

LOGO



SHOKWAVE
LOGOMARK

LOGOTYPE

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

The Federal Premium Ammunition Logo is represented by the combination of a Shokwave logomark and the Federal Premium Ammunition logotype.

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

The Federal Premium Ammunition Logo is based on the Copperplate typeface. The Copperplate typeface should NOT be used on any application that the logo is applied. Use of Copperplate will diminish the importance and strength of the Federal Premium Ammunition Logo.

The preferred application is two-color, black and gold on a white background or white and gold on a black background, however the logo may be used against any background which allows good contrast and legibility. In all situations, the Shokwave logomark, the word "Ammunition", and the ® would appear in gold and the words "Federal Premium" would appear in black or white.

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



Federal Premium Ammunition's corporate colors are gold and black. The gold color is used for the **Shokwave** logomark, the word **Ammunition**, and the ®. These elements should never be produced in any other color (except one-color applications). The black color is used for the words **Federal Premium** or as the back-ground color. In which case, the words Federal Premium are in white. 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.



FEDERAL 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



FEDERAL GOLD

PANTONE Metallic 872 C or U
PANTONE 126 C or 125 U
CMYK: C=20 M=30 Y=70 K=15
RGB: R=180 G=151 B=90

PANTONE®

The preferred gold color is PANTONE Metallic 872 C or U. This color should be used in all cases to reproduce the Logo. If the use of metallic ink is not an option then PANTONE 126 C or PANTONE 125 U may be used.

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 Federal Premium® Ammunition Logo across a wide range of applications, the following

variations may be used. These adaptations should be used only if the preferred Logo cannot.

HORIZONTAL

This version of the Logo should be used when the application space does not allow for the preferred logo treatment or the preferred logo would be too small.

The horizontal variation has the Shokwave logomark on the left and has increased its size relative to the logotype. The size relationship of these elements should not be altered nor should the elements ever be rearranged.



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 "clear field" 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 or white only.



NOTE: Use of the Shokwave logomark and logotype by themselves is allowed. The rules of its applications are identical to the full logo.

The correct relative size and positioning of the Federal Premium® Ammunition Logo is shown here.

CLEAR FIELD

For the 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 an “F” height. The letter “F” is equal to the height of the word “FEDERAL.”

The horizontal variation requires a larger clear field due to the fact that when it is sized horizontally to match the Preferred mark, the word “Federal” is smaller proportionately. The clear field is determined by an area 150% of the height of the word “FEDERAL.”

$$F \times 150 = F$$

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



MINIMUM SIZE

Reproductions of the Logo should be at least 3/8” in height.



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 Shokwave 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.

LOGO



SHOKWAVE LOGOMARK

LOGOTYPE

The Federal Premium® Law Enforcement Ammunition Logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification.

The Federal Premium Law Enforcement Ammunition Logo is represented by the combination of a Shokwave logomark and the Federal Premium Law Enforcement Ammunition logotype.

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

The Federal Premium Law Enforcement Ammunition Logo is based on the Copperplate typeface. The Copperplate typeface should NOT be used on any application that the logo is applied. Use of Copperplate will diminish the importance and strength of the Federal Premium Law Enforcement Ammunition Logo.

The preferred application is two-color, black and gold on a white background or white and gold on a black background, however the logo may be used against any background which allows good contrast and legibility. In all situations, the Shokwave logomark, the word "Ammunition", and the ® would appear in gold and the words "Federal Premium Law Enforcement" would appear in black or white.

NOTE: The corporation reserves Federal Premium Law Enforcement Ammunition for its sole use and the registration mark ® helps protect our name and identity in the marketplace. Make sure all applications include this symbol in the position shown. Size of the registration mark may be adjusted as the size of the logo is reduced or increased.



Federal Premium Law Enforcement Ammunition's corporate colors are gold and black. The gold color is used for the **Shokwave** logomark, the word **Ammunition**, and the ®. These elements should never be produced in any other color (except one-color applications). The black color is used for the words **Federal Premium Law Enforcement** or as the back-ground color. In which case, the words **Federal Premium Law Enforcement** are in white. The colors together create the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

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PANTONE®

The preferred gold color is PANTONE Metallic 872 C or U. This color should be used in all cases to reproduce the Logo. If the use of metallic ink is not an option then PANTONE 126 C or PANTONE 125 U may be used.

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 Federal Premium® Law Enforcement Ammunition Logo across a wide range of

applications, the following variations may be used. These adaptations should be used only if the preferred Logo cannot.

HORIZONTAL

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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 or white only.



NOTE: Use of the Shokwave logomark and logotype by themselves is allowed. The rules of its applications are identical to the full logo.

The correct relative size and positioning of the Federal Premium® Ammunition 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 “F” height. The letter “F” is equal to the height of the word “FEDERAL.”

The horizontal variation requires a larger clearfield due to the fact that when it is sized horizontally to match the Preferred mark, the word “Federal” is smaller proportionately. The clearfield is determined by an area 150% of the height of the word “FEDERAL.”

$$F \times 150 = F$$

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 15/32” in height.



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.

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



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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.

MERCHANDISE AND PROMOTIONAL ITEMS

PRIMARY COLOR

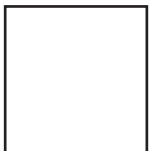
In order to reinforce our brand identity, print, embroidered or other promotional merchandise should only be printed on the following primary color palette. All colors specified below (with the exception of Realtree Camo) should be solid colors and contain no plaid or stripes.

COLOR:

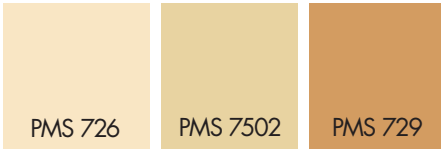
Solid Black



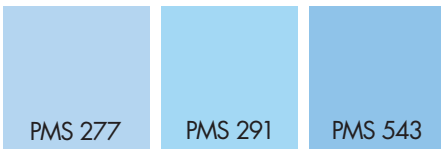
White



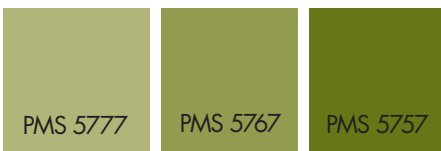
PMS Khaki Option



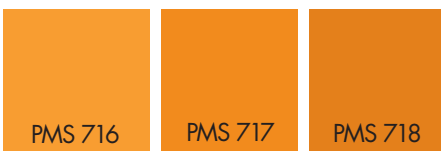
PMS Blue Option



PMS Safari\Olive Green Option



PMS Blaze Orange Option



Realtree® Camo



EMBROIDERY:

Federal Premium logo should appear white and gold



Federal Premium logo should appear black and gold



Federal Premium logo can appear white or black



Federal Premium logo can appear white or black



Federal Premium logo can appear white or black



Federal Premium logo should appear black only



Federal Premium logo is white and gold on Camo



SECONDARY COLOR:

This color can only be used in correlation of the [Federal Premium LE logo](#).

COLOR: Red



EMBROIDERY:

Federal Premium Law Enforcement logo is as shown below



EXCEPTION TO THE RULE: Projects or situations may arise where different colors may be needed. These concepts must be routed through the marketing project manager for approval.