COLOR GUIDE

Primary Mark

Primary Logotype

Primary Mark with Logotype

GUIDE FOR A DARK BACKGROUND

Primary Mark

Dark Background

Primary Logotype

Dark Background

Primary Mark with Logotype

Dark Background

CAROLINA PANTHERS LOGO SLICK

The color and grayscale guides 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 PANTONE C/M/Y/K R/G/B GRAYSCALE HTML (HEX) TEXTILE COATSM ADEIRA ROBISON-ANTON

File usage Spot printing 4c printing Video B/W printing Web Garments Embroidery Embroidery Embroidery

Blue PMS Process Blue C 100/10/0/5 0/124/184 60% 0088CE PMS 17-4247 TC 69CBC 1297/19772 388

Black PMS Black 6 C 100/40/0/100 0/0/0 100% 000000 PMS 19-4205 TC 900 1000/1800 2296

Silver PMS 877 C Metallic (or use PMS 429 C) 0/0/0/20 191/191/191 30% A5ACAF PMS 14-5002 TC flat 70CBC 1087 2483

White no ink (or use Opaque White) 0/0/0/0 255/255/255 0% FFFFFF PMS 11-0601 TC 0001 1005 2297

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Keyline color must always match predominant background color of garment.
**GRAYSCALE GUIDE**
Grayscale versions of the logo should be printed using screens of black.

**BLACK & WHITE & 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.

<table>
<thead>
<tr>
<th>BLACK &amp; WHITE</th>
<th>ONE COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Mark - for use on 0-39% &amp; 76-100% black.</td>
<td>Primary Mark Dark Background</td>
</tr>
<tr>
<td>Alternate - for use on 40-75% black.</td>
<td>Primary Mark</td>
</tr>
<tr>
<td>Primary Mark</td>
<td>Primary Mark</td>
</tr>
<tr>
<td>Primary Mark with Logotype - for use on 0-39% &amp; 76-100% black.</td>
<td>Primary Mark with Logotype Dark Background</td>
</tr>
<tr>
<td>Alternate - for use on 40-75% black.</td>
<td>Primary Mark</td>
</tr>
</tbody>
</table>

**MECHANICAL ART**
For use as reproduction art. 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.
### SECONDARY MARK

<table>
<thead>
<tr>
<th>CMYK</th>
<th>DARK BACKGROUND</th>
<th>GRAYSCALE</th>
<th>ONE COLOR</th>
<th>MECHANICAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>![CMYK Image]</td>
<td>![Gray Image]</td>
<td>![One Color Image]</td>
<td>![Mechanical Image]</td>
</tr>
</tbody>
</table>

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