



**SPORTSMAN**  
CHANNEL

**BASIC LOGO OVERVIEW 2011**

**FULL COLOR LOGO WITH GRADIENT  
OVER DARK BACKGROUND**

**SPORTSMAN**  
**CHANNEL**

Sportsman White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
pms PANTONE White  
Maderia TM 1001

**Gold Gradient**



Channel Gradient Top  
CMYK 5, 8, 22, 0  
RGB 239, 228, 201

Channel Gradient Middle  
CMYK 17, 34, 84, 0  
RGB 214, 166, 73

Channel Gradient Bottom  
CMYK 52, 64, 84, 61  
RGB 70, 50, 28

**FULL COLOR LOGO WITH GRADIENT  
OVER LIGHT BACKGROUND**

**SPORTSMAN**  
**CHANNEL**

Sportsman Black  
CMYK 100, 100, 100, 100  
RGB 0,0, 0  
pms PANTONE Black  
Maderia TM 1000

**Gold Gradient**



Channel Gradient Top  
CMYK 5, 8, 22, 0  
RGB 239, 228, 201

Channel Gradient Middle  
CMYK 17, 34, 84, 0  
RGB 214, 166, 73

Channel Gradient Bottom  
CMYK 52, 64, 84, 61  
RGB 70, 50, 28

**LOGO, SOLID COLORS OVER DARK BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

**SPORTSMAN**  
**CHANNEL**

Sportsman White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
pms PANTONE White  
Maderia TM 1001

Sportsman Gold  
CMYK 0, 28, 100, 18  
RGB 213, 159, 15  
pms PANTONE 1245U  
Maderia TM 1359

**LOGO, SOLID COLORS OVER LIGHT BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

**SPORTSMAN**  
**CHANNEL**

Sportsman Black  
CMYK 100, 100, 100, 100  
RGB 0, 0, 0  
pms PANTONE Black  
Maderia TM 1000

Sportsman Gold  
CMYK 0, 28, 100, 18  
RGB 213, 159, 15  
pms PANTONE 1245U  
Maderia TM 1359

**LOGO, SOLID COLORS OVER DARK BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

**SPORTSMAN  
CHANNEL**

Sportsman White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
pms PANTONE White  
Maderia TM 1001

**LOGO, SOLID COLORS OVER LIGHT BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

**SPORTSMAN  
CHANNEL**

Sportsman Black  
CMYK 100, 100, 100, 100  
RGB 0,0, 0  
pms PANTONE Black  
Maderia TM 1000

**FULL COLOR H.F.F. LOGO WITH GRADIENT  
OVER DARK BACKGROUND**

**SPORTSMAN**  
**CHANNEL**

**HUNT.  
FISH.  
FEED.**

**Gold Gradient**



Channel Gradient Top  
CMYK 5, 8, 22, 0  
RGB 239, 228, 201

Channel Gradient Middle  
CMYK 17, 34, 84, 0  
RGB 214, 166, 73

Channel Gradient Bottom  
CMYK 52, 64, 84, 61  
RGB 70, 50, 28

Sportsman White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
pms PANTONE White  
Maderia TM 1001

**FULL COLOR H.F.F. LOGO WITH GRADIENT  
OVER LIGHT BACKGROUND**

**SPORTSMAN**  
**CHANNEL**

**HUNT.  
FISH.  
FEED.**

**Gold Gradient**



Channel Gradient Top  
CMYK 5, 8, 22, 0  
RGB 239, 228, 201

Channel Gradient Middle  
CMYK 17, 34, 84, 0  
RGB 214, 166, 73

Channel Gradient Bottom  
CMYK 52, 64, 84, 61  
RGB 70, 50, 28

Sportsman Black  
CMYK 100, 100, 100, 100  
RGB 0, 0, 0  
pms PANTONE Black  
Maderia TM 1000

**FULL COLOR H.F.F. LOGO, SOLID, OVER DARK BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

**SPORTSMAN**  
**CHANNEL**

Sportsman Gold  
CMYK 0, 28, 100, 18  
RGB 213, 159, 15  
pms PANTONE 1245U  
Maderia TM 1359

HUNT.  
FISH.  
FEED.

