



ST. LOUIS BLUES®

OFFICIAL TEAM LOGOS & JERSEYS



PRIMARY LOGO



PRIMARY HOME LOGO



LOGO WITH WORDMARK



WORDMARK



WORDMARK



HOME JERSEY



AWAY JERSEY

ST. LOUIS BLUES DARK BLUE PANTONE 282 • ST. LOUIS BLUES BLUE PANTONE 287
ST. LOUIS BLUES YELLOW PANTONE 123

Digital art available from J. Patton Sports Marketing, Inc. phone 770.612.0476, fax 770.612.0439
email: logos@jpattonsports.com or log on to: www.logosondemand.net



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ST. LOUIS BLUES®

TRADEMARK USAGE GUIDELINES



Current logo shown at 2.5" wide
Trademark shown at .13" tall



Current logo shown at 1.5" wide
Trademark shown at .117" tall



Current logo shown at 1" wide
Trademark shown at .0829" tall



Current logo shown at .5" wide
Trademark shown at .073" tall

Printed trademarks cannot fall below the minimum size of .073".

Should this size not be applicable to your product, prior approval from NHL Quality Control is required.

All individual logos in the NHL style guide have had their trademarks ungrouped from the logo as to allow for scaling of trademark size independent of logo. In order to maintain legibility of the trademark at small size, the above guidelines have been set forth.

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