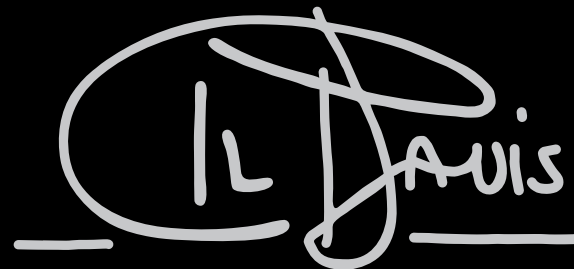


BRAND BOOK

//

THE FIRE THAT BURNS THE BRIGHTEST
IN THE **RAIDERS** ORGANIZATION
IS THE WILL TO WIN.

A handwritten signature in white ink, featuring a large, stylized 'L' and the name 'Davis' written in a cursive script.

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VISION STATEMENT

COMMITMENT TO EXCELLENCE

THE GREATNESS OF THE RAIDERS IS IN ITS FUTURE.
OUR COMMITMENT IS TO MAINTAIN THE
FINEST ORGANIZATION IN THE HISTORY OF SPORTS.

JUST WIN BABY

THE RAIDERS WIN ON AND OFF THE FIELD BY UNITING OUR
PLAYERS, ALUMNI, STAFF, AND FANS THROUGH A SHARED
COMMITMENT TO EXCELLENCE.

LOGO USAGE

LOGOS

The Raiders Shield logo is an iconic and crucial historical logo for all of the Raiders visual brand equities.
The Raiders Shield logo is our preferred and primary logo for all brand and marketing assets.



