

**COLOR GUIDE ONLY**

**Primary Mark**



**Primary Logotype**

**ATLANTA  
FALCONS**

**Primary Mark with Logotype**

**ATLANTA  
FALCONS**



**GUIDE FOR A DARK BACKGROUND**

**Primary Mark**



**Primary Logotype**

**ATLANTA  
FALCONS**



**Primary Mark with Logotype**

**ATLANTA  
FALCONS**



**A T L A N T A**

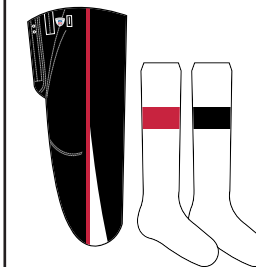
**F A L C O N S**

**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.



Black pant can be worn with all jerseys. Socks must be worn with appropriate jersey/pant combinations as shown below.



Solid Color	
	For Falcons Black use PANTONE Process Black C
	For Falcons Red use PANTONE 187C
	For Falcons Silver use PANTONE 8001C metallic*

\*Use PANTONE Cool Grey 5C when metallic is not available

Process Color	
	For Falcons Black 70c / 50m / 50y / 100k
	For Falcons Red 20c / 100m / 80y / 0k
	For Falcons Silver 0c / 0m / 0y / 20k

Textile Color	
	For Falcons Black use PANTONE 19-4005TC
	For Falcons Red use PANTONE 19-1663TC
	For Falcons Silver use PANTONE 14-5002TC*

\*Use PANTONE 14-4002TC when PANTONE 14-5002TC metallic is not available

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**ATLANTA  
FALCONS**



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

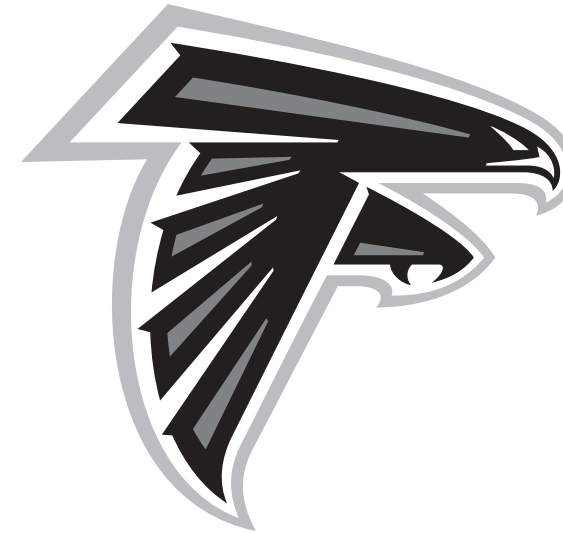
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**BLACK AND WHITE GUIDE ONLY**

**Primary Mark**



**Primary Logotype**

ATLANTA  
**FALCONS**

**Primary Mark with Logotype**

ATLANTA  
**FALCONS**



**Grayscale Guide**

	100% Black
	60% Black
	30% Black

Primary Identity Color and Black and White Guide

**ATLANTA  
FALCONS**



This page of the Official NFL Style Guide contains mechanical/art which should be used for actual reproduction of the team's primary and secondary marks, logotype, and helmet. For assistance in correct usage of the NFL trademarks, contact:

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**FALCONS**

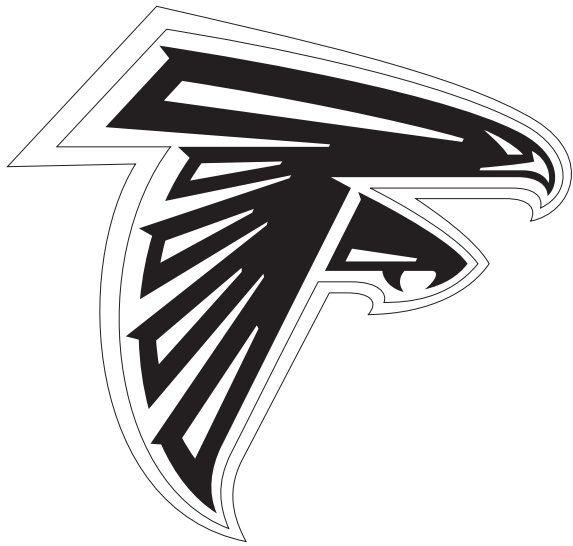
**Mechanical/Art**

**MECHANICAL/ART**

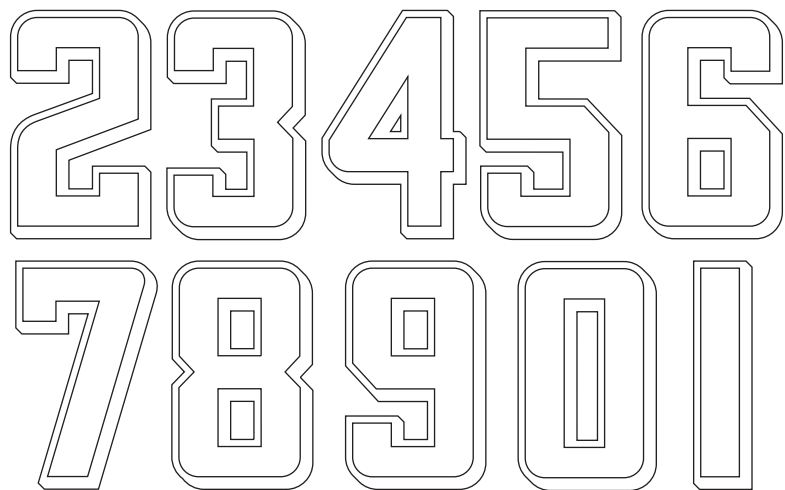
For use as reproduction art. Keylines do not print, except for the primary mark, where the keyline *does* print.

**Primary Mark with Logotype Mechanical/Art**

**ATLANTA  
FALCONS**



**Mechanical/Art for replicating jersey numerals**

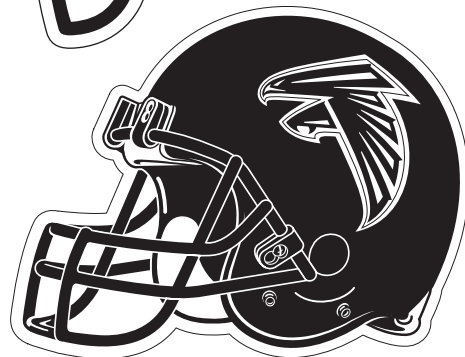
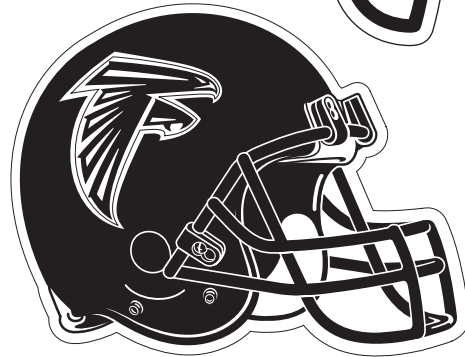


**Mechanical/Art for replicating jersey nameplate font**



**Helmets Mechanical/Art**

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



**Helmets  
B & W  
Guide**

