LOGO

WEAVER

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

The Weaver Classic Logo is represented by the combination of the Weaver Classic Logotype and the Weaver Classic Logomark.

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

The Weaver Classic logo is based on the Bank Gothic typeface. The Bank Gothic typeface should NOT be used on any application that the logo is applied. Use of Bank Gothic will diminish the importance and strength of the Weaver Classic logo.

The preferred application is four color on a white background, however the logo may be used against any background which allows good contrast and legibility.

NOTE: The corporation reserves Weaver Classic for its sole use and the trademark ™ 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.

WEAVER   **WEAVER**

Weaver Classic's corporate colors are Gold, Green and Black. The gold color is used for the Weaver Classic logomark ellipses and the green/black colors are used for the background oval behind the white Weaver logotype. These elements should never be produced in any other color (except one-color applications, such as in grayscale - black/white). This color creates 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.

Weaver Classic GOLD
CMYK: C=30 M=40 Y=70 K=0
PANTONE Metallic 875 C or U
RGB: R=185 G=151 B=101

Weaver Classic GREEN
CMYK: C=79 M=0 Y=100 K=75
PANTONE 350 C or U
RGB: R=0 G=72 B=19

Weaver Classic BLACK
CMYK: C=0 M=0 Y=0 K=100
RGB: Red=0 Green=0 Blue=0

PANTONE®

The preferred Gold color is PANTONE 875, and the green is PANTONE 350. These colors should be used only when CMYK printing is not possible.

CMYK

The preferred gold and green colors are based on a specific CMYK process build and variations of these builds.

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 Weaver Classic 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 PMS 875, PMS 350, black, or white.

TWO-COLOR

The logo can be reproduced in two-color, if necessary. Acceptable colors are PMS 875 with PMS 350.

The correct relative size and positioning of the Weaver Classic 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 a "W" height. A "W" height is equal to the height of the letter "W" in the logotype "Weaver."

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.

LOGO

The Weaver Super Slam Logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification.

The Weaver Super Slam Logo is represented by the combination of the Weaver Super Slam Logotype and the Weaver Super Slam Logomark.

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

The Weaver Super Slam logo is based on the Bank Gothic typeface. The Bank Gothic typeface should NOT be used on any application that the logo is applied. Use of Bank Gothic will diminish the importance and strength of the Weaver Super Slam logo.

The preferred application is four color on a white background, however the logo may be used against any background which allows good contrast and legibility.

NOTE: The corporation reserves Weaver Super Slam for its sole use and the trademark ™ 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.

The corporate color for Weaver Super Slam is Gold. The Gold color is used for the Weaver Super Slam logomark ellipses and the Weaver logotype. These elements should never be produced in any other color (except one-color applications, such as in grayscale - black/white). This color creates the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

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Weaver Super Slam GOLD

CMYK: C=40 M=51 Y=100 K=22
PANTONE Metallic 871 C or U
PANTONE NON Metallic 1265
RGB: R=163 G=145 B=97

Weaver Super Slam BLACK

CMYK: C=0 M=0 Y=0 K=100
RGB: Red=0 Green=0 Blue=0

PANTONE®

The preferred Gold color is PANTONE Metallic 876 C or U. In cases where metallic inks are not possible, it may be produced in PMS 4635. These colors should be used only when CMYK printing is not possible.

CMYK

The preferred gold and green colors are based on a specific CMYK process build and variations of these builds.

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 Weaver Super Slam 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 PMS 1265, PMS 871, black, or white.

The correct relative size and positioning of the Weaver Super Slam 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 a "W" height. A "W" height is equal to the height of the letter "W" in the logotype "Weaver."

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"

....

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.

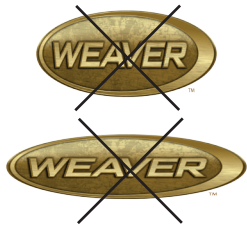**DO NOT** alter the size relationship between the logomark and logotype.

