



# PHOENIX COYOTES®

## OFFICIAL TEAM LOGOS & JERSEYS



1

PRIMARY JERSEY CREST



2

PRIMARY LOGO ON DARK BACKGROUND



3

SHOULDER PATCH



4

PRIMARY LOGO WITH WORDMARK



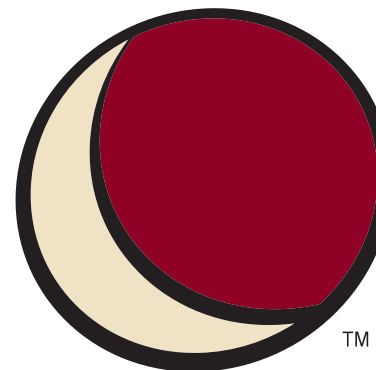
5

WORDMARK



6

WORDMARK



7

SECONDARY LOGO



HOME JERSEY



AWAY JERSEY

PHOENIX COYOTES RED PANTONE 202 • PHOENIX COYOTES SAND PANTONE 468  
PHOENIX COYOTES BLACK PANTONE PROCESS BLACK



# PHOENIX COYOTES®

OFFICIAL TEAM LOGOS & JERSEYS

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PRIMARY LOGO WITH WORDMARK

PHOENIX COYOTES RED PANTONE 202 • PHOENIX COYOTES SAND PANTONE 468  
PHOENIX COYOTES 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](mailto:logos@jpattonsports.com) or log on to: [www.logosondemand.net](http://www.logosondemand.net)



# PHOENIX COYOTES®

## TRADEMARK USAGE GUIDELINES



Current logo shown at 2.5" tall  
Trademark shown at .117" tall



Current logo shown at 1.5" tall  
Trademark shown at .117" tall



Current logo shown at 1" tall  
Trademark shown at .0877" tall



Current logo shown at .5" tall  
Trademark shown at .0585" 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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