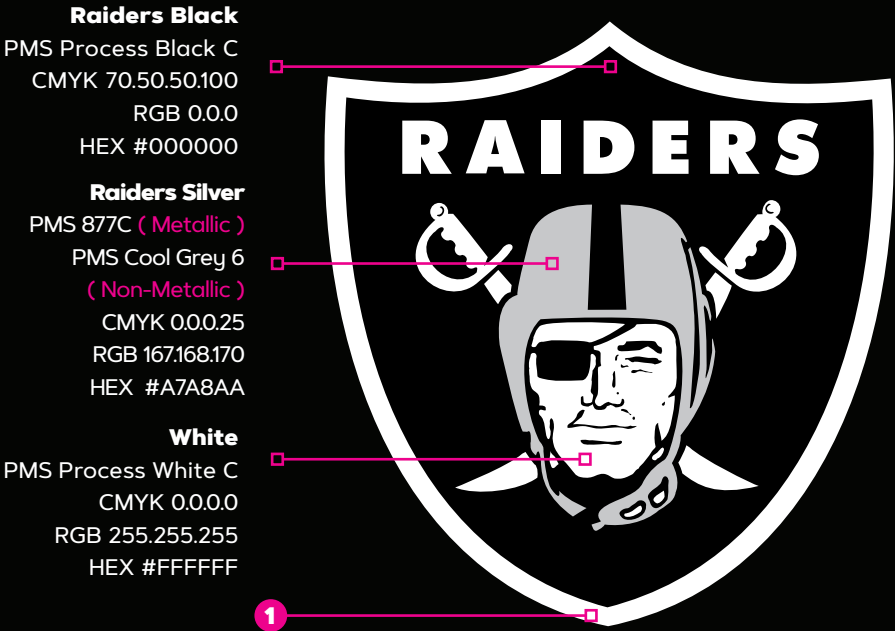
The Raiders Shield Logo

RAIDERS

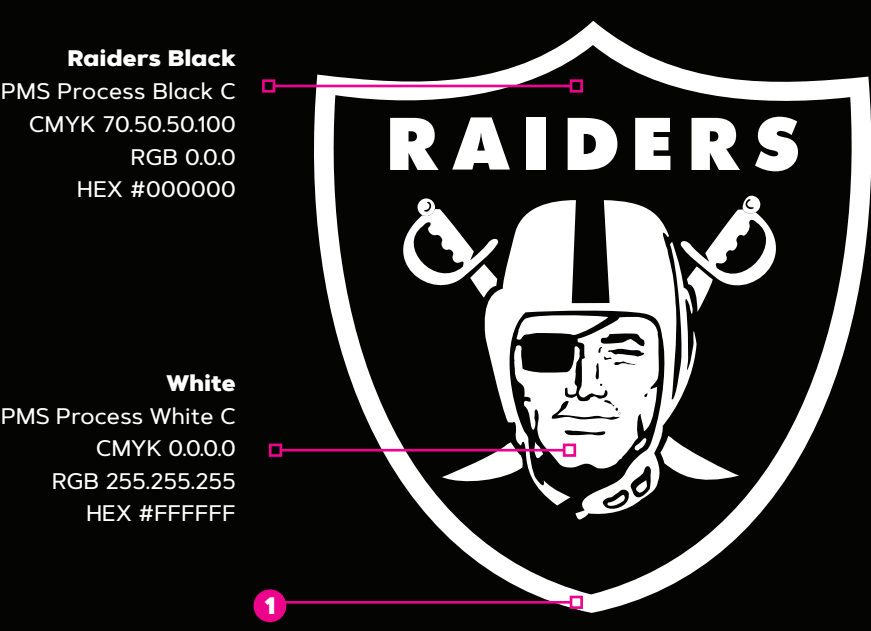
The Raiders Logotype

THE SHIELD

The Raiders Shield logo is an iconic and crucial historical logo for all of the Raiders visual brand equities. The Raiders Shield logo is our preferred and primary logo for all brand and marketing assets.



The Raiders Shield Logo, in its full-color rendering, utilizes Raiders Silver, Raiders Black and White. It is surrounded by an opaque key-line (1) that becomes visible on colored or photographic backgrounds.



The Raiders Shield Logo, in its one-color rendering, utilizes Raiders Black and White. It is surrounded by an opaque key-line (1) that becomes visible on colored or photographic backgrounds.

NOTE: This Raiders Shield Logo must NOT be inverted.

THE SHIELD COLOR USAGE

NOTE: All logo usage on non-solid backgrounds must be approved by Raiders Creative Department.

Raiders Shield Logo on White



Raiders Shield Logo on Silver



Raiders Shield Logo on Black

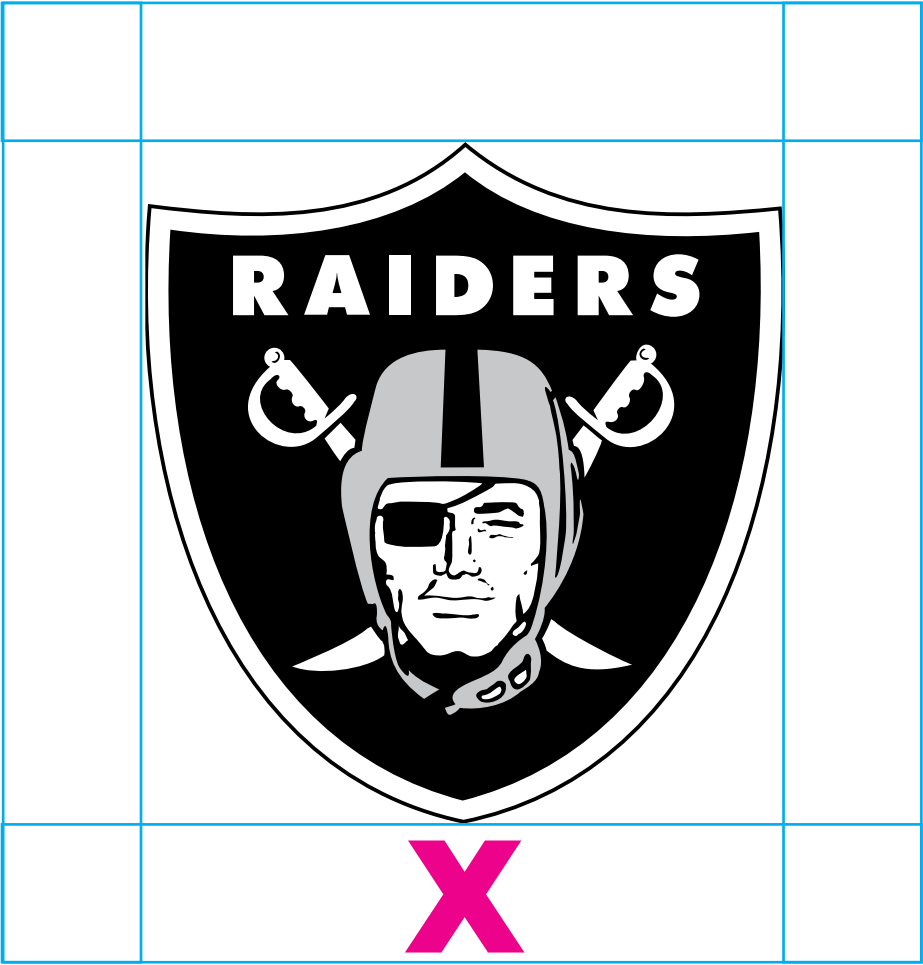


THE SHIELD RULES: CLEAR SPACE

The clear space has been established to ensure the Shield logo’s visibility and impact. Maintaining the clear space between the Shield and other visual elements such as type, imagery, secondary logos, etc. ensures that the logo always will appear unobstructed and distinctly separate.

