

PRIMARY MARK



FULL COLOR



BLACK & WHITE



GRAYSCALE



ONE-COLOR



CLEVELAND BROWNS LOGO SLICK

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COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 2028 C	2/93/100/0	255/60/0	FF3C00	65%	PMS 18-1561 TCX	B2245	1987	ORANGEADE- 5767
BROWN	NFL CLEVELAND BROWNS CUSTOM PMS OR PMS 412	1/33/85/94	49/29/0	311D00	100%	NFL BROWN SUEDE 030408 (CUSTOM)	B8921	1131/1931	BROWN SUEDE- 59804
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE - 58263

NOTES



2 COLOR TONAL
FOR LICENSEE USE ONLY

PRIMARY LOGOTYPE

**CLEVELAND
BROWNS**

**CLEVELAND
BROWNS**

FULL COLOR



**CLEVELAND
BROWNS**

**CLEVELAND
BROWNS**

GRAYSCALE



ONE-COLOR



PRIMARY MARK WITH LOGOTYPE



FULL COLOR

BLACK & WHITE



GRAYSCALE

ONE COLOR

SECONDARY MARK



FULL COLOR



BLACK & WHITE



GRAYSCALE



ONE COLOR



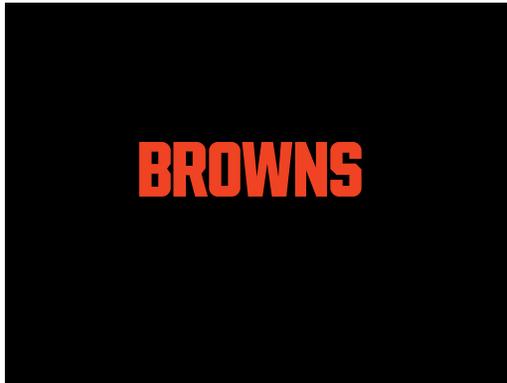
COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 2028 C	2/93/100/0	255/60/0	FF3C00	65%	PMS 18-1561 TCX	B2245	1987	ORANGEADE- 5767
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WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE - 58263
MED BROWN	PMS 7533 C	40/60/77/71	71/55/41	473729	90%	PMS 19-0916 TCX	0455	1744	5637
LT BROWN	PMS 730 C	7/51/85/33	158/101/46	9E652E	35%	PMS 17-1134 TCX	0250	1973	5789
GRAY	PMS 429 C	5/0/0/30	155/161/162	A5ACAF	35%	PMS 16-0000 TCX	B9369	1212/1718	SILVER- 59761

SECONDARY LOGOTYPE

BROWNS

BROWNS

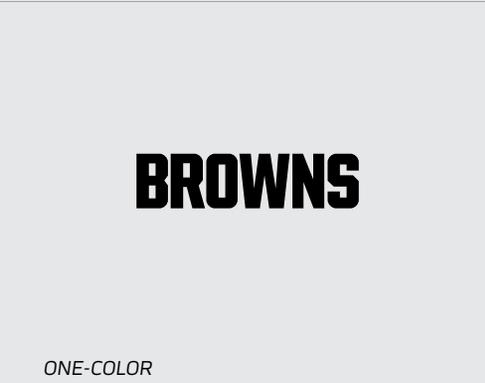
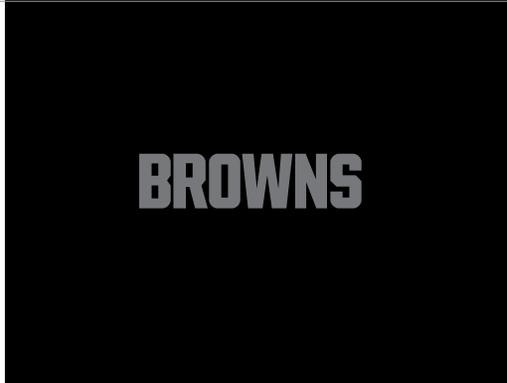
FULL COLOR