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.

LOGO

The Weaver Grand Slam Logo is to be used any time the corporation's identity is needed to define the company's presence, ownership, or legal identification.

The Weaver Grand Slam Logo is represented by the combination of the Weaver Grand Slam Logotype and the Weaver Grand Slam Logomark.

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

The Weaver Grand Slam logo is based on the Bank Gothic typeface. The Bank Gothic typeface should NOT be used on any application that the logo is applied. Use of Bank Gothic will diminish the importance and strength of the Weaver Grand Slam logo.

The preferred application is four color on a white background, however the logo may be used against any background which allows good contrast and legibility.

NOTE: The corporation reserves Weaver Grand Slam for its sole use and the trademark ™ 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.

The corporate color for Weaver Grand Slam is copper. The copper color is used for the Weaver Grand Slam logomark ellipses and the Weaver logotype. These elements should never be produced in any other color (except one-color applications, such as in grayscale - black/white). This color creates the distinctive identity that should be applied consistently at all times. Consistent use builds brand awareness and loyalty.

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Weaver Grand Slam COPPER

CMYK: C=32 M=50 Y=82 K=21

PANTONE Metallic 876 C or U

PANTONE NON Metallic 4635

RGB: R=186 G=135 B=72

Weaver Grand Slam BLACK

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

RGB: Red=0 Green=0 Blue=0

PANTONE®

The preferred Copper color is PANTONE Metallic 876 C or U. In cases where metallic inks are not possible, it may be produced in PMS 4635. These colors should be used only when CMYK printing is not possible.

CMYK

The preferred gold and green colors are based on a specific CMYK process build and variations of these builds.

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 Weaver Grand Slam 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 PMS 4635, PMS 876, black, or white.

The correct relative size and positioning of the Weaver Grand Slam 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 a "W" height. A "W" height is equal to the height of the letter "W" in the logotype "Weaver."

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"

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.

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- **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.
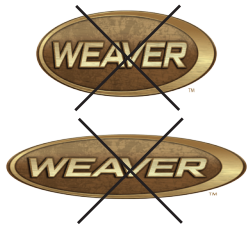

DO NOT reproduce the Corporate or Brand Marks with unapproved colors.

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.