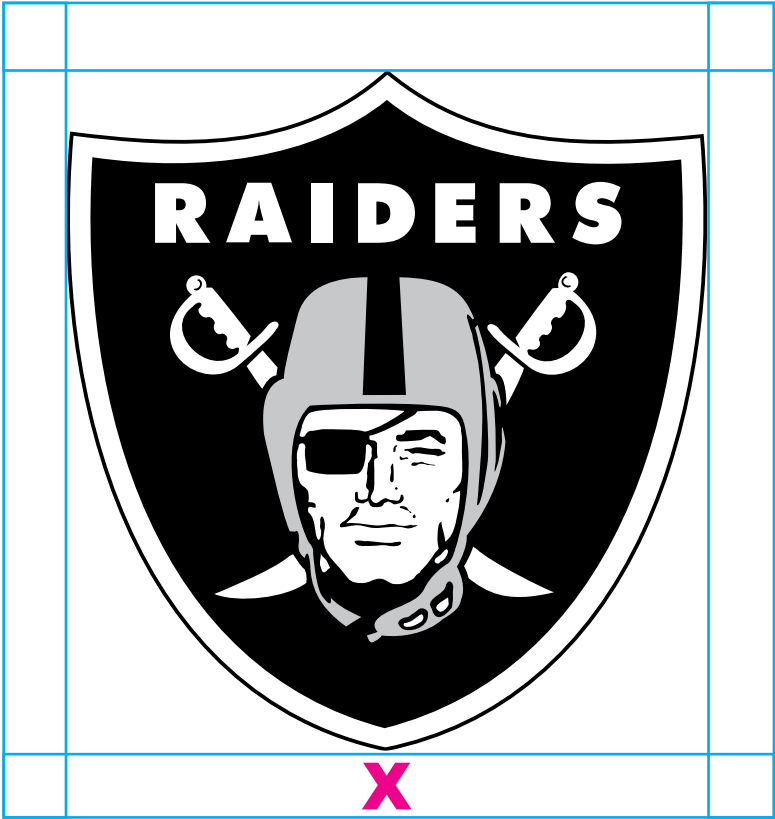
The clear space minimum of the Raiders Shield logo is represented by (X). This amount of clear space, at the very least, must surround the Shield in all applications.

PRINT



Clear space must be a minimum of 20% of the height of the Raiders Shield logo, and is represented by (X)

DIGITAL



Clear space must be a minimum of 10% of the height of the Raiders Shield logo, and is represented by (X)

PARTNER LOCK-UPS

Only the Raiders Shield logo should be used in parther lock-ups.

Horizontal partner logo lock-up usage should not exceed the height or twice the width of the Raiders Shield logo.

Partner logos which have similar width and height measurements should not exceed the width and height of the Raiders Shield logo.

1. The key-line is an opaque outline around the Raiders Shield logo that becomes visible on colored or photographic backgrounds.

Partner logos to be a MAXIMUM of 200% width of the Raiders Shield Logo and a MAXIMUM of 100% height of the Raiders Shield Logo.



Clear space between the Raiders Shield logo and partner logo or logotypes must be a minimum of 40% of the height of the Raiders Shield logo and is represented by (X).

2X

Dividing Line of 1 point width (minimum) must go between Raiders shield and partner logo and must not be taller than the Raiders shield logo. Examples to follow.

Clear space must be a minimum of 20% of the height of the Raiders Shield logo, and is represented by (X)

Note: color blocks and shapes have been superimposed on the graphic above to denote the proper value of (X) and are not part of the Raiders brand assets.

