

Brand Book



Brand identity
Stoeger AIRGUNS



The Brand Book is a guide to a correct application of the trademark in its various forms and communication needs. It serves to lay the foundations on a level of corporate image, to keep consistency in brand identity, and improve brand awareness.

By sharing this manual we mean to facilitate all partners and whoever collaborates with us marketing the Stoeger AIRGUNS, informing on the correct use, forwarding the application graphics of the institutional brand.

The goal is to validate the sense of belonging to the Group, reinforcing both perception and authority of the brand on an international level in all related aspects of communication and promotion linked to the Stoeger AIRGUNS image.

Lettering

**Institutional fonts used
for the brand Stoeger AIRGUNS.**

Font
Helvetica Neue LT Std
95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
12345678910 &?!%(.,:;)

Font
Microgramma D
Medium Extended

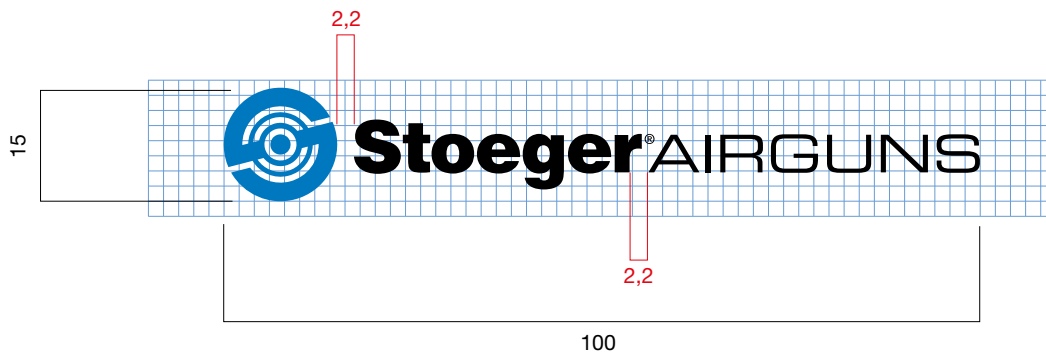
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
12345678910 &?!%(.,:;)

Application of the trademark

Construction proportions of the lettering and brand structure.

Composition

Position of the elements that make up the brand it is fixed and invariable.



Application of the trademark

Minimum margin, to be kept always free around the brand.

Visualization

The red dashed line delimits the area to be left blank around the brand mark; applies to any application.



Typical cases

Application with free margin around the brand as indicated.

Application example with margins



Brand Applications



 **Stoeger**[®]AIRGUNS

Application of the trademark

**Color branding application
in negative and positive
on a white, black or blue background.**

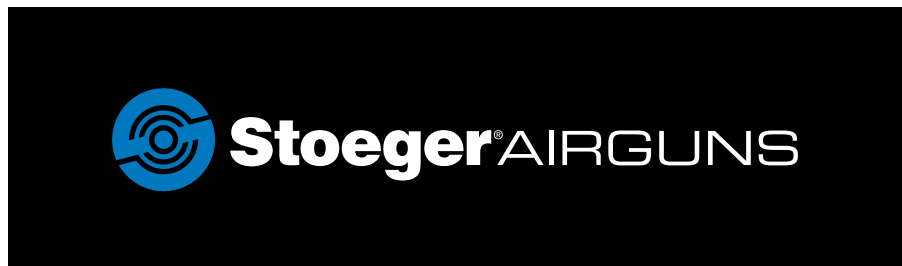
Color branding application
in positive on a white background.



Application of the trademark
positive monochrome
on a white background.



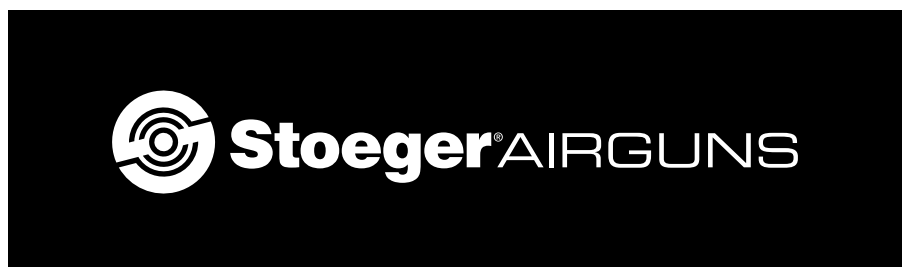
Color branding application
negative version
on black background.



