THE CHICAGO BEARS BRAND
“Before it is possible to achieve anything, an objective must be set...the other essential is to become determined to achieve it.”

GEORGE HALAS
BRAND PROMISE
THE CHICAGO BEARS, A FOUNDING FRANCHISE OF THE NFL, UPHOLD THE VALUES OF THE CITY AND ITS PEOPLE, UNITING THEM AS NO OTHER ORGANIZATION CAN.
WHO WE ARE

There is an indelible connection between the Chicago Bears, the city they call home and the fans who love them. Both Chicago and the Bears were founded on the belief that anything is possible if you’re willing to work. And since the day George Halas started the franchise, that’s what the Bears have done. Halas was a Chicago man. He was tough, fair and steadfast. He would not settle for second best. His city was second to none. The grit Halas showed while growing up in Chicago has carried through into a tenacity still seen at Soldier Field today. The Chicago spirit—a determined, authentic sensibility—lives inside every Bears player and every Bears fan. To understand the Bears, you have to understand Chicago. And to live in Chicago, you have to love the Bears.
ONE CITY. ONE TEAM.

It’s no coincidence that the Chicago Bears have a lot in common with their hometown and its residents. It is a connection that spans generations.

For nearly a century, the city and team have shared a bond that has both weathered disappointment and celebrated victory. The Bears are the orange and blue thread weaved into the rich fabric of the city of Chicago. Truly, to be a Chicagoan is to be a Bears fan. It can be seen everywhere, from the streets of the city, to the suburban malls, to countless places where Chicagoans have carried their loyalty and passion. It’s felt not only in the heart of the season, but in the height of the summer. Through sleet and snow. Through thick and thin.

The Bears show us who we really are and leave us united. Stronger. One City. One Team.
4th PHASE

The first phase provides the offense. The second phase brings the defense. The third phase is truly “special.” But the Fourth Phase makes it all matter.

Bears fans are the 4th Phase and they provide the inspiration for everything the organization does, on and off the field. They motivate and inspire. They strongly express their opinions. They bring the noise to the city on Bears Sundays, in the stadium, at home or in a packed bar, cheering along with millions of others. They are the lifeblood of the Chicago Bears.

When the opponent steps onto the field, they don’t just face a team. They face a city. Wins are celebrated – losses, agonized. But always as one team.
IDENTITY GUIDELINES

BEARS BLUE
- Pantone: 5395
- Process: C100 M60 Y0 K80
- Video: R11 G22 B42
- Web: 0B162A

BEARS ORANGE
- Pantone: 1665
- Process: C0 M75 Y100 K0
- Video: R200 G56 B3
- Web: C83803
THE CHICAGO BEARS MARK

As the primary visual identifier of the Bears, it is important that the marks and logotype not be altered in any way. In all Bears communications, from print to broadcast to web applications, and in all partnership and sponsorship programs that call for additional graphics, the mark and logotype should be highly visible and unmistakable.
**PRIMARY MARK COLOR VARIATIONS**

The full-color Bears mark is preferred for brand applications. It reproduces best against white or light colored backgrounds.

For applications that call for a dark or colored backgrounds, the full-color reverse mark should be used.

In each of the reverse variations, the mark outline knocks out to white and helps ensure the definition of the Bears mark.

The grayscale and one-color black variations are used in one-color printing applications.
SECONDARY MARK COLOR VARIATIONS

The full-color Bears secondary mark is designed to compliment the primary mark. It reproduces best against white or light colored backgrounds.

For applications that call for a dark or colored backgrounds, the full-color reverse mark should be used.

In each of the reverse variations, the mark outline knocks out to white and helps ensure the definition of the Bears mark.

The grayscale and one-color black variations are used in one-color printing applications.
LOGOTYPE COLOR VARIATIONS

The full-color Bears logotype is designed to complement the primary mark and secondary mark. It reproduces best against white or light colored backgrounds.

For applications that call for a dark background, the full-color reverse logotype or full-color orange logotype should be used. For applications that call for an orange background, the full-color reverse logotype or full-color blue logotype should be used.

The grayscale and one-color black variations are used in one-color printing applications.
**DESCRIPTOR LOGOTYPE COLOR VARIATIONS**

This mark consists of the descriptor “Chicago” set in a fixed position above the Bears logotype and is designed to compliment the primary mark and secondary mark. It reproduces best against white or light colored backgrounds.

For applications that call for a dark background, the full-color orange reverse mark should be used. For applications that call for an orange background, the full-color blue reverse mark should be used.

The grayscale, one-color black and one-color white variations are used in one-color printing applications.
**PRIMARY MARK WITH LOGOTYPE**

The full-color Bears secondary mark is designed to compliment the primary mark. It reproduces best against white or light colored backgrounds.

For applications that call for a dark or colored backgrounds, the full-color reverse mark should be used.

