

BLACKHAWK!

BRAND GUIDE

OFFICIAL:

J B Montgomery
J B MONTGOMERY
Colonel, G.S.C.
D C/S, Operations

ANNEX "A" - Air to Air Weather Code

Origin Story

HONOR. AS A WAY OF LIFE.

In 1990 [REDACTED]
[REDACTED]
[REDACTED] a Navy SEAL was navigating a minefield
when his pack failed. [REDACTED]
[REDACTED]

[REDACTED] As his gear tumbled to the ground, he vowed that
if he got out of there alive he would make gear the right way. [REDACTED]

[REDACTED]. Today this obsession with quality applies to
everything we do. We're constantly [REDACTED]
researching, refining and perfecting every detail to provide
gear that won't let you down. Because we're not just making stuff.
[REDACTED]

We're honoring a vow.

NOTE: If space is an issue, and the above preferred version cannot
be used, the following version can be used:

HONOR. AS A WAY OF LIFE. In 1990 a Navy SEAL was navigating
a minefield when his pack failed. As his gear tumbled to the
ground, he vowed that if he got out of there alive he would make
gear the right way. Today this obsession with quality applies to
everything we do.

How to use:

The BLACKHAWK! origin story is a strong differentiator of the
brand and serves to position it as authentic in an industry
of "poser" brands. As a result, the origin story for BLACK-
HAWK! should be used as a key supporting message in marketing
and advertising materials (i.e., print, online, social media,
sales collateral, etc.).

Logo

PRIMARY IDENTITY

The BLACKHAWK!® logo in solid white reversed out on black should be used whenever possible (as shown in Figure 1). The solid black logo (as shown in Figure 2) should only be used if specifically instructed to do so or if the design warrants this usage.

The logo is comprised of both the logotype ("BLACKHAWK") and the "!" symbol. These two elements should always be used as a single unit. The logo can also be used with the approved tagline placed beneath the logo (as shown in Figures 3 & 4). The tagline must scroll across the full bottom of the BLACKHAWK! logo. Not centered and neither left nor right justified. Use the logo/tagline combination when specifically requested, space permits or additional branding is necessary.

Always use the BLACKHAWK! logo artwork supplied. The logotype has been carefully developed for BLACKHAWK! and will not reproduce using a regular typeface or font. Do not attempt to reproduce the logo without the artwork.

Tone-on-tone logo usage permitted when embossing logo on product.



Figure 1



Figure 2



Figure 3



Figure 4

Logo Usage

CLEAR SPACE

For the BLACKHAWK! logo to communicate effectively, it should not be crowded or overwhelmed by other elements. "Clear field" 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 a "B" height. The letter "B" is equal to the height of the "BLACKHAWK!" logotype. Even when the logo is put inside an enclosed shape, the shape must not impede on the minimum clear field. Does not apply to apparel and social media usage. Will be evaluated on case-by-case basis.



MINIMUM SIZE

Reproductions of the logo should be at least 3/8" in height. Does not apply to apparel and social media usage. Will be evaluated on case-by-case basis.



INCORRECT APPLICATIONS

The integrity of the BLACKHAWK! 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 samples shown 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.

Some t-shirt designs and fashion wear may deviate from the norm—to be approved on a case-by-case basis.



DO NOT outline



DO NOT display the logo with a simulated chrome, stone or other texture



DO NOT add a drop shadow

! Logo Mark

Use the ! logo mark as reinforcement on BLACKHAWK! communications, packaging, products and apparel.

The BLACKHAWK! logo will always be the lead. The heavy lifter. The BLACKHAWK! logo portrays the overall brand, while the ! logo mark supports the BLACKHAWK! logo.

The ! logo mark also works independently to reinforce the BLACKHAWK! brand in instances when subtlety is desired.

Like any proper chain of command, the logos should never compete for attention, but should work together to extend the brand in new, broader ways. For instance, the BLACKHAWK! logo can appear on the inner tag of apparel to build brand efficacy and recognition, while the ! logo mark can be used on the outside of the item as a detail or on other real estate (i.e., embroidered on chest of shirt, zipper pulls, side tags, etc.). Tone-on-tone usage permitted.

The BLACKHAWK! logo and ! mark can be used together as one graphic element but on a case-by-case basis.

Always use the ! logo mark artwork supplied (Figure 1). Do not attempt to reproduce the ! logo mark. For dark backgrounds, use the reversed out version (Figure 2) for increased visibility.



