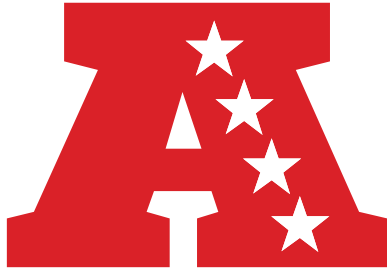


LOGO SLICK AFC

COLOR GUIDE



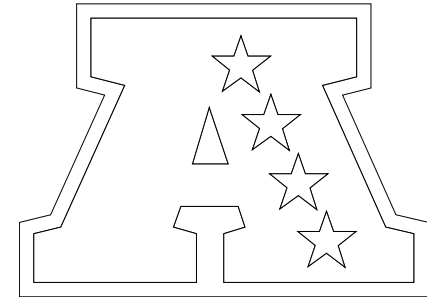
GUIDE FOR A DARK BACKGROUND

The white keyline must never be removed from the logo, even when it is not visible on a light background.



MECHANICAL ART

For use as reproduction art. Use surrounding keyline art only when printing on a dark background to create a white outline around the logo, as shown below. The keyline does not print.



BLACK & WHITE GUIDE

Grayscale and one-color versions of the logo should be printed using screens of black.



BW GUIDE FOR A DARK BACKGROUND

The white keyline must never be removed from the logo, even when it is not visible on a light background.



ONE-COLOR GUIDE

The one-color art below is different from the color mechanical/art, and should ONLY be employed for NFLP-approved one-color uses, such as etching, embossing, and tonal applications.



(STARS REMAIN WHITE)

AFC LOGO SLICK

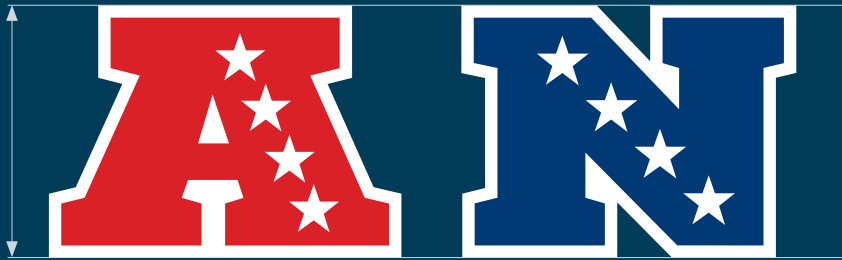
The color and grayscale guides for the AFC Logo shown here are for reference only. Use the mechanical/art for actual reproduction. When printing with process colors, use only the process color specifications listed on this slick.

Note: The one-color art is for limited use only; prior approval is required from NFL Properties.

COLORS File usage	PANTONE Spot printing	C/M/Y/K 4c printing	R/G/B Video	GRAYSCALE B/W printing	HEX Web	TEXTILE Garments	COATS Embroidery	MADEIRA Embroidery	ROB-ANT Embroidery	FUFU Embroidery
White	PMS White	0/0/0/0	255/255/255	0/0/0/0	#FFFFFF	PMS 11-0601 TC	0001	1005	2297	N/A
Red	PMS 186	10/100/100/0	213/10/10	0/0/0/100	#CE1126	PMS 18-1763 TC	0027	1147	2418	N/A

SCALING GUIDELINES

The AFC and NFC logos should be scaled to the same height when used together or when they are within the same visible area.



When used in combination with the NFL Shield, the AFC and NFC logos should follow this diagram for scale and placement. Across all three logos the stars are a consistent size and the keylines are consistent in weight.

