

COLOR GUIDE ONLY

Primary Mark



Primary Logotype

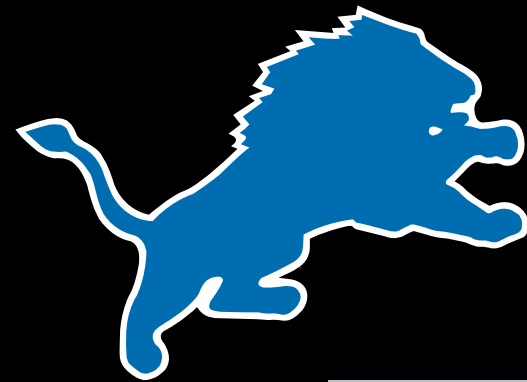
LIONS

LIONS

KEYLINE GUIDE

The keyline art is to be used when printing on a dark background to create a white outline around the primary mark. The keyline does not print.

Primary Mark



Primary Logotype on a dark background

LIONS

D E T R O I T

L I O N S

UNIFORM AND HELMET COLOR GUIDE ONLY, REVISED

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.



Solid Color

For Lions Blue use PANTONE 7462C
For Lions Silver use PANTONE 877C metallic*
For Lions Black use PANTONE Process Black C

*Use PANTONE 429C when metallic is not available

Process Color

For Lions Blue 100c / 45m / 0y / 10k
For Lions Silver 5c / 0m / 0y / 25k
For Lions Black 70c / 50m / 50y / 100k

Textile Color

For Lions Blue use PANTONE 18-4045TC
For Lions Silver use PANTONE 14-5002TC*
For Lions Black use PANTONE 19-4005TC

*Use PANTONE 15-4703TC when PANTONE 14-5002TC is not available

Grayscale Guide

100% Black
60% Black
20% Black

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.

**DETROIT
LIONS**



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), logotype, and uniforms. It is not meant for reproduction, but as a guide for NFL Properties' licensees to use for color reference only. The right-hand side of this page contains mechanical/art which should be used for actual reproduction of the team primary mark, 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.

Color Guide and Mechanical/Art

MECHANICAL/ART

For use as reproduction art. Keyline does not print, except for the primary mark where the keyline prints blue *only* when printing on a white background.

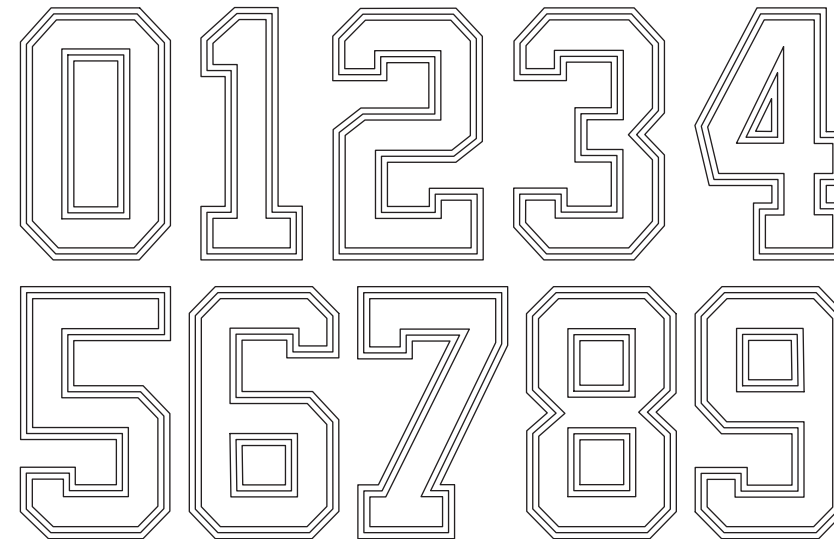
Primary Mark Mechanical/Art and B & W Guide



Logotype Mechanical/Art and B & W Guide

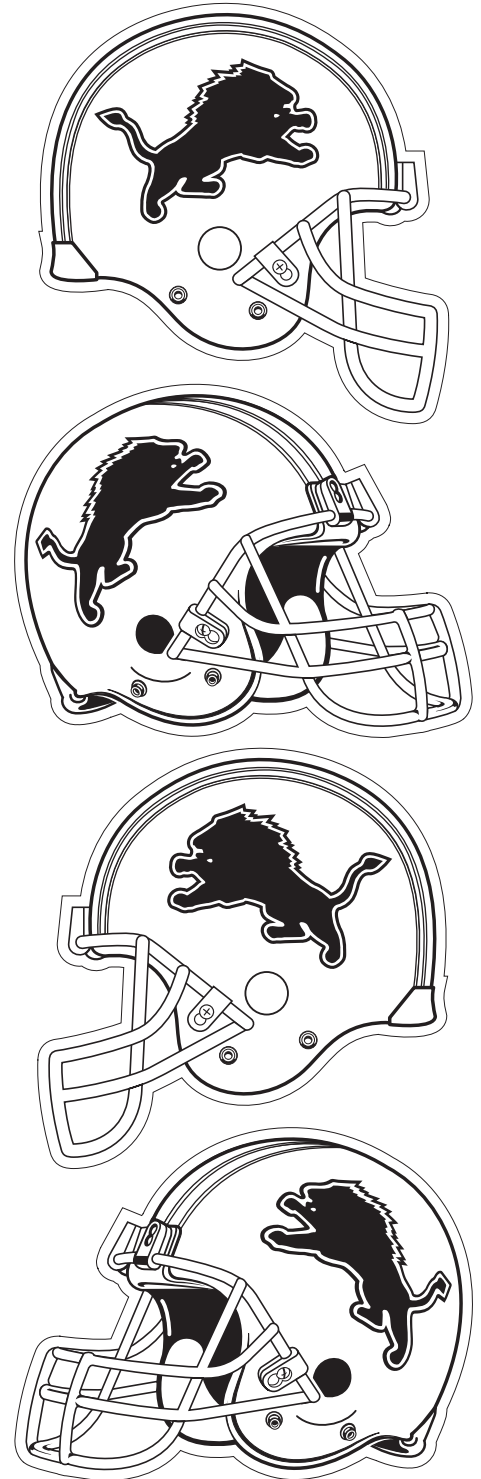


Mechanical/Art for replicating jersey numerals



Helmets Mechanical/Art

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



**Helmets
B & W
Guide**