Figure 1



Figure 2

! Logo Mark Usage

CLEAR SPACE

For the ! logo mark to communicate effectively, it should not be crowded or overwhelmed by other elements. "Clear field" refers to the area surrounding the logo mark; no graphic element or text of any kind should be placed within this clear space. The minimum clear field as indicated is "x" = 1/2 the height of the ! logo mark. Does not apply to apparel and social media usage. Will be evaluated on case-by-case basis.



MINIMUM SIZE

The ! logo mark should be at least 3/8" in height. Does not apply to apparel and social media usage. Will be evaluated on case-by-case basis.



INCORRECT APPLICATIONS

The integrity of the ! logo mark is diminished when the mark is used incorrectly. Unauthorized versions and unacceptable usage of the ! logo mark puts its legal protection at risk. Do not alter the ! logo mark in any way. Do not lockup the ! logo mark with other brand logos.



DO NOT rearrange



DO NOT change color



DO NOT stretch or
change the shape



DO NOT add effects

BLACKHAWK! LOGO/MARK LOCKUP DESIGNS

In order to better introduce the “!” mark/icon, and build the association between it and the BLACKHAWK! brand, we generate a format that combines both graphic elements. The usage shown below are the two approved formats for combining the logo and the “!” mark. At this time no deviation will be accepted as we work to establish the icon within the brand.

VERTICAL ORIENTATION



HORIZONTAL ORIENTATION



Registered Trademark

Any reference to BLACKHAWK!® must be written exactly as such—all caps with an exclamation point. Even if used in the middle of a sentence, it must be written as such.

Do not hyphenate BLACKHAWK! in a sentence.

Do not abbreviate BLACKHAWK!

Do not use initial caps only.
(BlackHawk! is unacceptable)

EXCEPTION: BH! is acceptable as shorthand in less formal, internal communications such as email, etc.

First mention of BLACKHAWK!® gets trademark registration (®) designation.

Anytime afterwards is not necessary unless it is a catalog write-up. Dealers/distributors often cut and paste text from various sections.

Honor. As a Way of Life.® gets trademark registration (®) designation.

Key Trademark Usage

Mark I™ Type E

Mark II™ Type E

HawkPoint™

UK-SFK™

Hornet II™

Garra II™

Razorback-Trocar™

Razorback™

Crucible FX2™

Crucible FX™

BHB-40™, BHB-41™, BHB-30™

Tatang™

Nightedge™

Talonflex™

Kalista II™

Kalista™

XSF Micro™

HawkHook™

Beshara XSF-1™

S.O.L.A.G.™

Fury™

Python™

Commando™

Strike Force™

S.T.O.M.P. II™

TNT™

ZW5™

ZW7™

Barrage™

Break-n-Rake™

GQB Ram™

Warrior Wear®

Dynamic Duo™

Dynamic Duo Quiver™

Monoshock Ram™

ThunderSledge™

ThunderMaul™

Thor's Hammer™

Twin Turbo™

Speed Clips™

U.K. M.O.E. Backpack Kit™

BoltMaster™ Razor Wire Hook

BoltMaster™

Hot Ops™

Gladius Maximus™

Strobe their site, control the fight™

Xiphos™

Ally™

Conquest™

Sentinel™

Legacy™

Falcata™

Mod-U-Lok™

DuPont™, KEVLAR® and NOMEX® and are registered trademarks of E.I. du Pont

Spectra Guard® is a registered trademark of Honeywell International, Inc.

TORK® is a registered trademark of Textron, Inc.

Hipora® is a registered trademark of Kolon Industries, Inc.

Prym® is a registered trademark of Prym Consumer USA, Inc. YKK® and Vislon®

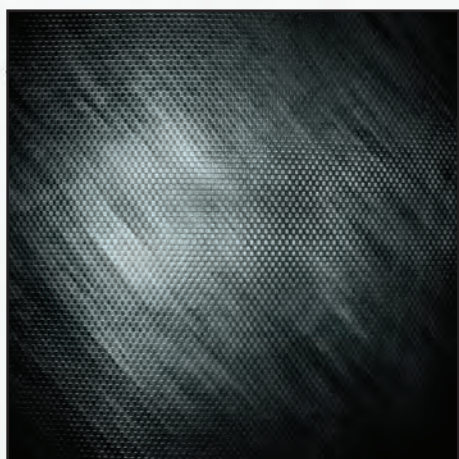
Imagery

Photography is an important part of conveying the BLACKHAWK! message. Using interesting angles and compelling imagery of real people in real scenarios, BLACKHAWK! remains the field-tested brand of choice for dedicated, honorable men and women.



