



# Brand Guidelines

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## Brand Colors



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

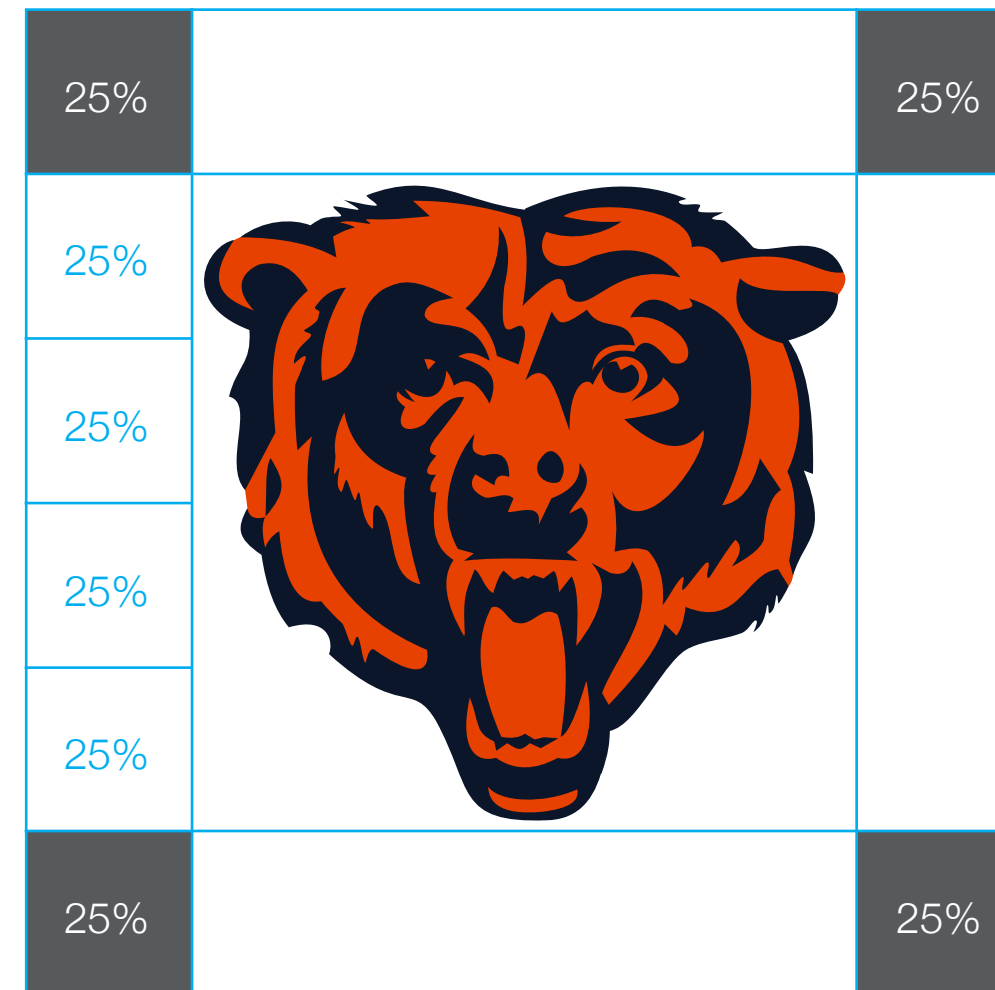


SPOT **1665**  
CMYK **0/82/100/0**  
RGB **230/65/0**  
HEX **E64100**

## Primary Mark



The bear head is the primary visual identifier of the Chicago Bears. The mark includes a white outline which helps ensure the definition of the mark on dark backgrounds. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



### 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 such that the width of the Bear Head is less than 1/2 inch or 35 pixels digitally.