BROWNS

BROWNS

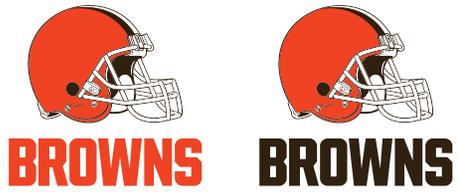
GRAYSCALE



ONE-COLOR



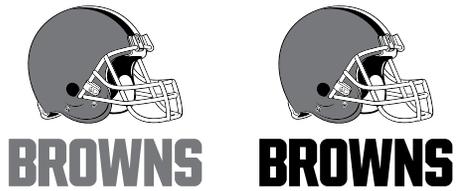
SECONDARY MARK WITH LOGOTYPE



FULL COLOR



BLACK & WHITE



GRAYSCALE



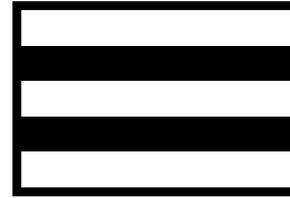
ONE COLOR



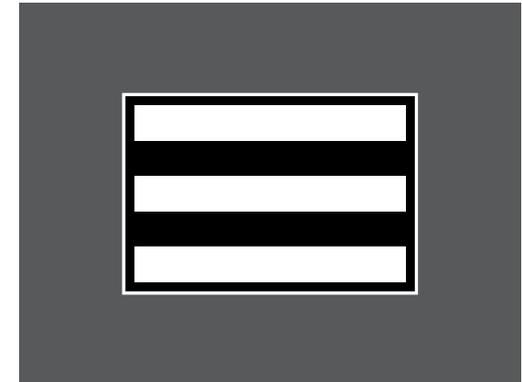
TERTIARY MARK



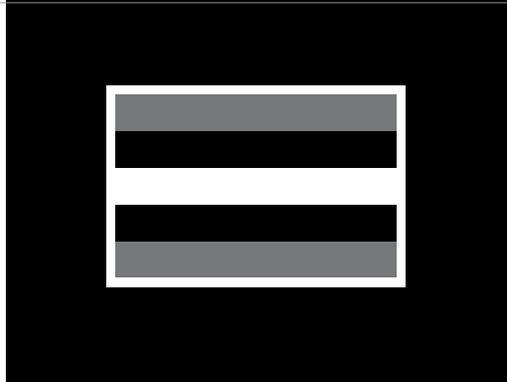
FULL COLOR



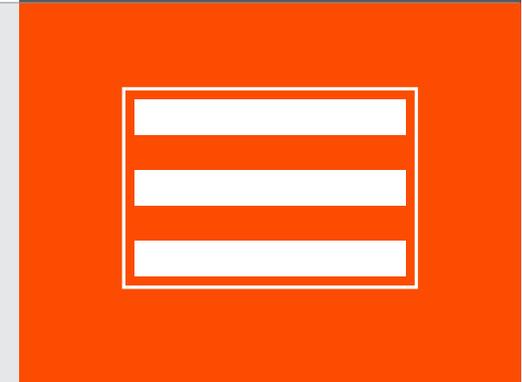
BLACK & WHITE



GRAYSCALE



ONE COLOR



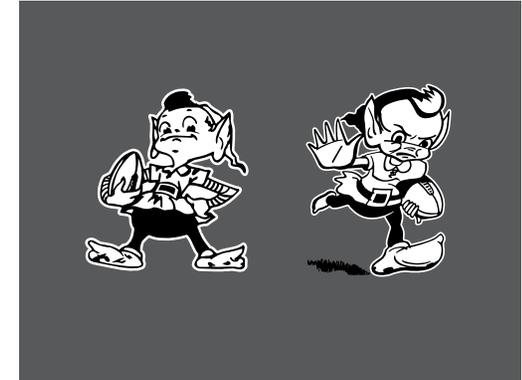
CLASSIC MARKS 1 & 2



FULL COLOR



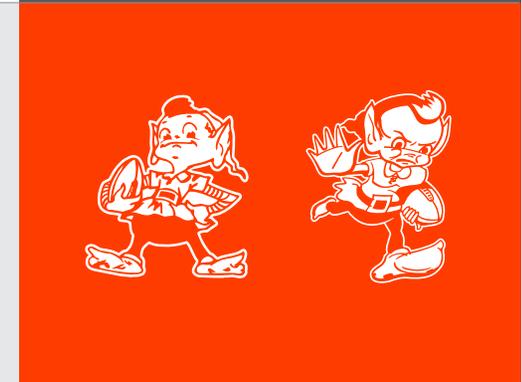
BLACK & WHITE



GRAYSCALE



ONE COLOR



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 2028 C	2/93/100/0	255/60/0	FF3C00	65%	PMS 18-1561 TCX	B2245	1987	ORANGEADE- 5767
BROWN	NFL CLEVELAND BROWNS CUSTOM PMS OR PMS 412	1/33/85/94	49/29/0	311D00	100%	NFL BROWN SUEDE 030408 (CUSTOM)	B8921	1131/1931	BROWN SUEDE- 59804
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE - 58263
TAN	PMS 719 C	0/14/26/1	237/200/163	EDC8A3	10%	PMS 13-1013 TCX	B2140	1127	NEW GOLD- 5699
LIGHT BROWN	PMS 730 C	10/55/83/35	158/101/46	9E652E	80%	PMS 17-1330 TCX	B2292	1057	N/A

