



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

The Gunslick® Pro Logo is represented by the combination of logomarks and the Gunslick® Pro logotype.

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

The Gunslick® Pro Logo is based on the Myriad typeface. The Myriad typeface should NOT be used on any application that the logo is applied. Use of Myriad will diminish the importance and strength of the Gunslick Logo.

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

NOTE: The corporation reserves Gunslick® Pro for its sole use and the trademark 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.



The corporate color for Gunslick® Pro is blue. Gunslick blue is used for the logomarks, the logotype, and the ®. These elements should never be produced in any other color (except one-color applications such as grayscale - black/white). Gunslick blue creates 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.



GUNSLICK BLUE

PANTONE 289 C or U

CMYK: C=100 M=64 Y=0 K=60

RGB: Red=0 Green=43 Blue=92

PANTONE®

The preferred blue color is PANTONE 289 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 Gunslick® Pro 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.



The correct relative size and positioning of the Gunslick® Pro 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 "K" height. A "K" height is equal to the height of the letter "K" in the logotype "GUNSCLICK."

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.

TAGLINES

Often there is a tagline that goes along with the logo. It can be positioned under the logo at size that runs edge to edge of

logo wings or it can be placed in an ad or on packaging in a separate location from the logo.



PRECISION GUN CARE



COLOR

When it is below logo it should be same color as logo.

FONT

One is set in Zurich BT ExtraLight Condensed, other is already outlined



GUNSLICK® PRO PACKAGING STANDARDS

COLOR

Spot PMS

- 289, 8223 Metallic, 8400 Metallic and Black



Horizontal bar treatment

- 8400 bar top portion
- WhiteCarbon_SS_1884942.psd (grayscale)
- Blue bars form an invisible diagonal line between c and k of Gunslick
- Gunslick® Pro logo is located in the center of product same as product name etc.

Lower background portion

- Gradient of 289 and 8223

Product Name

- Zurich BT Extra Condensed
- All Caps, centered
- Point size depends on product
- reversed to white

Product Descriptor

- Zurich BT Extra Condensed
- All Caps, centered
- reversed to white
- under half height of Name

Bullet Points

- Zurich BT Extra Condensed
- All Caps, flush left, column centered
- Point size depends on product
- reversed to white

Product Number

- Zurich CN BT Bold
- in upper right corner on blue bar as shown
- reversed to white

Tag line – Precision Gun Care

- On lower blue bar starting at end of invisible diagonal from Made in USA (only used on products made in USA) above on 8400 bar
- reversed to white, all caps

Made in USA

- On 8400 bar starting at beginning of invisible diagonal from Precision Gun Care
- Zurich CN BT Bold, upper and lower case
- reversed to white



PRODUCT SHOWN IS CARD, SOME DIFFERENCES WITH LABELS OR BOXES