
CHICAGO BEARS

Brand Guidelines

CONTENTS



Mission	3
Values	4
Brand Colors	8
Brand Assets	9
Uniform Typography	36
Incorrect Usage	38
Background Control	41
Partner Position & Brand Extensions	43
Questions	46

MISSION

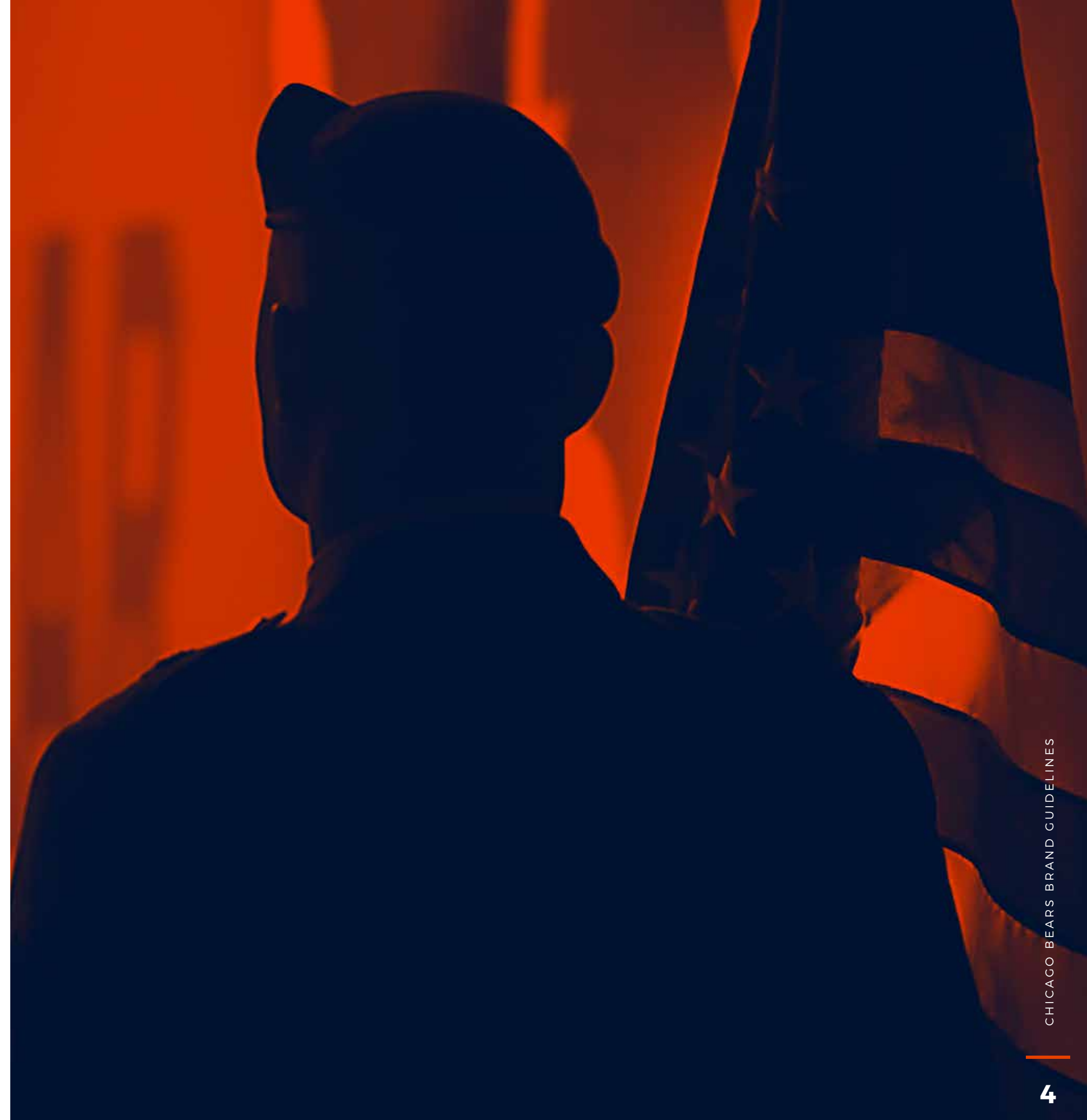
To be a Championship football team while consistently delivering the highest level of entertainment to our fans and support to our community.



VALUES

Respect

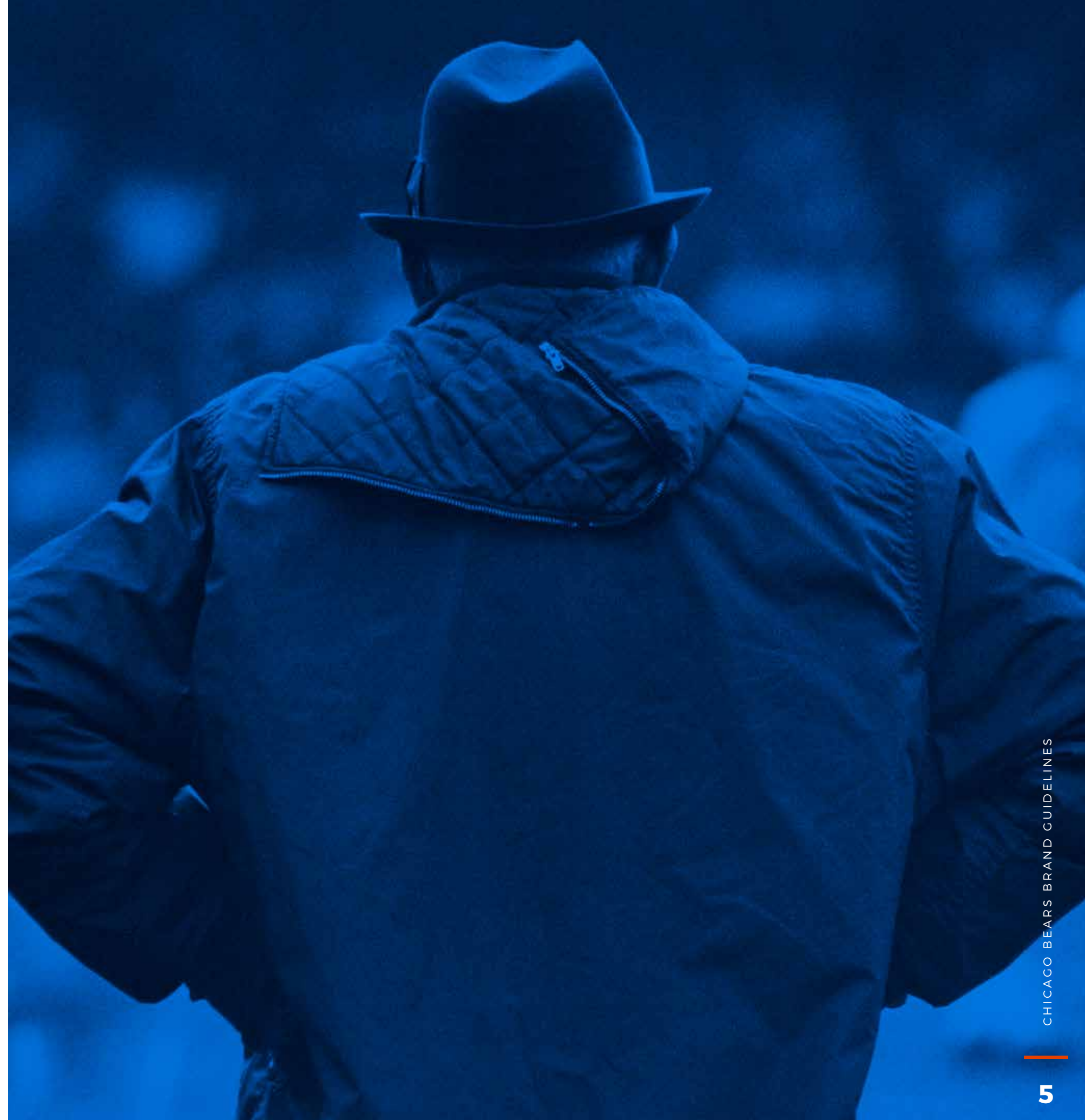
No matter the job, no matter the title, everyone in this organization matters. Everyone contributes. We're all honored and thankful to represent the City of Chicago and the greatest fans in the world. We conduct ourselves with humility and passion on and off the field.



