



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

The CCI Logo is represented by the CCI logotype.

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

The CCI Logo is based on the Helvetica Black Oblique typeface. The Helvetica Black Oblique typeface should NOT be used on any application that the logo is applied. Use of Helvetica Black Oblique will diminish the importance and strength of the CCI Logo.

The preferred application is one-color - CCI Red (PMS 1795), on a white, blue (PMS 539) or black background, however the logo may be used against any background which allows good contrast and legibility.

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



CCI's corporate color is CCI Red (PMS 1795). The characters in the CCI logo should never be produced in any other color (except one-color applications, such as when printing in grayscale - black/white). CCI Red creates the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

**NOTE:** The color 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.



#### CCI RED

PANTONE 1795 C or U

CMYK: C=0 M=94 Y=100 K=0

RGB: Red=238 Green=49 Blue=36

#### PANTONE®

The preferred red color is PANTONE 1795 C or U. This color 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 CCI® 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 or PMS 539.



Black



PMS 539



### ONE-COLOR

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



The correct relative size and positioning of the CCI® 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 is indicated as 50% of the "I" height. An "I" height is the height of the letter "I" in the CCI logotype.

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 1/8" in height.

**CCI** □ 1/8"

## 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 any of the characters in the 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.

# CCI PACKAGING STANDARD

## COLOR

Spot PMS

1795 Red, 539 Blue, 8400 Metallic Silver



Box Count (English/French)

- Myriad Pro Regular
- All caps, centered
- On top of blue face as shown

CCI Logo

- Flush right as shown
- 1795 Red
- ® registered trademark

CCI Swoosh

- 8400 Metallic Silver

Product Name

- Eurostile Bold
- All caps, centered
- Point size depends on product
- Reversed to white

Cartridge Designation (22LR)

- Myriad Pro Bold Condensed
- All caps, centered
- Reversed to white

V-Graphic

8400 Metallic Silver to white gradient  
1795 Red inner V and triangle graphic

Icon (not on all packaging)

- Color may vary depending on product  
(1795 shown here for Velocitor)

Full Cartridge and Bullet Name, Grain Wt

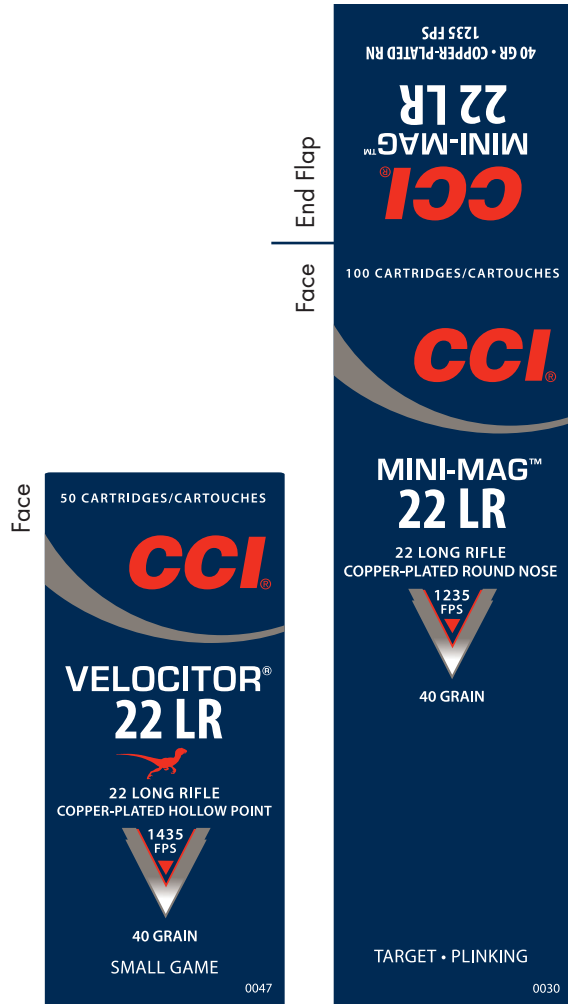
- Myriad Pro Semibold
- All caps, centered around graphic
- Point size depends on product
- Reversed to white

Product Number

- Myriad Pro Regular
- Lower right corner on blue face as shown
- Reversed to white

Usage Type

- Myriad Pro Regular
- All caps centered
- On lower blue face as shown
- Reversed to white



**PRODUCTS SHOWN HERE ARE LABELS, SOME DIFFERENCES WITH COUNTER DISPLAYS ARE SHOWN WITH EXAMPLES ON FOLLOWING PAGE**

Counter Display



**MAXI-MAG<sup>®</sup>**  
**22 WMR HP+V**

22 WMR  
JACKETED HOLLOW POINT + V



2200  
FPS

30 GRAIN

VARMINT

Counter Display



**VELOCITOR<sup>®</sup>**  
**22 LR**



SMALL GAME / PETIT GIBIER

500 CARTRIDGES/CARTOUCHES

40 GRAIN / 2.59 GRAMS