

LOGO SLICK ARIZONA CARDINALS

COLOR GUIDE

Primary Mark



Primary Logotype

**ARIZONA
CARDINALS**

**ARIZONA
CARDINALS**

Primary Mark with Logotype



ARIZONA CARDINALS 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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Quality Control, NFL Properties LLC, 345 Park Avenue, New York, NY 10154, 212.450.2771

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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



For left chest embroidery only, the logo should face to the left

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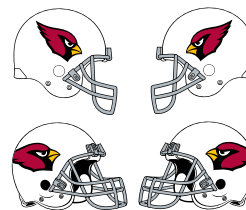
UNIFORM GUIDE



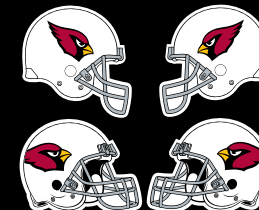
Third Jersey

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
Red	PMS 194 C	0/100/60/30	135/0/39	60%	97233F	PMS 19-1840 TC	B3989	1238	M Maroon- 59523
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
Black	PMS Process Black C	70/50/50/100	0/0/0	100%	000000	PMS 19-4005 TC	900	1000/1800	Black- 58954
Yellow	PMS 1235 C	0/25/100/0	238/173/30	20%	FFB612	PMS 14-1064 TC	73CBC	1137	A Gold- 59736
Gray	PMS 429 C	5/0/0/30	155/161/162	35%	A5ACAF	PMS 16-0000 TC	70CBC	1087	Silver 429- 59761

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GRAYSCALE GUIDE

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

Primary Mark



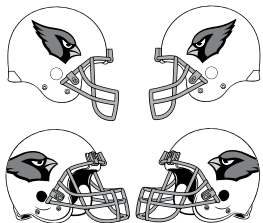
Primary Logotype

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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)



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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.



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MECHANICAL ART

For replicating jersey numerals. The keyline does not print.

