

2000 • **WORLD** • 2012
CHAMPIONS
BALTIMORE RAVENS



Logo Usage Guidelines

Statement & Purpose

The purpose of these guidelines is to help us and our partners position the Baltimore Ravens as a premier professional sports brand by leveraging and unifying all Ravens communication assets through one clear and consistent image. By adhering to these guidelines, you will help us to build brand value.

“Baltimore Ravens” vs. “Ravens”

The formal brand name of the team is the Baltimore Ravens but is commonly referred to as the Ravens. When referencing the team in text or promoting an association with the team, please use Baltimore Ravens and not Ravens to ensure clarity and consistency.

Partner Activation

Corporate Sponsors will have the right to utilize certain Baltimore Ravens Trademarks, as defined in the individual sponsorship agreement, in marketing communications and initiatives. The proper utilization of team marks is a valuable association that Sponsors can leverage against non-affiliated organizations. The Ravens will work to protect their partners and their investment with the team while maintaining the integrity of the brand.

Promotional Use

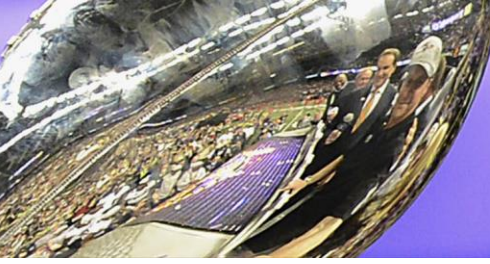
Any use of the Baltimore Ravens logo for business associations or promotional merchandise must be approved by the Baltimore Ravens. Merchandise containing the Baltimore Ravens logo may not be sold unless approved by the NFL by virtue of a license agreement. Please contact your client service representative in advance for final approval.



Sponsor Logo Use

Sponsors of the Baltimore Ravens will have the opportunity to use the Baltimore Ravens trademarks in conjunction with the terms outlined in the sponsorship agreement. The description below provides the guidelines and potential applications for sponsors to incorporate the Baltimore Ravens trademarks.

Sponsor Designation (per contract agreement)	Baltimore Ravens Logos Available for Use	Applications for Sponsor Usage
<p>Exclusive or Official Partner: Sponsor will have exclusivity in the specific category and/or official designation as outlined per the contract.</p>	<p>Full use of Primary & Secondary Marks; Co-branded show or property logos</p>	<ul style="list-style-type: none"> • Tagline: Official or Exclusive Sponsor or Product/Service of the Baltimore Ravens • In-Stadium advertising • Media Advertising – TV & radio commercials, internet, print • Any other distribution channels as approved
<p>Preferred Partner: Sponsor will be the preferred partner or supplier in that category as outlined in the contract but the Ravens may have other sponsors/advertisers in that category.</p>	<p>Use of Primary Marks; Co-branded show or property logos</p>	<ul style="list-style-type: none"> • Tagline: Preferred or Proud Partner/Supplier of the Baltimore Ravens • In-Stadium advertising • Media Advertising – TV & radio commercials, internet, print • Any other distribution channels as approved
<p>Sponsor or Team Partner: Sponsor will have logo usage rights but no specific designation. The team may have multiple sponsors in the category.</p>	<p>Use of Primary Marks; Co-branded show or property logos</p>	<ul style="list-style-type: none"> • Media Advertising – TV & radio commercials, internet, print • Any other distribution channels as approved



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Logo Usage Examples

Primary Mark



Primary Mark







Primary Logotype



Primary Logotype

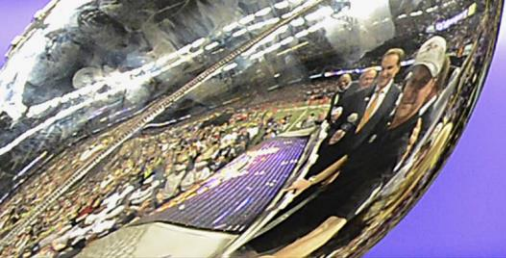


Color Guide

	For Ravens Black use PMS Black
	For Ravens Gold use PANTONE 8660C Metallic*
	For Ravens Red Use PMS 186
	For Ravens Purple (Marks & Logotypes) Use PMS 273
*Use PANTONE 126 when Metallic ink (PMS 8660) is not available	

White Keyline (“Border”)

When the primary mark is used on a dark background, the keyline (or white border) is required to outline the primary trademark.



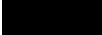


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BLACK AND WHITE GUIDE ONLY

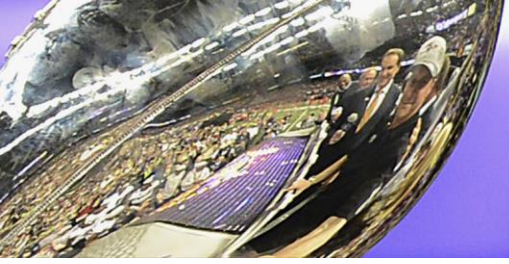
Primary Mark



Grayscale Guide	
	100% Black
	60% Black
	30% Black

Primary Logotype

BALTIMORE
RAVENS



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Incorrect Primary Logo

An incorrect version of the primary trademark exists. Below points out the ways in which to differentiate between the correct and incorrect logo.



Correct Primary Logo