VALUES

Integrity

As a founding franchise of the National Football League, we hold ourselves to the highest standards. We operate with honesty and discipline. We continue to earn the trust and loyalty of our fans and our community through an unwavering commitment to doing the right thing.



VALUES

Team

We are a family of many ages, ethnicities and backgrounds, united in a selfless pursuit to uphold the strong character George Halas used to build the Chicago Bears into one of the most historic and revered franchises in the National Football League.



VALUES

Excellence

Nobody who ever gave his best regretted it. As an organization we not only share this attitude, we share a steadfast commitment to greatness. In all aspects of our business – we learn, innovate and grow. We are resilient and tackle each challenge with relentless effort.



BRAND COLORS



SPOT **5395**
CMYK **100/80/30/80**
RGB **11/22/42**
HEX **0B162A**



SPOT **1665**
CMYK **0/82/100/0**
RGB **230/65/0**
HEX **E64100**



BEARS ASSETS

As primary visual identifiers of the Bears, it is important that the marks and colors not be altered in any way. In all Bears communications, from print, digital, broadcast and in all partnership applications that call for additional graphics, the Bears marks should be highly visible and unmistakable.



BEAR HEAD



BEAR HEAD



FULL COLOR



BLACK & WHITE



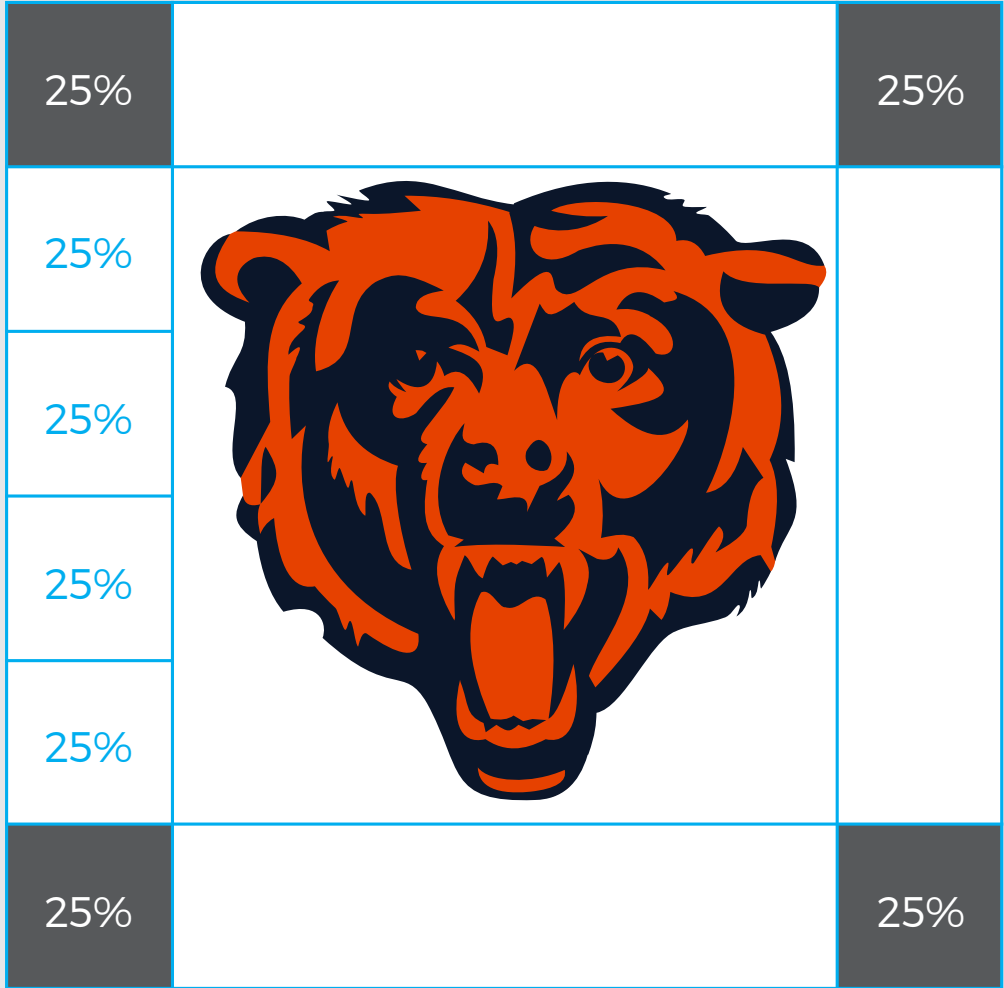
GRAYSCALE



ONE-COLOR

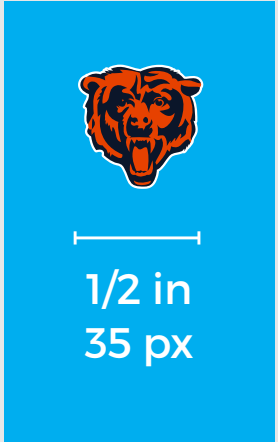


BEAR HEAD



Clearspace

The Bear Head should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the Bear Head. Please note that clearspace is not the same as whitespace.



