



BRAND GUIDELINES & LOGO OPTIONS

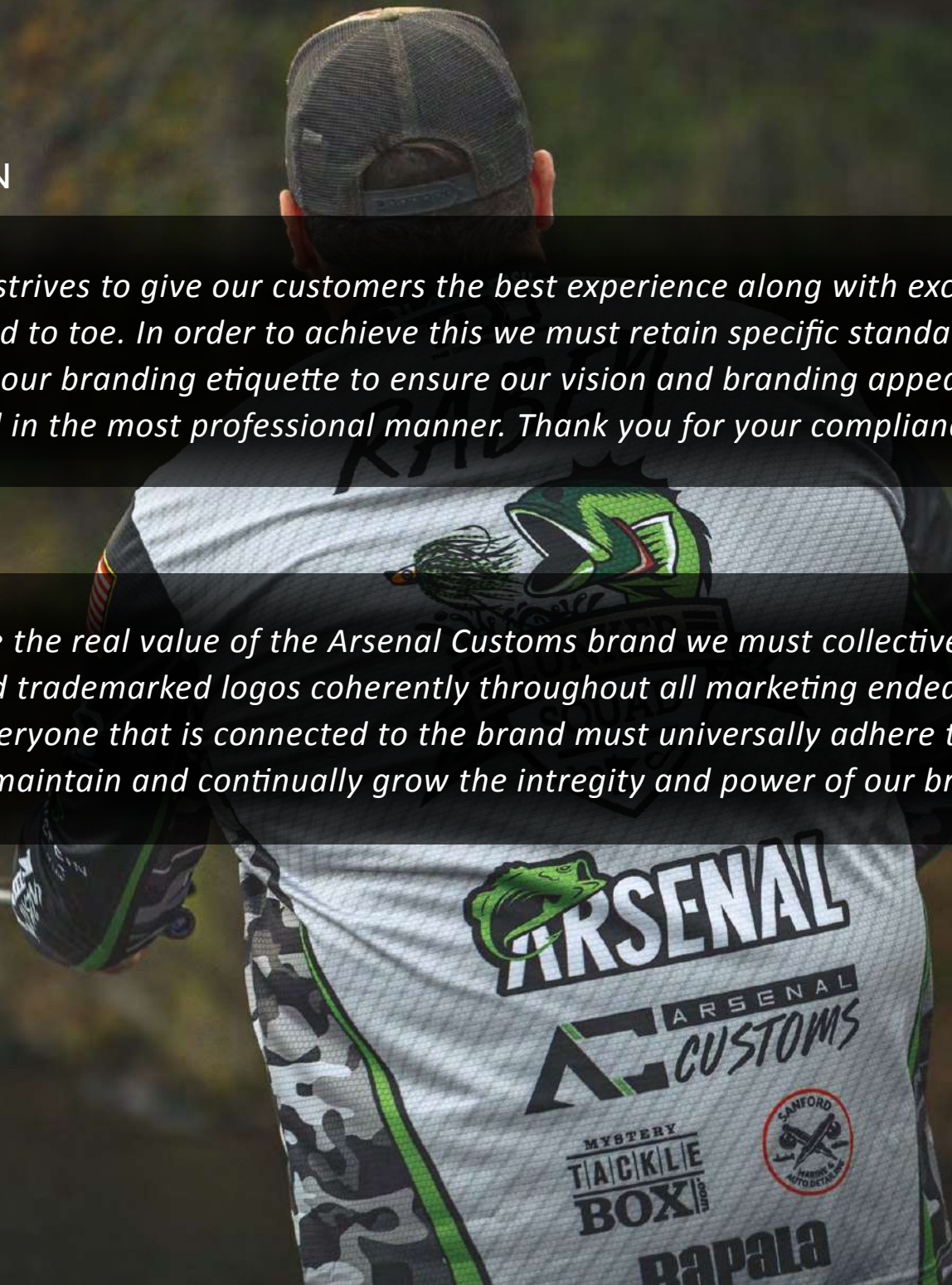


INTRODUCTION

Arsenal Customs strives to give our customers the best experience along with exceptional quality from head to toe. In order to achieve this we must retain specific standards and guidelines within our branding etiquette to ensure our vision and branding appearance is represented in the most professional manner. Thank you for your compliance.

OBJECTIVES

In order to achieve the real value of the Arsenal Customs brand we must collectively showcase our registered trademarked logos coherently throughout all marketing endeavors and opportunities. Everyone that is connected to the brand must universally adhere to these guidelines to maintain and continually grow the integrity and power of our brand.



VECTOR LOGOS - LIGHT BACKGROUNDS



PRIMARY HORIZONTAL LOGO

This logo should only be used against light colored backgrounds allowing the logo to have enough pop and contrast for the branding to be visible without interference or confusion. The horizontal layout can be beneficial when applying for longer or wider projects.



MONOCHROME HORIZONTAL LOGO

This logo should only be used against light colored backgrounds allowing the logo to have enough pop and contrast for the branding to be visible without interference or confusion. The horizontal layout can be beneficial when applying for longer or wider projects.



COLOR & MONOCHROME STACKED LOGO

This logo should only be used against light colored backgrounds allowing the logo to have enough pop and contrast for the branding to be visible without interference or confusion. The stacked layout can be helpful when applying in tighter areas or smaller projects.

 PANTONE COLOR #368C

THE GREEN **SHOULD NOT BE CHANGED ON THE COLORED VERSIONS UNLESS AUTHORIZED*

VECTOR LOGOS - DARK BACKGROUNDS



PRIMARY HORIZONTAL LOGO

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MONOCHROME HORIZONTAL LOGO

This logo should only be used against light colored backgrounds allowing the logo to have enough pop and contrast for the branding to be visible without interference or confusion. The horizontal layout can be beneficial when applying for longer or wider projects.



COLOR & MONOCHROME STACKED LOGO

This logo should only be used against light colored backgrounds allowing the logo to have enough pop and contrast for the branding to be visible without interference or confusion. The stacked layout can be helpful when applying in tighter areas or smaller projects.



PANTONE COLOR #368C

THE GREEN **SHOULD NOT BE CHANGED ON THE COLORED VERSIONS UNLESS AUTHORIZED*

VECTOR LOGOS - BUSY BACKGROUNDS



These logos should be used when you need to overlay our logos on very busy backgrounds or photography that might take away from the design or integrity of our branding. Please use your personal judgement when selecting between our stacked & horizontal logos along with the different black and white outlined versions.

THE GREEN **SHOULD NOT BE CHANGED ON THE OUTLINED VERSIONS UNLESS AUTHORIZED*

LOGO GUIDELINES - PROPER USE

WE ASK ALL CUSTOMERS, STAFFING, RETAILERS, GRAPHIC DESIGNERS, PRINT SHOPS, AND ANYONE UTILIZING OUR LOGO TO NOT ALTER, MODIFY OR CHANGE OUR CURRENT BRANDING.

THESE ARE SOME EXAMPLES THAT ARE NOT ACCEPTABLE BY COMPANY STANDARDS



DO NOT OUTLINE



DO NOT DROP SHADOW



DO NOT DISTORT TALL



DO NOT DISTORT NARROW



DO NOT INVERSE



DO NOT CHANGE COLOR