

LOGO SLICK
ATLANTA FALCONS

COLOR GUIDE

Primary Mark



Primary Logotype

ATLANTA
FALCONS

Primary Mark with Logotype



GUIDE FOR A DARK BACKGROUND

Primary Mark



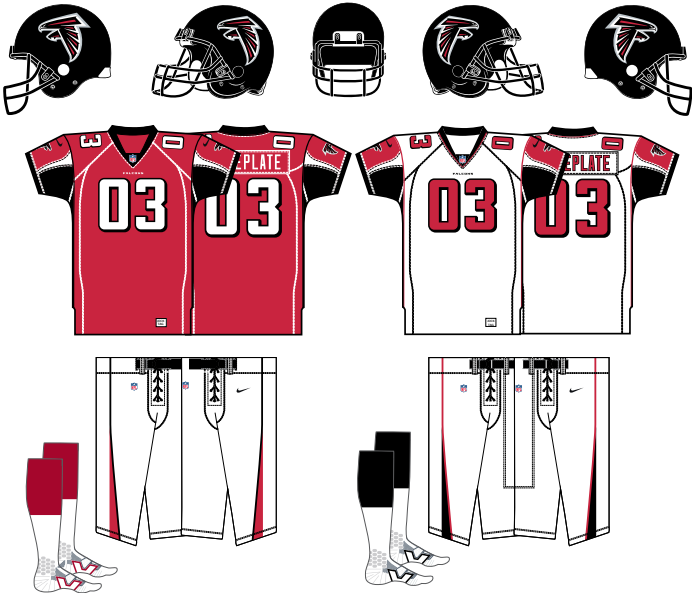
Primary Logotype

ATLANTA
FALCONS
ATLANTA
FALCONS

Primary Mark with Logotype

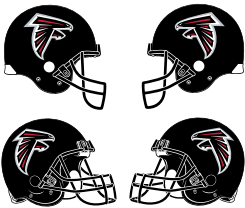


UNIFORM GUIDE

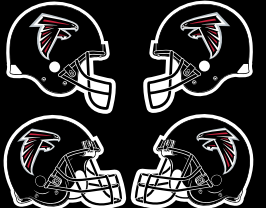


Pants can be interchangeable with jerseys.

Helmets



Helmets



ATLANTA FALCONS 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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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
Red	PMS 187 C	20/100/80/0	163/13/45	60%	A71930	NFL Red 070711 (custom)	077SA	1747	Scarlet- 59846
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
Silver	PMS 877 C (or use PMS 421 C)	5/0/0/25	166/174/176	30%	A5ACAF	PMS 15-4703 TC (or use PMS 14-5002 TC)	70CBC	1087	Cloud 7- 58783

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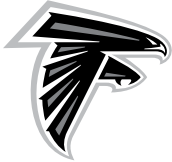
LOGO SLICK ATLANTA FALCONS

PAGE 2

GRAYSCALE GUIDE

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

Primary Mark



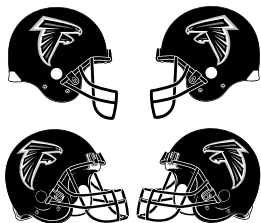
Primary Logotype



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

TWO-COLOR BLACK & WHITE

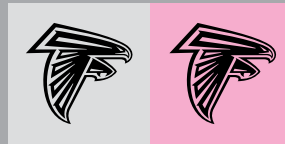


TWO-COLOR TONAL

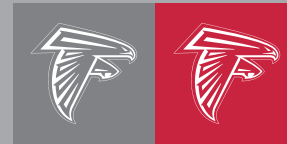
For licensee use only.



ONE-COLOR (for light backgrounds)



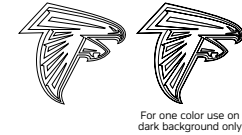
ONE-COLOR (for dark backgrounds)



MECHANICAL ART

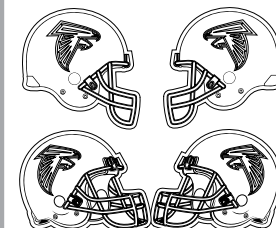
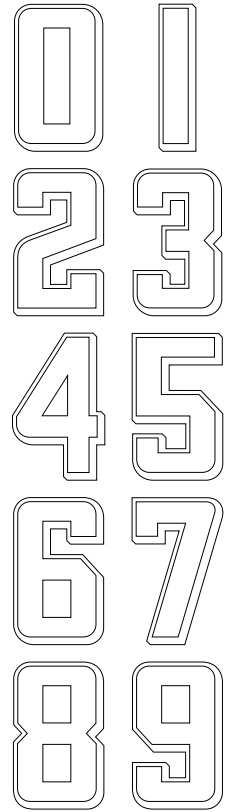
For use as reproduction art. The keyline does not print.

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.



COLOR GUIDE

Classic Mark



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.

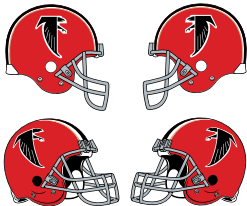
Primary Mark



UNIFORM GUIDE



Helmets



Helmets



ATLANTA FALCONS CLASSIC LOGO SLICK

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File usage	Spot printing	4c printing	Video	B/W printing	Web	Garments	Embroidery	Embroidery	Embroidery
Red	PMS 186 C	10/100/100/0	213/10/10	80%	C60C30	PMS 19-1763 TC	L1577	1147	Front Door Red- 59776
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
Gray for facemask only	PMS 429 C	5/0/0/30	155/161/162	30%	A5ACAF	PMS 16-0000 TC	70CBC	1087	Silver 429- 59761

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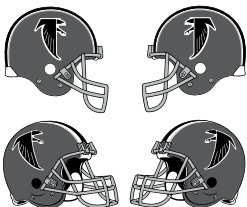
GRAYSCALE GUIDE

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Classic Mark



Classic Helmets



BLACK & WHITE AND ONE-COLOR GUIDES

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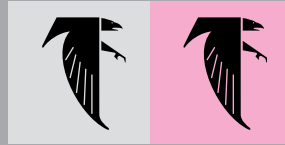
TWO-COLOR BLACK & WHITE



TWO-COLOR TONAL



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.

