BRANDING GUIDE

TONE 3 // LIFESTYLE

When it comes to BRANDING, CONSISTENCY is key. Implementing brand GUIDELINES helps to maintain THE QUALITY and integrity of a brands IMAGE, eliminate the customers and teams CONFUSION, and maximizing PRODUCTIVITY.

CONTENTS

MISSION

To provide Bear Creek Arsenal's customers with a great product for the enjoyment of hunting, range days, and shooting sport experiences.

VISION

To Produce high-quality, low cost, easy-to-use products for the responsible citizens in the firearms and shooting community.

QUALITY
DURABLE
TACTICAL
EXPLORATIVE
CLEAN
CURRENT

MESSAGE

LOGO SUITE

Your logos are the pillar of the identity of your brand. Their characteristics ensure consistent image of your company on the market.

logos come in four file types: .png, .pdf .svg and .ai

.png files can be used for your profile photo on your socials or as a watermark over images in the version with no background,

.pdf version can be used for printing materials.

.svg and .ai are vector-based images, so they can be scaled indefinitely without degrading. AI extension represents Adobe Illustrator Artwork file.

BEAR CREEK
ARSENAL

BEAR CREEK
ARSENAL

B|C

PRIMARY LOGO

This is the primary logo that will represent your brand, it will be used in any and all isntances possible before using any other logo variation.

Common use:
Websites, newsletters, business cards

SECONDARY LOGO

A secondary logo is a variation of your main logo.
There will be situations where spacing and orientation is
limited for your primary logo, so it's great
to have an alternative one on hand.

Common use:
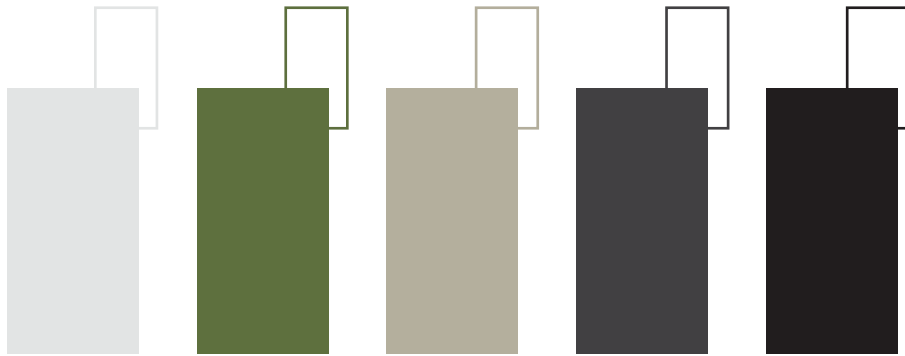Social media, stationery, packaging.

SUBMARKS & FAVICONS

Submarks and Favicons have specific uses in your brand application. They are less detailed versions of your primary logo that can be used as a secondary mark similar to watermark.

Common use:
Website footer, email signature, sticker, website tab icon (favicon), and social profile image.

BRAND COLORS

The color of your brand is an essential component in your brand's story. It's foundational to the visual identity of your brand in all its expressions - logos, packaging, products, and forms of marketing communications.

Your main color is "Army Green" It will be used for Main elements of your branding. Your Accent colors are "Stormy White, Beige, Coal, and Black".

STORMY WHITE	ARMY GREEN	BEIGE	COAL	BLACK
Hex: #E2E3E4	Hex: #5E703F	Hex: #B3AF9D	Hex: #414042	Hex: #231F20
R: 226	R:94	R:179	R: 66	R: 35
G: 227	G:112	G:175	G: 65	G: 31
B: 228	B: 63	B: 157	B: 65	B: 32
C: 10.1%	C: 62.91%	C: 31.2%	C: 67.51	C: 69.96%
M:7%	M: 38.15%	M: 25.722%	M: 61.7%	M: 67.4%
Y: 7.17%	Y: 86.93%	Y: 38.14%	Y: 58.07%	Y: 63.96%
K: 0%	K: 22.66%	K: 0.05%	K: 45.27%	K: 74.18%

COLOR TINTS

Color tints are a way to expand your color palette while staying on-brand.

When you need more liberty with your palette you can expand it using tint + shade variations, giving you unlimited options.

Tint means to add white and shade means to add black.

USE OF COLOR

Having a deep understanding of how certain colors should be used in your branding is important.

This will help you stay consistent and avoid the confusion when it comes to choosing your colors for stationery, website or social media.

THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

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THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

HEADINGS

Your primary typeface is
Mailart Rubberstamp,
it will be used for large
headings and titles.

MAILART RUBBERSTAMP

ABCDEFGHIJK
LMNOPRST
UVWXYZ

ABCDEFGHIJKL
MNOPRSTUVWXYZ

SUBHEADINGS

Your secondary or sub-typeface is
Brandon Grotesque,
it will be used for large
headings and titles.

