



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

The Champion Logo is represented by the combination of the Champion Target logomark and the Champion 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 Champion Logo.

The preferred application is two-color, Pantone Cool Gray 10 and Pantone Orange 021 on a white background, however the logo may be used against any background which allows good contrast and legibility. In all situations, the target logomark would appear in orange and the word "Champion" would appear in Cool Gray.

NOTE: The corporation reserves the Champion Logo for its sole use and the registered trademark ® 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.



Champion's corporate colors are Pantone Cool Gray 10 and Pantone Orange 021. The orange color is used for the **target** logomark. This element should never be produced in any other color (except one-color applications). The gray color is used for the logotype "**Champion**". 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.



CHAMPION GRAY

PANTONE Cool Gray 10 C or U

CMYK: C=0 M=2 Y=0 K=60

RGB: Red=128 Green=127 Blue=131



CHAMPION ORANGE

PANTONE Orange 021 C or U

CMYK: C=0 M=73 Y=100 K=0

RGB: R=242 G=106 B=33

PANTONE®

The preferred gray color is PANTONE Cool Gray 10 (C or U), the orange color is Pantone Orange 021 (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 Champion® 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 60% Black only.



The correct relative size and positioning of the Champion® 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 an "N" height. An "N" height is the height of the letter "N" in the "CHAMPION" 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" (.125" or 3.18mm) 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.



The Champion® Traps & Targets Logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification. Champion Traps & Targets logo is to be used only with Champion Traps and Targets products.

The Champion Traps & Targets Logo is represented by the combination of the Champion Target logomark and the Champion Traps & Targets 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 Champion Traps & Targets Logo.

The preferred application is two-color, Pantone Cool Gray 10 and Pantone Orange 021 on a white background, however the logo may be used against any background which allows good contrast and legibility. In all situations, the target logomark would appear in orange and the word "Champion Traps & Targets" would appear in Cool Gray.

NOTE: The corporation reserves the Champion 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.



Champion Traps & Targets' corporate colors are Pantone Cool Gray 10 and Pantone Orange 021. The orange color is used for the **target** logomark. This element should never be produced in any other color (except one-color applications). The gray color is used for the logotype "**Champion Traps & Targets**". The colors together create the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

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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 Champion® Traps & Targets 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.

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The correct relative size and positioning of the Champion® Traps & Targets Logo is shown here.

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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 $\frac{3}{16}$ " (.1875" or 4.76mm) in height.



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DO NOT stretch or condense the proportions.



DO NOT change the letter spacing of the approved Marks.



The Champion™ Eyes & Ears Logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification. Champion Eyes & Ears logo is to be used only with Champion Eyes & Ears products. The Champion Eyes & Ears Logo is represented by the combination of the Champion Target logomark and the Champion Eyes & Ears 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 Champion Eyes & Ears Logo.

The preferred application is two-color, Pantone Cool Gray 10 (C or U) and Pantone Orange 021 (C or U) on a white background, however the logo may be used against any background which allows good contrast and legibility. In all situations, the target logomark would appear in orange and the word "Champion Eyes & Ears" would appear in Cool Gray.

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Champion Eyes and Ears' corporate colors are Pantone Cool Gray 10 and Pantone Orange 021. The orange color is used for the **target** logomark. This element should never be produced in any other color (except one-color applications). The gray color is used for the logotype "**Champion Eyes & Ears**". The colors together create the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

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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 Champion™ Eyes & Ears 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.

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ONE-COLOR

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The correct relative size and positioning of the Champion™ Eyes & Ears Logo is shown here.

CLEARFIELD

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MINIMUM SIZE

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DO NOT stretch or condense the proportions.



DO NOT change the letter spacing of the approved Marks.



The Champion™ Shooting Gear logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification. Champion Shooting Gear logo is to be used only with Champion Shooting Gear products.

The Champion Shooting Gear Logo is represented by the combination of the Champion Target logomark and the Champion Shooting Gear 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 Champion Shooting Gear Logo.

The preferred application is two-color, Pantone Cool Gray 10 (C or U) and Pantone Orange 021 (C or U) on a white background, however the logo may be used against any background which allows good contrast and legibility. In all situations, the target logomark would appear in orange and the word "Champion Shooting Gear" would appear in Cool Gray.

NOTE: The corporation reserves the Champion Logo for its sole use and the registered trademark ® 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.