PARTNER LOCK-UPS

The Raiders Logo Partner Lock-Ups on White



LOGO

The Raiders Logo Partner Lock-Ups on Silver



LOGO

The Raiders Logo Partner Lock-Ups on Black



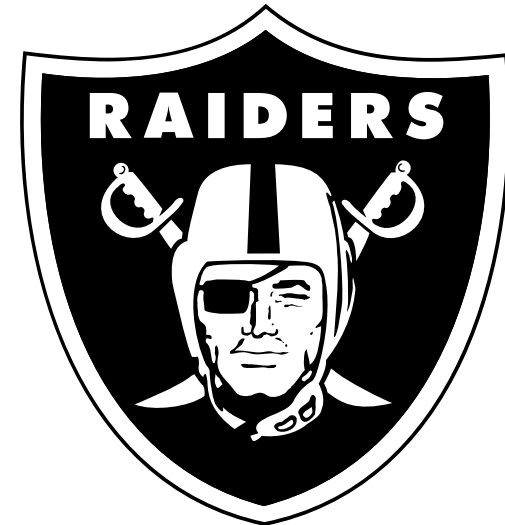
LOGO

SHIELD & LOGOTYPE RULES

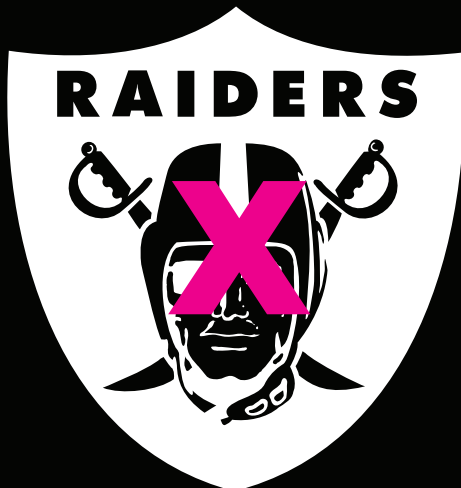
DO NOT invert our 1-color shield logo. On both dark and light backgrounds, the eye patch should remain black.



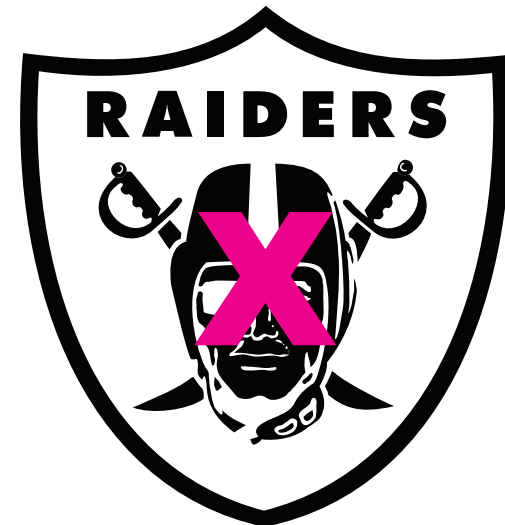
Correct use of our 1-color Shield logo on dark background



Correct use of our 1-color Shield logo on white



Incorrect use of our 1-color Shield logo on dark background



Incorrect use of our 1-color Shield logo on white

RAIDERS LOGOTYPE

The Raiders Logotype is a secondary logo that should be used in applications where Raiders needs to be prominent. Do not attempt to typeset or recreate the wordmark. Always use the official wordmark file. Alterations of any kind are not permitted.

RAIDERS

RAIDERS

RAIDERS

RAIDERS

RAIDERS

RAIDERS

LOGOTYPE RULES: CLEAR SPACE

The clear space has been established to ensure the visibility and impact of the Raiders Logotype. Maintaining the clear space between the logotype and other visual elements such as type, imagery, etc., ensures that the logo always will appear unobstructed and distinctly separate.



The clear space minimum of the Raiders logotype is represented by (X). This amount of clear space, equal to half the height of the letter "I" at the very least, must surround the Raiders logotype in all applications.

LAS VEGAS RAIDERS LOGOTYPE

The Las Vegas Raider Logotype is a secondary logo that should be used in applications where Las Vegas needs to be prominent. Do not attempt to typeset or recreate the wordmark. Always use the official wordmark file. Alterations of any kind are not permitted.

Las Vegas Raiders Stacked Logotype

**LAS VEGAS
RAIDERS**

Las Vegas Raiders Horizontal Logotype

LAS VEGAS RAIDERS

**LAS VEGAS
RAIDERS**

LAS VEGAS RAIDERS

**LAS VEGAS
RAIDERS**

LAS VEGAS RAIDERS

LOGOTYPE RULES: CLEAR SPACE

The clear space has been established to ensure the visibility and impact of the Las Vegas Raiders Logotype. Maintaining the clear space between the logotype and other visual elements such as type, imagery, etc., ensures that the logo always will appear unobstructed and distinctly separate.



The clear space minimum of the Las Vegas Raiders Logotype is represented by (X). This amount of clear space, equal to half the height of the letter "I" at the very least, must surround the Raiders logotype in all applications.

SHIELD & LOGOTYPE RULES

NOTE: The logotype rules apply to **BOTH** the **LAS VEGAS RAIDERS** and the **RAIDERS** marks.



Do NOT place the Raiders Shield logo on non-related color schemes



Do NOT alter the color scheme of the Raiders Shield logo



Do NOT distort the Raiders Shield logo. When scaling, use the proper proportions



Do NOT place the Raiders Shield logo on backgrounds with heavy contrast.