**The C is preferred for projects featuring embroidery. The 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 and digital applications requiring the width of the mark to be reproduced smaller than 35 pixels. Use good judgment to ensure legibility.**

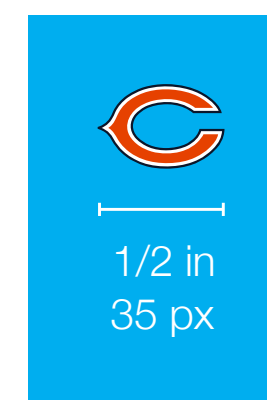
## Secondary Mark



The C is the secondary mark of the Chicago Bears and is designed to compliment the primary mark. Use of the secondary mark is necessary when the primary mark's minimum size requirements can't be met. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



**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 or 35 pixels digitally, the C is the only mark that should be utilized.

**The C is preferred for projects featuring embroidery.**

## Logotype

**BEARS**

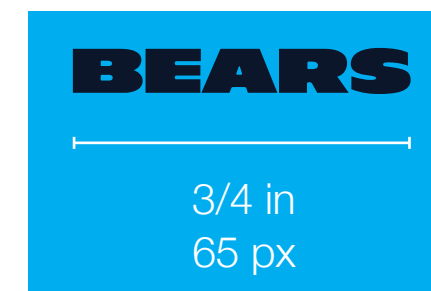
**BEARS**

Bears is the logotype of the Chicago Bears and is designed to compliment the primary mark and secondary mark. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



### 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 the letters in 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 or 65 pixels digitally.

**The C is preferred for projects featuring embroidery. The 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 and digital applications requiring the width of the mark to be reproduced smaller than 35 pixels. Use good judgment to ensure legibility.**

## Tertiary Mark

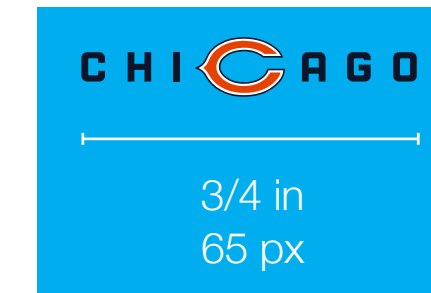


Chicago is the tertiary mark of the Chicago Bears and is designed to compliment the primary mark and secondary mark. Chicago is the only instance in which a letter can be replaced with a Bears mark. CMYK, RGB, Pantone, one-color, and grayscale variations are available.



### Clearspace

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 100% 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 such that the width of the Chicago is less than 3/4 inch or 65 pixels digitally.

**The C is preferred for projects featuring embroidery. The 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 and digital applications requiring the width of the mark to be reproduced smaller than 35 pixels. Use good judgment to ensure legibility.**

## Helmets



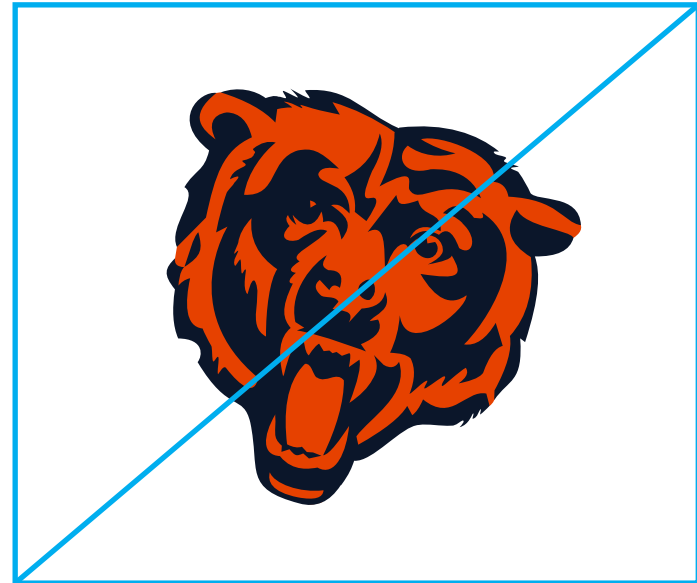
CMYK, RGB, Pantone, one-color, and grayscale variations are available in vector format.



