

LOGO SLICK CAROLINA PANTHERS

COLOR GUIDE

Primary Mark



Primary Logotype

**CAROLINA
PANTHERS**

Primary Mark with Logotype



GUIDE FOR A DARK BACKGROUND

Primary Mark Dark Background



Primary Logotype Dark Background

**CAROLINA
PANTHERS**

**CAROLINA
PANTHERS**

Primary Mark with Logotype Dark Background



GUIDE FOR A BLUE BACKGROUND ONLY

Primary Mark Blue Background



Primary Logotype Blue Background

**CAROLINA
PANTHERS**

Primary Mark with Logotype Blue 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.

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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	ROBISON-ANTON Embroidery
Blue	PMS Process Blue C	100/10/0/5	0/124/184	60%	0088CE	PMS 17-4247 TC	69CBC	1297/1977	2388
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	191/192/191	30%	A5ACAF	PMS 14-5002 TC (or use PMS 16-0000 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 Versions For Embroidery Only



Keyline color must always match predominant background color of garment.

GRAYSCALE GUIDE

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

<p>Primary Mark - for use on 0-39% & 76-100% black.</p>   	<p>Alternate - for use on 40-75% black.</p>   
<p>Primary Logotype - for use on 0-39% & 76-100% black.</p>   	<p>Alternate - for use on 40-75% black.</p>   
<p>Primary Mark with Logotype - for use on 0-39% & 76-100% black.</p> <p><small>PRIMARY</small></p>  <p><small>SECONDARY</small></p> 	<p>Alternate - for use on 40-75% black.</p> <p><small>PRIMARY</small></p>  <p><small>SECONDARY</small></p> 

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.

BLACK & WHITE





<p>Primary Mark</p> 	<p>Primary Mark Dark Background</p> 
<p>Primary Logotype</p> 	<p>Primary Logotype Dark Background</p> 
<p>Primary Mark with Logotype</p> <p><small>PRIMARY</small></p>  <p><small>SECONDARY</small></p> 	<p>Primary Mark with Logotype Dark Background</p> <p><small>PRIMARY</small></p>  <p><small>SECONDARY</small></p> 

ONE COLOR

<p>Primary Mark</p> 	<p>Primary Mark Dark Background</p> 
<p>Primary Logotype</p> 	<p>Primary Logotype Dark Background</p> 
<p>Primary Mark with Logotype</p> <p><small>PRIMARY</small></p>  <p><small>SECONDARY</small></p> 	<p>Primary Mark with Logotype Dark Background</p> <p><small>PRIMARY</small></p>  <p><small>SECONDARY</small></p> 

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.

<p>Primary Mark</p> 	<p>Primary Logotype</p> 	<p>Primary Mark with Logotype</p> <p><small>PRIMARY</small></p>  <p><small>SECONDARY</small></p> 
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SECONDARY MARK

CMYK

DARK BACKGROUND

GRAYSCALE

ONE COLOR

MECHANICAL

