



BRAND GUIDELINES
VISUAL IDENTITY MANUAL





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Decades before the U.S. Civil War began, Samuel Colt made history with the invention, design, and development of the world's first revolver.

Since that moment, the Colt company has helped define the term "American exceptionalism" through relentless innovation, ongoing investments, and tireless dedication to building one of world's most iconic brands.

Today, Colt is synonymous with style, accuracy, and performance. Its many technical advances have served the military, the enthusiast, and every other owner well – and has stayed true to Colt's deep American heritage.

Through it all, Colt has remained *always dependable, always iconic, and always refined.*

BRAND ATTRIBUTES

WHAT MAKES IT A COLT?



DEPENDABLE

Colt products are battle-tested and time-tested—and are proven to be reliable, accurate, durable, and comfortable every round.

Since its beginnings, Colt has worked tirelessly to ensure its products leverage the best technology to consistently deliver reliable performance in any situation, element, or environment.



AMERICAN HERITAGE



**Colt represents the best
in American spirit and
exceptionalism.**

Colt harnesses an attitude of leadership that believes the only reason something can't be done is because it has yet to be done.

Colt has been used, customized, passed down, and collected for generations, solidifying its legacy as a proven and celebrated companion throughout the world.



ICONIC



The Colt brand embodies symbolic significance that makes it synonymous with power and precision around the globe.

From the classic silhouettes to the Rampant Colt and Serpentine Logos, Colt firearms are readily identified and understood. Historically, this has led to the Colt name being a universal standard of excellence in firearms.

REFINED



Colt takes the best of modern technology and continuously improves upon it to deliver firearms that surpass the needs of today's customers.

With a nearly 200-year history, Colt knows how to enhance and develop products that are progressive and innovative. Colt products are the culmination of the best that a modern firearm can offer.



LOGOS & TRADEMARKS



LOGOS/BRAND MARKS

SERPENTINE COLT LOGO

As one of our most powerful assets, the Serpentine Colt Logo is readily identifiable and recognized throughout the world as a universal standard of excellence in firearms.

Thoughtful use and care taking of the Serpentine Colt logo will assert its strength and relevance in the future as it has for the last two centuries.

The following guidelines ensure the mark is used consistently and appropriately. Even minor variations will undermine and compromise the Colt image.

A ® (registered) mark must always appear to the lower right of the "T" on the Serpentine Colt Logo.

Full Color Logo

The spot color to be used on the logo is from the Pantone® Matching System (PMS): **PMS 287 C or PMS 287 U.**

Spot color logos may be used and converted to CMYK for 4-color process printing applications. For manual conversion the percentages of cyan, magenta, yellow and black are shown to the right.

For digital and web applications, use the RGB values or the Hex # for the brand colors.

For more information on color, review the **Color Scheme** section of this book.



PMS

Pantone® 287 C or 287 U*

CMYK

C: 100, M: 61, Y: 0, K: 42

Hex

#003087

RGB

R: 0 G: 48 B: 135

**C and U following a Pantone® color indicate if the print will be on a coated or uncoated surface. Materials like flyers and business cards are coated while materials like cardboard packaging are uncoated.*



Black & White Logo

In some instances, use of a black logo on a white or light-colored background, or use of a white logo on a black or dark-colored background, may be preferable or the only option available.



LOGOS/BRAND MARKS

RAMPANT COLT LOGO

The prominent Rampant Colt logo is a modification of the Colt family coat of arms dating back to medieval England.

The horse is defending the fallen knight by breaking a lance in half, one half over its legs and the other in its mouth - an ancient symbol of loyalty.



This mark is a secondary mark, and should appear subordinate to the Serpentine Colt Logo.

To ensure the mark represents the brand properly, it must also be used consistently and appropriately. Even the most minor variations of this mark will undermine and compromise the brand's iconic image. This is why licensees, distributors, and sales representatives should entirely avoid using the Rampant Colt logo (unless otherwise approved).

A ® (registered) mark must always appear to the right of the end of the horse's mane. The standard color for the Rampant Colt is black with white highlight.

Unless otherwise approved, the use of the Rampant Colt Logo by licensees, distributors, and sales representatives should be avoided.



