

# ORLANDO MAGIC, SOUTHEAST DIVISION, EASTERN CONFERENCE - LOGO REPRODUCTION SHEET



PRIMARY LOGO

"mag\_primary\_4col\_CMYK.eps"

"mag\_primary\_3col\_PMS.eps"

"mag\_primary\_2col\_2935\_K.eps"



GRAYSCALE

"mag\_primary\_1col\_GS.eps"



BLACK/WHITE

"mag\_primary\_1col\_BW.eps"

## ORLANDO MAGIC OFFICIAL COLORS

MAGIC BLUE  
Pantone 2935  
100c/45m  
0r/125g/197b  
#0077C0

MAGIC SILVER  
Pantone 877  
5c/25k  
196r/206g/211b  
#C4CED4

MAGIC BLACK  
Pantone Black  
20c/20m/20y/100k  
6r/25g/34b  
#000000

## LOGO ON COLORED BACKGROUNDS



COLOR LOGO  
ON WHITE



COLOR LOGO  
ON GRAY



REVERSED,  
ON BLUE



REVERSED,  
ON BLACK

## GRAYSCALE, B/W LOGOS



GS ON WHITE



GS REVERSED,  
ON BLACK



BW ON WHITE



BW REVERSED,  
ON BLACK



This logo sheet is not for color. Please refer to Pantone and process breakdowns above.

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# ORLANDO MAGIC, SOUTHEAST DIVISION, EASTERN CONFERENCE - SECONDARY LOGO REPRODUCTION SHEET



SECONDARY LOGO

"mag\_secondary\_4col\_CMYK.eps"

"mag\_secondary\_3col\_PMS.eps"

"mag\_secondary\_2col\_2935\_K.eps"



GRAYSCALE

"mag\_secondary\_1col\_GS.eps"



BLACK/WHITE

"mag\_secondary\_100K.eps"

PRIMARY MAGIC TYPEFACE:

**TRADE GOTHIC BOLD OBLIQUE**  
**ORLANDO MAGIC**

## LOGO ON COLORED BACKGROUNDS



COLOR LOGO  
ON WHITE



COLOR LOGO  
ON GRAY



COLOR LOGO  
ON BLUE



COLOR LOGO  
ON BLACK

## GRAYSCALE, B/W LOGOS



GS ON WHITE



GS ON BLACK



BW ON WHITE



BW ON BLACK

## ADDITIONAL ACCEPTABLE USES



BLACK ON BLUE



GRAY ON BLACK

IN SPECIAL CIRCUMSTANCES, WHEN THE DESIGN CALLS FOR THE SECONDARY LOGO TO BE USED IN A MORE SUBTLE OR SOPHISTICATED MANNER THE SIMPLE ONE-COLOR VERSION OF THE MARK CAN BE USED IN BLACK OVER MAGIC BLUE OR IN A GRAY OR SILVER TONE OVER BLACK. SOME EXAMPLES OF THIS USE WOULD INCLUDE INVITATIONS, BOOK COVERS AND APPAREL OR MERCHANDISE USE.



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