CLASSIC SCOPE PACKAGING STANDARD

COLOR

Black: 100 K

Green: C 79, M 0, Y 100, K 83

Gold: C 0, M 7, Y 39, K 17

Logo
- Weaver_Classic_4Color.psd
- black drop shadow

Type
- Engravers MT Regular
- All caps, as shown
- Reversed to white

Trees
- Woods_RezzedUp.tif (K100)
- Trees background color:
  C 79, M 0, Y 100, K 75
  80% Multiply
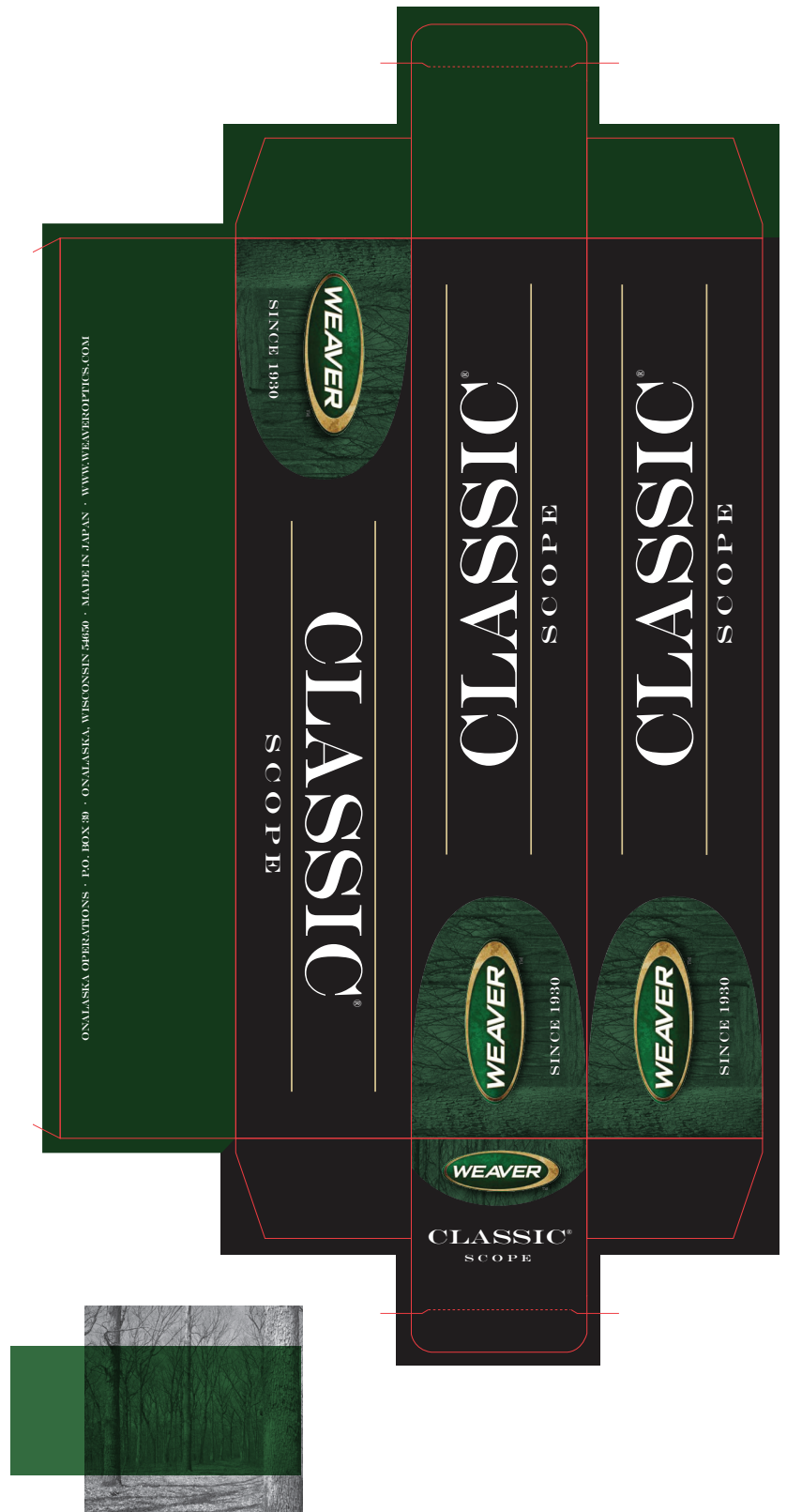
SUPER SLAM SCOPE PACKAGING STANDARD

COLOR

Black: 100 K
Gold: C 4, M 33, Y 100, K 56

Logo
- SuperSlam_4C_Final.psd
- black drop shadow

Type
- Engravers MT Regular
- All caps, as shown
- Super Slam C 4, M 33, Y 100, K 56.
  all other reversed to white

Trees
- Woods_RezzedUp.tif (K100)
- Trees background color:
  C 4, M 33, Y 100, K 56
  80% Multiply