Minimum Size

The Bear Head can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced in print such that the width of the Bear Head is less than 1/2 inch or 35 pixels digitally.

The Bears C is preferred for all web applications or projects featuring embroidery. The Bears C is the only mark that should be utilized in print applications requiring the width of the mark to be reproduced smaller than 1/2 inch or 35 pixels. Use good judgment to ensure legibility.

THE C





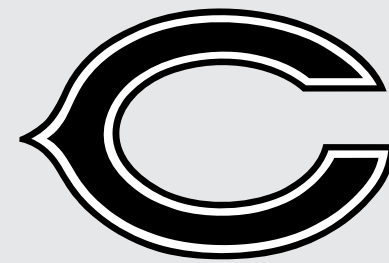
THE C



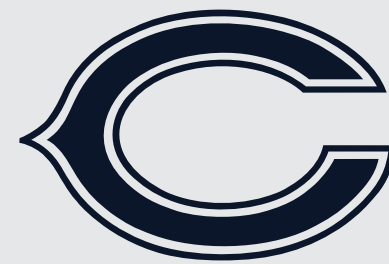
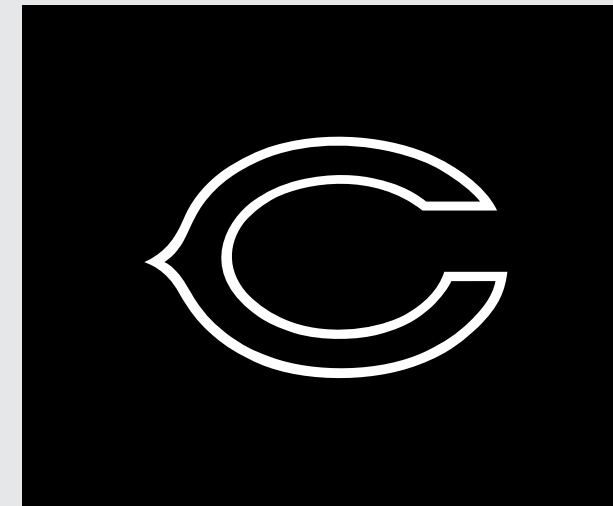
FULL COLOR



GRAYSCALE



BLACK & WHITE



ONE-COLOR

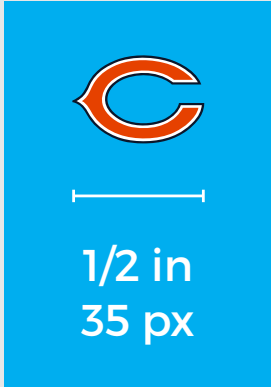


THE C



Clearspace

The C should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the C. Please note that clearspace is not the same as whitespace.



Minimum Size

The C can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It is preferred that the width of the C is never less than 1/2 inch or 35 pixels digitally. If a Bears mark is required to be reproduced smaller than 1/2 inch, the C is the only mark that should be utilized.

The C is preferred for all web applications or projects featuring embroidery.

THE C DETAIL

Two versions of the C are provided with the assets. The thickness of the white outline differs in each version. The version with the blue outline should be used in all applications where the background is lighter than the blue outline. The version without the blue outline is provided for dark backgrounds.

The C with the blue outline should be used in all applications where the background is lighter than the blue outline.



BEARS

BEARS

BEARS

Two versions of BEARS are provided with the assets: with and without an outline. The BEARS mark without the outline is the preferred mark and should be used in most instances.

BEARS
BEARS

FULL COLOR



BEARS
BEARS

FULL COLOR



BEARS

BLACK & WHITE

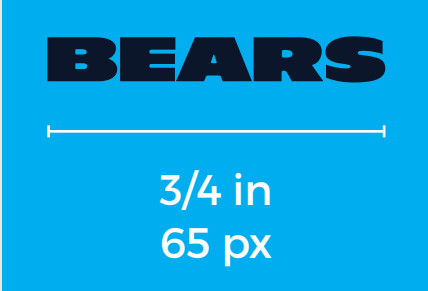


BEARS



Clearspace

BEARS should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 100% of the height of BEARS. Please note that clearspace is not the same as whitespace.



Minimum Size

BEARS can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the BEARS is less than 3/4 inch in print or 65 pixels digitally.

The Bears C is preferred for all web applications or projects featuring embroidery. The Bears C is the only mark that should be utilized in print applications requiring the width of the mark to be reproduced smaller than 1/2 inch or 35 pixels. Use good judgment to ensure legibility.

CHICAGO BEARS

CHICAGO
BEARS

CHICAGO BEARS



FULL COLOR



GRAYSCALE



ONE-COLOR



FULL COLOR



CHICAGO BEARS



Clearspace

Chicago Bears should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 100% of the height of Bears. Please note that clearspace is not the same as whitespace.



Minimum Size

Chicago Bears can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of Bears is less than 3/4 inch in print or 65 pixels digitally.

The Bears C is preferred for all web applications or projects featuring embroidery. The Bears C is the only mark that should be utilized in print applications requiring the width of the mark to be reproduced smaller than 1/2 inch or 35 pixels. Use good judgment to ensure legibility.

