

Entry: #66649

Colt Brand Guidelines

Logo Systems / Branding Guidelines

Agency: Ryan Marketing

Client: Colt's Manufacturing Company

Colt's Manufacturing Company was founded in Connecticut by Samuel Colt in the mid 19th century. The iconic serpentine logo has been well established as the brand's primary visual mark. The challenge was to combine existing brand elements with a new, consistent design system. We were charged not only with growing the visual identity but with weaving in a story of who Colt is and what the company stands for. We defined the four Brand Attributes that serve as the foundation of everything the brand does: Dependable, American Heritage, Iconic, Refined. We established cohesive rules for everything, including the brand tagline, typography, logo usage, collateral pieces, photography, and more.

This piece puts to words the pillars of a historic brand steeped in American history while outlining practical usage guidelines for maintaining the brand integrity.