



NEW JERSEY DEVILS®

OFFICIAL TEAM LOGOS & JERSEYS

1



PRIMARY LOGO

2



PRIMARY LOGO ON DARK BACKGROUND



HOME JERSEY



AWAY JERSEY

NEW JERSEY DEVILS RED PANTONE 186
NEW JERSEY DEVILS BLACK PANTONE PROCESS BLACK

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



NEW JERSEY DEVILS®

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3

PRIMARY LOGO



4

PRIMARY LOGO ON DARK BACKGROUND

NEW JERSEY DEVILS RED PANTONE 186
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NEW JERSEY DEVILS®

TRADEMARK USAGE GUIDELINES



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



Current logo shown at 1.5" tall
Trademark shown at .13" tall



Current logo shown at 1" tall
Trademark shown at .0975" tall



Current logo shown at .5" tall
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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