GRAND SLAM SCOPE PACKAGING STANDARD

COLOR

Black: 100 K

Gold: C 32, M 56, Y 92, K 21

Logo
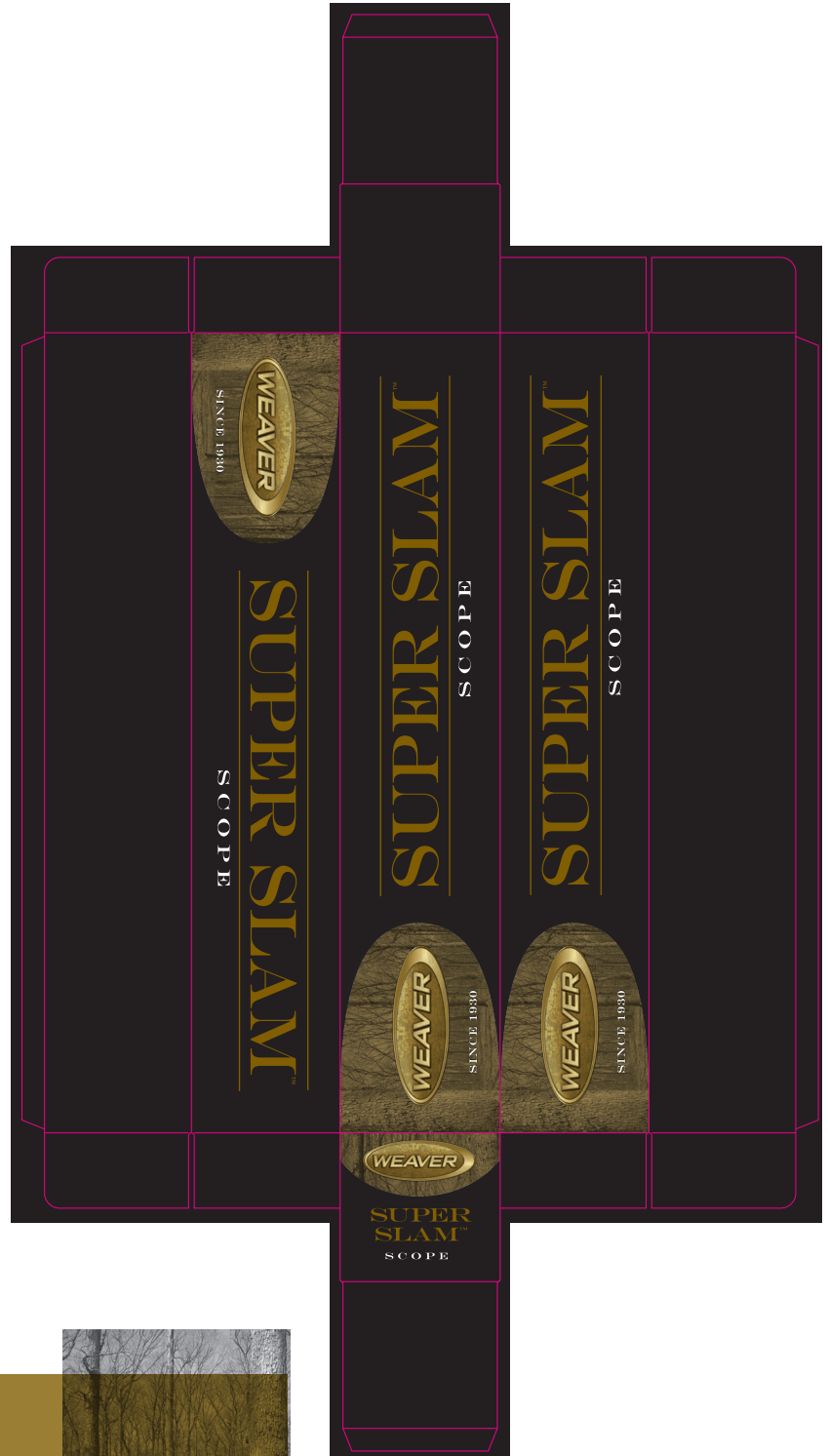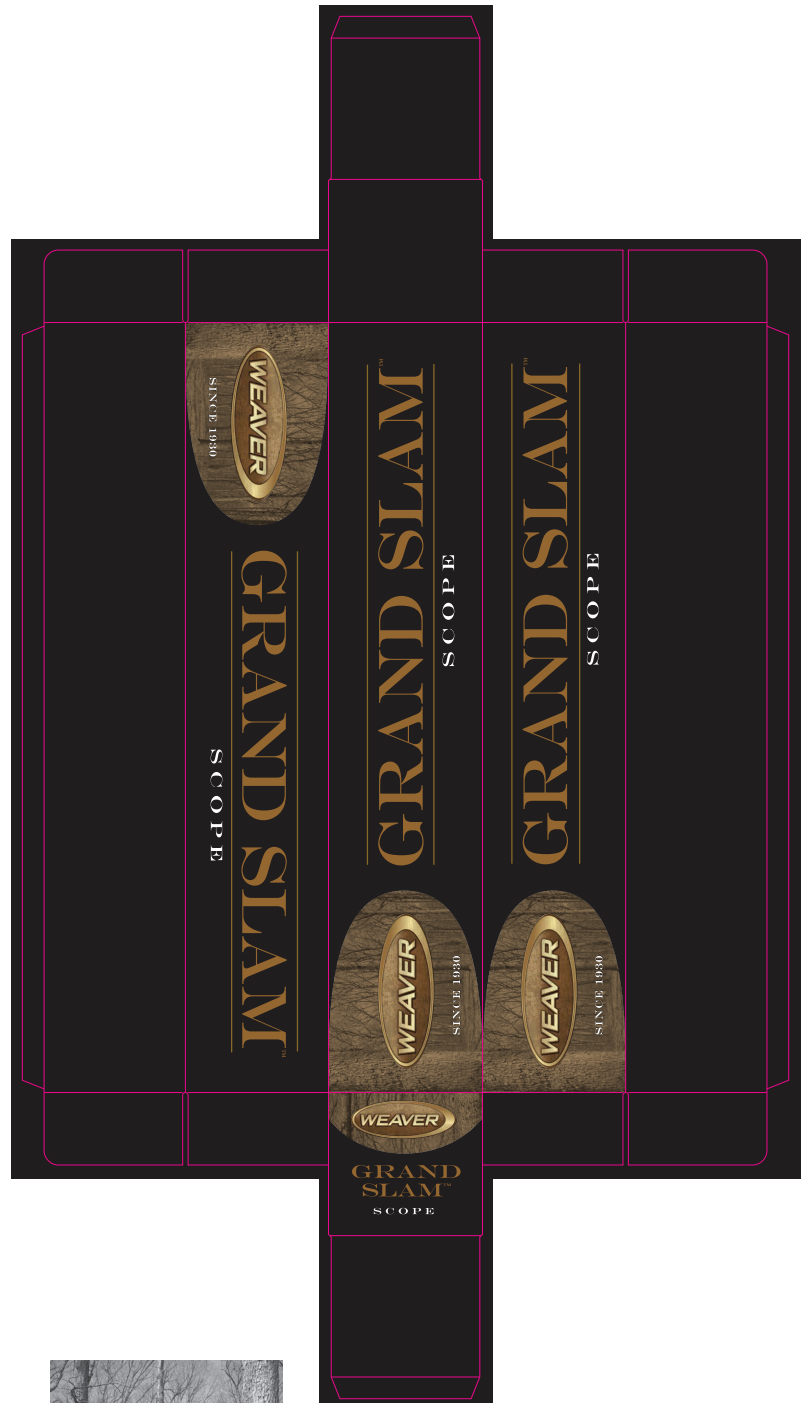- GrandSlam_4C_Final.psd
- black drop shadow