Textures/Design Elements

SAMPLES



Colors-Print

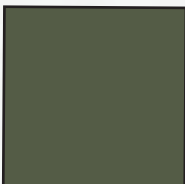
PRIMARY COLORS:



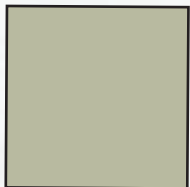
Black
c0 m0 y0 k100
r0 g0 b0
Hex # 000000



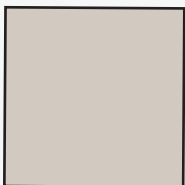
White
c0 m0 y0 k0
r250 g250 b250
Hex # ffffff



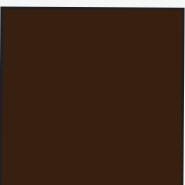
PANTONE 5763 M
c52 m37 y60 k10
r83 g92 b70
Hex # 535c45



PANTONE 5783 M
c35 m22 y44 k0
r172 g178 b149
Hex # acb295

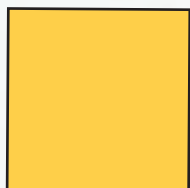


PANTONE 7534 M
c16 m13 y21 k0
r214 g209 b196
Hex # d6d1c4

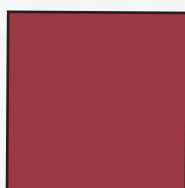


PANTONE 5763 M
c44 m59 y68 k28
r57 g33 b16
Hex # 39210f

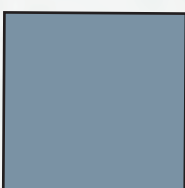
SECONDARY COLORS:



PANTONE 123 M
c0 m37 y88 k0
r255 g206 b76
Hex # ffce4c



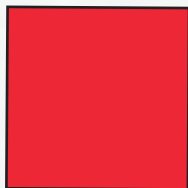
PANTONE 187 M
c25 m78 y56 k8
r153 g58 b68
Hex # 993a44



PANTONE 5425 M
c56 m35 y27 k1
r121 g146 b165
Hex # 7992a5

Colors - Packaging

COLORS:



PMS 1788 C
CMYK 96M 83Y



PMS Cool Gray 8C
CMYK 49C 40M 38Y 3K

Fonts - Packaging

PRINT - PRIMARY FONT

UNIVERS 67 BOLD CONDENSED -PRIMARY (ALL MAJOR TEXT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890!?

abcdefghijklmnopqrstuvwxy

PRINT - SECONDARY FONTS

UNIVERS 57 CONDENSED -SECONDARY (DESCRIPTORS/ADDRESS/MISC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890!?

abcdefghijklmnopqrstuvwxy

Fonts - Print

PRINT - PRIMARY FONT

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890!?

abcdefghijklmnopqrstuvwxy

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890!?

abcdefghijklmnopqrstuvwxy

Gotham Condensed Book

Gotham Condensed Medium

Gotham Condensed Bold

PRINT - SECONDARY FONTS

Cg Goudy Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ &1234567890!?

abcdefghijklmnopqrstuvwxy

PORTAGOITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&1234567890!?

Note: Some t-shirt designs and fashion wear may deviate from the norm—to be approved on a case-by-case basis.

Mandatories

WEBSITE

When used for advertising or packaging purposes, the BLACKHAWK!® website is to be written as:

BLACKHAWK.com ----- Univers 67 Bold Condensed and
BLACKHAWK must be in all CAPS.

When used in a reference for a paragraph or other information: BLACKHAWK.com in any font is acceptable.

When listing information on packaging, please use the following as closely as possible:[]

BLACKHAWK.com ----- Univers 67 bold 21pt
BLACKHAWK!® NORFOLK, VA U.S.A. 1.800.694.5263 ----- Univers 65 bold 6pt

COPYRIGHT

Any copywritten information, with the exception of apparel packaging/hang tags, should be presented as:

© 2012 BLACKHAWK!® NORFOLK, VA U.S.A. 1.800.694.5263

Apparel copyright information—remove the BLACKHAWK!
registered trademark designation:

© 2012 BLACKHAWK! NORFOLK, VA U.S.A. 1.800.694.5263

PHONE NUMBER

The phone number is always written as: 1.800.694.5263

STANDARD BOILER PLATE INFO

BLACKHAWK!® is a leading US manufacturer of tactical, military, shooting sports, and law enforcement equipment. BLACKHAWK! is a global manufacturer of tactical gear, body armor, law enforcement duty gear, holsters, hydration systems, protective gloves and gear, apparel and footwear, knives, illumination tools, breaching tools, hunting gear, and recoil-reducing stocks. Headquartered in Norfolk, Virginia, BLACKHAWK! has three US manufacturing facilities located in North Carolina, Montana, and Idaho. For more information on BLACKHAWK! and BLACKHAWK! products, log on to BLACKHAWK.com or call 1.800.694.5263.