LOGO USAGE

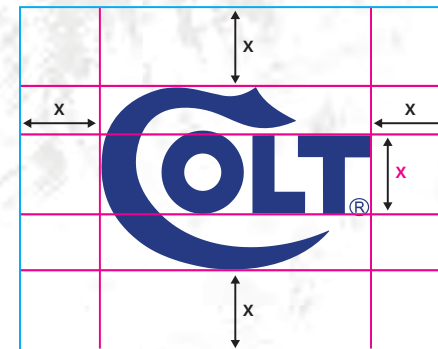
CLEAR SPACE

To ensure proper separation between Colt's marks and other graphic elements that may distort or otherwise alter the appearance of the marks, clear space must be observed surrounding the marks.

In the illustrations below, the blue borders indicate clear space, which must be kept free of other prominent foreground graphics. The magenta borders offer spacing guidance.

Serpentine Colt Logo

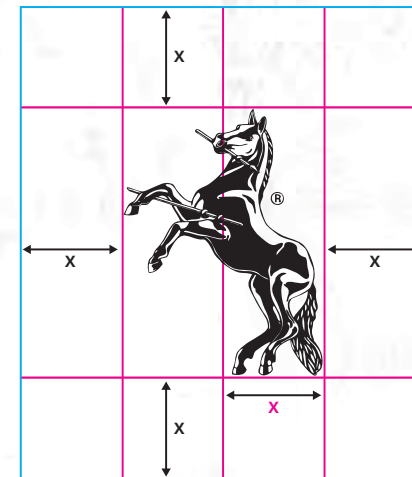
The minimum clear space is shown below as "X." The height of the "T" on the Serpentine Colt Logo is equal to the clear space boundary. If the "T" is 1 inch tall, then 1 inch of clear space all around the logo is required.



Serpentine Colt Logo

Rampant Colt Logo

The clear space boundary is 50% of the width of the logo. If the Rampant Colt is 2 inches wide, then 1 inch of clear space all around the logo is required.



Rampant Colt Logo

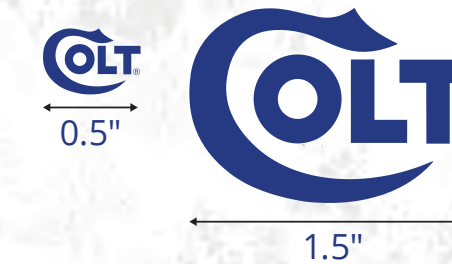
LOGO USAGE

MINIMUM SIZE

In order to maintain legibility across platforms, do not reproduce the logo below the minimum approved sizes.

Serpentine Colt Logo

The absolute minimum width for the Serpentine Colt Logo is 0.5 inches. For general use, it should be at least 1.5 inches wide.



Rampant Colt Logo

For the Rampant Colt Logo, the absolute minimum height is 0.5 inches.



For general use, the Serpentine Colt Logo should be at least 1.5 inches wide.

Size in Context

Accompanying text font height not to exceed 50% of the height of the Serpentine Colt logo. If the Serpentine Colt Logo is 2 inches tall, accompanying text should not exceed 1 inch tall.

LOGO USAGE

CORRECT USAGE

Throughout Colt's storied history, many versions of the Serpentine Colt logo have been used.

While these outdated versions made sense for various programs of their time, Colt no longer uses them in any current branding or modern messaging. In this way, Colt is preserving the historical essence of each logo variation.

To protect the power of the brand as it appears today, please use only the acceptable logos and rules in these guidelines.



Incorrect Scaling



Incorrect Coloring & Effects



Correct Scaling



Correct Colors

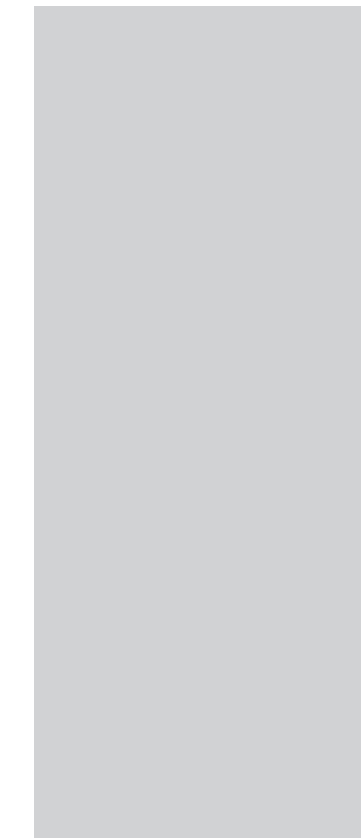


LOGO USAGE

MULTIPLE LOGOS

In most cases, the use of one Serpentine Colt Logo is all that is necessary for recognition of the brand.

