



BRAND GUIDELINES





TAGLINE

The best in defense.

MISSION STATEMENT

Unlimited customization possibilities with exceptional quality.

BUSINESS PHILOSOPHY

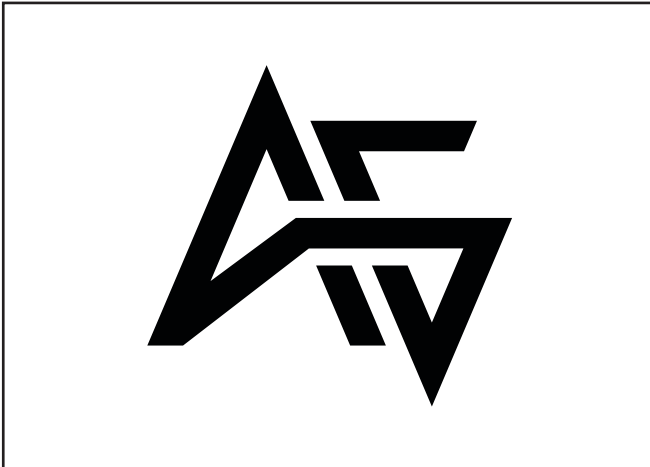
The most important aspect of Alpha6 Defense is to provide a great experience for our customers through a quality web and ordering experience along with education on why the modification of a firearm can increase efficiency, reduce overall weight, and increase accuracy.

MARKETING OF PRODUCTS

Our product offerings will be marketed and available to everyone from the hobbyist or first time gun owner to gun enthusiasts and collectors.



ICON LOGO



WHITE BACKGROUND



BLACK BACKGROUND



NEUTRAL/MIXED BACKGROUND



MASTER LOGO



WHITE BACKGROUND



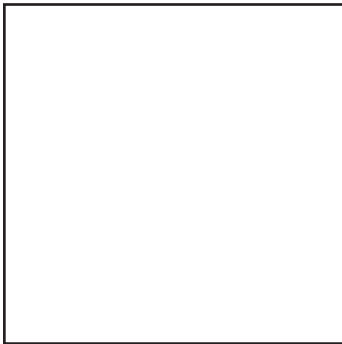
BLACK BACKGROUND



NEUTRAL/MIXED BACKGROUND



COLORS



WHITE

CMYK 0, 0, 0, 0

RGB DJFJDH

HEX #FFFFFF

PMS



BLACK

CMYK 40, 30, 30, 100

RGB 0, 0, 0

HEX #000000

PMS



RED

CMYK 10, 100, 100, 2

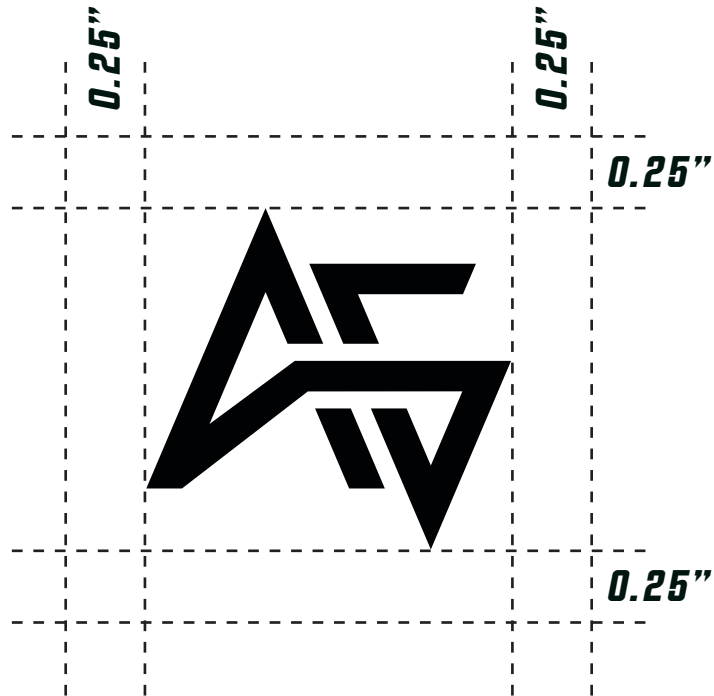
RGB 209, 42, 47

HEX #D12A2F

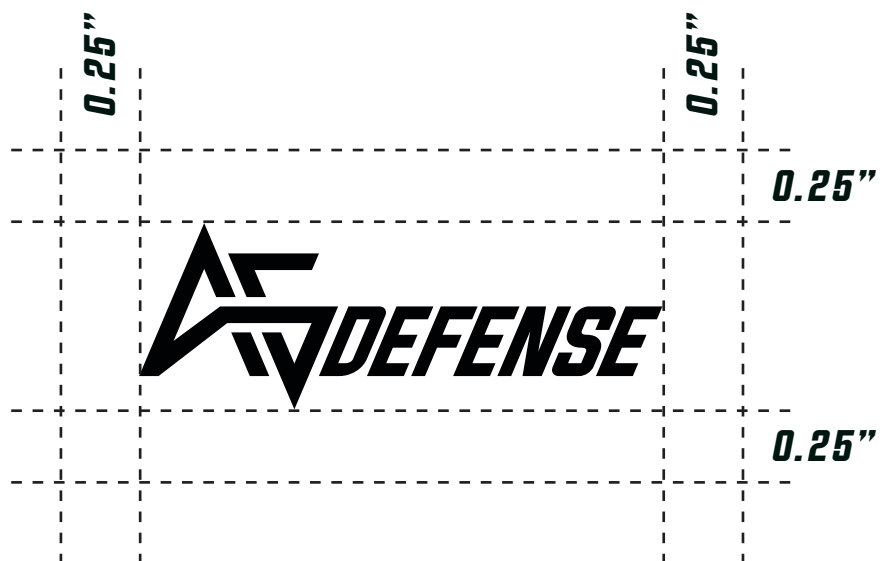
PMS PANTONE 711C



SPACING REQUIREMENTS



MINIMUM 0.25" SPACING REQUIRED AROUND ANY/ALL LOGO USAGE





TYPEFACES

EVOGRIA REGULAR

TO BE USED AS MAIN HEADERS OR KEY INDICATORS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & + () - + = [] /

EVOGRIA ITALIC

TO BE USED AS MAIN HEADERS OR KEY INDICATORS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

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HELVETICA REGULAR

To be used as body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

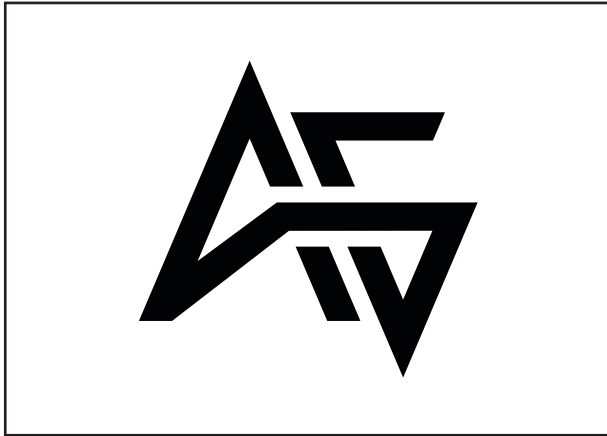
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () - + = [] /



ALTERNATIVE ICON LOGO USES / COLORWAYS





ALTERNATIVE MASTER LOGO USES / COLORWAYS





ALTERNATIVE ICON LOGO / MASTER LOGO COMBINATIONS

