

COLOR GUIDE

Primary Mark



Primary Logotype



Primary Mark with Logotype



GUIDE FOR A DARK BACKGROUND

Primary Mark



The Primary Mark differs from the helmet art files

Primary Logotype

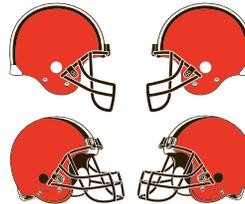


Primary Mark with Logotype



UNIFORM GUIDE

Helmets



The Primary Mark differs from the helmet art files

Helmets



CLEVELAND BROWNS 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
Orange	PMS 2028 C	2/93/100/0	255/60/0	65%	FF3C00	PMS 18-1561 TCX	B2245	1987	Orangeade-5767
Brown	NFL Cleveland Browns Custom PMS	1/33/85/94	49/29/0	100%	311D00	NFL Brown Suede 030408 (custom)	B8921	1131/1931	Brown Suede-59804
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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GRAYSCALE GUIDE

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

Primary Mark



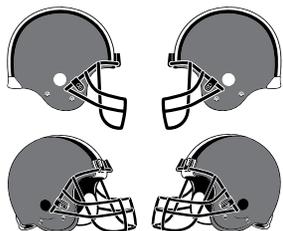
Primary Logotype



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	ONE-COLOR (for light backgrounds)		ONE-COLOR (for dark backgrounds)	
		CLEVELAND BROWNS	CLEVELAND BROWNS	CLEVELAND BROWNS	CLEVELAND BROWNS
		CLEVELAND BROWNS	CLEVELAND BROWNS	CLEVELAND BROWNS	CLEVELAND BROWNS
White logotype for use on black or gray backgrounds only					
White logotype for use on black or gray backgrounds only					

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.

