

PRIMARY MARK



FULL COLOR



BLACK & WHITE



ONE-COLOR



INDIANAPOLIS COLTS LOGO SLICK

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COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
SPEED BLUE	PMS 654 C	100/67/0/41	1/51/105	013369	100%	PMS 19-4044 TCX	43HTB	1242/1742	SONGBIRD BLUE- 59817
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1805	ULTRA BRIGHT WHITE - 58263

NOTES



2 COLOR TONAL
For licensee use only.

PRIMARY LOGOTYPE



COLTS

FULL COLOR



COLTS



COLTS

ONE-COLOR



COLTS

PRIMARY MARK WITH LOGOTYPE



FULL COLOR



BLACK & WHITE



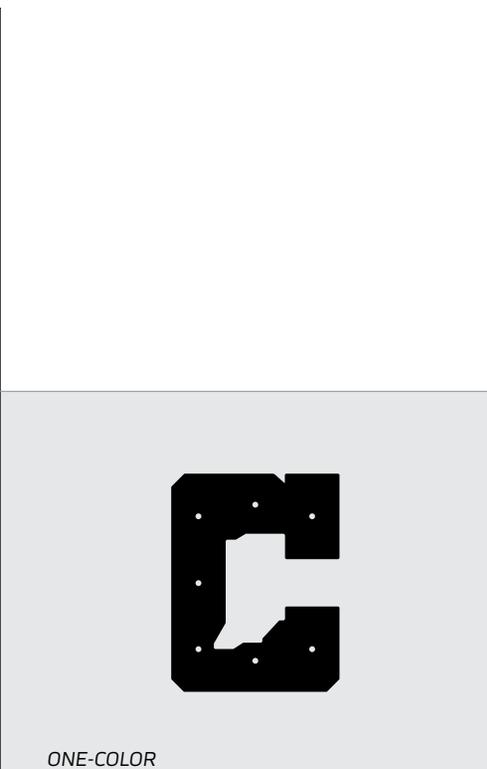
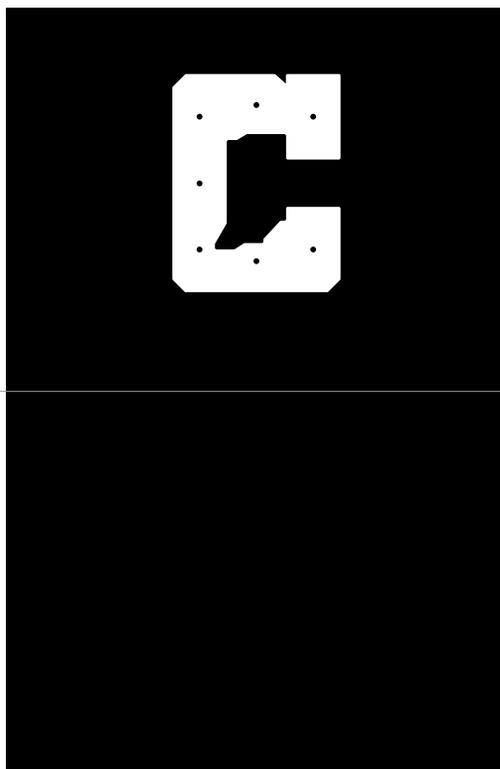
ONE-COLOR



SECONDARY MARK



FULL COLOR



ONE-COLOR



SECONDARY LOGOTYPE - STACKED

**INDIANAPOLIS
COLTS**

FULL COLOR

**INDIANAPOLIS
COLTS**

**INDIANAPOLIS
COLTS**

ONE-COLOR

**INDIANAPOLIS
COLTS**

SECONDARY LOGOTYPE - HORIZONTAL

INDIANAPOLIS COLTS

FULL COLOR

INDIANAPOLIS COLTS

INDIANAPOLIS COLTS

ONE-COLOR

INDIANAPOLIS COLTS

CLASSIC MARK



FULL COLOR



BLACK & WHITE



ONE-COLOR



CLASSIC LOGOTYPE

COLTS

FULL COLOR

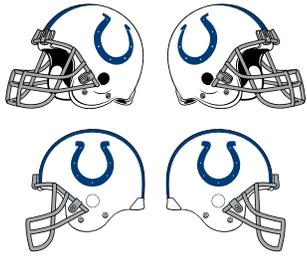
COLTS

COLTS

ONE-COLOR

COLTS

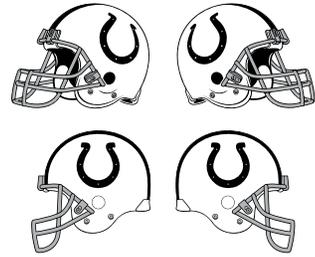
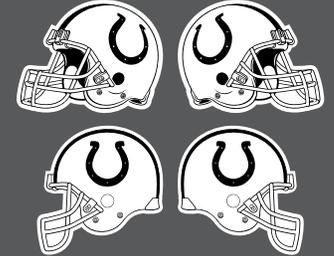
PRIMARY HELMETS



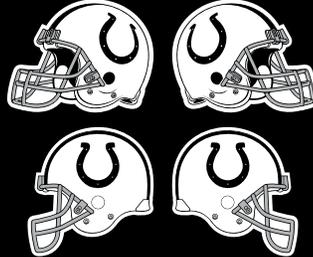
FULL COLOR



BLACK & WHITE



GRAYSCALE



ONE-COLOR

PRIMARY UNIFORM



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
SPEED BLUE	PMS 654 C	100/67/0/41	1/51/105	013369	100%	PMS 19-4044 TCX	43HTB	1242/1742	SONGBIRD BLUE- 59817
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1805	ULTRA BRIGHT WHITE- 58263
FACEMASK GRAY	PMS 429 C	38/28/27/0	165/172/176	A5ACB0	35%	PMS 14-4206 TCX	B9369	1212/1718	SILVER 429- 59761
ANVIL BLACK	PMS 433 C	80/70/60/70	29/37/44	1D252C	100%	PMS 19-4007 TCX	TBD	TBD	TBD

THE FOLLOWING IS BASIC INFORMATION FOR THE CLUB'S BRAND. APPROVAL FROM THE NATIONAL FOOTBALL LEAGUE'S QUALITY CONTROL DEPARTMENT IS REQUIRED FOR COMMERCIAL USE.

ESTABLISHED DATE:

1953

3-LETTER ABBREVIATION:

IND

APPROVED TEAM SLOGANS:

BELIEVE IN BLUE
BLUE AND WHITE
COLTS FORGED
HORSEPOWER
INDY FOOTBALL

DISCONTINUED TEAM SLOGANS - DO NOT USE:

BELIEVE
DO THE BLUE
HERE COME THE HORSES
LOUD AND PROUD
THE THUNDERING HERD