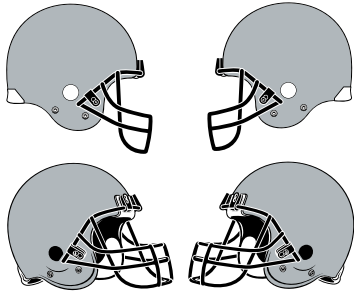
**MECHANICAL ART**

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

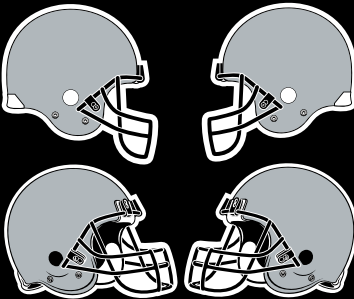
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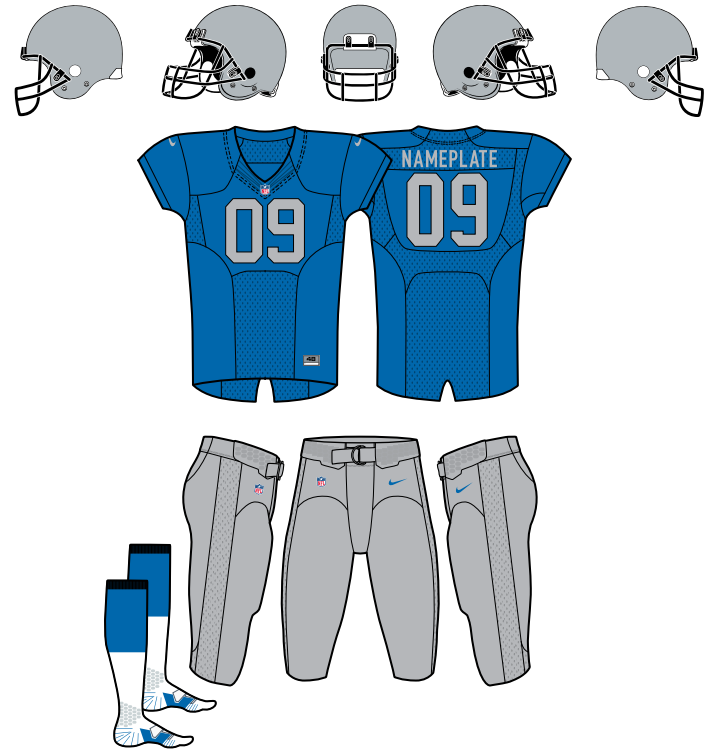
## Helmets



## Helmets



## Uniforms



## DETROIT LIONS CLASSIC LOGO SLICK

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