# U.S. Bank Stadium Brand Guidelines

## Primary Brandmark – Horizontal

### Two-Color
The primary brandmark consists of two colors:
PMS® 2748 and PMS 193.

### One-Color
One-color executions may only appear in U.S. Bank Blue (PMS 2748), Vikings Purple (PMS 268), Black, or White reversed out of U.S. Bank Blue or Black.

## Stacked version

## Incorrect Usage
The U.S. Bank brandmark is an integrated unit; do not alter it in anyway. The examples shown here illustrate a variety of incorrect presentations.

In general, we prohibit the brand to overlay a photographic image. Exceptions to this rule require Marketing approval.

DO NOT change the placement of elements

DO NOT change the colors

DO NOT change the proportions

DO NOT place on colors other than
U.S. Bank Blue (2748), Black, White or PMS 268

DO NOT change the order of the colors

DO NOT skew, stretch or distort the baseline

## Primary Colors
Pantone 2748 is known as
U.S. Bank Blue and is the brand's primary color. As such, it should deliver a dominant impression over other colors.*

| PMS 2748 C100 M90 Y0 K20 | R12 G32 B116 web 0C2074 |
|---|---|
| PMS 193 C0 M95 Y68 K11 | R222 G22 B43 web DE162B |
| Black C0 M0 Y0 K100 | R0 G0 B0 |
| White C0 M0 Y0 K0 | R255 G255 B255 |
| PMS 268 C82 M100 Y0 K12 | R12 G32 B116 web 0C2074 |

*When using 4-color process, always use the special process breakouts provided, NOT Pantone process equivalents.*

## Typography
Helvetica Neue LT Light
*Helvetica Neue LT Light Italic*
Helvetica Neue LT Roman
*Helvetica Neue LT Italic*

**Helvetica Neue LT Medium**
***Helvetica Neue LT Medium Italic***

**Helvetica Neue LT Bold**
***Helvetica Neue LT Bold Italic***
**Helvetica Neue LT Black**

## Safe Area
A proper clear area free of copy, graphic elements, inset imagery or color must be maintained around the brandmark to protect legibility.

No visual elements other than the background may violate this safe area space.

The safe area is determined by an area around the brandmark equal to the height of the "u" in "usbankstadium."