

PRIMARY MARK



FULL COLOR



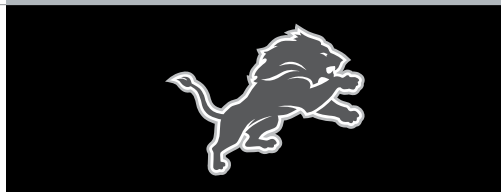
Blue keyline for use on silver background only



BLACK & WHITE



GRAYSCALE



ONE-COLOR



DETROIT LIONS LOGO SLICK

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COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
BLUE	PMS 2196 C	100/35/0/12	0/118/182	0076B6	80%	PMS 18-4045 TCX	57ETB	1042	RAINSTORM BLUE- 59775
SILVER	PMS 8180 C METALLIC <small>(or use PMS 429 C)</small>	3/0/0/32	176/183/188	BOB7BC	30%	PMS 14-5002 TCX <small>(or use PMS 14-5002 TC)</small>	B9355	1212/1718	DOLPHIN GREY- 59758
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1805	ULTRA BRIGHT WHITE - 58263

NOTES



2 COLOR TONAL
FOR LICENSEE USE ONLY

PRIMARY LOGOTYPE

The word "LIONS" in a bold, italicized, blue sans-serif font with a white outline.

FULL COLOR

The word "LIONS" in a bold, italicized, white sans-serif font with a black outline, set against a solid black background.The word "LIONS" in a bold, italicized, black sans-serif font with a white outline, set against a white background.

BLACK & WHITE

The word "LIONS" in a bold, italicized, white sans-serif font with a black outline, set against a solid dark gray background.The word "LIONS" in a bold, italicized, dark gray sans-serif font with a white outline, set against a white background.

GRAYSCALE

The word "LIONS" in a bold, italicized, black sans-serif font with a white outline, set against a solid light gray background.

ONE-COLOR

The word "LIONS" in a bold, italicized, white sans-serif font with a black outline, set against a solid blue background.

PRIMARY MARK WITH LOGOTYPE



FULL COLOR



Blue keyline for use on silver background only



BLACK & WHITE



GRAYSCALE



ONE-COLOR



SECONDARY LOGOTYPE



FULL COLOR



BLACK & WHITE



GRAYSCALE



ONE-COLOR



PRIMARY HELMET



FULL COLOR



GRAYSCALE



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
BLUE	PMS 2196 C	100/35/0/12	0/118/182	0076B6	80%	PMS 18-4045 TCX	57ETB	1042	RAINSTORM BLUE- 59775
SILVER	PMS 8180 C METALLIC <small>(or use PMS 429 C)</small>	3/0/0/32	176/183/188	BOB7BC	30%	PMS 14-5002 TCX <small>(or use PMS 14-5002 TC)</small>	B9355	1212/1718	DOLPHIN GREY- 59758
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1805	ULTRA BRIGHT WHITE - 58263
BLACK*	PMS PROCESS BLACK C	70/50/50/100	0/0/0	000000	100%	PMS 19-4005 TCX	B9953	1000/1800	BLACK- 58954

* FOR HELMET ART FILES ONLY

ALTERNATE HELMET



FULL COLOR



GRAYSCALE



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
BLUE	PMS 2196 C	100/35/0/12	0/118/182	0076B6	80%	PMS 18-4045 TCX	57ETB	1042	RAINSTORM BLUE- 59775
SILVER	PMS 8180 C METALLIC <small>(or use PMS 429 C)</small>	3/0/0/32	176/183/188	BOB7BC	30%	PMS 14-5002 TCX <small>(or use PMS 14-5002 TC)</small>	B9355	1212/1718	DOLPHIN GREY- 59758
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1805	ULTRA BRIGHT WHITE - 58263
BLACK*	PMS PROCESS BLACK C	70/50/50/100	0/0/0	000000	100%	PMS 19-4005 TCX	B9953	1000/1800	BLACK- 58954

* FOR HELMET ART FILES ONLY

CLASSIC HELMET



FULL COLOR



GRAYSCALE



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
BLUE	PMS 2196 C	100/35/0/12	0/118/182	0076B6	80%	PMS 18-4045 TCX	57ETB	1042	RAINSTORM BLUE- 59775
SILVER	PMS 8180 C METALLIC <small>(or use PMS 429 C)</small>	3/0/0/32	176/183/188	BOB7BC	30%	PMS 14-5002 TCX <small>(or use PMS 14-5002 TC)</small>	B9355	1212/1718	DOLPHIN GREY- 59758
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1805	ULTRA BRIGHT WHITE - 58263
BLACK*	PMS PROCESS BLACK C	70/50/50/100	0/0/0	000000	100%	PMS 19-4005 TCX	B9953	1000/1800	BLACK- 58954

* FOR HELMET ART FILES ONLY

PRIMARY UNIFORM

PANTS CAN BE INTERCHANGEABLE WITH JERSEYS



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
BLUE	PMS 2196 C	100/35/0/12	0/118/182	0076B6	80%	PMS 18-4045 TCX	57ETB	1042	RAINSTORM BLUE- 59775
SILVER	PMS 8180 C METALLIC <small>(or use PMS 429 C)</small>	3/0/0/32	176/183/188	BOB7BC	30%	PMS 14-5002 TCX <small>(or use PMS 14-5002 TC)</small>	B9355	1212/1718	DOLPHIN GREY- 59758
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1805	ULTRA BRIGHT WHITE - 58263

CLASSIC UNIFORM



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
BLUE	PMS 2196 C	100/35/0/12	0/118/182	0076B6	80%	PMS 18-4045 TCX	57ETB	1042	RAINSTORM BLUE- 59775
SILVER	PMS 8180 C METALLIC <small>(or use PMS 429 C)</small>	3/0/0/32	176/183/188	BOB7BC	30%	PMS 14-5002 TCX <small>(or use PMS 14-5002 TC)</small>	B9355	1212/1718	DOLPHIN GREY- 59758
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1805	ULTRA BRIGHT WHITE - 58263

ALTERNATE UNIFORM



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
BLUE	PMS 2196 C	100/35/0/12	0/118/182	0076B6	80%	PMS 18-4045 TCX	57ETB	1042	RAINSTORM BLUE- 59775
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WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1805	ULTRA BRIGHT WHITE - 58263

THE FOLLOWING IS BASIC INFORMATION FOR THE CLUB'S BRAND. APPROVAL FROM THE NATIONAL FOOTBALL LEAGUE'S QUALITY CONTROL DEPARTMENT IS REQUIRED FOR COMMERCIAL USE.

ESTABLISHED DATE:

1934

3-LETTER ABBREVIATION:

DET

TEAM SLOGAN:

ONE PRIDE

WE ARE ONE DETROIT

THIS IS ONE PRIDE