



Chick-fil-A Peach Bowl

Current Revision Date: 06/15/18

Verbiage

Chick-fil-A Peach Bowl™

General Information

Game Date: December 29, 2018

Game Time: 12:00 PM EST

Location: Atlanta, GA (Mercedes-Benz Stadium)

Blue

Red

Dark Blue

Gray

White

PANTONE 661 C

MADEIRA Rayon: 1134
MADEIRA Polyneon: 1842

PANTONE 186 C

MADEIRA Rayon: 1147
MADEIRA Polyneon: 1747

PANTONE 655 C

MADEIRA Rayon: #####
MADEIRA Polyneon: #####

PANTONE Process Black C (25%)

MADEIRA Rayon: #####
MADEIRA Polyneon: #####

White

MADEIRA Rayon: 1001
MADEIRA Polyneon: 1801

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks

Artwork Guidelines

1

2

3

4

5



For embroidery use

- Logo must be used in its entirety - it may not be altered or deconstructed in any way.
- Primary Logo is not required in all designs.
- For headwear, the primary logo is not required.
- For visors, the primary logo is not required.
For visors, the bowl has a third mark. Please contact the bowl directly for this mark.
- No size limitations on the execution of the logos as long as it is legible.
- Black/white logo permitted.
- Logo permitted in any one color.
Reviewed on a case-by-case basis
- Logo may be distressed, but subject to approval.
- The Chick-fil-A logo and the plain text "Peach Bowl" cannot be used together.
- Chick-fil-A Cows and the "cow font" may not be used.
- Bowl name permitted in text:
 1. Must be written in all caps as "CHICK-FIL-A PEACH BOWL" or in a combination of upper and lower as "Chick-fil-A Peach Bowl"
 2. The text must all be in the same color and size font.
 3. "Peach Bowl" may not be used alone without "Chick-fil-A" as described above.
- Alterations permitted to the Sponsor's type, style, and color in linear form
The sponsor name and the bowl name may be written in different fonts and colors (subject to approval).
- Champions designs are permitted.
- The primary logo is not required on Champions designs.
May use primary logo or core logo.
- Venue/Stadium name permitted for use on designs.
- Format for listing opponents within a design: Away vs. Home
- For embroidery, size & color specifications must be maintained.
- Tonal embroidery allowed.
- Correct reference to the winner of the game:
2018 Chick-fil-A Peach Bowl™ Champions
- All uses of the Mercedes-Benz Stadium (name and likeness) must be approved by the Mercedes-Benz Stadium and will carry an additional royalty.
- The red "Chick-fil-A" logo cannot be used alone.
If the bowl logo is used, "Chick-fil-A Peach Bowl" must all be written in the same font and size, with special attention paid to the correct spelling of Chick-fil-A (lower case f, upper case A). The verbiage can be used in any font, but the Bowl reserves the right to suggest changes if the font chosen is too close to the actual Chick-fil-A font.

Secondary Marks

6

7

8

9

10



For embroidery use