Application of the trademark
monochrome in negative
on a blue background
Stoeger AIRGUNS.



Application of the trademark
monochrome in negative
on black background.



Application of the trademark

Application of the trademark on photographic backgrounds.

Application of the trademark in positive color on photographic backgrounds.

Allowed only on images with a light background that allow the correct chromatic display.



Application of the trademark in negative colors on photographic backgrounds.

Only allowed on images with a dark background that allow the correct chromatic display.



Application of the monochrome mark in negative on photographic backgrounds.

Only allowed on images with a background that allow correct readability.



Application of the trademark

Application, size and readability
of the brand in positive color.

L. 100 mm.
H. 15 mm.



L. 80 mm.
H. 12 mm.



L. 60 mm.
H. 0,9 mm.



L. 40 mm.
H. 0,6 mm.



**Minimum size
applicable**

Application of the trademark

Application, size and readability
of the monochrome mark in positive.

L. 100 mm.
H. 15 mm.



L. 80 mm.
H. 12 mm.



L. 60 mm.
H. 0,9 mm.



L. 40 mm.
H. 0,6 mm.



**Minimum size
applicable**

Application of the trademark

Application, size and readability
of the mark in color in negative on a black background.

L. 100 mm.
H. 15 mm.



L. 80 mm.
H. 12 mm.



L. 60 mm.
H. 0,9 mm.



Minimum size
applicable

Application of the trademark

Application, size and readability
of the monochrome mark in negative
on black background.

L. 100 mm.
H. 15 mm.



L. 80 mm.
H. 12 mm.



L. 60 mm.
H. 0,9 mm.



Minimum size
applicable

Application of the trademark

**Application, size and readability
of the monochrome mark in negative on
blue background.**

L. 100 mm.
H. 15 mm.



L. 80 mm.
H. 12 mm.



L. 60 mm.
H. 0,9 mm.



Minimum size
applicable

Application of the trademark

Correct application of the monochrome mark positive or negative, on a neutral gray background.

Positive application up to 40% shade.



Black 10%



Black 20%



Black 30%



Black 40%

Application in negative over 40% of shade.