Do NOT alter the type in the Raiders Shield logo



Do NOT crop the Raiders Shield Logo



Do NOT add drop shadow to the Raiders Shield Logo



Do NOT cover any of the Raiders Shield logo with type or any other elements



Do NOT place the Raiders logotype logo on non-related color schemes



Do NOT alter color schemes in the Raiders logotype



Do NOT distort the Raiders logotype. When scaling, use the proper proportions.



Do NOT place the Raiders logotype on backgrounds with heavy contrast



Do NOT kern any of the characters in the Raiders logotype



Do NOT crop the Raiders logotype



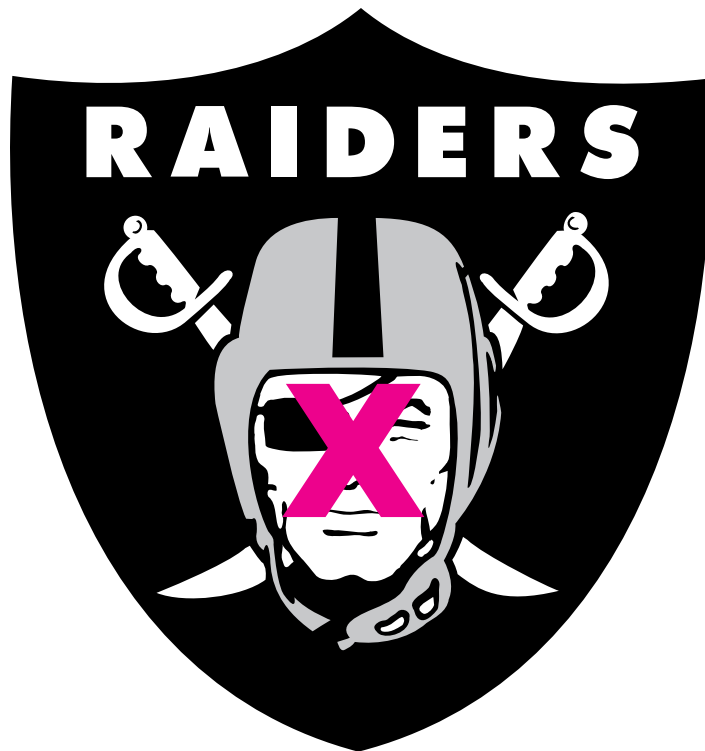
Do NOT add a drop shadow to the Raiders logotype



Do NOT skew or scale any parts of the Raiders logotype

SHIELD & LOGOTYPE RULES

DO NOT use the logo without the black keyline border on a white background.

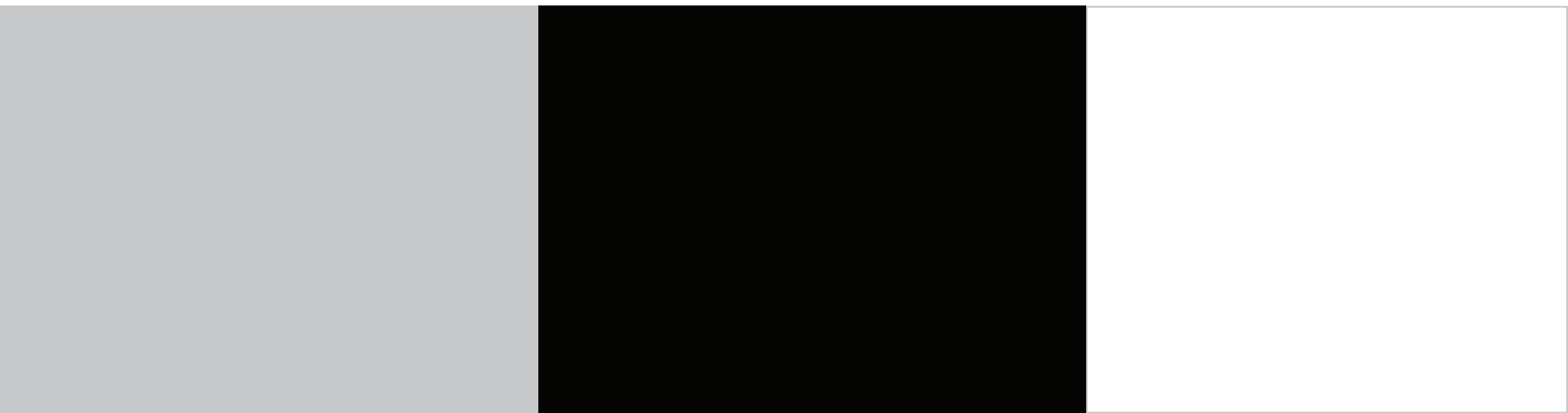


Incorrect use of our 1-color Shield logo on white



Correct use of our 1-color Shield logo on white

COLOR PALETTE



Raiders Silver

PMS 877C (Metallic)
PMS Cool Grey 6 (Non-Metallic)
CMYK 0.0.0.25
RGB 167.168.170
HEX #A7A8AA

