ALLIANT POWDER®
Technically Superior by Design

The Alliant Powder® Logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification.

The Alliant Powder Logo is represented by the combination of the Alliant Powder logomark and the Alliant Powder logotype and tag line.

This treatment is based on a specific, carefully developed visual relationship between the logomark, logotype and the tag line. Use only the artwork provided and its approved variations. Do not attempt to redraw or recreate any elements of the Alliant Powder Logo.

The Alliant Powder Logo is based on the Helvetica typeface. The Helvetica typeface should NOT be used on any application that the logo is applied. Use of Helvetica will diminish the importance and strength of the Alliant Powder Logo.

The preferred application is two-color, blue and black on a white background, or blue and white on a black background, however the logo may be used against any background which allows good contrast and legibility. In all situations, the logomark and logotype would appear in blue and the tag line would appear in black or white.

NOTE: The corporation reserves the Alliant Powder Logo for its sole use and the registered trade mark ® helps protect our name and identity in the marketplace. Make sure all applications include this symbol in the position shown. Size of the trademark may be adjusted as the size of the logo is reduced or increased.

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Alliant Powder's corporate colors are blue and black. The blue color is used for the logomark and the **Alliant Powder** logotype. The black color is used for they **Technically Superior by Design** tag line. These elements should never be produced in any other color (except one-color applications). The colors together create the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

NOTE: The colors on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy, and may not match the PANTONE Color Standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.

ALLIANT POWDER BLUE
PANTONE 294 C or U
CMYK: C=100 M=58 Y=0 K=21
RGB: Red=0 Green=85 Blue=150

ALLIANT POWDER BLACK
PANTONE Process Black C or U
PANTONE Black C or U
CMYK: C=0 M=0 Y=0 K=100
RGB: Red=0 Green=0 Blue=0

PANTONE®
The preferred blue color is PANTONE 294 C or U. ThIs color should be used in all cases to reproduce the Logo.

CMYK
Printing with PANTONE color inks is preferred. However, spot colors are not always an option. Four-color process printing may be used when necessary.

RGB
When using the Logo in video or on web pages, an RGB version of the logo may be required.

ACCEPTABLE LOGO VARIATIONS

To allow for application of the Alliant Powder® Logo across a wide range of applications, the following variations may be used. These adaptations should be used only if the preferred Logo cannot.

ENCLOSED SHAPE

This variation should be used when the Logo is applied to a background that is a photo, texture, or color that does not allow good contrast and legibility.

The size of the enclosed shape should always follow the minimum "clearfield" area as described in the technical guidelines of this guide. The color of the shape should always be black.

ONE-COLOR

The Logo can be reproduced in one-color, if necessary. Acceptable colors are black and white only.

The correct relative size and positioning of the Alliant Powder® Logo is shown here.

CLEARFIELD

For the Logo to communicate effectively, it should not be crowded or overwhelmed by other elements.

"Clearfield" refers to the area surrounding the Logo that should be kept free of visual distraction. No graphic element or text of any kind should be placed within this clear space. The minimum field as indicated is an "A" height. An "A" height is equal to the height of the "A" in the logotype "ALLIANT."

Even when the Logo is put inside an enclosed shape, the shape must not impede on the minimum clearfield.

MINIMUM SIZE

Reproductions of the Logo should be at least 1/4" in height.

 1/4"

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INCORRECT APPLICATIONS

The integrity of the Logo is diminished when the marks are incorrectly applied. Unauthorized versions and unacceptable usage of the Logo puts its legal protection at risk.

Although we cannot include all possible misuses, the following identify some of the more obvious deviations. In general, any variation or alteration of the Logo, however small, is unacceptable. These guidelines are true for all the preferred Logo treatments and their variations.

Other incorrect uses would include:

• **DO NOT** outline any of the elements of the Logos.

• **DO NOT** display the Logo with a simulated chrome, stone, or other texture.

• **DO NOT** italicize any elements of the Logos.

• **DO NOT** apply any drop shadows to the Logo.

DO NOT alter the size relationship between the logomark and logotype.

DO NOT reproduce the Corporate or Brand Marks with unapproved colors.

DO NOT reset any type element, use only approved artwork.

DO NOT use the Mark on any angle. Use straight baseline only.

DO NOT stretch or condense the proportions.

DO NOT change the letter spacing of the approved Marks.

