SEA HAWKERS
BOOSTER CLUB
THE OFFICIAL BOOSTER CLUB OF THE SEATTLE SEAHAWKS

EST. 1976

BRANDING

GUIDELINES

Main Primary Use #1 PMS 368 green & PMS 2767 Blue, Cool Gray 9

Main Primary Use #2 PMS 368 green & PMS 2767 Blue, Cool Gray 9

Main Primary Use #3 PMS 368 green & PMS 2767 Blue, Cool Gray 9

Main Primary Use #4 one color options - PMS 2767 blue and black with reverse

SPACING GUIDELINES

Clear space requirement around logo

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the hawk head as a measuring tool to help maintain clearance.

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COLORS

GREEN	**BLUE**	**GRAY**
Pantone	Pantone	Pantone
PMS 368 green	PMS 2767 Blue	Cool Gray 9
RGB	RGB	RGB
77,188,17	0,19,62	161,168,176
CMYK	CMYK	CMYK
60,0,100,0	100,75,0,75	0,0,0,50
Thread Maderia	Thread Maderia	Thread Maderia
1049	1243	1041

ALTERNATIVE LOGOS - for promotional materials and apparel

Small promotional product imprint options

Embroidery - 4" wide minimum size Green maderia 1049, Blue maderia 1243
Gray maderia 1041

Embroidery - with club name

ALTERNATIVE LOGOS - patches

Patches minimum 4" wide for icon only minimum size Green maderia 1049,
Blue maderia 1243 and Gray maderia 1041

Patches with Est. 1976 minimum 7" wide for icon only minimum size Green maderia 1049,
Blue maderia 1243 and Gray maderia 1041

Oval Patches 5" X 3" minimum size

INCORRECT USE OF LOGO

Stretching or distorting

Rotating

Using non-approved colors

Placing in front of images or use with NFL logos or trademarked materials

Using a gradient

Using a drop shadow

Using different logo font

Moving elements of logo