BEAR HEAD WITH BEARS



BEAR HEAD WITH BEARS



FULL COLOR



BLACK & WHITE



GRAYSCALE



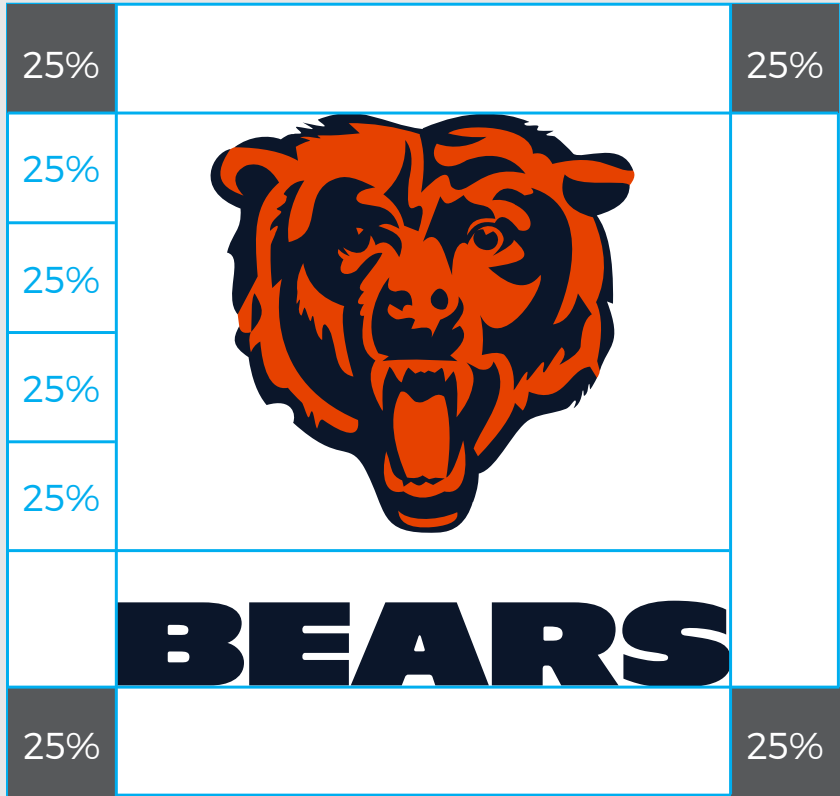
ONE-COLOR



BEAR HEAD WITH OUTLINED BEARS



BEAR HEAD WITH BEARS



Clearspace

The Bear Head with Bears should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the Bear Head. Please note that clearspace is not the same as whitespace.



Minimum Size

The Bear Head with Bears can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of the BEARS is less than 3/4 inch in print or 65 pixels digitally.

The Bears C is preferred for all web applications or projects featuring embroidery. The Bears C is the only mark that should be utilized in print applications requiring the width of the mark to be reproduced smaller than 1/2 inch or 35 pixels. Use good judgment to ensure legibility.

THE C WITH BEARS



THE C WITH BEARS



FULL COLOR



BLACK & WHITE



GRAYSCALE



ONE-COLOR



THE C WITH OUTLINED BEARS



FULL COLOR

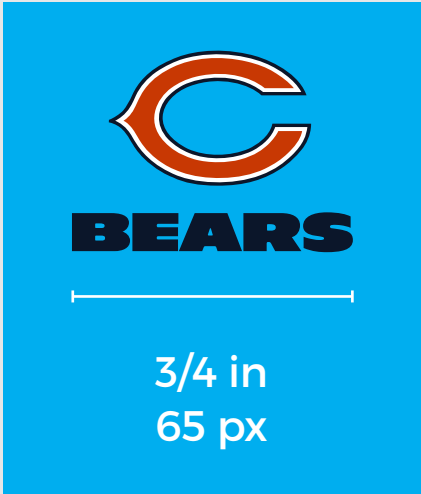


THE C WITH BEARS



Clearspace

The C with Bears should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 25% of the height of the C. Please note that clearspace is not the same as whitespace.



Minimum Size

The C with Bears can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. It should not be reproduced such that the width of BEARS is less than 3/4 inch in print or 65 pixels digitally.

The Bears C is preferred for all web applications or projects featuring embroidery. The Bears C is the only mark that should be utilized in print applications requiring the width of the mark to be reproduced smaller than 1/2 inch or 35 pixels. Use good judgment to ensure legibility.

CHICAGO

CHI  AGO

CHICAGO



FULL COLOR



GRAYSCALE



BLACK & WHITE



ONE-COLOR



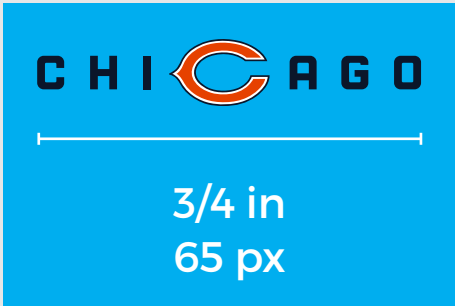
CHICAGO

CHICAGO is the only instance in which a letter can be replaced with a Bears mark.



Clearspace

The CHICAGO should be surrounded by a field of clearspace to isolate it from competing graphic elements and ensure its visibility and impact. The clearspace minimum is equal to 50% of the height of the C. Please note that clearspace is not the same as whitespace.



Minimum Size

CHICAGO can appear in a variety of sizes to accommodate a range of applications. but it should not be sized so small that it becomes illegible. It should not be reproduced in print such that the width of the logotype is less than 3/4 inch in print or 65 pixels digitally.

The Bears C is preferred for all web applications or projects featuring embroidery. The Bears C is the only mark that should be utilized in print applications requiring the width of the mark to be reproduced smaller than 1/2 inch or 35 pixels. Use good judgment to ensure legibility.

HELMETS



HELMETS

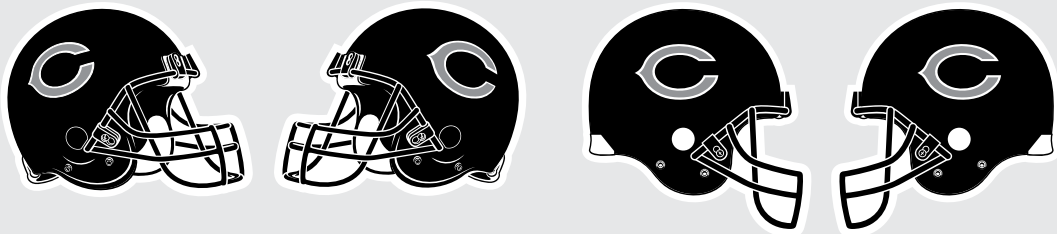
The Chicago Bears helmet is available in 3D format as well as flat format. For applications that call for dark or colored backgrounds, an outline around the flat helmet knocks out to white and helps ensure its definition.