ALLIANT POWDER® PACKAGING STANDARDS

COLOR

4 color

Background is an image of whichever powder the series is

Product Name
- Stylized logos which match in series

Product Descriptor
- Antique Olive Black 16pt
- All Caps, centered
- reversed to white

Bullet Points
- Antique Olive Bold 80% horizontal scale
- All Caps, centered
- reversed to white

Product Weight
- Antique Olive Bold Condensed
- All Caps, flush right
- reversed to white

Logo and tag-line
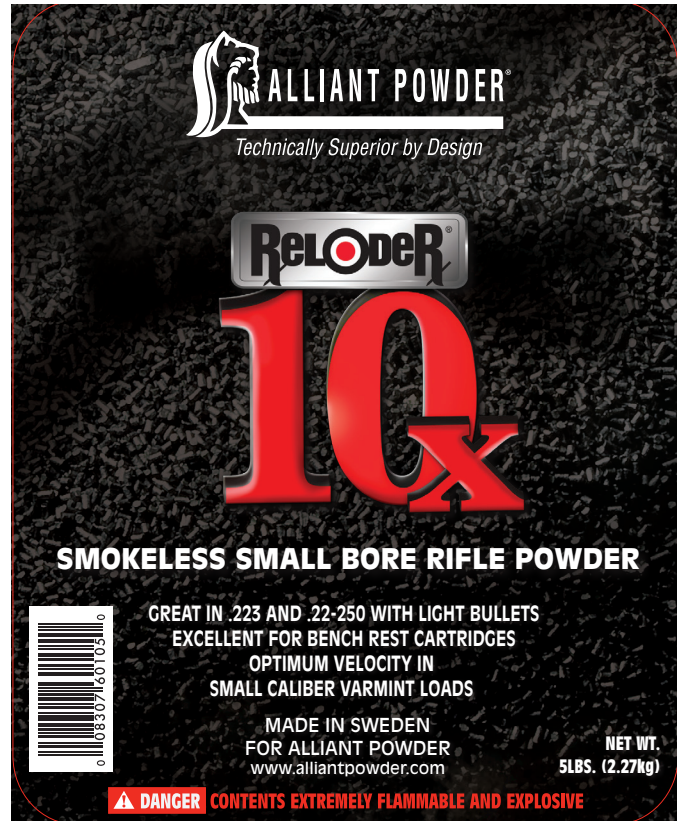- On top portion centered
- reversed to white

UPC and box
- 90˚ angle on left side

- "Made In" location info all caps, Antique Olive Roman
  always centered and web address is Antique Olive
  Roman lc

- Danger and warning sign reversed white text in
  Pantone 485 red box, rest of waring pantone 485
  All Caps (Outlined already)

Backs for 8, 4 and 5 lb are printed separately when
requested from one of two documents:
AP155R Backs5.25x6.5_Final or
AP115R_Backs5.25x6.5_2color_French_OLFinal

Warnings on 1# - On both sides, Warning headers
are 485 red and rest of text is white, outlined text,
always the same format, is used on all. Danger box
art same on all and outlined

ALLIANT POWDER®

Technically Superior by Design

RELODER® 10x

SMOKELESS SMALL BORE RIFLE POWDER

GREAT IN .223 AND .22-250 WITH LIGHT BULLETS
EXCELLENT FOR BENCH REST CARTRIDGES
OPTIMUM VELOCITY IN
SMALL CALIBER VARMINT LOADS

MADE IN SWEDEN
FOR ALLIANT POWDER
www.alliantpowder.com

NET WT.
5LBS. (2.27kg)

⚠ DANGER CONTENTS EXTREMELY FLAMMABLE AND EXPLOSIVE

⚠ DANGER
EXPLOSIVE AND EXTREMELY FLAMMABLE.
READ ENTIRE LABEL BEFORE USE.

Failure to use in strict accordance with these precautions may result in serious injury, including death, or property damage. Before using this product know characteristics of smokeless powder and safe loading practices.

GENERAL PRECAUTIONS:
- KEEP AWAY FROM FLAME, HEAT AND SPARKS.
- Handle with care. Avoid impact and friction.
- Never substitute this smokeless powder for black powder.
- Not for use in muzzleloader or black powder firearms.
- Clean up spilled powder using broom and dustpan—never use a vacuum cleaner.
- Never mix powders.
- Avoid contact with clothing.
- Keep out of reach of children.

LOADING PRECAUTIONS:
- Before use, read and follow all instructions, safety precautions, and load data available free of charge at www.alliantpowder.com or by writing to the address on this label.
- Always follow loads exactly as recommended in the Reloader's Guide.
- Before loading, check charging device by weighing on an accurate scale.
- Use only to reload those cartridges specified in the Reloader's Guide.
- Never load with spark or static producing tools or machinery.

STORAGE PRECAUTIONS:
- Do not store near any possible source of flame, heat or sparks.
- Store in a cool, dry place.
- Keep container tightly closed.
- Do not store with other combustible materials.
- Do not subject storage containers to close confinement.
- Do not repackage this product or reuse this container for any purpose.
- Inspect container and powder regularly for signs of deterioration.
- Read and follow all guidance provided by SAAMI in the brochure entitled "Smokeless Powder Properties & Storage," available at http://www.saami.org.

