



corporate identity

**GLOBAL  
STANDARDS  
GUIDE**

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## **BROWNING STANDARDS**

The Browning corporate logotype, with minor modifications, has been in continuous use for over a century. Together with other Browning trademarks, such as the Buckmark logo, it has come to identify the corporation as a global enterprise renowned for the development, manufacture and marketing of a broad range of high-performance hunting, shooting and outdoor products.

The value of the Browning corporate logo increases with wide and consistent use. This brochure provides clear guidelines for the proper use of the Browning signature, the Browning logotype and the Browning Buckmark logo. These guidelines are a consensus of well-reasoned business and legal decisions developed over many years. Accordingly, any deviations from these practices require prior approval from the Corporate Identification Standards Board.

The following logo standards are intended to help Browning, its licensees, dealers and distributors present Browning in a manner that presents a simple, clean and consistent message about Browning's products and corporate culture. These standards will hopefully make it easier to keep quality, value and tradition in the public eye as Browning continues to move forward in improving, modernizing and expanding product lines.

## BROWNING SIGNATURE:

Figure 1. The Browning Signature consists of the Browning Logotype and Buckmark logo combined as shown. THIS IS THE PREFERRED USAGE and is an evolution from the previous version of the corporate Signature. This evolution is designed to give more emphasis and prominence to the two logos comprising the Signature. The Signature should appear on all Browning merchandise, advertising, support material, etc. in at least one place. The Signature must always include the single registration mark below and to the right of the “G” as shown.

FIGURE 1



## BROWNING LOGOTYPE:

Figure 2. The Browning Logotype consists of the word, Browning, in the traditional logotype form (serif font, all capitals, large “B” and large “G”). The Logotype may be used when the Browning Signature is not practical because of size limitations (certain products such as fishing rods for example). However, in such instances, the Browning Signature must appear on all associated collateral materials (hangtags, owner’s manual, etc. ) When used alone, the logotype must always include the registration mark.

FIGURE 2



## BUCKMARK LOGO:

Figure 3. The Buckmark logo is a graphic depiction of a buck mule deer’s profile facing to the left. A doe’s profile is depicted in the negative space. The Buckmark may never be turned to face right. When used alone the Buckmark must always include the registration mark. Any placement of the Buckmark with the logotype that departs from the corporate Signature is prohibited.



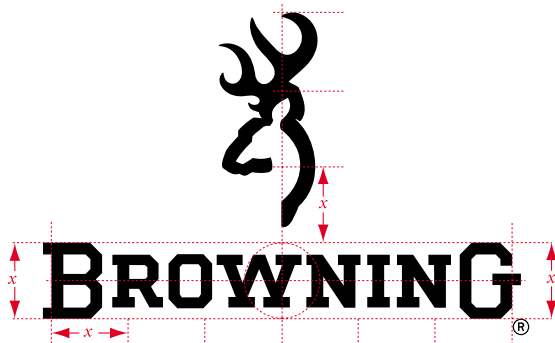
FIGURE 3

**ARRANGEMENT:**

The Browning logos and Signature must appear only in one of the three arrangements shown in Figures 1, 2 and 3. ONLY use the combined Buckmark and logotype as shown in Figure 1. Do not change letterforms or space between letterforms. Do not use another type face to create the Browning Logotype (big B, big G.) Only use artwork from the provided disks or the reproduction sheet.

**PROPORTION:**

Enlargement and reduction of these logos and Signature must be precise and linear (e.g. photographic) using artwork from the provided disks or the reproduction sheet. Do not stretch or condense elements of the corporate Signature or logos in any way.

**APPLICATIONS:**

All pertinent products, packaging, advertising material, and stationery, including invoices, etc. must display the official Browning Signature. The separate Browning Logotype may be used in place of the Browning Signature only if space restrictions make it impractical. The Buckmark logo may be used as a separate design element, but only if the Browning Signature or Logotype appear on the application.

The Browning Signature must always be used at least once per application. This means that somewhere on the piece (hangtag, garment tag, etc.) the full Browning Signature (Figure 1) must exist.

The Browning logotype and Browning Signature will never be used in text or headlines as in a sentence. As a rule, the word, Browning, will be set and printed in the same font as the rest of the sentence. The Browning logo(s) and Browning Signature must never appear as part of a company name.

The **BROWNING** line of clothing.

NOT ACCEPTABLE

The Browning line of clothing.

ACCEPTABLE

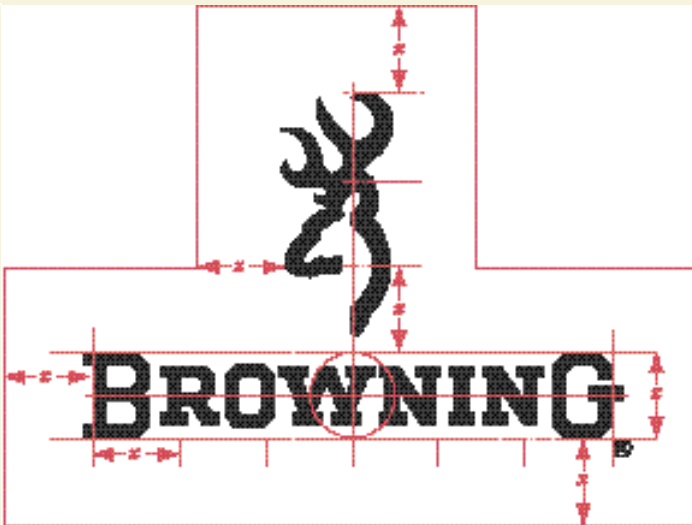
## SIZE MAXIMUM AND MINIMUM:

The Browning Signature, Logotype and Buckmark logo have been designed to hold readability over a variety of sizes in positive and negative color applications. There is no maximum reproduction size of the trademarks; there are minimum sizes that must be maintained. The minimum height of the Browning Signature is 1/2" (13mm) and no less. The minimum length of the Browning logotype is 3/4" (20mm) and no less. The minimum height of the Browning buckmark is 3/8" (10mm) and no less. All logos are to be proportionally reduced and enlarged using the artwork from the provided disks or the reproduction sheet.



