

COLOR GUIDE

Primary Mark



Primary Logotype



GUIDE FOR A DARK BACKGROUND

Primary Mark

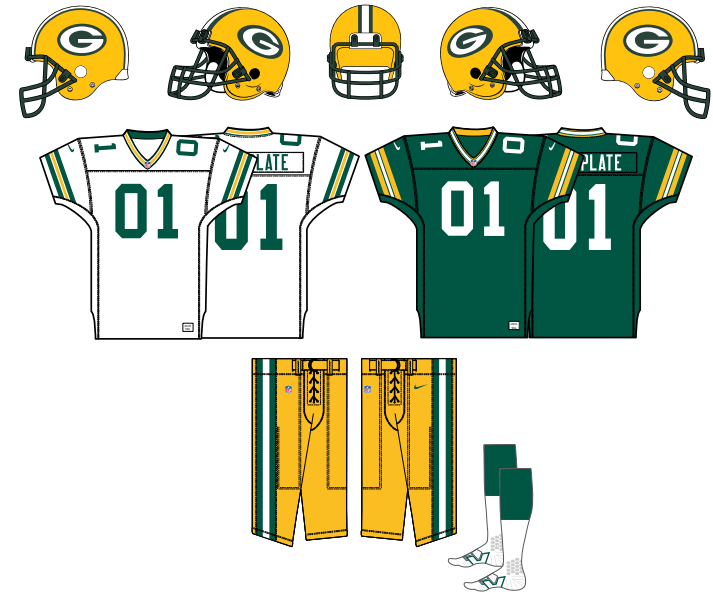


Note: When printing on a dark background use PANTONE 1235 as a holding line. There is no holding line when printing on a gold helmet.

Primary Logotype



UNIFORM GUIDE



Helmets



Helmets



GREEN BAY PACKERS 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.

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
Green	PMS 5535 C	70/40/60/60	28/45/37	100%	203731	PMS 19-5920 TC	L1582	1390	Cilantro Green-59747
Gold	PMS 1235 C	0/25/100/0	238/173/30	30%	FFB612	PMS 14-1064 TC	73CBC	1137	A Gold-59736
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

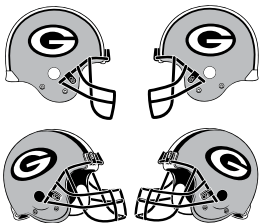


Primary Logotype

PACKERS

PACKERS

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

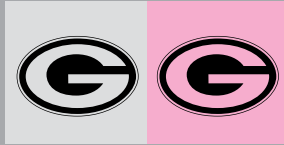


TWO-COLOR TONAL

For licensee use only.



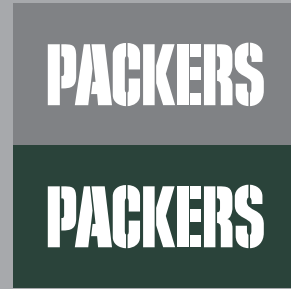
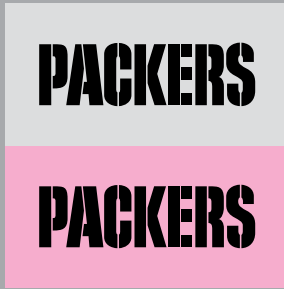
ONE-COLOR (for light backgrounds)



ONE-COLOR (for dark backgrounds)



When a one-color or tonal application is used, the team name or word mark MUST be used within the same sight line.



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.

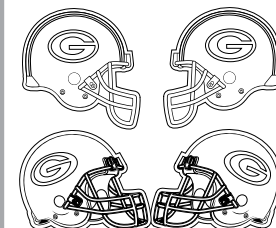
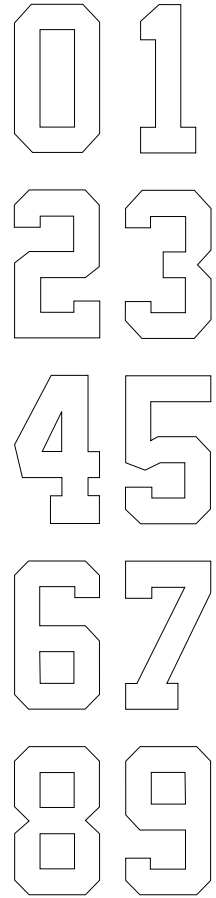


For use on gold helmet only

PACKERS

MECHANICAL ART

For replicating jersey numerals. The keyline does not print.



COLOR GUIDE

Secondary Marks



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

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TWO-COLOR
BLACK &
WHITE



ONE-COLOR
BLACK



ONE-COLOR
WHITE



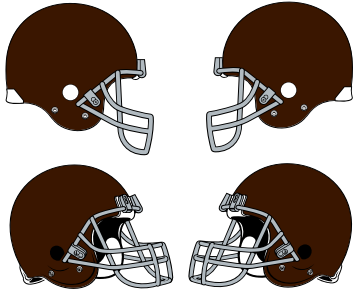
MECHANICAL ART

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

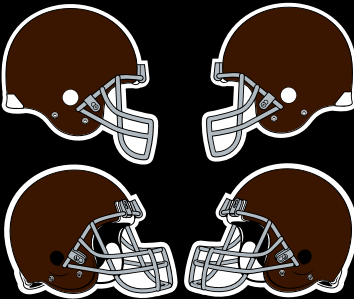
Some logos include a white outline for visibility against a dark background. In those cases, use surrounding keyline art to create the outline. The keyline does not print.



Helmets



Helmets



Uniforms



GREEN BAY PACKERS CLASSIC LOGO SLICK

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Blue	PMS 289 C	100/65/0/60	0/21/50	100%	002244	020519 Dark Navy	373SA	373SA	Oceanside Blue- 59774
Gold	PMS 1235 C	0/25/100/0	238/173/30	30%	FFB612	PMS 14-1064 TC	73CBC	1137	A Gold- 59736
Dark Brown (for helmet only)	Pantone GO 147-1-7 C	32/72/99/81	58/22/0	100%	3A1600	N/A	N/A	N/A	N/A
Light Brown (for pants only)	Pantone GO 145-2-2 C	30/39/62/8	171/142/105	50%	AB8E69	PMS 16-1315 TC	N/A	N/A	N/A
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 (for facemask only)	PMS 429 C	5/0/0/30	155/161/162	30%	A5ACAF	PMS 14-4206 TC	70CBC	1087	Silver 429- 59761

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