In each of the reverse variations, the mark outline knocks out to white and helps ensure the definition of the Bears mark.

The grayscale and one-color black variations are used in one-color printing applications.
SECONDARY MARK WITH LOGOTYPE

The full-color Bears secondary mark is designed to compliment the primary mark and secondary mark. It reproduces best against white or light colored backgrounds.

For applications that call for a dark or colored backgrounds, the full-color reverse mark should be used.

In each of the reverse variations, the mark outline knocks out to white and helps ensure the definition of the Bears mark.

The grayscale and one-color black variations are used in one-color printing applications.
CLEARSPACE

The Chicago Bears marks and logotype should be surrounded by a field of clearspace to isolate them from competing graphic elements and ensure their visibility and impact.

The clearspace minimum is equal to 50% of the height of the primary mark and secondary mark and 100% of the height of the logotype as represented by gray box in the examples. Please note that clearspace is not the same as whitespace.
**MINIMUM SIZE**

**The Chicago Bears primary mark and secondary mark**  
The Chicago Bears primary mark and the secondary mark can appear in a variety of sizes to accommodate a range of applications, but it should not be sized so small that it becomes illegible. They should not be reproduced such that the width of the mark is less than 1/2 inch, as shown in the examples.

**The Chicago Bears logotype**  
The Chicago Bears logotype should not be reproduced such that the width of the logotype is less than 1 inch, as shown in the example.

**The Chicago Bears mark with logotype**  
The Chicago Bears marks with logotype should not be reproduced such that the width of the logotype is less than 3/4 inch, as shown in the example.
**INCORRECT USAGE**

Incorrect use of the Chicago Bears marks compromises its integrity and effectiveness. Care should be taken to ensure correct and consistent mark use in every application. Some common misuses of the marks are shown here.

Although these examples do not represent every misuse, they do indicate areas to double-check. To ensure correct reproduction, please use the approved electronic artwork.
HELMETS

The Chicago Bears helmet is available in vector format in full-color and one-color.

For applications that call for a dark background, an outline around the helmet knocks out to white and helps ensure its definition.
**BACKGROUND CONTROL**

The full-color Bears marks can appear against a variety of backgrounds. When an application calls for a solid background, one of the colors from the Bears color palette is preferred.

The full-color Bears marks can appear against photographic backgrounds. In these applications, the marks must be positioned against areas that offer sufficient contrast for the mark’s legibility.

Additionally, the full-color Bears marks can appear against a highly detailed area providing it is dense enough visually to provide adequate contrast.

The full-color Bears mark on a highly detailed photograph

Do not place the full-color Bears mark on a photograph with areas of color with high contrast. This diminishes the visibility and detail of the Bears mark.

The full-color Bears mark on a photograph with minimal detail

Do not place the full-color Bears mark on a photograph with areas of detail that can diminish the visibility and detail of the Bears mark.
**MISUSE IN TEXT**

Do not use the Bears marks or logotype to replace “Bears” or “Chicago Bears” in text. The marks and logotype are symbols and should not act as a word.

The Bears are playing on Monday night.

- The **C** are playing on Monday night.
- The **BEARS** are playing on Monday night.
**PARTNER SIZE AND POSITION**

When utilizing a partner mark and the Bears mark in the same application, the Bears mark should be equal in visual proportion as the partner mark.

**Hall of Fame Partner**

When a partner has the “Hall of Fame” business designation, the partner mark and the “Hall of Fame Partner” mark, or the Bears primary mark, should be equal in visual proportion and separated by a vertical line.

**Official Business Category**

When a partner has the “Official” business designation, the primary Bears mark and the copy “THE OFFICIAL BUSINESS OF THE CHICAGO BEARS” should be separated by a vertical line.

**Proud Partner Category**

When a partner has the “Proud Partner” designation, the copy “Proud Partner of the Chicago Bears” should be located to the left of the primary Bears mark.
BRAND EXTENSIONS

A Bears event or initiative logo will feature a partner’s mark along with a Bears mark. The Bears will determine the size and placement of the partner’s mark. Bears program logos are created internally and will be routed to the participating partner for approval. Following the partner’s initial approval the Bears will not seek approval on the mark’s use going forward unless the mark has been altered.

Chase, as the presenting partner of the Bears, will be tagged on all Bears event logos.
If you have further questions regarding the appropriate usage of Chicago Bears marks please contact your Client Services Representative:

Becky Coffey, Director of Partnership Activation (847) 739-5306  
Melissa Peckham, Partnership Activation Manager (847) 739-5393  
Kristin Ludden, Partnership Activation Coordinator (847) 739-5353  
Erin McCormick, Partnership Activation Coordinator (847) 739-5438

Media members please contact:

Scott Hagel, Senior Director of Corporate Communications (847) 739-5220