Black 50%



Black 60%



Black 70%

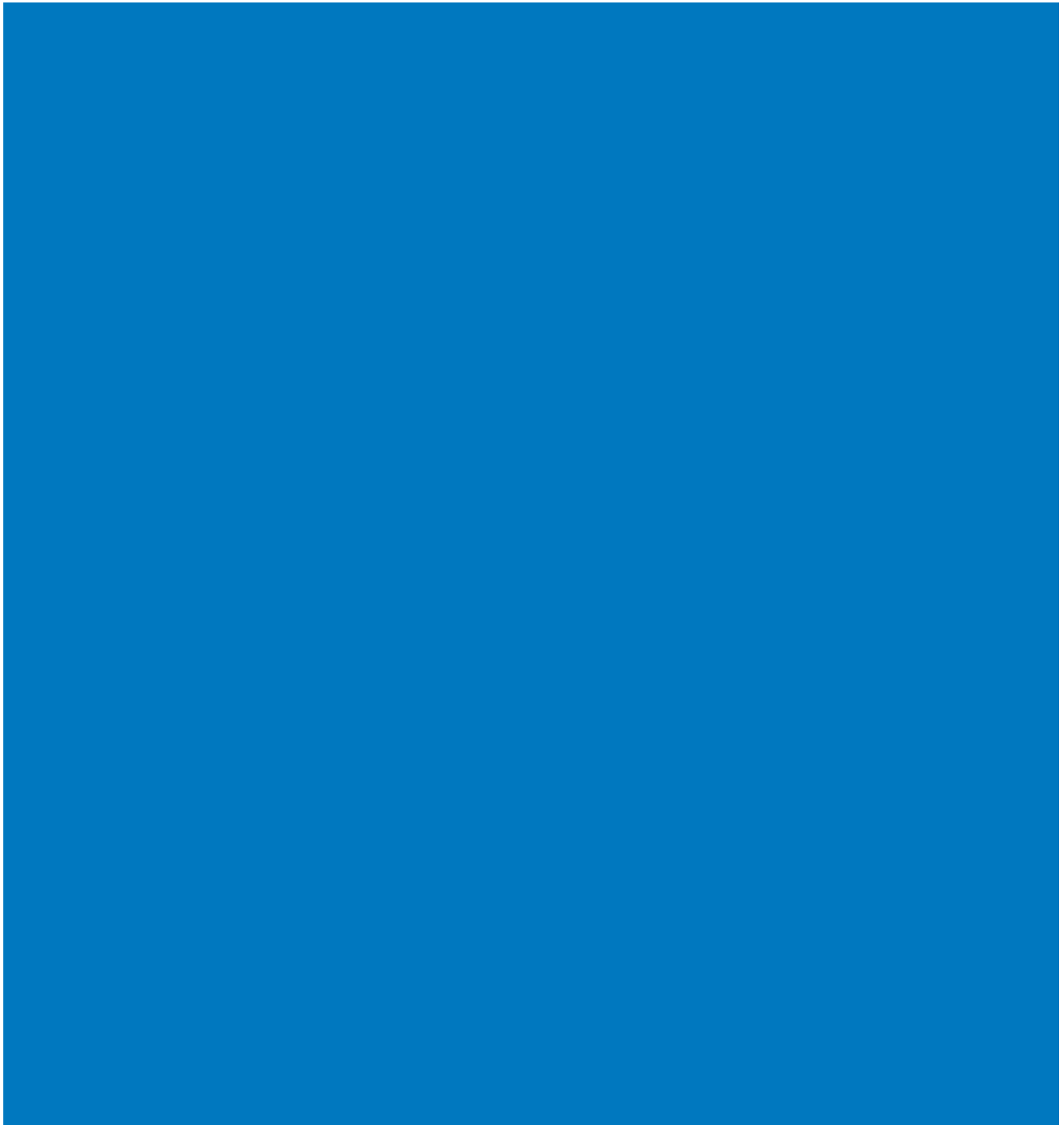


Black 80%

Brand Colors

Blue

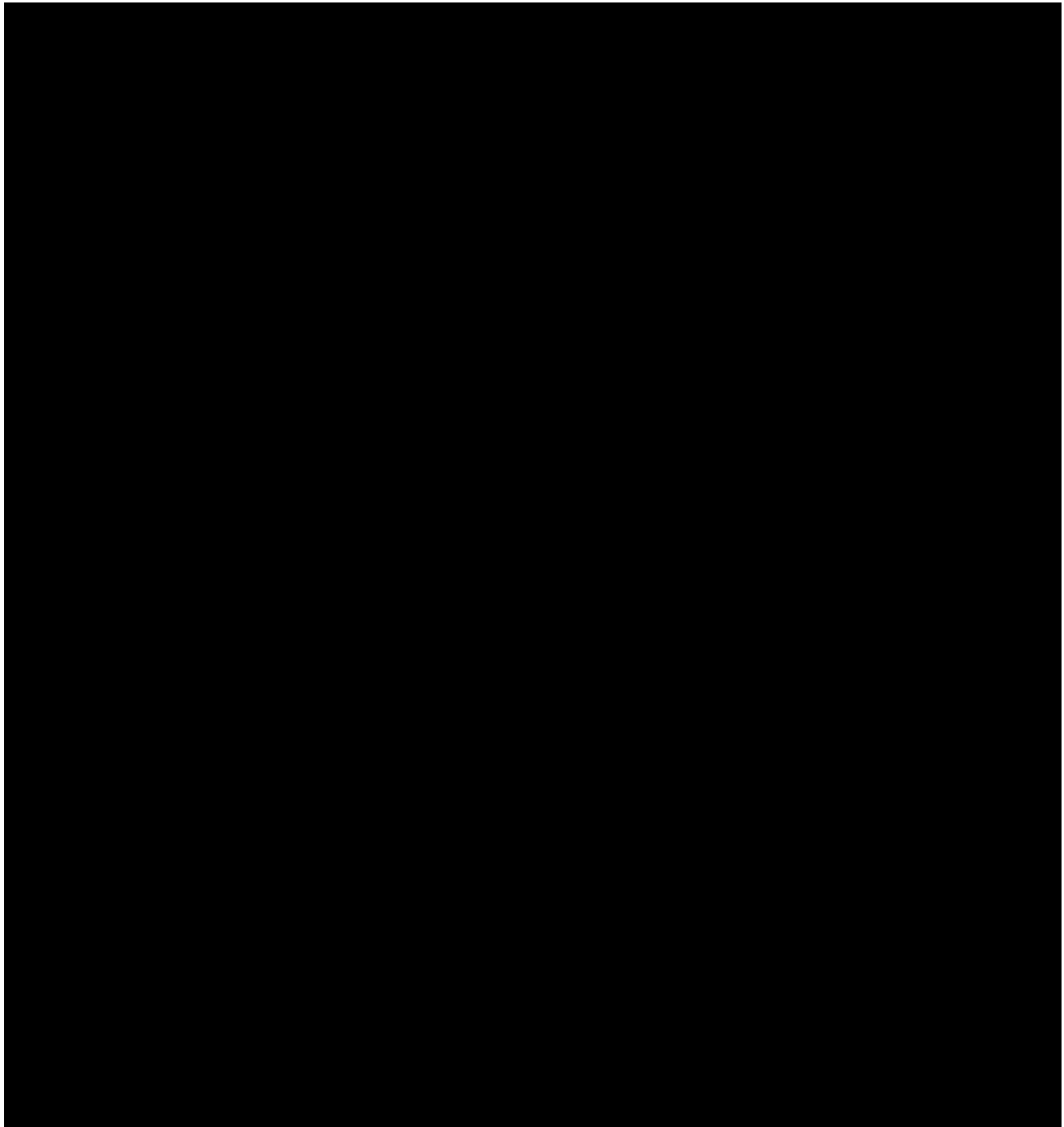
BLUE	PANTONE	FOUR-COLOR PRINTING	RGB	WEB	RAL
	285 C 285 U	C. 89 M. 43 Y. 0 K. 0	R. 0 G. 120 B. 191	#0078bf	Blue Sky



