



CHICAGO BLACKHAWKS®

OFFICIAL TEAM LOGOS & JERSEYS



PRIMARY LOGO



PRIMARY LOGO ON DARK BACKGROUND



SECONDARY LOGO



SECONDARY LOGO

CHICAGO BLACKHAWKS®

WORDMARK

**CHICAGO
BLACKHAWKS®**

WORDMARK



HOME JERSEY



AWAY JERSEY



THIRD JERSEY

CHICAGO BLACKHAWKS RED PANTONE 186 • CHICAGO BLACKHAWKS GOLD PANTONE 131
CHICAGO BLACKHAWKS GREEN PANTONE 348 • CHICAGO BLACKHAWKS ORANGE PANTONE 165
CHICAGO BLACKHAWKS YELLOW PANTONE 109 • CHICAGO BLACKHAWKS BLUE 2748
CHICAGO BLACKHAWKS 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



CHICAGO BLACKHAWKS®

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7

PRIMARY LOGO



8

PRIMARY LOGO ON DARK BACKGROUND



9

SECONDARY LOGO



10

SECONDARY LOGO

CHICAGO BLACKHAWKS®

11

WORDMARK

**CHICAGO
BLACKHAWKS®**

12

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CHICAGO BLACKHAWKS®

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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