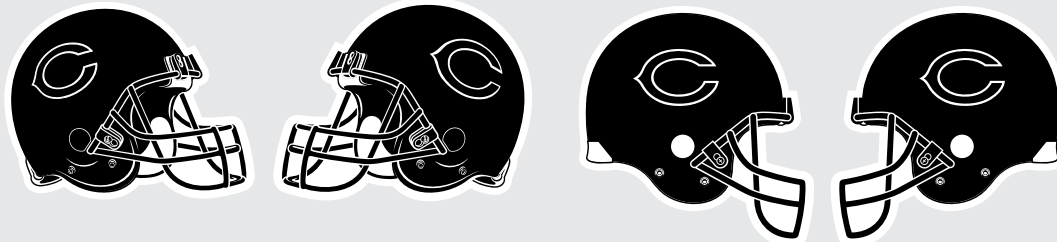
3D HELMETS



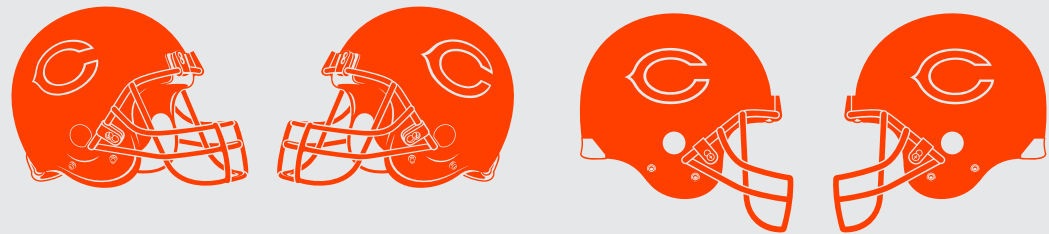
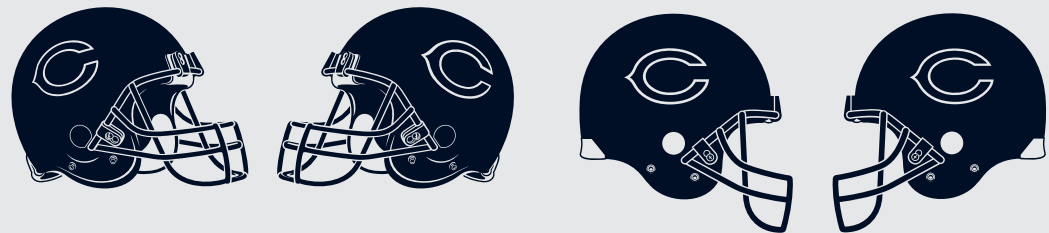
FULL - COLOR



GRAYSCALE



BLACK & WHITE



ONE-COLOR

UNIFORM TYPOGRAPHY

BEARS

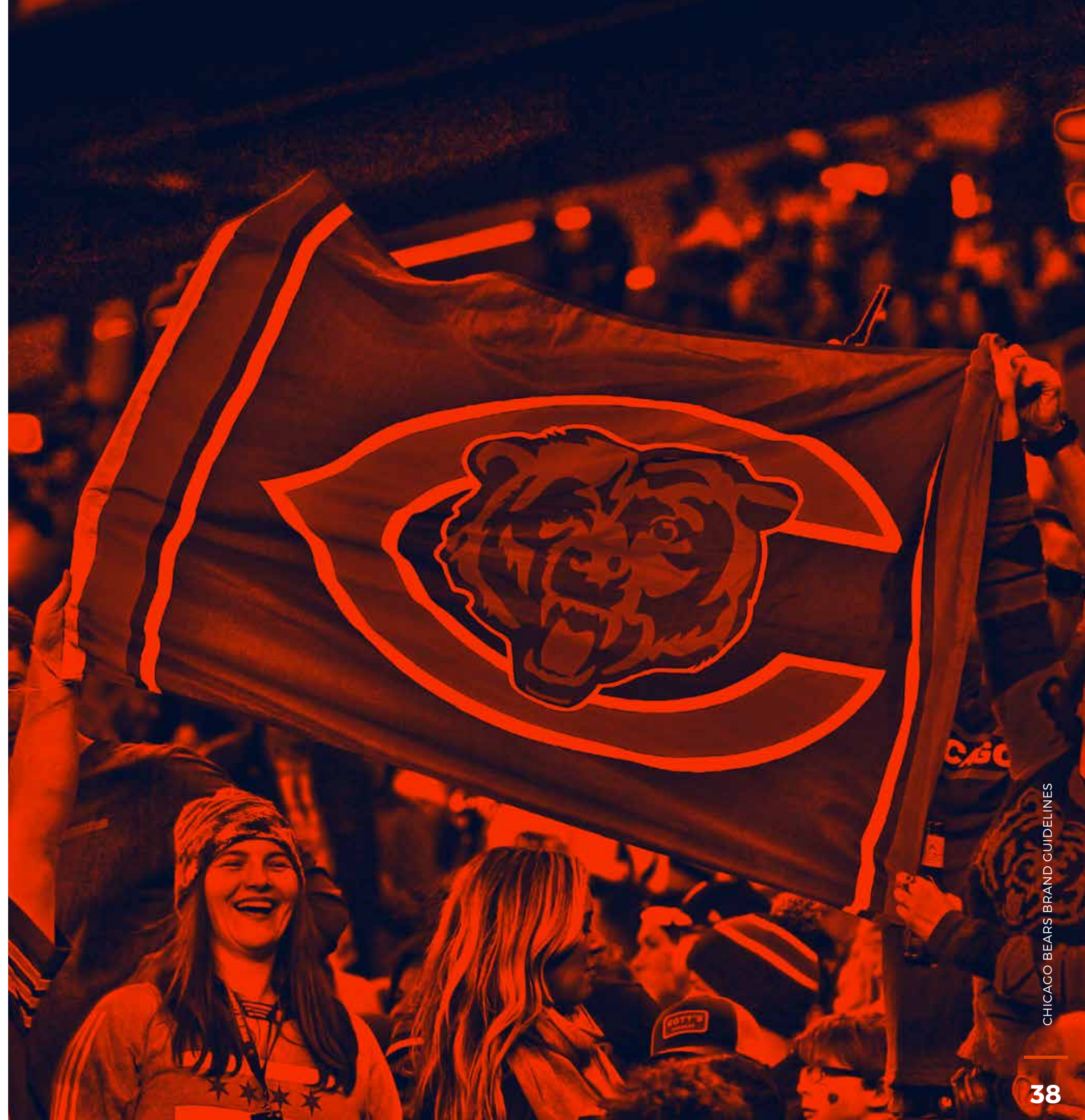
UNIFORM TYPOGRAPHY

The Chicago Bears typography is a unique and powerful tool within our identity system. Careful use of Chicago Bears typography reinforces our brand and ensures clarity and harmony in all communications. To aid in creating a consistent look, the Chicago Bears typography is provided with the assets.