Black

**Institutional colors
in the different chromatic variations.**

BLACK	PANTONE	FOUR-COLOR PRINTING	RGB	WEB	RAL
	Process Black	C. 0 M. 0 Y. 0 K. 100	R. 0 G. 0 B. 0	#000000	Black Deep



Misuse of the trademark

Examples and typical cases of misuse of the trademark.
The examples shown are by way of example.
Any variants not shown are to be considered equally application misuse.

Colors

Is not allowed the application of monochrome brand mark in positive with colors other than black, as indicated in this manual.



Shadows

Flat or soft shadows are not allowed under the brand mark.



Distortions

It is not allowed to deform the brand in any way.



Misuse of the trademark

Examples and typical cases of incorrect use of the trademark on colored backgrounds.

The examples shown are by way of example. Any variants not shown are to be considered equally application misuse.

It is not allowed to apply the color mark in positive on colored backgrounds other than those indicated in this manual.



Misuse of the trademark

Examples and typical cases of misuse of the trademark.
The examples shown are by way of example.
Any variants not shown are to be considered equally application misuse.

Rotations

Application is not allowed of the brand in any rotation degree.



Inclinations

Application is not allowed of the brand mark with any degree of inclination.



Frames

Frames are not allowed around the brand mark.



Moving components

Application is not allowed of the brand by changing the position of the elements.