CMYK and RGB variations are available in raster format.



## Incorrect Usage



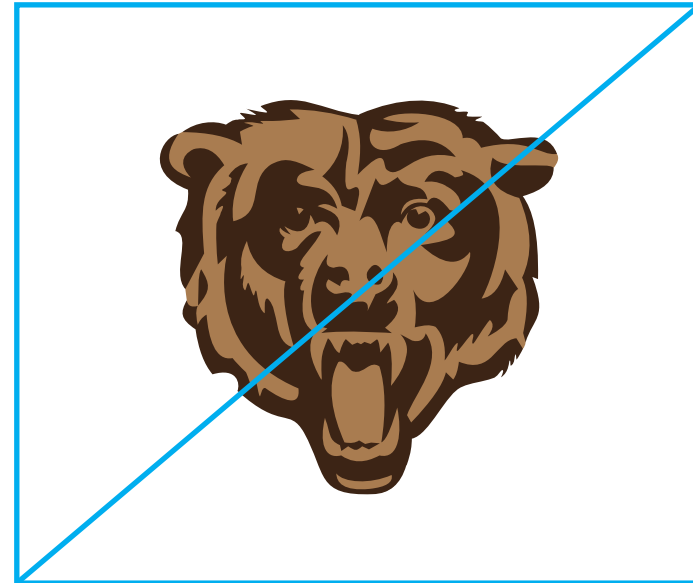
### Angle

Do not alter the angle of a Bears mark if it is the lone Bears mark in a 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 color of Bears marks.



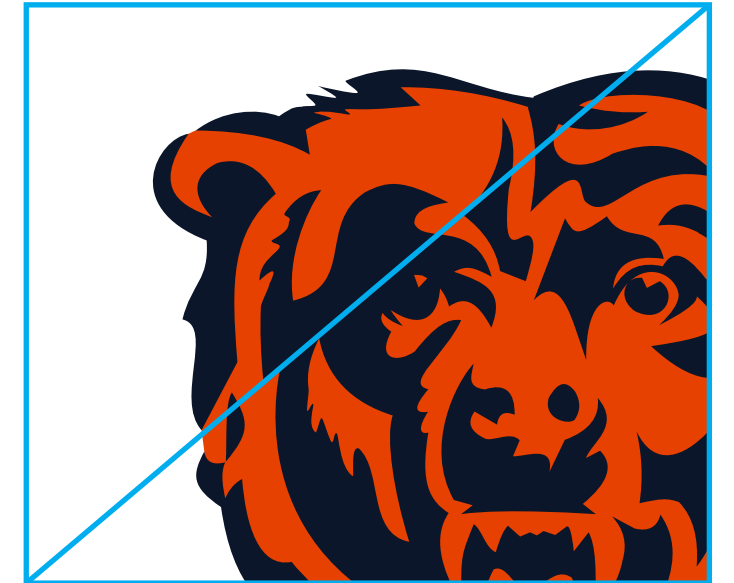
### Combine

Do not combine the primary and secondary marks.



### Contain

Do not contain Bears marks in a shape.



### Cropping

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



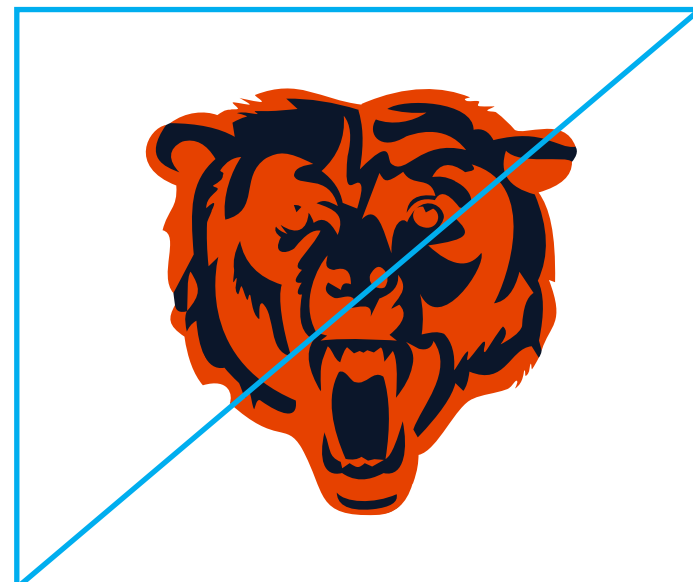
### Effects

Do not add special effect to Bears marks.