It is important that we adhere to these guidelines and this logo rule set for all modern messaging.



Incorrect – no need to include a second logo

LOGOS/TRADEMARKS

ADDITIONAL LOGOS/ TRADEMARKS

As carefully as we protect the overall Colt brand, we also protect our network of authorized dealers and sub-brands.

Therefore, we have developed the following secondary logos for use within the Colt family.

If you need a high resolution file for any secondary logos, please contact Colt's Marketing Department.

Visit colt.com/trademarks for a complete list of current trademarks.



COLOR SCHEME

COLOR SCHEME

BRAND COLORS

Colt Blue— a powerful tool for communicating the brand.

When communicating the brand, using Colt Blue—PMS 287—makes for an immediate association with Colt. The Pantone® colors should be used on print material wherever possible, with CMYK being matched as closely as possible depending on the materials and print process.

Black and white are available as accent colors, in addition to “Colt Blue.” However, they should be used as secondary colors.

For digital and web applications, use the RGB values or the Hex # for the brand colors.



PMS
Pantone® 287 C
or 287 U*

CMYK
C: 100, M: 61, Y: 0, K: 42

Hex
#003087

RGB
R: 0 G: 48 B: 135



PMS
Pantone® Black C
or Black U*

CMYK
C: 0, M: 0, Y: 0, K: 100

Hex
#000000

RGB
R: 0 G: 0 B: 0

**C and U following a Pantone® color indicate if the print will be on a coated or uncoated surface. Materials like flyers and business cards are coated while materials like cardboard packaging are uncoated.*



BRAND TAGLINE

BRAND TAGLINE

STILL MAKING HISTORY.

Colt's tagline—"Still Making History."—is an ode to Colt's deep-rooted history and heritage, and to the idea that everything Colt does is history in the making. This tagline should be used whenever appropriate in all consumer-facing corporate communications including advertising, website, and public relations.*

There is a logo lockup available that includes the tagline. This may be used in situations where the tagline cannot be prominently displayed due to size or dimension constraints. When using the lockup, apply the same clearspace principals as are required for the Serpentine Colt Logo.

**Exceptions may be granted in some cases regarding the use of the tagline. Contact your Colt Marketing Representative for more details.*

STILL MAKING HISTORY.

Tagline



STILL MAKING HISTORY.

Logo + tagline lockup

**Everything Colt does is
history in the making.**

TYPOGRAPHY

TYPOGRAPHY

APPROVED TYPEFACES

Throughout all marketing endeavors, Colt strives for a consistent look and feel of each message. To that end, it is important to use only the following approved typefaces and fonts.

A combination of Roboto Condensed Bold and Open Sans are used for advertising copy. If those fonts are not available, Roboto Condensed Bold may be replaced with Arial Narrow and Open Sans may be replaced with Arial.

Roboto Condensed Bold should be used primarily for short headlines and set in all caps. Open Sans Bold is also acceptable for headlines. Body copy should be set in Open Sans.

Open Sans has multiple weights available—regular should be used for body copy while italics and bold can be used for emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Open Sans Italic

BRAND IN ACTION

COLT
STILL MAKING HISTORY.

OUR HISTORY. YOUR LEGACY.

Colt Gold Cup is a result of a decades deep, record-setting history that has captured the hearts of competitors around the world. Purified in the crucible of competition and performance, it features best-in-class competition ergonomics, legendary trigger, stunning grips, and other refinements reinforce a legacy of achievement. Colt's Gold Cup is making history.

COLT.COM

Gold Cup® 9MM (05072GCL)
Gold Cup® 45 ACP (05070GCL)
Gold Cup® Trophy 9MM (05072XE)

Gold Cup® Trophy 45 ACP (05070XE)
National Match® 9MM (05072A1)
National Match® 45 ACP (05070A1)

BRAND IN ACTION

ADVERTISING

All Colt print advertising follows a basic layout in order to remain consistent and reinforce the instantly recognizable “Colt Look.”

The anatomy of a Colt ad is shown in the example to the right.



