

COLOR GUIDE ONLY

Primary Mark



Primary Logotype

COWBOYS

COWBOYS

GUIDE FOR DARK BACKGROUND

Primary Mark



Primary Logotype

COWBOYS

COWBOYS

DALLAS
COWBOYS

UNIFORM AND HELMET COLOR GUIDE ONLY

The colors shown on this page are not intended to match the PANTONE Color Standards. For reproduction, use either the NFL Process Colors or the actual PANTONE Colors listed below.



COWBOYS

For use on blue jersey **ONLY**

Solid Color

For Cowboys Navy use PANTONE 289C
For Cowboys Silver use PANTONE 8001C metallic*
For Cowboys Royal† use PANTONE 280C
For Cowboys Silver-Green§ use PANTONE 8280C
For Cowboys Silver (helmet only) use PANTONE 8240C †

*Use PANTONE Cool Grey 5C when metallic ink is not available
†Use for numerals, lettering and stripes on white jersey only
§Use for uniform pant worn with white jersey only

Process Color

For Cowboys Navy 100c / 65m / 0y / 60k
For Cowboys Silver 0c / 0m / 0y / 20k
For Cowboys Royal 100c / 65m / 0y / 20k
For Cowboys Silver-Green 20c / 0m / 5y / 15k
For Cowboys Silver (helmet only) 10c / 0m / 0y / 20k

Textile Color

For Cowboys Navy use PANTONE 19-4028TC
For Cowboys Silver use PANTONE 14-5002TC*†
For Cowboys Royal‡ use PANTONE 19-3950TC
For Cowboys Silver-Green§ use PANTONE 15-4707TC

*Use PANTONE 14-4002TC when PANTONE 14-5002TC is not available
†Use PANTONE 16-0000TC for facemask gray
‡Use for numerals, lettering and stripes on white jersey only
§Use for uniform pant worn with white jersey only

The colors shown on this page are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to current editions of the PANTONE Color Publications.

PANTONE® is a registered trademark of Pantone, Inc.

**DALLAS
COWBOYS**



The reverse of this page of the Official NFL Style Guide contains graphic representations of the team's official colors, trademarked helmet, primary mark (logo), primary logotype, and uniforms. It is not meant for reproduction, but as a guide for NFL Properties' licensees to use for color reference only. The righthand side of this page contains mechanical/art which should be used for actual reproduction of the team primary mark, primary logotype, jersey numerals, and helmet. For assistance in correct usage of the NFL trademarks, contact:

Quality Control
NFL Properties LLC
280 Park Avenue
New York, NY 10017
212.450.2771

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

NOTICE

The designs depicted herein are registered trademarks of the National Football League and its Member Clubs. Reproduction is limited strictly to usages authorized by license from NFL Properties. No reproduction may deviate in any manner whatsoever from specifications set forth herein.

MECHANICAL/ART

For use as reproduction art. Keyline does not print.

Primary Mark Mechanical/Art and B & W Guide



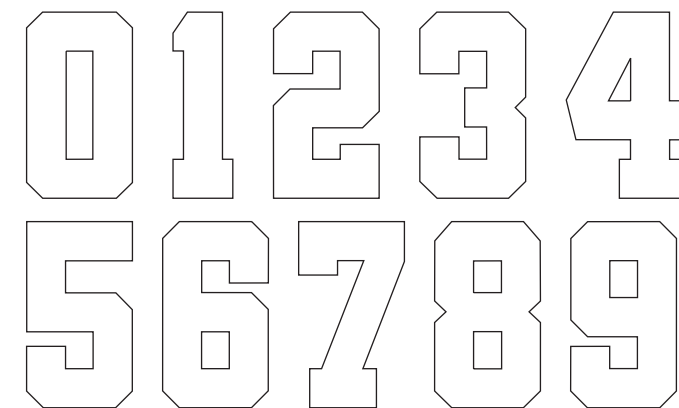
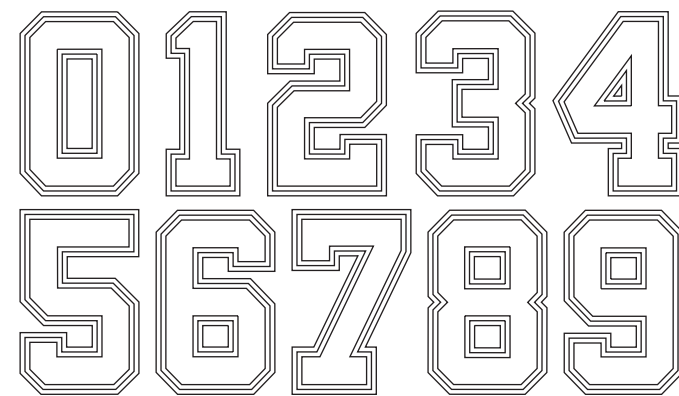
Primary Logotype Mechanical/Art and B & W Guide



Jersey Logotype ONLY Mechanical/Art



Mechanical/Art for replicating jersey numerals



Helmets Mechanical/Art

For all Mechanical/Art with keyline, keyline does not print. Use keyline as a holding line.



**Helmets
B & W
Guide**

