

COLOR GUIDE

Primary Mark



Primary Logotype



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



Primary Logotype



UNIFORM GUIDE



Helmets



Helmets



SAN FRANCISCO 49ERS 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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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 187C	0/100/59/26	170/0/0	60%	AA0000	NFL Red 070711 (custom)	077SA	1747	Scarlet- 59846
Gold	PMS 872 C Metallic (or use PMS 465 C)	5/20/50/20	175/146/93	25%	B3995D	PMS 16-0928 TC	95469	1684	Bronze- 58964
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
Gray <small>for facemask only</small>	PMS 429 C	5/0/0/30	155/161/162	20%	A5ACAF	PMS 14-4206 TC	70CBC	1087	Silver 429- 59761

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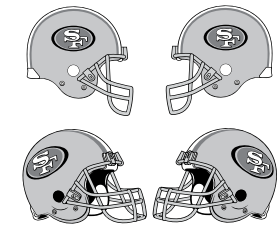
GRAYSCALE GUIDE

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

Primary Mark



Primary Logotype



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.

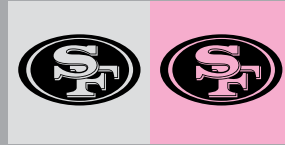
TWO-COLOR BLACK & WHITE



TWO-COLOR TONAL



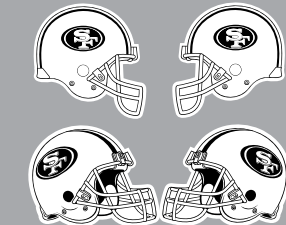
ONE-COLOR (for light backgrounds)



ONE-COLOR (for dark backgrounds)



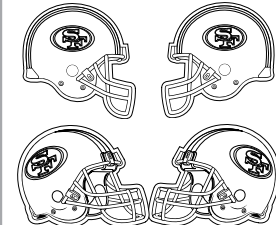
Alternate version for dark background



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.