Serpentine Colt Logo at top left or right corner of the page

Lifestyle image either featuring the product or depicting Colt Brand Attributes

Brand tagline prominently displayed

Product or product family beauty shot: the product image should contain natural shadows—not a simple drop shadow—with transparency. The natural shadow grounds the product and give the impression of placement on a surface. The product images should be 3/4 angles. If compositing multiple products from one family, make sure that they are scaled to one another correctly and that as products recede in space, they are scaled to give the impression of perspective.

Blue callout area with ad copy and product images for optimal readability

Ad copy: sub-headline followed by ad copy

Relevant product names and SKUs

Web address at the bottom of the ad directing to the URL

American Made logo to the right of the URL

Charity partner logo at the right side of the footer



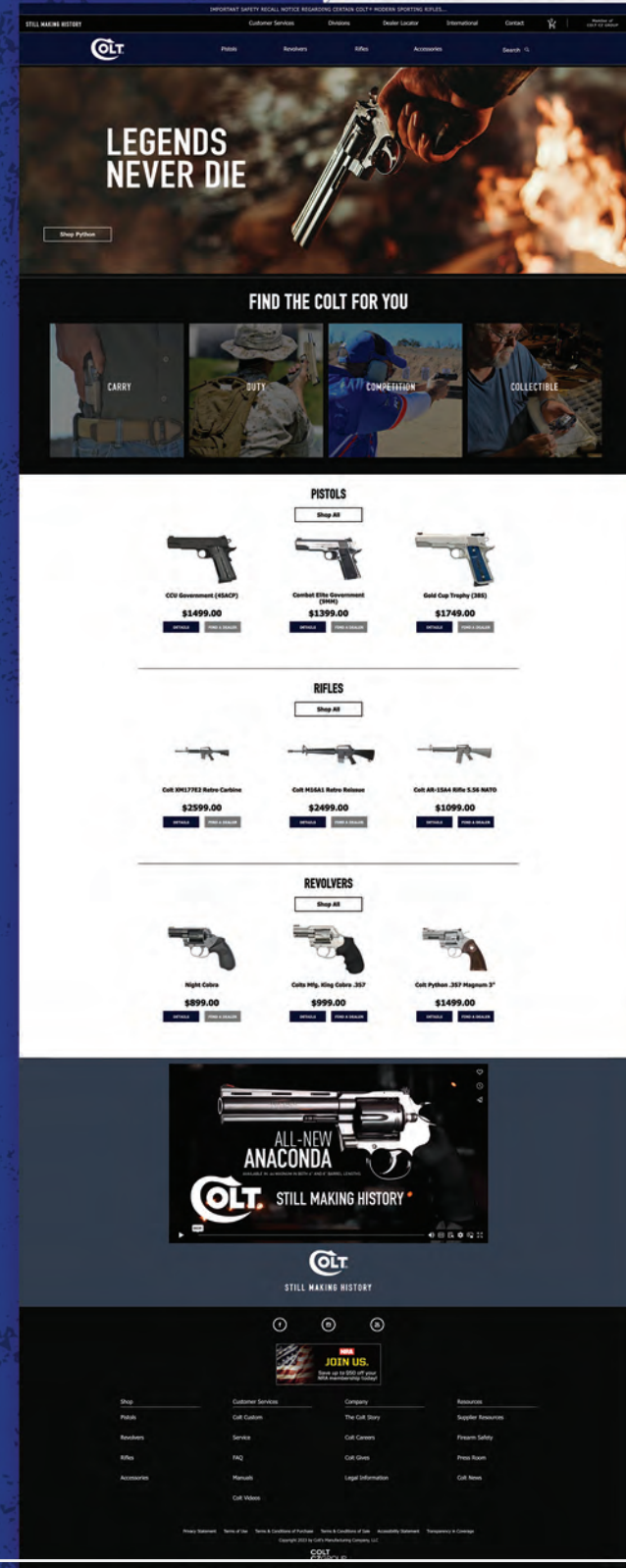
Past examples of advertising materials including in-store signage, counter mats, email marketing, and web ads that show a consistent look and feel. Refer to this book for typography and style guidelines.

BRAND IN ACTION

WEBSITE

The Colt website has been designed to have a clean and uncluttered look.

Consistent navigation runs along the top of the page, with the Serpentine Colt Logo to the left. Lifestyle image banners create callouts for featured products.



BRAND IN ACTION

EMAIL SIGNATURES

Branding is reinforced through all electronic communications with the use of graphic email signatures.