DISPOSAL PRECAUTIONS:
- Be sure this container is completely empty before discarding or recycling.
- Do not keep old or salvaged powders.
- Dispose in accordance with local, state and federal laws and regulations.

HEALTH PRECAUTIONS:
Inhalation, skin contact, or ingestion may cause severe headache, nausea, and lowering of blood pressure.
- Do not take internally. In case of ingestion, call poison control and a physician.
- Minimize inhalation and skin contact.
- Have adequate ventilation at all times.
- Wash hands thoroughly after exposure.
- Do not eat, drink or smoke around this product.

Alliant disclaims all warranties, whether express or implied (including the warranties of merchantability and fitness for a particular purpose). Buyers and users assume all risk, responsibility and liability whatsoever for any and all injuries (including death), losses or damages to persons or property arising from the use of this product.

ALLIANT POWDER®

Technically Superior by Design

Bullseye®

SMOKELESS PISTOL POWDER

FAST BURNING AND CONSISTENT
ECONOMICAL AND ACCURATE
GREAT FOR .38 SPECIAL AND
.45 AUTO TARGET LOADS

MADE WITH PRIDE IN THE USA
www.alliantpowder.com

NET WT.
1LB. (454g)

⚠ DANGER CONTENTS EXTREMELY FLAMMABLE AND EXPLOSIVE

ALLIANT POWDER®
Alliant Powder
Route 114, P.O. Box 6, Radford, VA 24143-0096

CE 0519

ALLIANT POWDER-SPECIFIC TRADEMARKS

The following is a list of Alliant Powder's most commonly used trademarks registered with the U.S. Patent and Trademark Office. These may also be registered in Canada and other foreign countries. Each of these should appear with a ® or ™, as indicated below, at least one time in any document produced, adjacent to the most salient usage of the mark.

REGISTERED TRADEMARKS

410®

2400®

Alliant Powder® (& design)

Alliant Powder Technically Superior by Design®

American Select & Design®

Blue Dot®

Bulls Eye®

Clay Dot®

E3® (& design)

Green Dot®

Herco®

Infallible®

Power Pistol®

Promo®

Red Dot®

Reloder® (design, stylized)

Reloder 10X®

Roll Your Own®

SharpShooter®

Steel®

Technically Superior by Design®

Unique®

REGISTERED LOGOS

20/28™ (First-use TM at 2007 NRA Show 4/11/07)

PowerPro™

Pro Reach™

Extra-Lite™

Black Dot™

Color Palette

HEX: #1a589b
R:26 **G:**88 **B:**155
Use: Homepage Callout Titles, Product Titles, Inline Links

HEX: #5b89b6
R:91 **G:**137 **B:**182
Use: Homepage Callout Subtitles

HEX: #dfe4e9
R:223 **G:**228 **B:**233
Use: Homepage Callout Background

HEX: #6c7b8a
R:108 **G:**123 **B:**138
Use: Sub Page Subtitles

HEX: #515a63
R:81 **G:**90 **B:**99
Use: Page Title Text

HEX: #4b555f
R:75 **G:**85 **B:**95
Use: Tertiary Nav Background, Right Column Background, Page Content Text

HEX: #747b82
R:116 **G:**123 **B:**130
Use: Secondary Nav Background

HEX: #ffffff
R:255 **G:**255 **B:**255
Use: Content Background, Right Column Text, Subnav Text and Links

HEX: #8d6736
R:141 **G:**103 **B:**54
Use: Expanding Page Background

HEX: #d89f18
R:216 **G:**159 **B:**24
Use: Section Titles

HEX: #333333
R:51 **G:**51 **B:**51
Use: Global Header Subnav

HEX: #666666
R:102 **G:**102 **B:**102
Use: Alt Category Title Text

HEX: # 999999
R:153 **G:**153 **B:**153
Use: Disclaimer Text
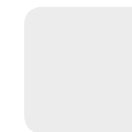
HEX: #e9eaeb
R:233 **G:**234 **B:**235
Use: Info Box Backgrounds

Links

HTML links were chosen for the majority of the site to be more visible to search engines and to simplify page updates. Graphical links are used only in global areas which are infrequently updated.

Text Links Attributes
Underlines:
With the exception of the Left Navigation on subpages, all text links, regardless of color, are indicated with an underline. When the cursor hovers over certain links, the font decoration style changes to give another visual clue to the user that they are at a link. Examples of these style changes are described below and controlled by the stylesheet.