BLACKHAWK!®



BRAND PACKAGING
STANDARDS GUIDE

SIZE 00



PACKAGE ARCHITECTURE: BLACKHAWK!

While the main role of packaging is to show off the product, it needs to also project the BLACKHAWK! brand tone of honor, authenticity and quiet inner confidence.

PACKAGE FACING



BLACKHAWK!

BRANDING BAR - TOP OF PACKAGE

- preferred position of BH LOGO
- logo reversed in white
- custom vector texture background
- black angled "slash" graphic behind logo runs top right to bottom left

CARD BACK

primary background image
BH_professional gear_flat.eps
"must use alternate background image on packaging for China"

PRODUCT NAME

Univers 67 Condensed Bold
All CAPS, left justified
reversed in white

size/other designation area
if needed

BOTTOM AREA PRODUCT BAR

background photo continued
darkened with 30% K

USA mfg callout if relevant
*may appear in left bottom corner if
Exclusive Feature Callout is needed*

PRODUCT DESCRIPTION

Univers 67 Condensed Bold
All CAPS, left justified
CMYK 96M-83Y PMS 1788 C

PACKAGE BACK



BH STORY

with tag line (short version)

BH SECONDARY MARK

METAL PLATE IMAGE

plate.psd

PRODUCT NAME

CUSTOM VECTOR TEXTURE

PRODUCT HIGHLIGHTS SPACE
use as needed

warranty/website/contact info a
space above address/phone #
If product NOT made in USA -
insert this line of type below
BH address

Made in China/Fabriqué en Chine

USA mfg callout if relevant
Job # / date stamp, card number

UPC, Product Name, Product
Number

BH logo reversed

ISO

callout if relevant

SAMPLE FULL KEYLINE

MULTI-FOLD CARD SHOWN



PACKAGE ARCHITECTURE: HOLSTERS

Holster packaging will receive a special standardized treatment that reflects the importance of this product category and its need for standout fit and sizing information.

PACKAGE FACING



BRANDING BAR - TOP OF PACKAGE

- preferred position of BH LOGO
- logo reversed in white
- custom vector texture background
- black angled "slashL" graphic behind logo runs top right to bottom left

CARD BACK

primary background image
BH_professional gear_flateps
**must use alternate background image on packaging for China*

PRODUCT NAME
reversed in white

size/other designation area if needed

BOTTOM AREA PRODUCT BAR
background photo continued darkened with 30% K

USA mfg callout if relevant
may appear in left bottom corner if Exclusive Feature Callout is needed

PRODUCT DESCRIPTION

black below and left-justified in red box
Exemplar fits on holsters will have two fits on front and remaining full list on back (for preprinted cards)

HOLSTER FEATURES

(Standard "Exclusive Feature" vs. Sportster "Product Feature")
NOTE: Holsters are the only category that will have a new dieline. New dieline to include top flap to show BH! logo and card will be printed 2-sided vs. previous 1-side. All other products will use the existing dieline for the new packaging look

PACKAGE BACK



BH SECONDARY MARK

BH STORY
with tag line (short version)

METAL PLATE IMAGE
plate.psd

PRODUCT NAME

CUSTOM VECTOR TEXTURE

PRODUCT HIGHLIGHTS SPACE
use as needed

warranty/website/contact info a space above address/phone #
If product NOT made in USA - insert this line of type below BH address
Made in China/Fabriqué en Chine
USA mfg callout if relevant