In its email signatures, Colt uses the same colors and font as advertising copy—a combination of Roboto Condensed Bold and Open Sans (or Arial Narrow and Arial).

As seen in the example here, the sender's name should be in Colt Blue (PMS 287).

Below that, title should be in black.

Below that, the words "Office, Cell, and Address" should be in blue, and all phone/address data should be in black.

The Colt Serpentine logo with Still Making History. tagline should appear to the right.

The template legal disclaimer should be used at the bottom.

Subject:

Samuel Colt
Founder

Office: XXX.XXX.XXXX
Cell: XXX.XXX.XXXX

Address: 545 New Park Ave.
West Hartford, CT 06110 USA



CONFIDENTIALITY NOTICE

This email and any files transmitted with it are confidential and solely for the use of the intended recipient. It may contain information that is covered by legal, professional or other privilege. In addition, it may contain technical data as defined in the International Traffic in Arms Regulations (ITAR) 22 CFR 120.10. Export of this material is restricted by the Arms Export Control Act (22 U.S.C. 2751 et seq.) and may not be exported or transferred to non-U.S. persons without prior written approval from the U.S. Department of State. If you are neither the intended recipient of this email nor the person responsible for delivering it to the intended recipient, be advised that you have received this email in error and that any use of it is strictly prohibited. Please notify the sender immediately by reply email and then delete it from your system.

ARTICLES, PUBLIC RELATIONS

ARTICLES, PUBLIC RELATIONS

MANAGING PUBLIC RELATIONS

All public relations activity must only be conducted by Colt's Marketing Department.

Similar to the steps Colt takes to protect its iconic brand in paid print and digital advertising, the company works to protect its image in the press. This includes articles and statements made to the press (print, radio, television, social media/Internet forums).

Please note: Very few individuals are allowed to provide content or speak to the media on behalf of Colt. If you are contacted by any members of the media, please contact Colt's Marketing Department.

WHAT TO DO IF A REPORTER, PUBLICATION REPRESENTATIVE, OR EDITOR CALLS YOU:

Please **do not** tell the reporter/editor anything or attempt to answer any of their questions. Refer them to Colt's Marketing Department.

PHOTOGRAPHY



PHOTOGRAPHY

USE OF PHOTOGRAPHY

Since its beginnings, the Colt brand has earned and kept its iconic status through the intentional use of powerful imagery.

Today, Colt's marketing department is tasked with managing and leveraging its visual brand through the same careful use of print and digital photography.

Colt takes great care to select high-quality photos that are used in advertising, digital marketing, and website to positively display its models and brand. The goal is to visually display the craftsmanship, ingenuity and technology used in each firearm—while avoiding possible misinterpretations of Colt's mission.



Great care must be used to protect Colt's iconic status through imagery.

PHOTOGRAPHY

TECHNICAL REQUIREMENTS

It is important to adhere to resolution guidelines when selecting an image. Resolution will be dictated by the final output.

Print

All materials for print ads must be at 300 dpi (dots per inch) or greater at final size. There are some exceptions to this rule including large format display materials, which can be as low as 150 dpi at final size.

Digital/Web

Web-based digital ads must maintain a minimum resolution of 72 dpi at final size. E-book, EPUB, and PDF-based ad placements should defer to print resolution unless otherwise directed by the publisher.

Please contact your Colt Marketing Representative for resolution-related questions.



PHOTOGRAPHY

PHOTOGRAPHY CONTENT

Choosing the best photograph to properly communicate the powerful and precise Colt message and image can be challenging—but is crucially important.

Here are a few basic rules to help guide you in your selection and use of any imagery.

1. Choose images that clearly **show or demonstrate your message**. Avoid “busy” images with clutter or activity in the background that might distract from the message.
2. Choose images that are **sharp, well lit** and **in focus**.



3. **Obtain a signed model release** from any individual depicted in a photograph. Request this form from your Colt Marketing Representative.
4. **Never use an image from the internet unless usage rights have been granted**. Keep a copy of those rights on file.





LICENSEES

LICENSEES

MAINTAINING THE “COLT LOOK”

To extend the Colt experience and brand, the company partners with carefully selected third-party vendors as licensees. When the consumer sees the Colt brand on these products, they expect the same dependability, reliability and experience every time.

