



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

The Outers Logo is represented by Outers logo.

For products made in the U.S.A. use the logo with the MADE IN USA combination.

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 Outers Logo.

The preferred application is two-color, yellow and black 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 Outers 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.

The word 'Outers' in a stylized, rounded, yellow font with a black drop shadow.

MADE IN USA

The word 'Outers' in a stylized, rounded, yellow font with a black drop shadow.



Outers' corporate colors are yellow and black. The yellow color is used for the logotype "Outers" and the "line of stars" logomark. These elements should never be produced in any other color (except one-color applications such as grayscale - black/white). The black color is used for the word "Outers" that forms the drop shadow for the Outers logotype. 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.



#### OUTERS 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



#### OUTERS YELLOW

PANTONE 124 C or U

CMYK: C=0 M=28 Y=100 K=6

RGB: R=238 G=178 B=17

#### PANTONE®

The preferred yellow color is PANTONE 124 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 Outers® 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 Outers® 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 65% of an "O" height. An "O" height is equal to the height of the letter "O" in the logotype "Outers."

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** reset any type element, use only approved artwork.



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



**DO NOT** stretch or condense the proportions.



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

## OUTERS-SPECIFIC TRADEMARKS

The following is a list of Outers 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

Outers® (& design &/or stylized)

### Trademarks

Crud Cutter™	No Record
Foul Out™	No Record
Tri-Care™	Knock-out search performed and cleared 4/8/05
Tri-Lube™	No Record

### Partner Trademarks

Ruger®	No Record
10/22®	No Record

Use of the trademark in connection with goods as shown on the registration certificate should be marked with appropriate notation to indicate that the mark is registered. The preferable notation is the symbol " ® ", but either "Registered in the U.S. Patent and Trademark Office, or "Reg. U.S. Pat. & TM. Off." is also acceptable.

Please let us know if there is any change in the goods that are offered under the mark. Such a change may require an amendment of the registration or obtaining additional registration to adequately protect your interest in the mark.

# OUTERS® PACKAGING STANDARD

## COLOR

- Spot PMS plus Black  
 - Pantone 124, Pantone 1807, Black



- Product Number  
 - Eurostile Demi 7pt  
 - Pantone 124

- Logo  
 - Centered, top,  
 - PMS 124 w/black dropshadow

- Product Name  
 - LHF Billhead 1900  
 - Lowercase  
 - PMS 124 & White gradient, black  
 - Arched and Centered  
 - Follow directions for creating text  
 in Master Assets

- Product Description  
 - Eurostile Bold 7pt  
 - All caps  
 - Reversed

- Bullet Points  
 - Eurostile Regular 7pt  
 - Left justified  
 - Reversed

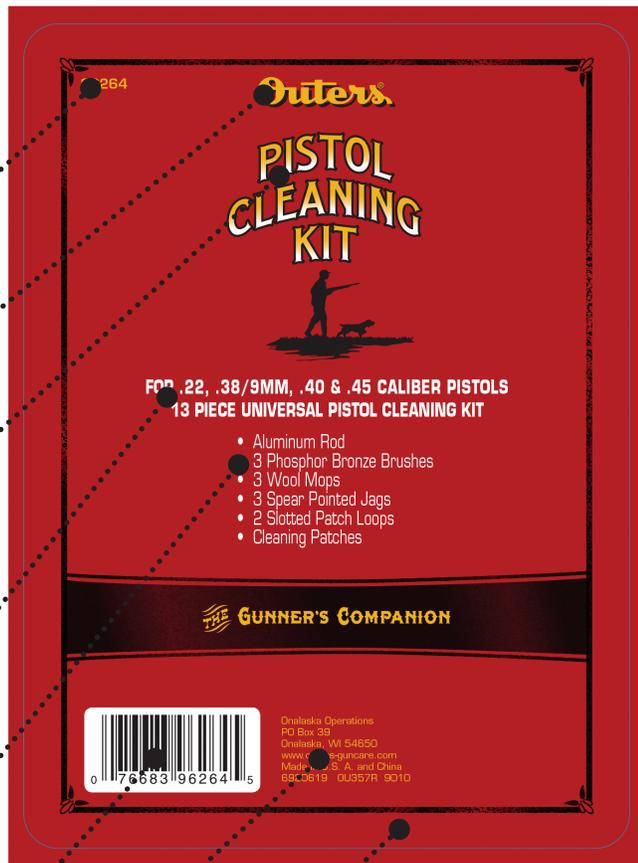
- UPC  
 - Black in white box

- Address Copy  
 - Eurostile Regular 5pt with 6pt leading  
 - Left justified  
 - PMS 124

- Background Color  
 - PMS 1807

Frame is made of individual parts and should never be scaled. Gunners Companion should be scaled to fit frame.