Type
- Engravers MT Regular
- All caps, as shown
- Grand Slam C 32, M 56, Y 92, K 21.
  all other reversed to white

Trees
- Woods_RezzedUp.tif (K100)
- Trees background color:
  C 32, M 56, Y 92, K 21
  80% Multiply

OTHER PACKAGING

Accessories product packaging needs to have consistency.

WEAVER

LensPen®

- Soft brush removes bulk of dust and dirt particles

- Chamois pad with patented carbon compound cleans fingerprints from all sporting optics

- Keeps lenses clean for clear viewing

WEAVER

849710

FogKlear™ Anti-Fog Cloth

- Large 6″ x 6″ micro-fiber cloth is embedded with an anti-fog chemical compound

- Excellent dry application for all optics lenses

- Long life—200+ uses per cloth

- No more messy liquids

- Environmentally friendly

WEAVER

849272

- For use with fasteners up to 3/4″ diameter
- Helps prevent screws from loosening due to shock and vibration
- Easily remove using basic hand tools

SURETHREAD™

Net .34 fl oz (10ml)

WEAVER

849724

MODULAR LEVEL SYSTEM

- Simple to use
- Designed for precision mounting of scopes on most firearms
- Indicates if scope crosshairs are level to receiver for optimum accuracy

WEAVER

SINCE 1930

GRAND SLAM™

BINOCULARS

10x50

CLASSIC RINGS & BASES

COLOR

Black: 100 K
Cream: SPOT 4535 C
Green: SPOT 350 C
Gold: SPOT 872 C

Type
- Bank Gothic
- Helvetica Neue

Mountain Image
- mountains.QLDuoFinal872.eps

Product Image
- grayscale

WEAVER

FITS FIREARMS WITH
WEAVER® TOP MOUNT
DETACHABLE BASES

⚠ **WARNING!** UNLOAD FIREARMS BEFORE
INSTALLATION TO PREVENT SHOOTING ACCIDENTS.

⚠ **AVERTISSEMENT!** DÉCHARGER LESARMES AVANT
L'INSTALLATION AFIN DE PRÉVENIIR DES ACCIDENTS.

① STEEL CAPS

② QUICK
DETACH

③ SQUARE CROSS BOLT FITS
TIGHTLY AND SECURELY IN
WEAVER DETACHABLE BASES

NOTE: GUN FEATURES MAY ALTER RING HEIGHT REQUIREMENTS.
NOTE: LES CARACTÉRISTIQUES DE L'ARME PEUVENT CHANGER
LA HAUTEUR DES ANNEAUX REQUISES.

Onalaska Operations
PO Box 39, Onalaska, WI 54650
www.weaver-mounts.com
Made in USA
6089023 WE361 9020

0 76683 49050 6

WEAVER

49050

GLOSS BLACK

TOP MOUNT

1" HIGH
FITS UP TO 44MM OBJ LENS

GRAND SLAM RINGS & BASES

COLOR

Black: 100 K

Cream: SPOT 467 C

Green: SPOT 350 C

Gold: SPOT 872 C

Type
- Bank Gothic
- Helvetica Neue

Mountain Image
- mountains.QLDuoFinal872.eps

Product Image
- grayscale

QUAD LOCK RINGS & BASES

COLOR

Black: 100 K
Yellow: SPOT 109 C
Green: SPOT 350 C
Gold: SPOT 872 C

Type
- Bank Gothic
- Helvetica Neue

Mountain Image
- mountains.QLDuoFinal872.eps

Product Image
- grayscale

WEAVER

49063
MATTE BLACK

QUAD LOCK®

WEAVER

MOUNTING INSTRUCTIONS INSIDE

⚠ **WARNING!** UNLOAD FIRE-ARMS BEFORE INSTALLATION TO PREVENT SHOOTING ACCIDENTS.

1 Use With 1" Scopes

2 2 Steel Straps

4 4 Hardened Slot-head Screws

3 Mounts To Weaver Top Mount Bases

Onalaska Operations
PO Box 39, Onalaska, WI 54650
www.weaver-mounts.com
Made in USA/Fabriqué aux E.-U.
6089406 WE357 9010

0 76683 49063 6

1" SEE-THRU MOUNT
4 STEEL STRAPS
FITS UP TO 50MM OBJ LENS