Raiders Black

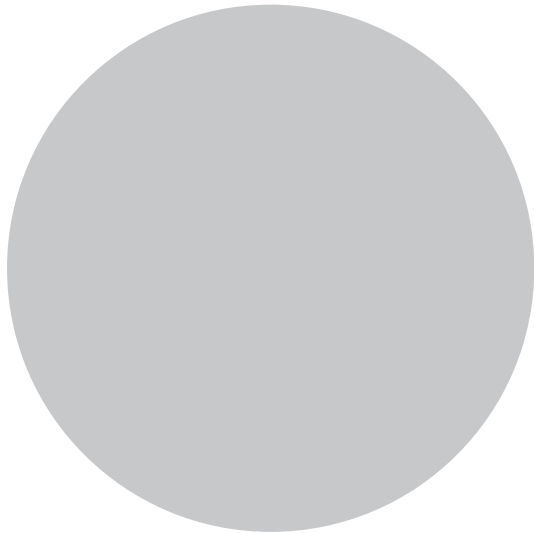
PMS Process Black C
CMYK 70.50.50.100
RGB 0.0.0
HEX #000000

White

PMS Process White C
CMYK 0.0.0.0
RGB 255.255.255
HEX #FFFFFF

COLOR PALETTE

Approved PPG Paint Swatches



Raiders Silver

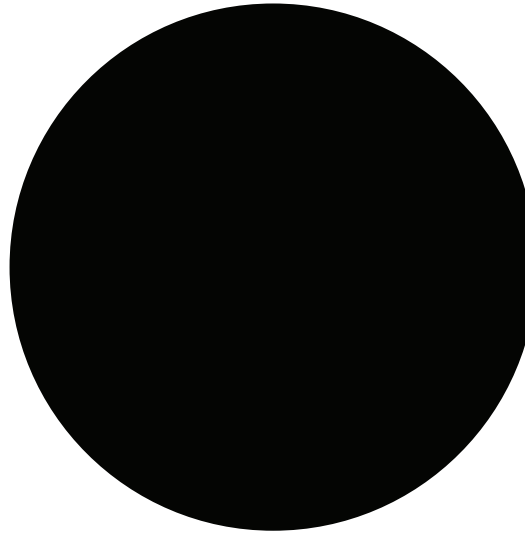
Cool Gray 6C
Pantone Color Match
Eggshell or Semi Gloss

Raiders Silver - Lighter Shade

Cool Gray 4C
Pantone Color Match
Eggshell or Semi Gloss

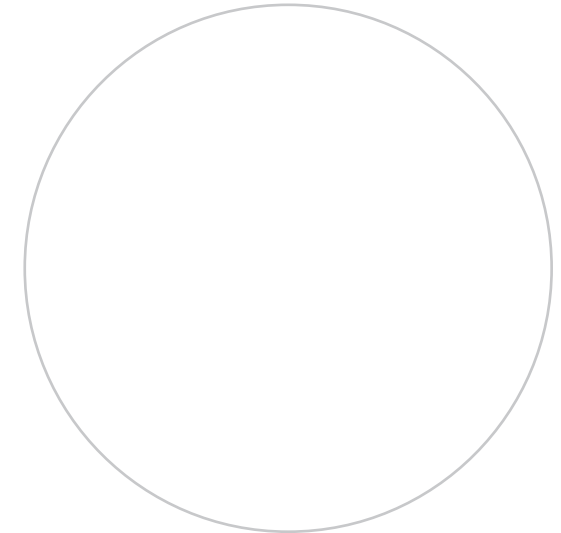
Raiders Silver (Metallic Paint)

Scuffmaster
SM 10237
GOH 11968338



Raiders Black

Ultra Cool Black
16-540
Next Gen Colorants



White

Marshmallow White
Glidden 30YY 83/012
Eggshell or Semi Gloss



TYPOGRAPHY

TYPOGRAPHY HEADLINE

Raiders Futura

The Raiders brand uses a select group of preferred typefaces, Raiders Futura being the most important of these typefaces.

