



BOSTON BRUINS®

OFFICIAL TEAM LOGOS



PRIMARY MARK



PRIMARY MARK



SECONDARY MARK



SECONDARY MARK

BRUINS®

WORD MARK

BRUINS®

WORD MARK

BOSTON
BRUINS®

ALTERNATE WORD MARK

BOSTON
BRUINS®

ALTERNATE WORD MARK

BOSTON BRUINS YELLOW PMS 123 • BOSTON BRUINS LIGHT BROWN PMS 730
BOSTON BRUINS DARK BROWN PMS 731 • BOSTON BRUINS 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



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PRIMARY MARK



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PRIMARY MARK



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SECONDARY MARK



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WORD MARK

BOSTON
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ALTERNATE WORD 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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