Champion Shooting Gears' corporate colors are Pantone Cool Gray 10 and Pantone Orange 021. The orange color is used for the **target** logomark. This element should never be produced in any other color (except one-color applications). The gray color is used for the logotype "**Champion Shooting Gear**". The colors together create the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

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CHAMPION GRAY

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 CMYK: C=0 M=2 Y=0 K=60
 RGB: Red=128 Green=127 Blue=131



CHAMPION ORANGE

PANTONE Orange 021 C or U
 CMYK: C=0 M=73 Y=100 K=0
 RGB: R=242 G=106 B=33

PANTONE®

The preferred gray color is PANTONE Cool Gray 10 (C or U), the orange color is Pantone Orange 021 (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

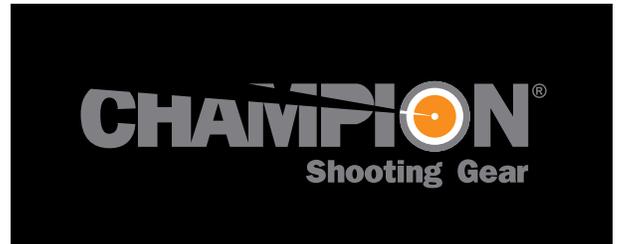
To allow for application of the Champion™ Shooting Gear Logo across a wide range of applications, the following variations

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.

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ONE-COLOR

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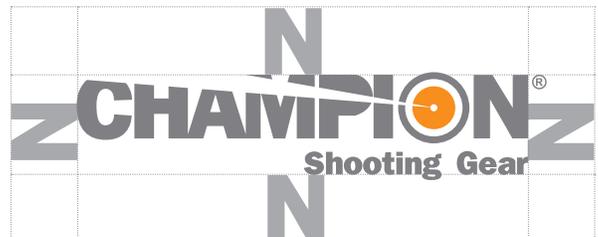
The correct relative size and positioning of the Champion™ Shooting Gear Logo is shown here.

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 an “N” height. An “N” height is the height of the letter “N” in the “CHAMPION” 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 $\frac{3}{16}$ " (.1875" or 4.76mm) in height.



INCORRECT APPLICATIONS

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- **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.

TAGLINE

Often there is a tagline that goes along with the logo. It can be positioned under the logo at size that runs from the A to the N of the logo, or it can be placed in an ad or on packaging in a separate location from the logo.

ITC Franklin Gothic Heavy Oblique. Some kerning is required to even out the spacing between letters.

Color

Color usage for the Tagline should be limited to a PMS color from the logo, black or white.



SHOOT BETTER. HAVE FUN.

CHAMPION® PACKAGING STANDARD

CARD PACKAGING, Front and back

Colors

- CMYK + PMS Orange 021



Product Number

- ITC Franklin Gothic Demi. Upper left corner flush with product name and logo
- reversed to white

Gray Splatter on top

- 0/2/0/60 Swatch at 20% with pattern

Product Name

- ITC Franklin Gothic Heavy, CAPS
- Smaller than logo height
- All Caps, left justified
- reversed to white

Product Descriptor

- ITC Franklin Gothic Heavy
- reversed to white
- Roughly 60% height of product name

Bullet Points

- Orange part of circle same size as bullet, overlaid directly on top
- reversed to white
- Franklin Gothic No. 2 Roman
- Smaller than descriptor
- Limit bullets to 5 or less

Orange Splatter on bottom

- PMS Orange 021 with pattern
- Darkest part starts where Bullet points are, usually top or left

Tagline

- ITC Franklin Gothic Heavy Oblique, CAPS
- Can be at bottom of page, under logo
- reversed to white
- Delete splatter behind tagline when optional

When back is white with black ink:

Web site

- ITC Franklin Gothic Heavy, CAPS

Address

- Helvetica Neue 77 Bold Condensed



Standard Deviation	4.2	3.0	4.9	4.8	2.9	4.4	5.3	5.0	4.2	~
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The level of noise entering a person's ear when hearing protection is worn is approximated by the difference between the A-weighted environmental noise level and the NRR. The NRR is 26 decibels.

Example:

1. The environmental noise level entering the ear is 89 dBA.
2. The NRR is 26 decibels (dB)
3. The level of noise entering the ear is approximately equal to 63 dB.