- BACK OF CARD  
 - Black text on white  
 - Warning symbol always solid shape  
 with reversed symbol  
 - 8pt text  
 - Heading, warning and steps are Eurostile bold  
 - Copy is Eurostile regular



**HOW TO CLEAN YOUR FIREARM**

**⚠ WARNING!** Unload firearms before cleaning or lubricating to prevent shooting accidents.

**Step 1: Cleaning**

Assemble cleaning rod and bore brush or tip with patch, saturate brush or patch with Outers® Bore Clean or Nitro Solvent. (Always push brush through bore in a single direction.)  
 Note: If patch is too tight, cut to fit. Push through barrel to remove residue or fouling. Use dry patches to remove fouling and debris. Continue until one patch comes out dry and clean. Clean all exterior parts, remove any excess cleaner.

**Step 2: Lubrication**

Apply Outers Gun Oil to patch and coat bore for rust protection. Follow with a dry patch to remove excess oil. Wipe down exterior metal surfaces with Gun Oil.

**Step 3: Protection**

For further corrosion protection or long-term storage, apply Outers Metal Seal to all metal surfaces. For exterior protection, wipe down with polishing cloth.

# OUTERS® PACKAGING STANDARD

## COLOR

Spot PMS plus CMYK

- Pantone 124, Pantone 1807, CMYK

## Bullet Points

- Eurostile Condensed 14.5pt with 17.5pt leading
- Questions in Italics
- Left justified
- Reversed

## Address Copy

- Eurostile Regular 7pt with 7pt leading
- Left justified
- Reversed

## UPC

- Black in white box

## Warnings

- Eurostile Condensed 14.5pt with 17.5pt leading
- All Caps. Warning bold, underlined w/exclamation pt.
- Left justified
- Reversed

## Instructions

- Eurostile Condensed 14.5pt with 15.5pt leading
- Steps are Bold Condensed
- Left justified
- Reversed

## Contents descriptions

- Products are Eurostile Bold Condensed 7pt with 7pt leading
- Fitting descriptions are Eurostile Condensed 7pt with 7pt leading
- Left justified
- Reversed

## Product Number

- Eurostile Demi 9pt
- Pantone 124

## Logo

- Left, below product number
- PMS 124 w/black dropshadow

## Product Name

- LHF Billhead 1900
- Lowercase
- PMS 124 & White gradient, black
- Centered (not arched)
- Follow directions for creating text in Master Asset

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Printed in the USA



**Use this kit in conjunction with Outers' cleaners, oils and protectants to keep your gun accurate shot after shot.**

**What do I need to clean my firearm?**

- Improve accuracy
- Maintain function
- Prevent rust

**When should I clean my firearm?**

- Before firing new guns
- Directly after shooting
- and handling
- Any time excess dirt or grease accumulates
- When exposed to moisture, temperature or humidity extremes

**Why should I clean my firearm?**

- Rust prevention
- Lubricant
- Bore solvent
- Patches
- Ties
- Brushes
- Gauge rods
- Correct caliber or

**GUN CARE QUESTIONS AND ANSWERS**

**When should I clean my firearm?**

- Before firing new guns
- Directly after shooting
- and handling
- Any time excess dirt or grease accumulates
- When exposed to moisture, temperature or humidity extremes

**Why should I clean my firearm?**

- Improve accuracy
- Maintain function
- Prevent rust

**How to Clean Your Firearm**

**Prevent Shooting Accidents**

**WARNING! THE BRASS IN THIS KIT CONTAINS LEAD WHICH IS KNOWN TO BE THE STATE OF CALIFORNIA TO CAUSE CANCER, BIRTH DEFECTS OR OTHER REPRODUCTIVE HARM.**

**WARNING! UNLOAD FIREARMS BEFORE CLEANING OR LUBRICATING TO PREVENT SHOOTING ACCIDENTS**

**Step 1: Cleaning**

Assemble cleaning rods and bore brush or dip, separate brush by caliber to remove excess solvent from the bore. Clean all exterior parts. Continue using swabbed patches until one comes out clean. Use dry patch to remove excess solvent. Push through barrel to remove residue or fouling left, one by one. Push through barrel to remove residue or fouling left, one by one. Push through barrel to remove residue or fouling left, one by one. Push through barrel to remove residue or fouling left, one by one.

**Step 2: Lubrication**

Apply Outers Gun Oil to patch and coat bore for rust protection. Follow with a dry patch to remove excess oil. Using a patch wipe down exterior metal surfaces with Gun Oil.

**Step 3: Protection**

For further corrosion protection or long-term storage, apply Outers Metal Seal to all metal surfaces. For exterior protection, apply Metal Seal to patch and wipe down as needed.