Sportsman White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
pms PANTONE White  
Maderia TM 1001

**FULL COLOR H.F.F. LOGO, SOLID, OVER LIGHT BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

**SPORTSMAN**  
**CHANNEL**

Sportsman Gold  
CMYK 0, 28, 100, 18  
RGB 213, 159, 15  
pms PANTONE 1245U  
Maderia TM 1359

HUNT.  
FISH.  
FEED.

Sportsman Black  
CMYK 100, 100, 100, 100  
RGB 0,0, 0  
pms PANTONE Black  
Maderia TM 1000

**ONE COLOR H.F.F. LOGO, SOLID, OVER DARK BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

***SPORTSMAN***  
***CHANNEL***

**HUNT.  
FISH.  
FEED.**

— Sportsman White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
pms PANTONE White  
Maderia TM 1001

**ONE COLOR H.F.F. LOGO, SOLID, OVER LIGHT BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

***SPORTSMAN***  
***CHANNEL***

**HUNT.  
FISH.  
FEED.**

— Sportsman Black  
CMYK 100, 100, 100, 100  
RGB 0,0, 0  
pms PANTONE Black  
Maderia TM 1000

**FULL COLOR SPMN ON DEMAND LOGO  
WITH GRADIENT OVER DARK BACKGROUND**

**SPORTSMAN**  
**ON DEMAND**

Sportsman White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
pms PANTONE White  
Maderia TM 1001

**Gold Gradient**



Channel Gradient Top  
CMYK 5, 8, 22, 0  
RGB 239, 228, 201

Channel Gradient Middle  
CMYK 17, 34, 84, 0  
RGB 214, 166, 73

Channel Gradient Bottom  
CMYK 52, 64, 84, 61  
RGB 70, 50, 28

**FULL COLOR SPMN ON DEMAND LOGO  
WITH GRADIENT OVER LIGHT BACKGROUND**

**SPORTSMAN**  
**ON DEMAND**

Sportsman Black  
CMYK 100, 100, 100, 100  
RGB 0,0, 0  
pms PANTONE Black  
Maderia TM 1000

**Gold Gradient**



Channel Gradient Top  
CMYK 5, 8, 22, 0  
RGB 239, 228, 201

Channel Gradient Middle  
CMYK 17, 34, 84, 0  
RGB 214, 166, 73

Channel Gradient Bottom  
CMYK 52, 64, 84, 61  
RGB 70, 50, 28

**FULL COLOR OD LOGO, SOLID, OVER DARK BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

# **SPORTSMAN** **ON DEMAND**

Sportsman White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
pms PANTONE White  
Maderia TM 1001

Sportsman Gold  
CMYK 0, 28, 100, 18  
RGB 213, 159, 15  
pms PANTONE 1245U  
Maderia TM 1359

**FULL COLOR OD LOGO, SOLID, OVER LIGHT BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

# **SPORTSMAN** **ON DEMAND**

Sportsman Black  
CMYK 100, 100, 100, 100  
RGB 0, 0, 0  
pms PANTONE Black  
Maderia TM 1000

Sportsman Gold  
CMYK 0, 28, 100, 18  
RGB 213, 159, 15  
pms PANTONE 1245U  
Maderia TM 1359

**ONE COLOR OD LOGO, SOLID, OVER DARK BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

***SPORTSMAN***  
***ON DEMAND***

Sportsman White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
pms PANTONE White  
Maderia TM 1001

**ONE COLOR OD LOGO, SOLID, OVER LIGHT BACKGROUND:  
EMBROIDERY/PROMO CLOTHING & GEAR ONLY**

***SPORTSMAN***  
***ON DEMAND***

Sportsman Black  
CMYK 100, 100, 100, 100  
RGB 0, 0, 0  
pms PANTONE Black  
Maderia TM 1000