

Primary Logo



Pantone 343 C

C 98 M 0
Y 72 K 61

WEB 00583D



Pantone Process Black C

C 0 M 0
Y 0 K 100

WEB 231F20



Pantone 5535 C

C 66 M 0
Y 57 K 82

WEB 00352D



Pantone 1535 C

C 0 M 53
Y 100 K 38

WEB A7600C



Pantone 5855 C

C 0 M 0
Y 31 K 18

WEB D9D3A4

FONT USED IN LOGOTYPE • AMERICANA BT EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FONT USED IN LOGOTYPE • HELVETICA NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Horizontal Logo



Vertical: Two Color Logo • Pantone 343 and Black



Horizontal: Two Color Logo • Pantone 343 and Black



One Color Logo • Pantone 343



One Color Logo • Black



One Color Logo • Pantone 343 • On Pantone 343 Background



One Color Logo • Black • On Black Background



Two Color Logo w/o Grill • Pantone 343 and Black



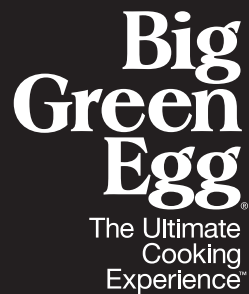
Color Logo w/o Grill • Pantone 343



One Color Logo • On Pantone 343 Background



Color Logo w/o Grill • Pantone 343



Embroidered Logo



Embroidered Logo • Shirt Application

LOGO ON FRONT UPPER LEFT
AND TAGLINE ON BACK BELOW COLLAR



LOGO ON FRONT UPPER LEFT
AND TAGLINE ON LEFT CUFF



LOGO ON FRONT UPPER LEFT
AND TAGLINE ON UPPER LEFT SLEEVE



Primary Logo • On Picture Background