## VISUAL SPACE:

The Browning logos and Signature must be surrounded by sufficient space, as indicated below, to separate them from nearby elements (e.g. other logos) which may cause distraction.



## BACKGROUNDS:

The Browning logos and Signature should never be placed on visual backgrounds that hamper their readability. Please contact the Browning Advertising Department if unsure of proper usage.

**FOUR COLOR THREE-DIMENSIONAL SIGNATURE:**

The Browning Signature has been created in a four-color (CMYK) three-dimensional form. This is useful in applications when four color printing is an option such as print ads and catalogs. (Located on provided disk.)



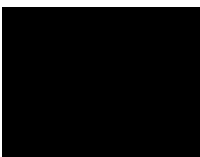
**CORPORATE COLORS:**

True and consistent reproduction of our colors must always be achieved. The Pantone® Matching System (PMS) colors and their equivalent CMYK process colors have been included to accommodate all vendors. Always communicate these correct colors to vendors. As shown below, a custom gold color and black make up the corporate colors. (The red accent line used previously has been discontinued.)

For all promotional items (in-store displays, banners, decals, etc.), exhibitions (trade show booths, shooting events, etc.) and all product packaging (gun boxes, hangtags, owner's manuals, etc.) use of the corporate colors is mandatory. When designing any of the above items, please consult the Browning Advertising Department. Use of the corporate colors is not mandatory for the ornament of, or choice of, the colors of Browning products, advertising materials, invoices etc.

When using the Browning Signature, do not print the Browning Buckmark with the Browning Logotype (which make up the Signature) in separate colors.

For questions regarding the proper use of corporate colors please contact the Corporate Identification Standards Board.



**BLACK**



**ANTIQUE GOLD**  
 PMS 146 at 90%  
 C-0%, M-34.2%,  
 Y-90%, K-30.6%

For Browning's letterhead and envelope, a metallic version (PMS 875) of the antique gold is used. See page 6 for examples.

**LETTERHEAD (FIGURE A):**

Stock: Zellerbach Brand, Mohawk Texture, Tomohawk line

Color: Willow Weight: 60# text

**BUSINESS CARDS (FIGURE B):**

Stock: Zellerbach Brand, Mohawk Texture, Tomohawk line

Color: Willow Weight: 80# cover

**ENVELOPES (FIGURE C):**

Stock: Zellerbach Brand, Mohawk Texture, Tomohawk line

Color: Willow Weight: 60# text

**TYPE STYLE:**

Support text should appear in Minion (serif) and Futura Condensed.

**INK COLORS:**

Browning Signature printed in antique metallic gold (PMS 875)  
with black type and rules.





**LOGO INFORMATION FOR BROWNING LICENSEES:**

All Browning licensees (fishing, racquet sports, golf, etc.) must identify their license category on all sales literature, packaging, correspondence, promotional materials, exhibits and other printed materials by centering the name of the category immediately below the Browning signature as shown. The product itself may use the regular Browning Logotype, Signature or Buckmark.

Existing licensees will find current acceptable logos on the supplied disk. New licensees should contact the Browning Advertising Department for an approved logo.



## PROBLEMS, SUGGESTIONS & EXCEPTIONS

Any problems that may arise, as well as suggestions for possible inclusion to Browning Corporate Standards Guide must be referred to the Browning Corporate Identification Standards Board. You may call or write the following:

Browning North America  
Advertising Department  
One Browning Place  
Morgan, Utah 84050-9326  
  
(801) 876-2711

Browning International  
Marketing Department  
Parc Industriel des Hauts-Sarts  
3<sup>ème</sup> Avenue  
B-4040 Herstal, Belgium  
  
+32 (0)4 - 240 52 11

## ADDITIONAL DISKS OR LOGO SHEETS

Included in this manual are photo quality logo slick sheets and a disk containing Browning logos and Signature. Additional disks in IBM or Mac format or logo slick sheets may be obtained by calling or writing the above addresses.

CAMERA READY  
ART of LOGOS

CD of LOGOS

## BROWNING STANDARDS & RESTRICTIONS

Browning has carefully developed its company image and company name. Strict adherence to company name, colors and logos as set forth in this guide are required. Restrictions apply to the use of any Browning logo or Signature. Unauthorized use of the name and marks is prohibited. The Browning name or mark cannot be used for any purpose, other than the normal conduct of Browning business, without the advance written approval of Browning.



**BROWNING**<sup>®</sup>

**BROWNING U.S.:** One Browning Place, Morgan, Utah 84050-9326

**BROWNING CANADA:** Browning Canada Sports Ltd/Ltee,  
5617 Chemin St-François, St-Laurent, Quebec, H4S 1W6

**BROWNING INTL:** Parc Industriel des Hauts-Sarts,  
3<sup>ème</sup> Avenue, B-4040 Herstal, Belgium