Raiders Futura's preferable brand use is for bold, simple, and IMPACTFUL headline copy only. It may not be used in body copy.

Futura STD Extra Bold must always be displayed in upper-case.

Designer: Paul Renner

Modified by: Sarah Eikmeier

Design Foundry: Neufville Digital

Source Foundry: Adobe

Raiders Futura

**RAIDERS FUTURA
EXTRA BOLD FONT**

USE THIS FONT FOR HEADLINES ONLY

MUST ALWAYS BE UPPER-CASE

TYPOGRAPHY SUB-HEAD

ARTEGRA SANS

Artegra Sans is used in harmony with Raiders Futura or in place of depending on allowed space. This sans-serif font compliments the Raiders Futura font and has both a regular and condensed version in several weights.

Designer: Ceyhun Birinci

Type Foundry: Artegra

Artegra Sans

This is Artegra Sans Black

33 PT WEIGHT

This is Artegra Sans Extra Bold

26 PT WEIGHT

This is Artegra Sans Bold

This is Artegra Sans Semi Bold

This is Artegra Sans Medium

This is Artegra Sans Regular

This is Artegra Sans Light

TYPOGRAPHY SUB-HEAD

ARTEGRA SANS CONDENSED

Artegra Sans is used in harmony with Raiders Futura or in place of depending on allowed space. This sans-serif font compliments the Raiders Futura font and has both a regular and condensed version in several weights.

Designer: Ceyhun Birinci

Type Foundry: Artegra

Artegra Sans Condensed

This is Artegra Sans Condensed Black

33 PT WEIGHT

This is Artegra Sans Condensed Extra Bold

26 PT WEIGHT

This is Artegra Sans Condensed Bold

This is Artegra Sans Condensed Semi Bold

This is Artegra Sans Condensed Medium









This is Artegra Sans Condensed Regular








This is Artegra Sans Condensed Light

HISTORIC LOGOS

HISTORIC LOGOS

NOTE: These logos can only be used with permission by the Raiders Creative Department.

<p>RAIDERS 1960 LOGO</p>  <p>3 Color Raiders Silver • Raiders Black • White Black Background</p>	<p>RAIDERS 1960 LOGO</p>  <p>2 Color White • Raiders Black on Black Background</p>	<p>RAIDERS 1960 LOGOTYPE</p>  <p>1 Color White on Black Background</p>
<p>RAIDERS 1961 LOGO</p>  <p>3 Color Raiders Gold • White • Raiders Black on Black Background</p>	<p>RAIDERS 1963 LOGO</p>  <p>3 Color Raiders Silver • Raiders Black • White on Black Background</p>	<p>RAIDERS 1963 LOGO</p>  <p>2 Color White • Raiders Black on Black Background</p>
<p>RAIDERS 1963 HELMET R</p>  <p>3 Color Raiders Silver • Raiders Black • White on Black Background</p>	<p>RAIDERS 1963 HELMET L</p>  <p>3 Color Raiders Silver • Raiders Black • White on Black Background</p>	

<p>RAIDERS 1960 LOGO</p>  <p>2 Color Raiders Black • White on White Background</p>	<p>RAIDERS 1960 LOGOTYPE</p>  <p>1 Color Raiders Black on White Background</p>	
<p>RAIDERS 1961 LOGO</p>  <p>3 Colors Raiders Gold • Raiders Black • White on White Background</p>	<p>RAIDERS 1963 LOGO</p>  <p>3 Color Raiders Silver • Raiders Black • White on White Background</p>	<p>RAIDERS 1963 LOGO</p>  <p>2 Color Raiders Black • White on White Background</p>
<p>RAIDERS 1963 HELMET R</p>  <p>2 Color Raiders Black • White on Black Background</p>	<p>RAIDERS 1963 HELMET L</p>  <p>2 Color Raiders Black • White on Black Background</p>	

UNIFORM SPECS

UNIFORM TYPOGRAPHY

NOTE: These elements can only be used with permission by the Raiders Creative Department.

0 1 2 3 4
5 6 7 8 9

Color jersey numbers

0 1 2 3 4
5 6 7 8 9

White jersey numbers

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z c', AE

Jersey nameplate letters

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z c', AE

Jersey nameplate letters

PRIMARY UNIFORM

NOTE: Pants can be interchangeable with jerseys.