BRANDON GROTESQUE

ABCDEFGH
IJK LMNO
PRSTVWXYZ

abcdefghijkl
mnoprstuvwxyz

ACCENT TEXT

Your accent text or typeface is Agency FB, it will be used for large headings and titles.

AGENCY FB

ABCDEFGH
IJK LMNO
PRSTVWXYZ

abcdeghi
jklmnprst
uvwxyz

PARAGRAPH

Your oaragraph or body typeface is
Brandon Grotesque,
it will be used for large
headings and titles.

BRANDON GROTESQUE

ABCDEFGH
IJK LMNO
PRSTVWXYZ

abcdefghijkl
mnoprstuvwxyz

USE OF TYPE

This is how your fonts will look like when paired together.

It is important that fonts paired together work to create aesthetics, readability, and clarity.

THIS WILL BE AN ACCENT AREA

THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

YOU CAN ADD A SUBHEADING, A LITTLE QUOTE OR A TAGLINE.

This is your body text area. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vulputate varius nisi, a molestie elit tristique eget. Ut vitae nisi elementum, iaculis velit in, dictum sem. Nunc ac dictum turpis. Mauris efficitur suscipit elit, ac malesuada tellus posuere ac. Sed viverra pellentesque purus, sit amet vulputate dui varius fringilla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ut posuere leo. Cras nec sem semper, facilisis dolor suscipit, commodo ipsum.

TEXTURE DIRECTION

Brand textures can be used to inspire a potential creative. The ultimate goal of the visuals is to help your creative team connect with your ultimate brand visual in a more tangible way.

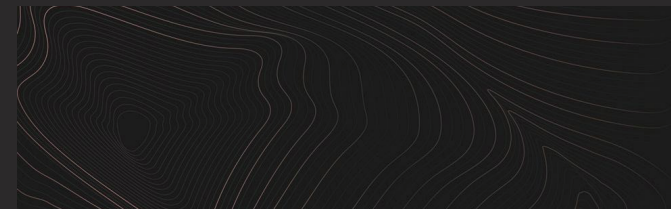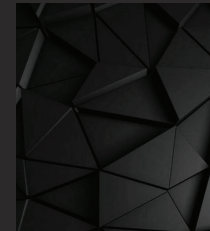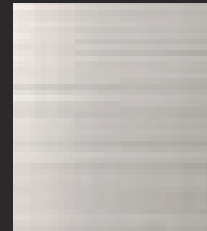Here are some textures that work with your brand tone to use as reference.

IMAGE DIRECTION

Brand images can be used to inspire a potential creative. The ultimate goal of the visuals is to help your creative team connect with your ultimate brand visual in a more tangible way. Image direction not only shows them what a finished product should look like but what editing styles and presets should emulate as well.

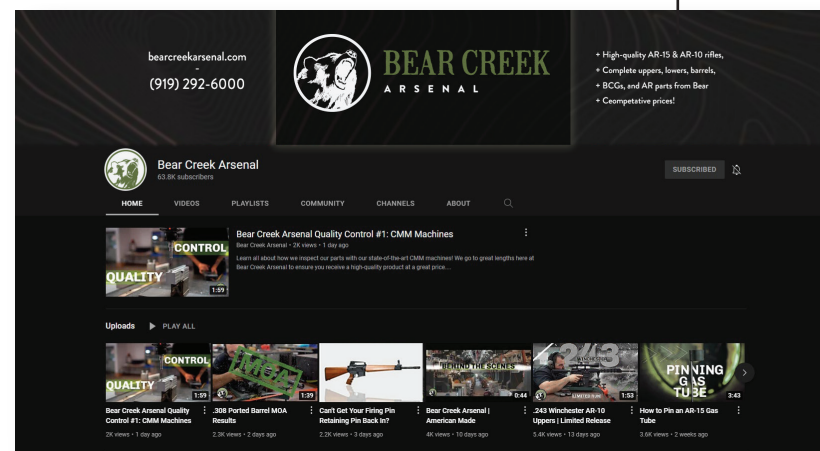Here are some images that work with your brand tone.
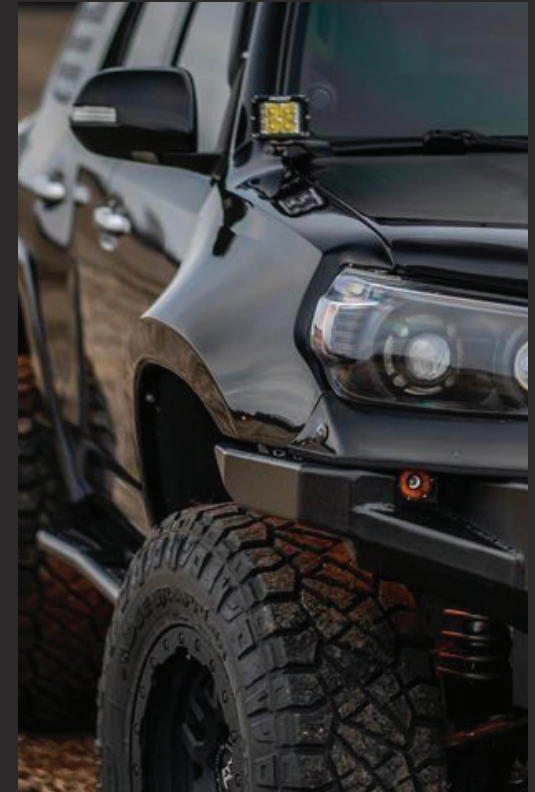
SOCIAL AESTHETICS

