



DALLAS STARS™

OFFICIAL TEAM LOGOS



1



PRIMARY MARK

2



PRIMARY MARK

3



SECONDARY MARK

4



SECONDARY MARK

DALLAS STARS GREEN PMS 3435 • DALLAS STARS METALLIC GOLD PMS 871
DALLAS STARS FLAT GOLD PMS 1245 • DALLAS STARS BLACK PMS PROCESS BLACK

Digital art available from J. Patton. Phone 770-612-0476, Fax 770-612-0439
email: logos@jpattonsports.com or log on to: www.logosondemand.net



DALLAS STARS™

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5



PRIMARY MARK

6



PRIMARY MARK

7



SECONDARY MARK

8



SECONDARY MARK

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HOME JERSEY

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AWAY JERSEY

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TRADEMARK USAGE GUIDELINES



When the team logo is used at 2.5" tall / wide,
The trademark symbol is to be used at .13" tall.



When the team logo is used at 1.5" tall / wide,
The trademark symbol is to be used at .13" tall.



When the team logo is used at 1" tall / wide,
The trademark symbol is to be used at .0975" tall.



When the team logo is used at .5" tall / wide,
The trademark symbol is to be used 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 logo 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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