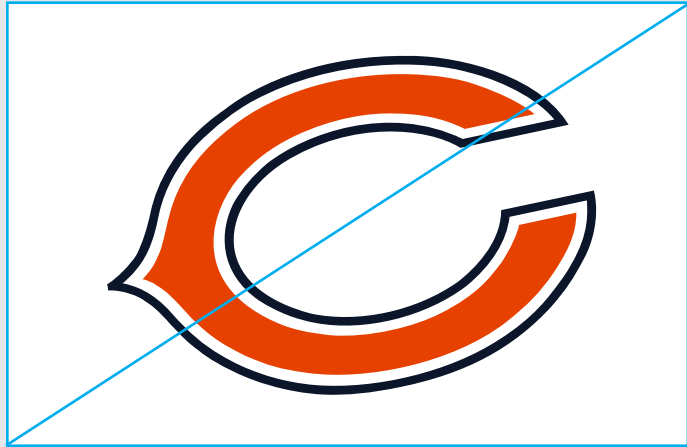


INCORRECT USAGE

Some common misuses of the marks are shown. Although these examples do not represent every misuse, they do indicate areas to verify. To ensure correct reproduction, please use the approved artwork.



INCORRECT USAGE



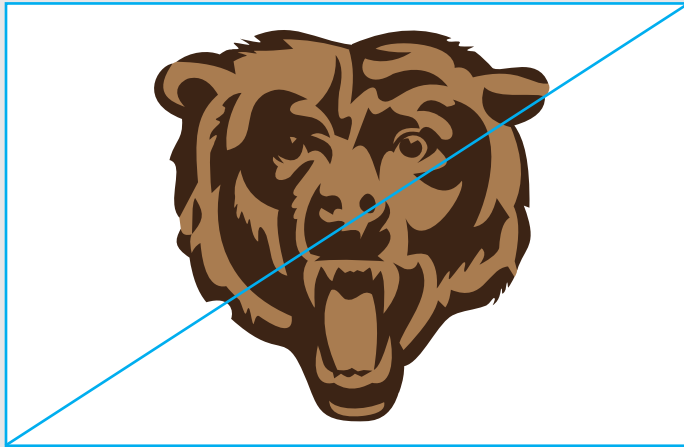
ANGLE

Do not alter the angle of a mark if it is in the foreground or it is the lone Bears mark in the graphic.



BACKGROUND

Do not place the C on areas of color with high contrast. Backgrounds should be a solid color when using the C.



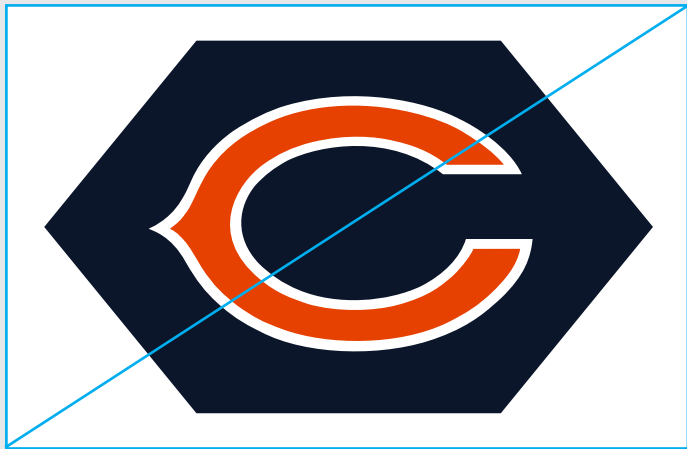
COLOR

Do not alter the colors of the marks.



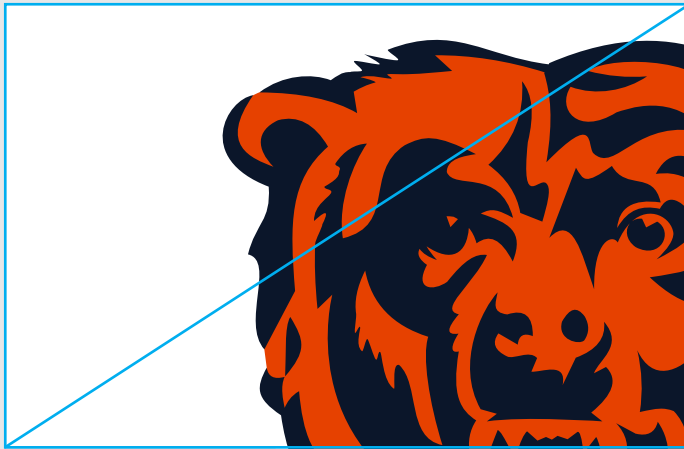
COMBINE

Do not combine the C and the Bear Head.



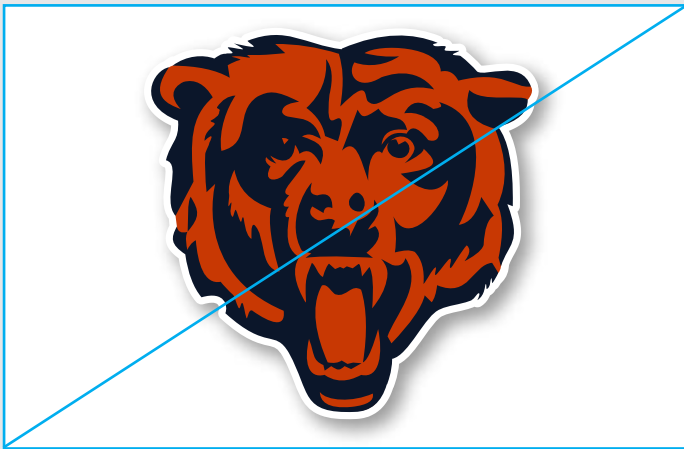
CONTAIN

Do not contain the marks in a shape.



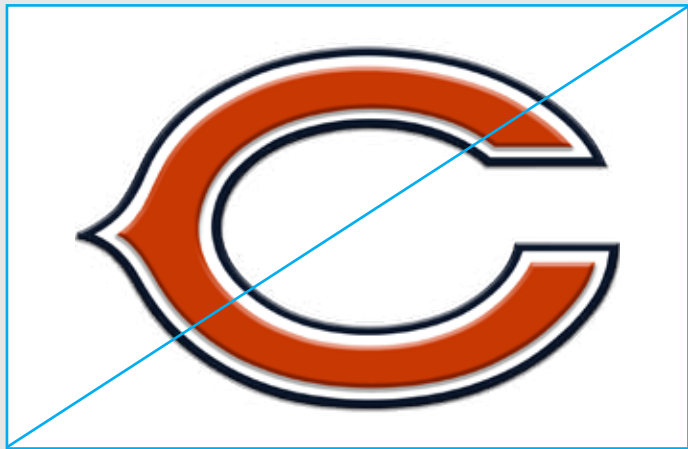
CROPPING

Do not crop off a mark if it is the lone Bears mark in a graphic.