Social Media has become the bridge from supplier to consumer. It's important to keep your aesthetics cohesive across all social media platforms. This can increase your revenue up to 23% when done right.
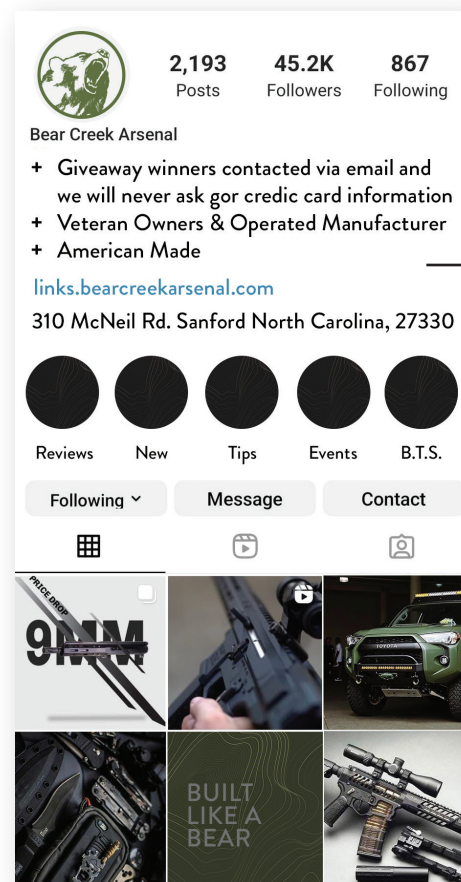
INSTAGRAM

YOUTUBE

NAVIGATION

PRIORITY PAGES

PROMOTIONS

LOGIN/CART

CURRENT PROMOTIONS

PRIORITY PRODUCTS

919-292-6000

BEAR CREEK ARSENAL

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BEAR CREEK
ARSENAL

NEW PRODUCTS

22 MAGNUM UPPERS

450 BUSHMASTER

GIVEAWAY

TOYOTA

AR9 UPPERS

AR10 UPPERS

AR15 UPPERS

SAVE NOW

10% OFF

$25 OFF

$50 OFF

OFF   OFF   OFF

POPULAR
PRODUCTS

MOST POPULAR PRODUCTS

SALE   SALE

Bear Creek Arsenal AR-15   BC-15 | 7.62x39 Rifle | 16"   BC-22 | .22 Magnum   BC-15 | 5.56 NATO Upper | BC-10 | .308 Right Side
Red Dot Sight - Red/Gre...   Parkerized Heavy Barrel ...   (WMR) Branded Right Sid...   16" Parkerized M4 Barre...   Charging Rifle | 16"...

★★★★★   ★★★★★   ★★★★★   ★★★★★   ★★★★★
65 REVIEWS   27 REVIEWS   146 REVIEWS   70 REVIEWS   8 REVIEWS

$59.99 $472.99 $309.99 $239.99 $999.99
                        $329.99 $259.00

GIVING BACK
BANNERS

U.S. Service Members, Veterans and First Resopnders
RECIEVE A COMPLIMENTARY DISCOUNT

BLOG
CONTENT

Arsenal Blog

22 MAGNUM   THE BCA WAY   AK-47
                        VS
                        AR-15

.22 Magnum (WMR) Complete Guide: Ballistics,   How Does Bear Creek Arsenal Make Accurate Rifles at   AK-47 vs. AR-15: The Great Debate Finally Settled
Applications, & More   Such Low Prices?

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Sign up for our newsletter for exclusive promotions and a coupon for 10% off an order!   OPT-IN

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            Return Requests   BBB
Orders and Returns   Rating: GeoTrust
            Sitemap   A+   SECURED
Advanced Search   As of   powered by digicert
                        Click for Profile

★★★★★
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Customer Reviews

SWAG

Swag is one of the most effective and yet underrated examples of brand applicaiton. Creating paraphernalia with your company branding and then distributing that throughout your teams and client base, helps to create a sense of ownership by its user.

Swag can include everything from pens, shirts, tumblers, stickers, and more.