

## COLOR GUIDE

### Primary Mark



### Primary Logotype



### Primary Mark with Logotype



## GUIDE FOR A DARK BACKGROUND

### Primary Mark



When the primary mark is used on the navy blue sleeve, the white outline does not print (see inset). On all other occasions, use the keyline art as appropriate to create a white outline around the marks.

For use on jersey only

### Primary Logotype



### Primary Mark with Logotype



## UNIFORM GUIDE



Pants can be interchangeable with jerseys.

### Helmets



### Helmets



## ST. LOUIS RAMS 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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All commercial applications of these materials are subject to written approval from NFL Properties' Consumer Products Quality Control Department prior to marketing.

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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
Navy	PMS 289 C	100/65/0/60	0/21/50	100%	002244	NFL Dark Navy 020519 (custom)	373SA	1368/1944	Oceanside Blue-59774
Gold	PMS 872 C Metallic (or use PMS 465 C)	5/20/50/20	175/146/93	30%	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

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## BLACK & WHITE GUIDE

### Primary Mark



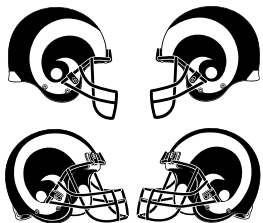
### Primary Logotype



### 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 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.

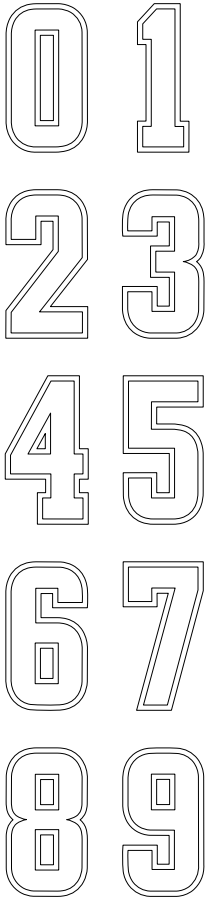


For white background only



## 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.

TWO-COLOR  
BLACK &  
WHITE



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.



# LOGO SLICK ST. LOUIS RAMS CLASSIC

## Helmets



## Helmets



## Uniforms



## ST. LOUIS RAMS CLASSIC LOGO SLICK

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Blue	PMS 287 C	100/68/0/12	12/46/130	100%	00338D	PMS 19-3952 TC	1408	1166	Majestic Blue-59777
White	no ink (or use Opaque White)	0/0/0/0	255/255/255	0%	FFFFFF	PMS 11-0601 TC	0001	1005/1805	Ultra Bright White-58263
Yellow	PMS 116 C	0/16/100/0	255/210/0	25%	FFCB05	PMS 13-0758 TC	B1261	1069/1971 (rayon/polyneon)	Official Yellow-59447

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