

# LOGO SLICK CAROLINA PANTHERS

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## COLOR GUIDE

### Primary Mark



### Primary Logotype

**CAROLINA  
PANTHERS**

### Primary Mark with Logotype



Primary



Secondary

## CAROLINA PANTHERS 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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## GUIDE FOR A DARK BACKGROUND

### Primary Mark



Use file name "panthers mark alt" on blue background only. For limited use.

### Primary Logotype



Use file name "panthers ltyp alt" on blue background only.

### Primary Mark with Logotype

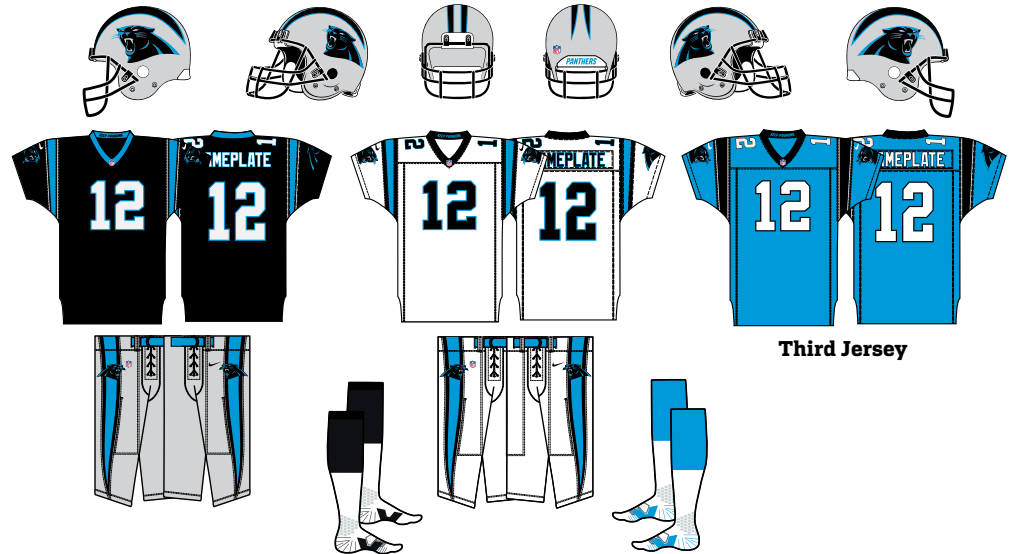


Use file name "panthers mkltp hrz alt" on blue background only. For limited use.



Use file name "panthers mkltp vrt alt" on blue background only. For limited use.

## UNIFORM GUIDE



Third Jersey

Keyline Versions  
For Embroidery Only



Keyline color must always match predominant background color of garment.

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
Blue	PMS Process Blue C	100/10/0/5	0/133/202	60%	0085CA	PMS 17-4247 TC	B6999	1295/1695	Sunwash Blue-59751
Black	PMS Black 6 C	100/40/0/100	0/0/0	100%	000000	PMS 19-4005 TC	61BTB	1291	Black- 58954
Silver	PMS 877 C Metallic (or use PMS 421 C)	0/0/0/20	191/192/191	30%	BFC0BF	PMS 15-4703 TC	B9379	N/A	Cloud 7- 58783
White	no ink (or use Opaque White)	0/0/0/0	255/255/255	0%	FFFFFF	PMS 11-0601 TC	B1719	1005/1801	Ultra Bright White-58263

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# LOGO SLICK CAROLINA PANTHERS

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## GRAYSCALE GUIDE

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

### Primary Mark

For use on 0-39%  
& 76-100% black



### Alternate

For use on 40-75% black



### Primary Logotype

For use on 0-39%  
& 76-100% black

**CAROLINA  
PANTHERS**

### Alternate

For use on 40-75% black

**CAROLINA  
PANTHERS**

### Primary Mark w/Logotype

For use on 0-39%  
& 76-100% black

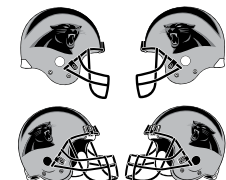


### Alternate

For use on 40-75% black



## 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

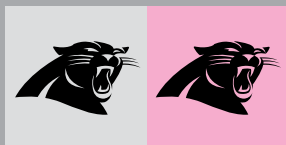


### TWO-COLOR TONAL

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.

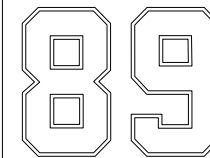
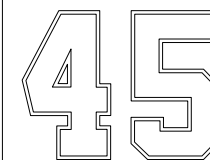
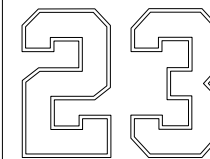
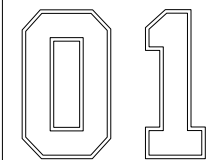


**CAROLINA  
PANTHERS**



## 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

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.

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.

