

COLOR GUIDE

Primary Mark



For use on gold background

Primary Logotype

SAINTS
SAINTS

NEW ORLEANS SAINTS 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



For use on gold background

Primary Logotype

SAINTS
SAINTS
SAINTS

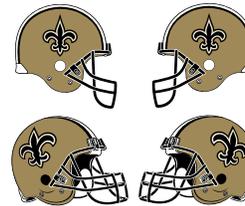
When using on a gold background, use black logotype

UNIFORM GUIDE

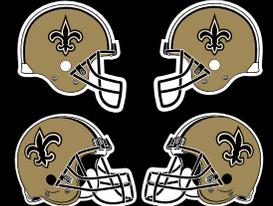


Pants can be interchangeable with jerseys.

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
Gold	PMS 8383 C Metallic (or use PMS 467 C)	37/40/74/8	159/137/88	50%	9F8958	PMS 14-1110 TC	95469	1684	Tommy Tan-58293
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



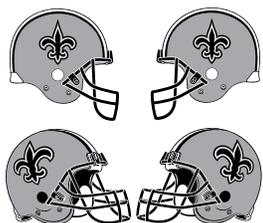
For use on gold background

Primary Logotype

SAINTS

SAINTS

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

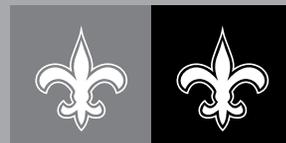
For licensee use only.



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.

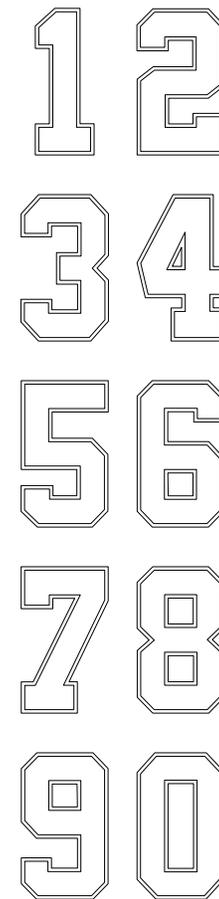


For use on gold background

SAINTS

MECHANICAL ART

For replicating jersey numerals. The keyline does not print.



COLOR GUIDE

Secondary 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.



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

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COLOR GUIDE

Classic Mark

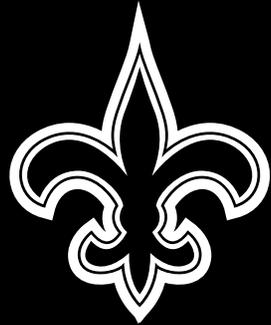


For use on gold background

GUIDE FOR A DARK BACKGROUND

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Classic Mark

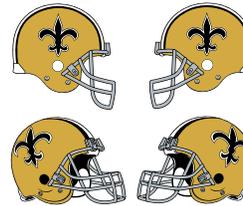


For use on gold background

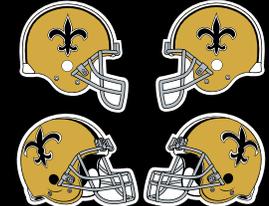
UNIFORM GUIDE



Helmets



Helmets



NEW ORLEANS SAINTS CLASSIC LOGO SLICK

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Gold	PMS 8660 C <small>(or use PMS 126 C)</small>	0/20/80/20	187/147/52	30%	9E7C0C	PMS 18-0835 TC	N/A	N/A	Burnished-59675
Black	PMS Process Black C	70/50/50/100	0/0/0	100%	000000	PMS 19-4005 TC	900	1000/1800	Black- 58954
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GRAYSCALE GUIDE

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Classic Mark



BLACK & WHITE AND ONE-COLOR GUIDES

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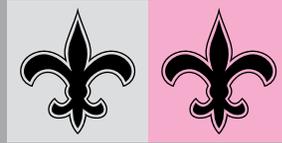
TWO-COLOR BLACK & WHITE



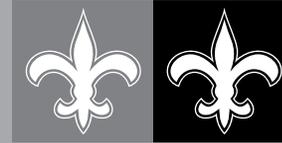
TWO-COLOR TONAL



ONE-COLOR (for light backgrounds)



ONE-COLOR (for dark backgrounds)



MECHANICAL ART

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

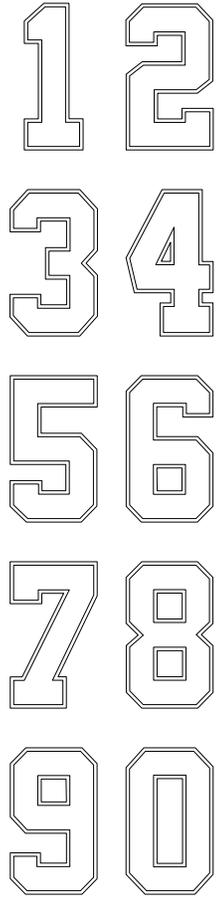
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For use on gold background

MECHANICAL ART

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Helmets