ISO
callout if relevant

Job # / date stamp, card number if applicable

UPC AND PRODUCT NUMBER
BH logo reversed



Sportster holster example
See the next page for details

SAMPLE FULL KEYLINE

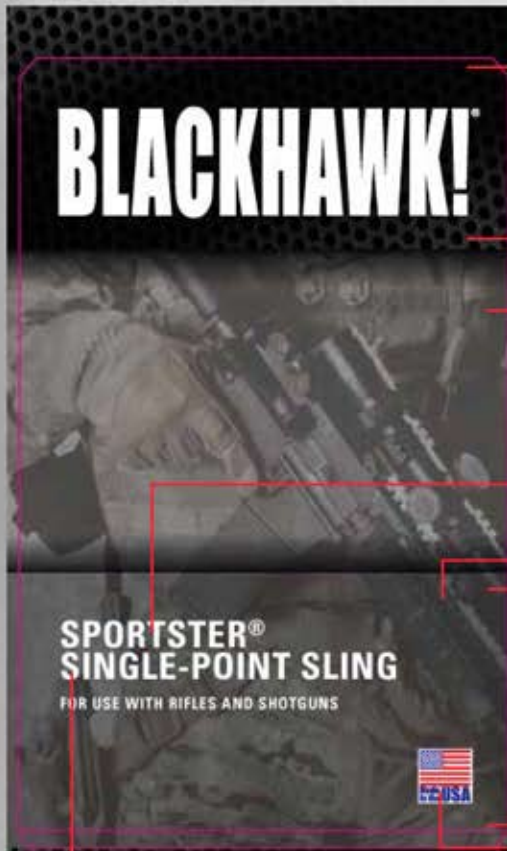
MULTI-FOLD CARD SHOWN



PACKAGE ARCHITECTURE: SPORTSTER

The Sportster line of products from BLACKHAWK! follows the same package style, but without the BLACKHAWK! Brand Story and red text and graphic elements. Sportster becomes part of the product name with a ® mark.

PACKAGE FACING



BRANDING BAR - TOP OF PACKAGE

- preferred position of BH LOGO
- logo reversed in white
- custom vector texture background

CARD BACK

primary background image
BH_professional gear_flat.eps
**must use alternate background image on packaging for China*

PRODUCT NAME

reversed in white
size/other designation area
if needed

BOTTOM AREA PRODUCT BAR

background photo continued
darkened with 30% K

USA mfg callout if relevant
may appear in left bottom corner if Exclusive Feature Callout is needed

SPORTSTER

white text on same line as product name
white subhead text. Always try to fit another
word on the same line as Sportster

PACKAGE BACK



Brand Story will come off the back of any products that have "Sportster" in the header name

METAL PLATE IMAGE
plate.psd

PRODUCT NAME

PRODUCT HIGHLIGHTS SPACE
use as needed

CUSTOM VECTOR TEXTURE

warranty/website/contact info a
space above address/phone #
*If product NOT made in USA - insert
this line of type below BH address
Made in China*

UPC needs specific clearfield/
background. One UPC sticker
size for low volume items to be
used over permanent UPC (size:
1.5" w by 1" h)

Job # / date stamp, card number
USA mfg callout if relevant

BH logo reversed

PRODUCT NUMBER

ISO
callout if relevant

Sportster holster
example



SAMPLE FULL KEYLINE



PACKAGE ELEMENTS

PRIMARY BACKGROUND IMAGE



BH_professional gear_flat.eps

ALTERNATE BACKGROUND



*must be used in place of Main Primary Background on packaging used in China

BACK BACKGROUND IMAGE



plate.psd



LOGO BACKGROUND IMAGE



custom vector texture



LOGO



SECONDARY MARK
reversed out of dark background

HONOR. AS A WAY OF LIFE.™

TAG LINE
reversed out of dark background



SPORTSTER MARK
specified white

Fonts

UNIVERS 67 BOLD CONDENSED - PRIMARY (all major text)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&1234567890!?

abcdefghijklmnopqrstuv**wxyz**

UNIVERS 57 CONDENSED - SECONDARY (descriptors/address/misc)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ&1234567890!?

abcdefghijklmnopqrstuv**wxyz**

Colors



PMS 1788 C

CMYK: 96M - 83Y



PMS Cool Gray 8 C

CMYK: 49C 40M 38Y 3K

SAMPLE PACKAGES 1

Each package will have its unique layout depending on the product form. Some elements may need to be adjusted or moved, but the overall integrity of the line should be maintained throughout clamshells, backer cards, boxes, hang-tags, header-cards etc.



SAMPLE PACKAGES 2

Each package will have its unique layout depending on the product form. Some elements may need to be adjusted or moved, but the overall integrity of the line should be maintained throughout clamshells, backer cards, boxes, hang-tags, header-cards etc.

BOXES / HEADER-CARDS / HANG-TAGS

Shadows are simulated graphically to replicate the 'folded-card' look of the clam-shells.



SAMPLE PACKAGES 3

Each package will have its unique layout depending on the product form. Some elements may need to be adjusted or moved, but the overall integrity of the line should be maintained throughout clamshells, backer cards, boxes, hang-tags, header-cards etc.

BLISTER PACKS with Single-Fold Cards

Shadows are simulated graphically to replicate the 'folded-card' look. Product form & placement may even require a different orientation.