**3 Solid Brass Rods in kit:**

- 22 cal and larger rifles/pistols, .22 cal, .25 cal, .30 cal, .35 cal, .40 cal, .45 cal, .50 cal
- 12 Bore Brushes for: .22 cal, .25 cal, .30 cal, .35 cal, .40 cal, .45 cal, .50 cal
- 5 mm, 270 cal, 30 cal, 40 cal, 45 cal, 50 cal, 55 cal, 6 mm, 6.5 mm, 7.62 cal, 8 mm, 9 mm, 10 mm, 11 mm, 12 mm, 14 mm, 15 mm, 17 mm, 18 mm, 20 mm, 22 mm, 24 mm, 26 mm, 28 mm, 30 mm, 32 mm, 34 mm, 36 mm, 38 mm, 40 mm, 42 mm, 44 mm, 46 mm, 48 mm, 50 mm, 52 mm, 54 mm, 56 mm, 58 mm, 60 mm, 62 mm, 64 mm, 66 mm, 68 mm, 70 mm, 72 mm, 74 mm, 76 mm, 78 mm, 80 mm, 82 mm, 84 mm, 86 mm, 88 mm, 90 mm, 92 mm, 94 mm, 96 mm, 98 mm, 100 mm
- 12 Speer Pointed Jags: .22 cal, .25 cal, .30 cal, .35 cal, .40 cal, .45 cal, .50 cal
- 4 Slotted Patch Loops for: .22 cal, .25 cal, .30 cal, .35 cal, .40 cal, .45 cal, .50 cal
- 2 Utility Brushes: .22 cal, .25 cal, .30 cal, .35 cal, .40 cal, .45 cal, .50 cal
- 2 Muzzle Guards: .22 cal, .25 cal, .30 cal, .35 cal, .40 cal, .45 cal, .50 cal
- 2 Adapters: .22 cal, .25 cal, .30 cal, .35 cal, .40 cal, .45 cal, .50 cal
- 50 Cleaning Patches 3" x 1.5"
- 50 Cleaning Patches 3" x 3"
- 4 Polishing Cloths
- Realtree AP HD® Aluminum Storage Case

**52 PIECE UNIVERSAL ALUMINUM GUN CARE CASE**

FOR .22-.30 CAL RIFLES/9MM/.38-10MM-.45 CAL PISTOLS  
.410 GA, 28/20 GA, 12/10 GA SHOTGUNS/50-54 CAL MUZZLELOADERS



**Product Description**

- Eurostile Bold 14pt with 17.5pt leading
- All caps
- Reversed

**Kit contents**

- Eurostile Bold 17pt with 24pt leading
- Black

**Background Color**

- PMS 1807 with PMS 124 block on front of kit wrap only

Frame is made of individual parts and should never be scaled.

**COLOR**

**Spot PMS plus Black**

- Pantone 124, Pantone 1807, Black



**Product Number**

- Eurostile Demi 6.5pt
- Pantone 124

**Logo**

- Centered, top,
- PMS 124 w/black dropshadow

**Product Name**

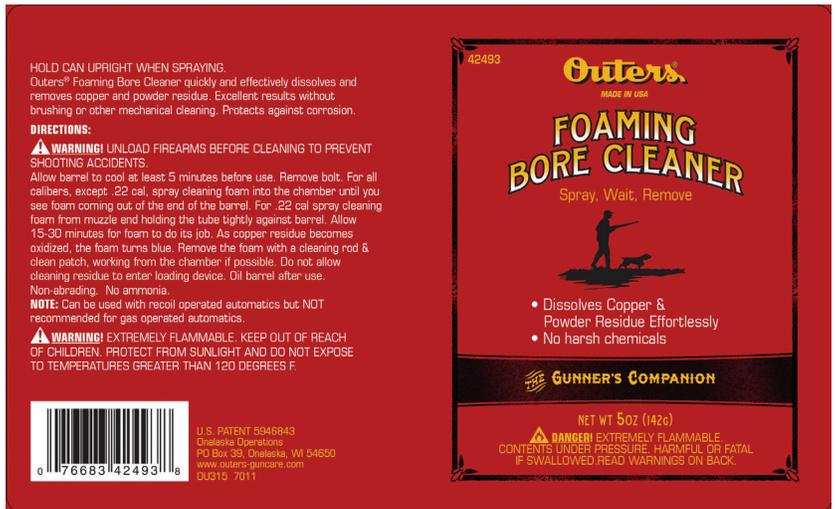
- LHF Billhead 1900
- Lowercase
- PMS 124 & White gradient, black
- Arched and Centered
- Follow directions for creating text in Master Assets

**Product Description**

- Eurostile Bold 7pt
- All caps
- Reversed

**Bullet Points**

- Eurostile Regular 9pt with 9.5pt leading
- Left justified
- Reversed



**UPC**

- Black in white box

**Address Copy**

- Eurostile Regular 6pt with 6pt leading
- Left justified
- PMS 124

**Background Color**

- PMS 1807

Frame is made of individual parts and should never be scaled.

Gunners Companion should be scaled to fit frame.

**BACK OF CARD**

- Black text on white
- Warning symbol always solid shape with reversed symbol
- 8pt text
- Heading, warning and steps are Eurostile bold
- Copy is Eurostile regular