

LOGO



The Blazer® Ammunition Logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification.

The Blazer Ammunition Logo is represented by the combination of the Blazer Ammunition logomark and the Blazer Ammunition logotype.

This treatment is based on a specific, carefully developed visual relationship between the logomark and the logotype. Use only the artwork provided and its approved variations. Do not attempt to redraw or recreate any elements of the Blazer Ammunition Logo.

The Blazer Ammunition Logo is based on the Mirth typeface. The Mirth typeface should NOT be used on any application that the logo is applied. Use of Mirth will diminish the importance and strength of the Blazer Ammunition Logo.

The preferred application is three-color, black, silver and red on a white or black background, however the logo may be used against any background which allows good contrast and legibility.

NOTE: The corporation reserves the Blazer Ammunition Logo for its sole use and the registered trade mark ® helps protect our name and identity in the marketplace. Make sure all applications include this symbol in the position shown. Size of the trademark may be adjusted as the size of the logo is reduced or increased.



Blazer Ammunition's corporate colors are black, silver and red. The red and silver colors are used for the Blazer Ammunition logomarks. The silver and black provide the gradient colors for the Blazer logotype. These elements should never be produced in any other color (except one-color applications). The colors together create the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

NOTE: The colors on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy, and may not match the PANTONE Color Standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



BLAZER BLACK

PANTONE Process Black C or U
PANTONE Black C or U
CMYK: C=0 M=0 Y=0 K=100
RGB: Red=0 Green=0 Blue=0



BLAZER SILVER

PANTONE Metallic 877 C or U
CMYK: C=0 M=0 Y=0 K=40
RGB: R=167 G=169 B=172



BLAZER RED

PANTONE 1795 C or U
CMYK: C=0 M=94 Y=100 K=0
RGB: R=238 G=52 B=36

PANTONE®

The preferred silver color is PANTONE Metallic 877 C or U and red color is PANTONE 1795 C or U. These colors should be used in all cases to reproduce the Logo.

CMYK

Printing with PANTONE color inks is preferred. However, spot colors are not always an option. Four-color process printing may be used when necessary.

RGB

When using the Logo in video or on web pages, an RGB version of the logo may be required.

ACCEPTABLE LOGO VARIATIONS

To allow for application of the Blazer® Ammunition Logo across a wide range of applications, the following variations may be

used. These adaptations should be used only if the preferred Logo cannot.

ENCLOSED SHAPE

This variation should be used when the Logo is applied to a background that is a photo, texture, or color that does not allow good contrast and legibility.

The size of the enclosed shape should always follow the minimum "clearfield" area as described in the technical guidelines of this guide. The color of the shape should always be black.



ONE-COLOR

The Logo can be reproduced in one-color, if necessary. Acceptable colors are black or white only.



TWO-COLOR

The Logo can be reproduced in two-colors, if necessary. Acceptable colors are black and red only.



The correct relative size and positioning of the Blazer Ammunition Logo is shown here.

CLEARFIELD

For the Logo to communicate effectively, it should not be crowded or overwhelmed by other elements.

“Clearfield” refers to the area surrounding the Logo that should be kept free of visual distraction. No graphic element or text of any kind should be placed within this clear space. The minimum field as indicated is 75% of an “r” height. An “r” height is the height of the letter “r” in the logotype “Blazer”.

Even when the Logo is put inside an enclosed shape, the shape must not impede on the minimum clearfield.



MINIMUM SIZE

Reproductions of the Logo should be at least 1/4" in height.



INCORRECT APPLICATIONS

The integrity of the Logo is diminished when the marks are incorrectly applied. Unauthorized versions and unacceptable usage of the Logo puts its legal protection at risk.

Although we cannot include all possible misuses, the following identify some of the more obvious deviations. In general, any variation or alteration of the Logo, however small, is unacceptable. These guidelines are true for all the preferred Logo treatments and their variations.

Other incorrect uses would include:

- **DO NOT** outline any of the elements of the Logos.
- **DO NOT** display the Logo with a simulated chrome, stone, or other texture.
- **DO NOT** italicize any elements of the Logos.
- **DO NOT** apply any drop shadows to the Logo.



DO NOT alter the size relationship between the logomark and logotype.



DO NOT reproduce the Corporate or Brand Marks with unapproved colors.



DO NOT reset any type element, use only approved artwork.



DO NOT use the Mark on any angle. Use straight baseline only.



DO NOT stretch or condense the proportions.



DO NOT change the letter spacing of the approved Marks.

BLAZER-SPECIFIC TRADEMARKS

The following is a list of Speer's most commonly used trademarks registered with the U.S. Patent and Trademark Office. These may also be registered in Canada and other foreign countries. Each of these should appear with a ® or ™, as indicated below, at least one time in any document produced, adjacent to the most salient usage of the mark.

Registered Trademarks

BLAZER®

*For logos on clothing items, use ™.