As partners in the use of the Colt name, brand, and product likeness, third-party licensees have the most to gain by adhering to these Colt guidelines. By maintaining the “Colt Look” throughout product appearance, packaging, advertising, and web presence, a licensee taps into the wealth of value built upon the Colt name, and helps reinforce Colt’s position in their unique market segment.

The following section is specific to licensees regarding the use of the Serpentine Colt Logo, product appearance, and graphics used for packaging, advertising and web. This information is meant to build upon the general guidance provided throughout this book.

All Colt-related licensee product appearance and graphics will be reviewed and approved by Colt’s Legal and Marketing Departments.

By maintaining the “Colt Look”...a licensee taps into the wealth of value built upon the Colt name.

LICENSEES

SERPENTINE COLT LOGO USE

The Serpentine Colt logo is Colt's primary trademarked logo. It is the only Colt logo that licensees should use.

The following are guidelines for licensees regarding the proper use and placement of the Serpentine Colt Logo. All previously stated guidelines must be observed.



1. The Serpentine Colt Logo should be the only logo to appear on the licensed product.
2. The Serpentine Colt Logo may appear as an unfilled outline if rollmarked on the product.
3. The Serpentine Colt Logo should be the most prominent logo on product packaging. Licensees may choose to place their own company logo on the packaging, but it must be subordinate to the Serpentine Colt Logo, and must be dimensionally smaller than the Serpentine Colt Logo.
4. All guidance provided for the Serpentine Colt Logo must be adhered to at all times. See the **Serpentine Colt Logo** section in this book for more information.
5. The Serpentine Colt Logo must not be altered, embellished, or obstructed.
6. The appropriate colors for the Serpentine Colt logo are: PMS287 (blue), white, or black. See the **Brand Colors** section for more information.

LICENSEES

ADVERTISING AND WEBSITE

Colt licensee advertisements and websites pertaining to Colt-licensed products should be clean and uncluttered. Colt's advertising and website feature images of Colt products on a blue field with a Serpentine Colt Logo in an upper corner of the page and limited copy text.

Licensees should make efforts to emulate this look when advertising licensed Colt products. For more specific guidance, see Advertising and Website sections in this guide.

DISTRIBUTORS, REPRESENTATIVES

DISTRIBUTORS, REPRESENTATIVES

SERPENTINE COLT LOGO USE

Colt's distribution and sales representative partners should use the Serpentine Colt Logo to identify their relationship with the company.

By promoting this historic brand, Colt's partners benefit from its immediate recognition and alignment with quality, reliability and performance.



The logo should appear on any advertisement or webpage where the distributor or representative is promoting sales of Colt products. The following is guidance regarding the use of the Serpentine Colt logo, approved by Colt's Legal and Marketing Departments.

1. All guidance provided in the **Serpentine Colt Logo** section must be adhered to at all times.
2. The Serpentine Colt Logo must not be altered, embellished, or obstructed.
3. The appropriate colors for the Serpentine Colt Logo are: PMS287 (blue), white, or black. See the **Brand Colors** section for more information.

Colt's partners benefit from its immediate recognition and alignment with quality, reliability and performance.

THE BIG DON'TS

THE BIG DON'TS

1. **Never depict unsafe handling or usage of a firearm.** The only time mishandling is appropriate is when making a clear point about safety.
2. **Never depict a firearm pointed directly at the viewer.** Firearms should be pointed “off-camera” in print, digital, and video.
3. **Never associate alcohol or other drugs** with the brand.
4. **Never associate the brand with “bad guys.”** For example, if a production company wants to feature Colt firearms in their film, they are only to be used by the heroes, not the villains—with the exception of historically accurate representation.
5. **Always take care to display only authentic Colt products.** There are whole industries built on copying the Colt brand. If in doubt, assume it is not a Colt.
6. Do not use military or tactical imagery, clothing, or gear (such as plate carriers, helmets, etc.) unless the advertising and marketing content is specifically designated for law enforcement or military customers.

If you have any questions about any of the information contained within this book, contact your Colt Marketing Representative.

7. **Do not use characters, storylines, cartoon-like drawings, or other illustrations that could be interpreted as marketing to minors.** Minors may be depicted in advertising and marketing content if the content clearly depicts adult supervision.
8. **Do not show firearms in locations where they would be prohibited by law** (such as schools, government buildings, court houses), parking garages, elevated areas in a city setting, in or near crowds, or in or near sporting events or concerts, etc.