CLASSIC MARK 3



FULL COLOR



BLACK & WHITE



GRAYSCALE



ONE COLOR



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 1655 C	0/75/100/0	252/76/2	FC4C02	40%	PMS 17-1464 TCX	B2245	1078	RUSH ORANGE- 59750
BROWN	NFL CLEVELAND BROWNS CUSTOM PMS OR PMS 412	1/33/85/94	49/29/0	311D00	100%	NFL BROWN SUEDE 030408 (CUSTOM)	B8921	1131/1931	BROWN SUEDE- 59804
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE - 58263

DAWG POUND LOGOTYPE

DAWG POUND

**DAWG
POUND**

DAWG POUND

FULL COLOR

DAWG POUND

**DAWG
POUND**

DAWG POUND

DAWG POUND

**DAWG
POUND**

GRAYSCALE

DAWG POUND

**DAWG
POUND**

DAWG POUND

**DAWG
POUND**

ONE COLOR

DAWG POUND

DAWG POUND

**DAWG
POUND**

DAWG POUND

PRIMARY HELMET



FULL COLOR



GRAYSCALE



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 2028 C	2/93/100/0	255/60/0	FF3C00	65%	PMS 18-1561 TCX	B2245	1987	ORANGEADE- 5767
BROWN	NFL CLEVELAND BROWNS CUSTOM PMS OR PMS 412	1/33/85/94	49/29/0	311D00	100%	NFL BROWN SUEDE 030408 (CUSTOM)	B8921	1131/1931	BROWN SUEDE- 59804
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE -58263
BLACK*	PMS PROCESS BLACK C	70/50/50/100	0/0/0	000000	100%	PMS 19-4005 TCX	B9953	1000/1800	BLACK- 58954

* FOR HELMET ART FILES ONLY

ALTERNATE 1 HELMET



FULL COLOR



GRAYSCALE



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 2028 C	2/93/100/0	255/60/0	FF3C00	65%	PMS 18-1561 TCX	B2245	1987	ORANGEADE- 5767
BROWN	NFL CLEVELAND BROWNS CUSTOM PMS OR PMS 412	1/33/85/94	49/29/0	311D00	100%	NFL BROWN SUEDE 030408 (CUSTOM)	B8921	1131/1931	BROWN SUEDE- 59804
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE -58263
DARK GRAY*	PMS BLACK 7 C	38/35/33/80	61/57/53	3D3935	90%	PMS 19-3906 TCX	N/A	1361/1739	MAHOGONY 2564

* FOR HELMET ART FILES ONLY

ALTERNATE 2 HELMET



FULL COLOR



GRAYSCALE



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 2028 C	2/93/100/0	255/60/0	FF3C00	65%	PMS 18-1561 TCX	B2245	1987	ORANGEADE- 5767
BROWN	NFL CLEVELAND BROWNS CUSTOM PMS OR PMS 412	1/33/85/94	49/29/0	311D00	100%	NFL BROWN SUEDE 030408 (CUSTOM)	B8921	1131/1931	BROWN SUEDE- 59804
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE - 58263
BLACK*	PMS PROCESS BLACK C	70/50/50/100	0/0/0	000000	100%	PMS 19-4005 TCX	B9953	1000/1800	BLACK- 58954

* FOR HELMET ART FILES ONLY

PRIMARY UNIFORM

PANTS CAN BE INTERCHANGEABLE WITH JERSEYS



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 2028 C	2/93/100/0	255/60/0	FF3C00	65%	PMS 18-1561 TCX	B2245	1987	ORANGEADE- 5767
BROWN	NFL CLEVELAND BROWNS CUSTOM PMS OR PMS 412	1/33/85/94	49/29/0	311D00	100%	NFL BROWN SUEDE 030408 (CUSTOM)	B8921	1131/1931	BROWN SUEDE- 59804
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE - 58263

CLASSIC UNIFORM



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 2028 C	2/93/100/0	255/60/0	FF3C00	65%	PMS 18-1561 TCX	B2245	1987	ORANGEADE- 5767
BROWN	NFL CLEVELAND BROWNS CUSTOM PMS OR PMS 412	1/33/85/94	49/29/0	311D00	100%	NFL BROWN SUEDE 030408 (CUSTOM)	B8921	1131/1931	BROWN SUEDE- 59804
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE - 58263

ALTERNATE UNIFORM



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
ORANGE	PMS 2028 C	2/93/100/0	255/60/0	FF3C00	65%	PMS 18-1561 TCX	B2245	1987	ORANGEADE- 5767
BROWN	NFL CLEVELAND BROWNS CUSTOM PMS OR PMS 412	1/33/85/94	49/29/0	311D00	100%	NFL BROWN SUEDE 030408 (CUSTOM)	B8921	1131/1931	BROWN SUEDE- 59804
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE - 58263

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:

1946

3-LETTER ABBREVIATION:

CLE

TEAM SLOGAN:

DAWG POUND