DROP SHADOW

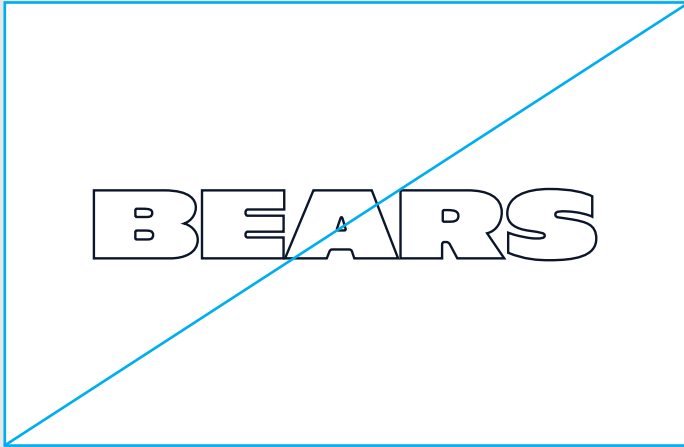
Do not add drop shadows to the marks.



EFFECTS

Do not add special effects to the marks.

INCORRECT USAGE



FILL

Do not use the same fill color as the background when using the outlined version of Bears.



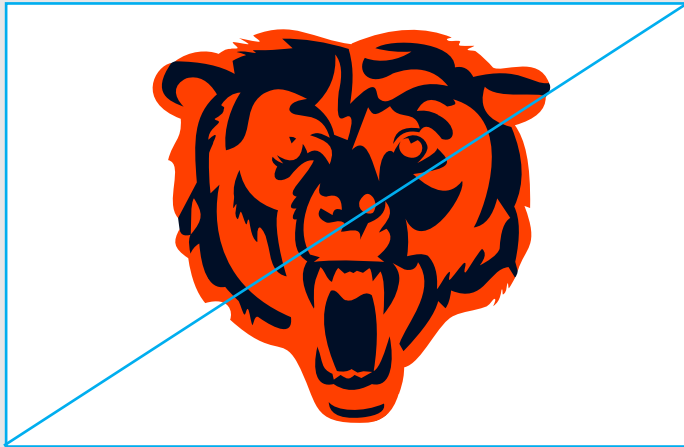
FLIPPING

Do not alter the direction of the marks.



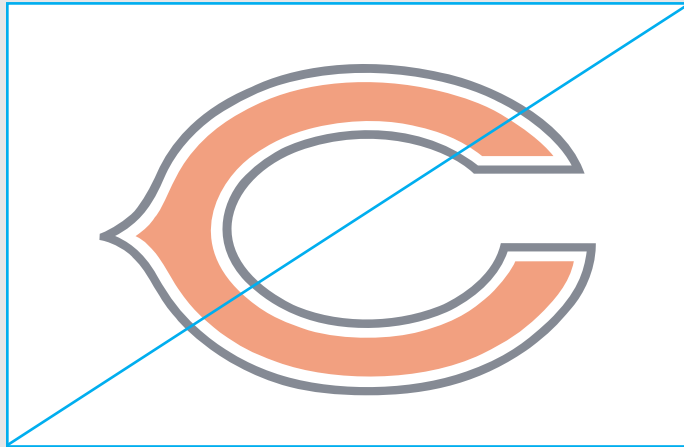
GRADATION

Do not add gradations to the marks.



INTERCHANGE

Do not interchange the colors of the marks.



OPACITY

Do not alter the opacity of the mark if it is the lone Bears mark in the graphic or it is in the foreground.



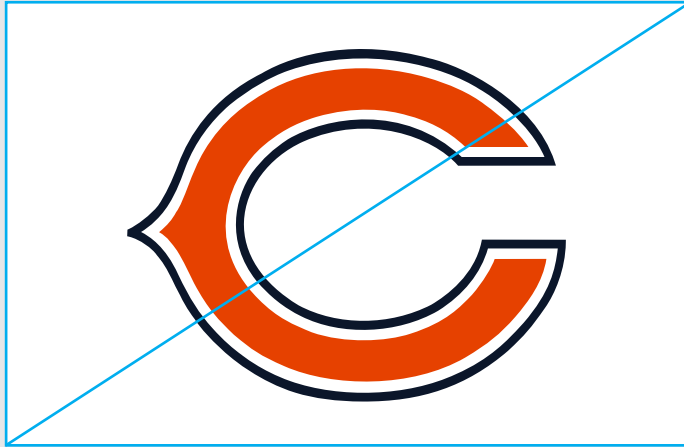
OUTLINE

Do not add additional outlines around primary marks.



REPLACE

Do not replace a word or letter with a Bears mark. The CHICAGO mark is the only instance in which a letter can be replaced with a Bears mark.



WARPING

Do not alter the proportion of the marks.

BACKGROUND CONTROL

Bears marks must be positioned against areas that offer sufficient contrast for the mark's legibility when placed on backgrounds.



BACKGROUND CONTROL

The full-color Bears marks can appear against a variety of backgrounds. When an application calls for a solid background, one of the colors from the Bears color palette is preferred. The full-color Bears marks can appear against a highly detailed area providing it is dense enough visually to provide adequate contrast.