Example: Locate a Dealer | Locate a Dealer   Example: Reloder 25   Reloder 25
LINK   HOVER STATE   LINK   HOVER STATE

Link description & example	Attributes	Style
Content Link	Arial Regular, 75%, Underline, Color: #1a589b	content
Global Header Subnav	Arial Regular, 12px, Underline, Color: #1333333	global subnav
Footer Link	Arial Regular, 11px, Underline, Color: #ffffff	footer/copyright
» SECONDARY NAV	Arial Bold, 120%, No Underline, All Caps, Color: #ffffff, with arrows	secondary nav
» Tertiary Nav	Arial Regular, 11px, No Underline, Color: #ffffff, with arrows	tertiary nav
Right Column Link »	Arial Bold, 12px, Underline, Color: #ffffff	right column link
PRODUCT LINK	Arial Bold, 160%, Underline, Color: #1a589b	product lists

Image Links
Image links include the blue action item buttons that are used for the homepage callouts and billboard, the dealer locator, and on some right column navigation callouts. The font used is Arial Regular, set at 12 pixels, and #FFFFFF with a slight dropshadow. The button itself has corners rounded with a radius of 5 pixels, a single stroke inner shadow, and a background color of #1a589b which fades to #123c68. The rollover version has a background color of #d89f18 which fades to #8d680f. They also include a graphical bullet.

The main navigation also uses images for links. The font is News Gothic Std Bold 12px #4e4e4e with a slight white shadow on a background that fades from #efefef to #c1c5c9. The rollover state font is #ffffff with a slight brown shadow that fades from #ffffff to #cb9514. Please refer to the original Photoshop file to recreate these graphics.

Content

Below is a list of the other header and text styles. All HTML text styles are controlled by the Cascading Style Sheet (CSS).

| Text description & example	Attributes	Style
Main Content	Arial Regular, 75%, Color: #4b555f	#maincontent
Testimonial Caption	Arial Regular Italic, 75%, Color: #999999	#testimonial > span
Home Callout Titles	Arial Bold, 175%, Color: #1a589b	#callouts > h3
Home Callout Subtitles	Arial Italic, 125%, Color: #5b89b6	#callouts > h4
Column Titles	Arial Bold, 120%, Color: #ffffff	#subnav > h3
GET THE GUIDE	Arial Bold, 200%, Color: #c9cccf	#getguide > h1
Guide Index Title	Arial Bold, 140%, Color: #d89f18	#guideindex > h3
Guide Index Subtitle	Arial Bold, 115%, Color: #d89f18	#guideindex > h4
Guide Index Category	Arial Bold, 100%, Color: #666666	#guideindex > h5
Product Entry Subtitle	Arial Bold, 110%, Color: #6c7b8a	.productentry > h4
PAGE TITLE	Arial Bold, 180%, All Caps, Color: #515a63	#maincontent > h1
Page Subtitle	Arial Bold, 120%, Color: #6c7b8a	#maincontent > h2
Product Entry Content	Arial Regular, 90%, Color: #4b555f	.productentry > li
Fine Print/Disclaimer	Arial Regular, 80%, Color: #999999	.fineprint

Graphic Treatment

Billboard Graphic:

The homepage billboard feature graphic is 596 pixels wide and 277 pixels tall including all surrounding white space. The surrounding white space and bottom shadow are built into this graphic, so please refer to the original PSD to recreate. The stencil font is called PortagoIT.

277

596 px

Homepage Banners:

The banners on the homepage are created using images and overlying HTML text. They are 266 pixels wide by 144 pixels tall including all surrounding white space and shadow. The surrounding white space and bottom shadow are built into this graphic, so please refer to the original PSD to recreate.

144 px

266 px

Product Thumbails and Images
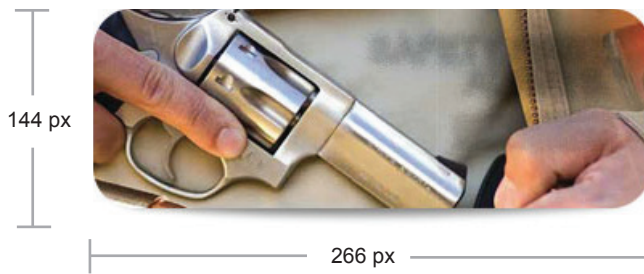
Product Thumbnails should be 88 pixels wide by 136 pixels tall for the sake of consistency.

The larger product images are 110 pixels wide and 262 pixels tall and feature a reflection at the bottom.

136 px

88 px

262 px

110 px

Product Category Images

The product category images are 142 pixels wide by 159 pixels tall and have the text built in. Refer to the original PSD file to create these images.

159 px

142 px

Graphic Treatment Continued

Right Column Callout Imagery:
The images within the callouts in the right column should be 118 pixels wide, and height is not restricted. They should be placed on a solid dark blue background, #4b555f.

218 px

? px

Homepage Callouts:
The sizing and spacing of the callouts on the homepage in fixed and needs to remain exact for the sake of the integrity of the layout. Please refer to the Photoshop PSD to create these graphics.