● **CHAMPIONTARGET.COM**

Champion
Anoka, MN 55303
Made in China
● CT256R 3150

0 76683 40960 7

CHAMPION® PACKAGING STANDARD

CARD PACKAGING, 4 color back

Colors

- CMYK + PMS Orange 021



Product F&Bs

- Franklin Gothic No. 2 Roman
- reversed to white, bullets PMS Gray 10

Warning copy

- ITC Franklin Gothic Demi
- All Caps, left justified
- reversed to white

Address

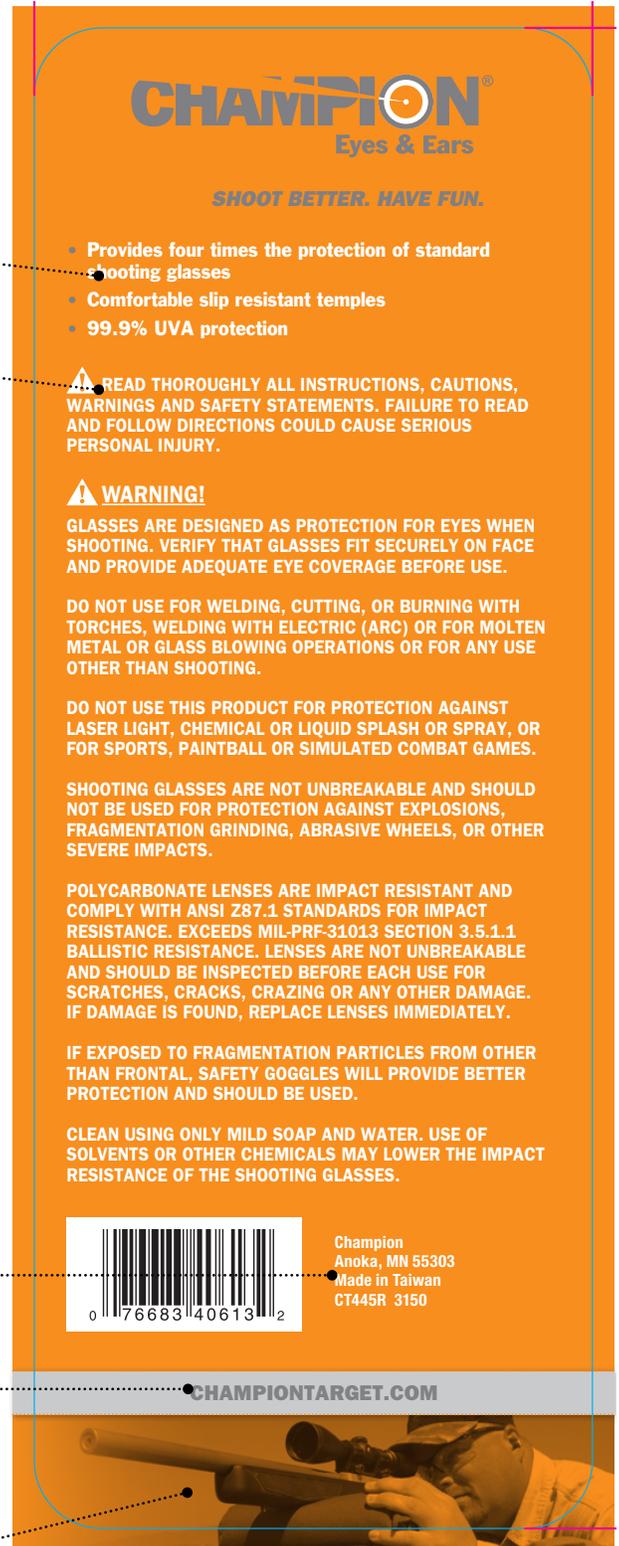
- Helvetica Neue 77 Bold Condensed
- reversed to white

Web site

- ITC Franklin Gothic Heavy, CAPS
- Should be room above and below of equal X height
- PMS Gray 10
- Centered in bar 40% PMS Gray 10
- Dotted lines above and below 1pt line, 2pt dash (scale)

Image

- Grayscale, multiply 100%



CHAMPION® PACKAGING STANDARD

BOX PACKAGING

Colors

- CMYK + PMS Orange 021



General Layout

- Front and top panels should have the splatter artwork
- Side panels can show Logo, tagline, other products, web site banner and bottom image
- Back panel shows text, UPC and address

