

SAVAGE FREEDOMS DEFENSE

BRAND GUIDELINES

LOGOS



PRIMARY LOGO — 2-COLOR

The primary logo mixes black and red text and icon. This logo should always be the first choice.



2-COLOR REVERSE

The reversed logo is white and red icon and text. This logo should be used only against dark colors.



2-COLOR REVERSE B&W

This alternate reversed logo is black and white and should be used against medium back-grounds.



BLACK LOGO

This all-black logo should be used only on light backgrounds when color printing is not permitted or when only 1 color is permitted.



WHITE LOGO

This all-white logo should be used only on dark backgrounds when color printing is not permitted or when only 1 color is permitted.



RED LOGO

This red logo should be used when only 1-color printing is permitted.



HORIZONTAL 2-COLOR

This alternate logo of black and red text may be used when the primary logo is inappropriate for the shape.



HORIZONTAL 2-COLOR REVERSE

This alternate reversed logo should be used only against dark colors when the primary logo is inappropriate.

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HORIZONTAL 2-COLOR REVERSE B&W

This alternate logo of white and red text may be used against medium backgrounds when the primary logo is inappropriate for the shape.



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HORIZONTAL BLACK LOGO

This alternate all-black logo should be used only on light backgrounds when color printing is not permitted or when only 1 color is permitted.



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WHITE LOGO

This alternate all-white logo should be used only on dark backgrounds when color printing is not permitted or when only 1 color is permitted.



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RED LOGO

This alternate all-white logo should be used only on dark backgrounds when color printing is not permitted or when only 1 color is permitted.

ICONS

The icon is also provided for use as artwork as long as the full logo is also represented in the design.

FONTS

BEBAS REGULAR should be used for the logotype and headlines (not the Bebas Neue version)

Montserrat may be used for body copy.

COLORS



PANTONE 185



PANTONE BLACK

RGB
R 236 / G 28 / B 36

CMYK
C 1 / M 99 / Y 97 / K 0

WEB
#EC1C24

RGB
R 35 / G 31 / B 32

CMYK
C 70 / M 67 / Y 64 / K 74

WEB
#231F20

DON'TS

REARRANGE ELEMENTS

Do not rearrange elements of the logo.



ADD OUTLINES

Do not create outlines of the logo.



STRETCH THE LOGO

When re-sizing, always maintain the proportions of the original logo.



CHANGE COLORS

Do not change the colors of the logo from the official files.