### Flipping

Do not alter the direction of Bears marks.



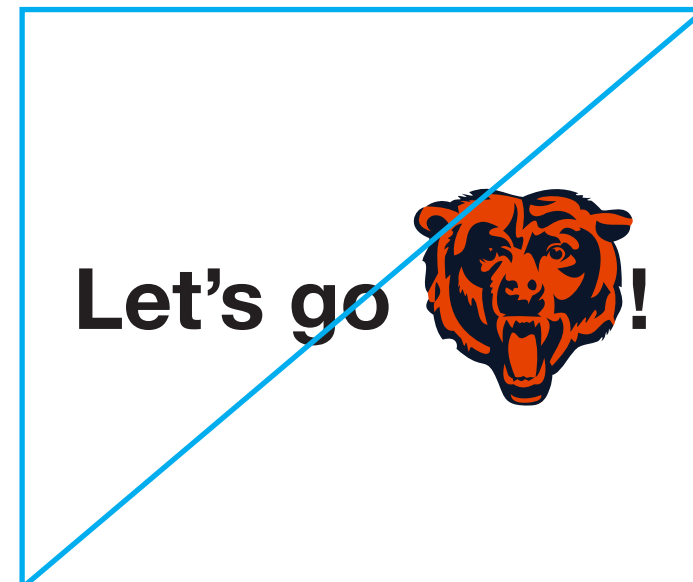
### Interchange

Do not interchange the colors of Bears marks.



### Outline

Do not add additional outlines around Bears 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 Bears marks.

## 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.



Bears mark on a highly detailed photograph with adequate contrast.



Bears mark on a photograph with minimal detail



Do not place a 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



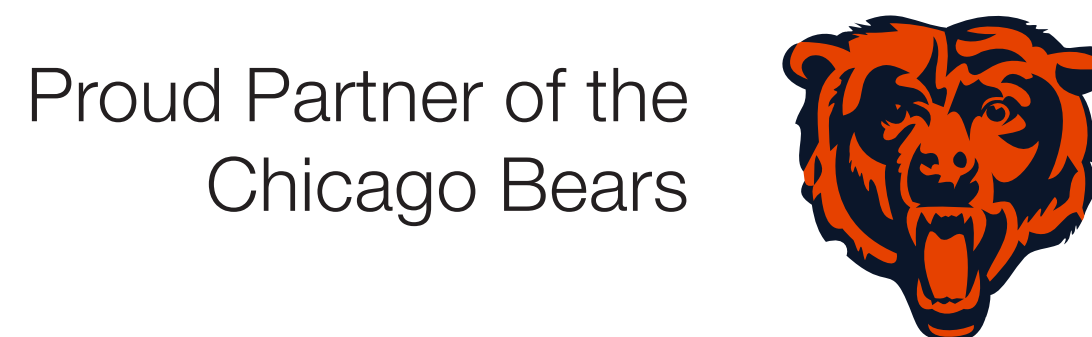
When a partner has the “Hall of Fame” business designation, the partner mark and the “Hall of Fame Partner” mark, or the Bears primary mark, should be equal in visual proportion and separated by a vertical line.



When a partner 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 is paired with the primary Bears mark, it 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:

**Micaeh Johnson**  
**Director of Corporate Communications**  
**847.739.5365**

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

**Maggie Gerald**  
**Director of Partnership Activation**  
**847.739.5320**

CHI  AGO