The full-color Bears mark on a highly detailed photograph



The full-color Bears mark on a photograph with minimal detail



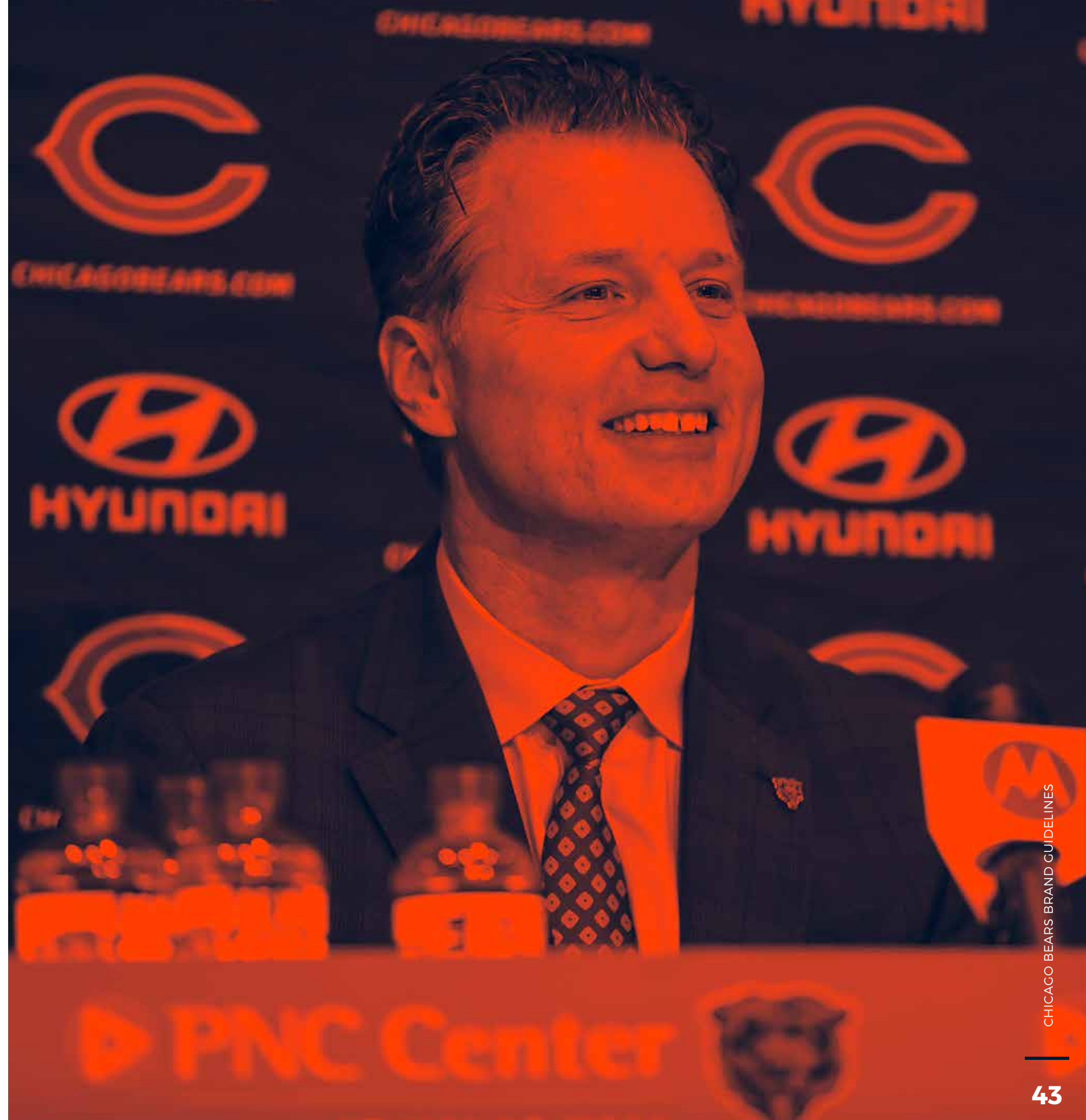
Do not place the full-color Bears mark on a photograph with areas of color with high contrast. This diminishes the visibility and detail of the Bears mark.



Do not place the full-color Bears mark on a photograph with areas of detail that can diminish the visibility and detail of the Bears mark.

PARTNER POSITION & BRAND EXTENSIONS

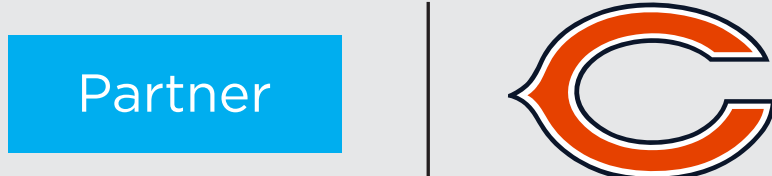
When utilizing a partner mark and the Bears mark in the same application, the Bears mark should be equal in visual proportion as the partner mark.



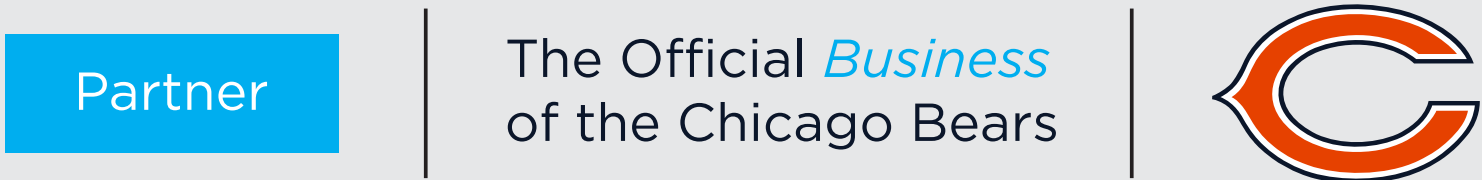
PARTNER POSITION



When a partner has the “Hall of Fame” business designation, the partner mark and the “Hall of Fame Partner” mark, or the Bears primary mark, should be equal in visual proportion and separated by a vertical line.



When a partner is paired with the primary Bears mark, it can be separated by a vertical line.



When a partner has the “Official” business designation, the primary Bears mark and the copy “The Official Business of the Chicago Bears” can be separated by a vertical line.



When a partner has the “Proud Partner” designation, the copy “Proud Partner of the Chicago Bears” can be located to the left or right of the primary Bears mark.

BRAND EXTENSIONS

A Bears event or initiative logo will feature a partner's mark along with a Bears mark. The Bears will determine the size and placement of the partner's mark. Bears program logos are created internally and will be routed to the participating partner for approval. Following the partner's initial approval the Bears will not seek approval on the mark's use going forward unless the mark has been altered.



QUESTIONS

For all branding needs, logo usage and approvals, please contact the Brand Creative Department:

JOHN CONROY

Director of Brand Creative

847.739.5304

Media members please contact:

MEGHAN BOWER

Public Relations Specialist

847.739.5230

If you have further questions regarding the appropriate usage of Chicago Bears marks, please contact the Partnership Activation Department:

MELISSA McDERMOTT

Director of Partnership Activation

847.739.5393



MONDAY NIGHT
COUNTDOWN