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
SILVER	PMS 8180 C METALLIC <small>(or use PMS 429 C)</small>	5/0/0/25	166/174/176	A5ACAF	30%	PMS 14-5002 TCX <small>(or use PMS 14-4206 TC flat)</small>	B9369	1012/1811	SNOW GREY-59242
BLACK	PMS PROCESS BLACK C	70/50/50/100	0/0/0	000000	100%	PMS 19-4005 TCX	B9953	1000/1800	BLACK- 58954
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE -58263

CLASSIC UNIFORM



COLOR	PANTONE	CMYK	RGB	HEX	GRAY	TEXTILE	COATS	MADEIRA	A&E/RA
SILVER	PMS 8180 C METALLIC <small>(or use PMS 429 C)</small>	5/0/0/25	166/174/176	A5ACAF	30%	PMS 14-5002 TCX <small>(or use PMS 14-4206 TC flat)</small>	B9369	1012/1811	SNOW GREY-59242
BLACK	PMS PROCESS BLACK C	70/50/50/100	0/0/0	000000	100%	PMS 19-4005 TCX	B9953	1000/1800	BLACK- 58954
WHITE	NO INK/OPAQUE WHITE	0/0/0/0	255/255/255	FFFFFF	0%	PMS 11-0601 TCX	B1719	1005/1801	ULTRA BRIGHT WHITE - 58263

AL DAVIS QUOTES

JUST WIN BABY

**THE GREATNESS OF THE RAIDERS
IS IN ITS FUTURE**

**THE FIRE THAT BURNS THE BRIGHTEST
IN THE RAIDERS ORGANIZATION
IS THE WILL TO WIN**

ONCE A RAIDER, ALWAYS A RAIDER

COMMITMENT TO EXCELLENCE

PRIDE & POISE

RAIDERETTES

RAIDERETTE LOGO USAGE

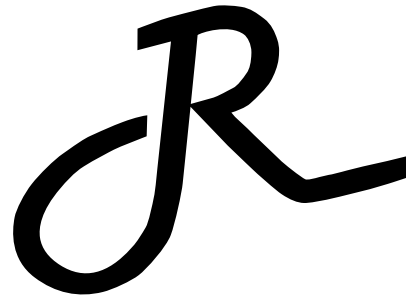
NOTE: These logos can only be used with permission by the Raiders Creative Department or the Raiderettes Director.

Raiderettes®
Football's Fabulous Females

Raiderettes®
Football's Fabulous Females

RAIDERETTE "R" SYMBOL

NOTE: These logos can only be used with permission by the Raiders Creative Department or the Raiderettes Director.



FABULOUS BY THE RAIDERETTES

NOTE: These logos can only be used with permission by the Raiders Creative Department, Raider Image, or the Raiderettes Director.

Fabulous
BY THE RAIDERETTES

Fabulous BY THE RAIDERETTES

Fabulous
BY THE RAIDERETTES

Fabulous BY THE RAIDERETTES

Fabulous
BY THE RAIDERETTES

Fabulous BY THE RAIDERETTES

Stacked version for retail hang tags, etc.

Horizontal version for retail neck tape, etc.



TYPOGRAPHY HEADLINE

AIRSTREAM

The Raiderettes have a distinctive logo. To compliment that logo on projects, Airstream is used as a headline font. To closer represent the Raiderettes logo, adjust the tracking to 50 to provide spacing between the letters.

Designer: Nick Curtis

PHOTOGRAPH SIGNATURE

As the Raiderettes' third and final font, Photograph Signature serves a much more distinct role: to help add glamour and grace to the Raiderettes' brand.

The Photograph Signature font is primarily used for headlines, autographs, and specific retail purposes.

Designer: typeline studio

Type Foundry: Creative Market

Licenses: Two seats: one for use by Raider Image; one for Raiderette social media and other Raiderette uses.

*Font cannot be trademarked.

Airstream

This is Airstream

73 PT WEIGHT

This is Airstream

73 PT WEIGHT WITH LETTER TRACKING SET AT 50

TYPOGRAPHY SUB-HEAD

Photograph Signature

This is Photograph Signature

50 PT WEIGHT



TYPOGRAPHY SUB-HEAD

HEROIC CONDENSED

From poster design to editorial layout, Heroic Condensed is intended for a range of uses. The Raiderettes utilize Heroic Condensed to complement the Airstream headline font and also as a stand-alone headline font and body copy font.

Designer: Silas Dilworth

Type Foundry: TypeTrust

Heroic Condensed

This is Heroic Condensed Black

50 PT WEIGHT

THIS IS HEROIC CONDENSED BLACK IN ALL CAPS

50 PT WEIGHT

This is Heroic Condensed Heavy

26 PT WEIGHT

This is Heroic Condensed Bold

This is Heroic Condensed Medium

This is Heroic Condensed Regular

This is Heroic Condensed Book

CONTACT

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rfinlay@raiders.com
725.780.3160

