



COLORADO AVALANCHE®

OFFICIAL TEAM LOGOS & JERSEYS



PRIMARY LOGO



PRIMARY LOGO ON DARK BACKGROUND



THIRD JERSEY CREST



SHOULDER PATCH



WORDMARK



ALTERNATE WORDMARK



HOME JERSEY



AWAY JERSEY



THIRD JERSEY

COLORADO AVALANCHE BURGUNDY PANTONE 209 • COLORADO AVALANCHE BLUE PANTONE 647
COLORADO AVALANCHE METALLIC SILVER PANTONE 877 • COLORADO AVALANCHE SILVER FLAT PANTONE 429
COLORADO AVALANCHE 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



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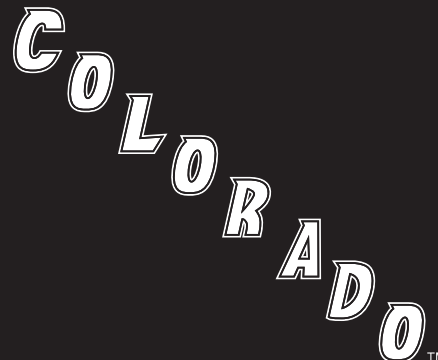
7

PRIMARY LOGO



8

PRIMARY LOGO ON DARK BACKGROUND



9

THIRD JERSEY CREST



10

SHOULDER PATCH



11

WORDMARK



12

ALTERNATE WORDMARK

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COLORADO AVALANCHE[®]

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 .13" tall



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