Beretta Holding

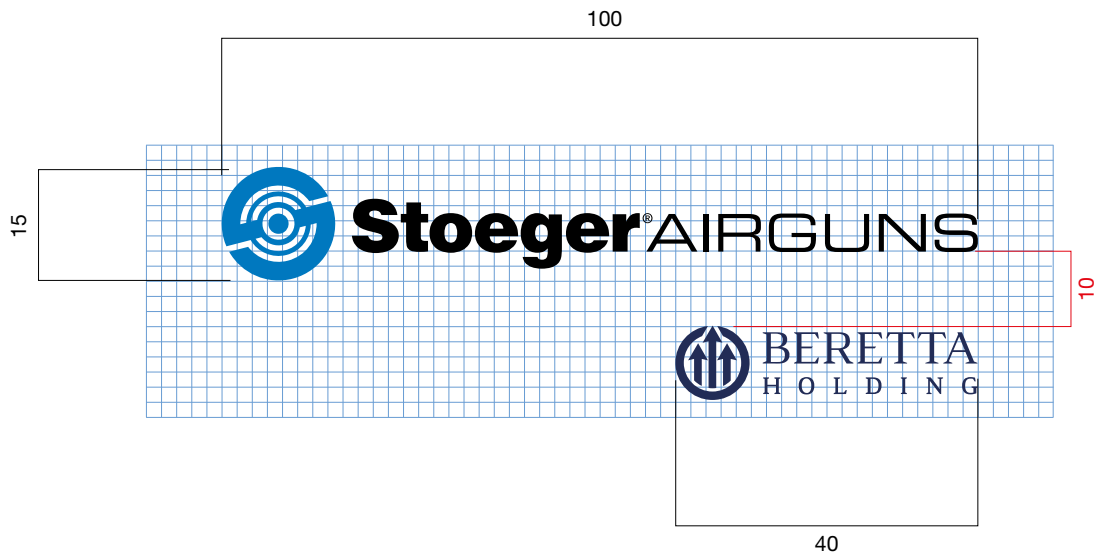


Application of the Beretta Holding brand

Matching of the brand of the parent company Beretta Holding to the Stoeger AIRGUNS brand, aligned on the right.

Aspect ratio

The proportion in the combination of the two brands is fixed and invariable.



Application

Application example.

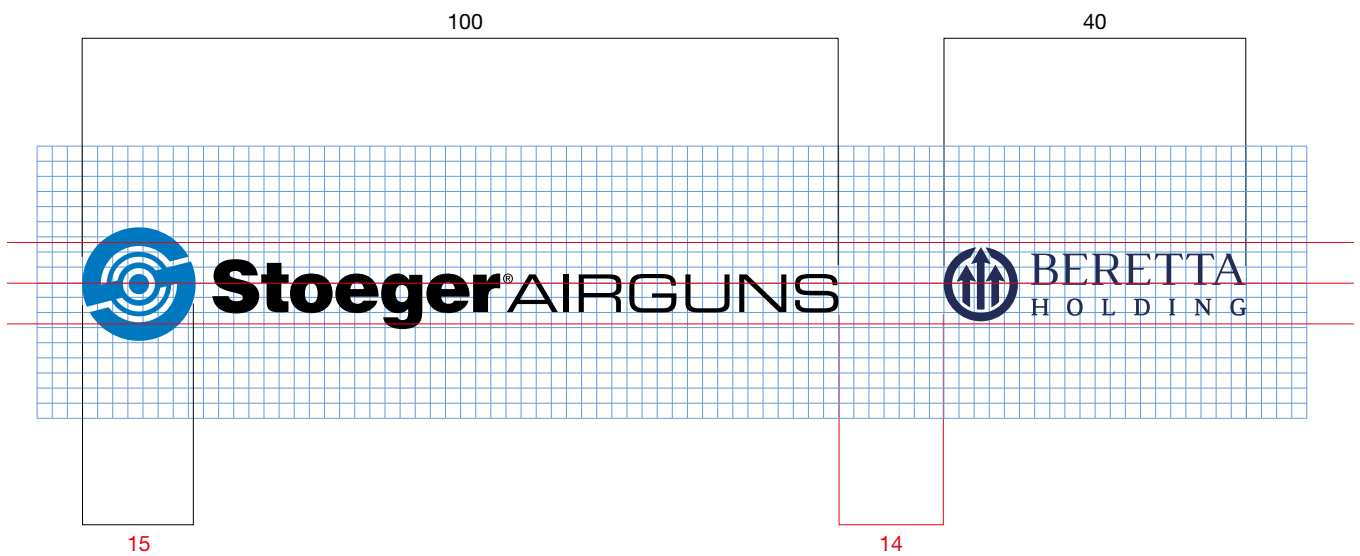


Application of the Beretta Holding brand

Matching of the brand of the parent company Beretta Holding to the Stoeger AIRGUNS brand aligned at the base.

Aspect ratio

The proportion in the combination of the two brands is fixed and invariable.



Application

Application example.



Application of the Beretta Holding brand

Minimum margin, to be kept around the Stoeger AIRGUNS brand mark, combined with the Beretta Holding brand mark.

Visualization

The red dashed line marks the area to be always left blank around the two brand marks in any application.



Typical cases

Application with free margin around the two brand marks combined, as indicated.

Application example with margins



“X” Minimum margin, to be always left blank around the two brand marks combined.

Application of the Beretta Holding brand

Minimum margin, to be kept blank around the Stoeger AIRGUNS brand mark, combined with the Beretta Holding brand mark.

Visualization

The red dashed line marks the area to be always kept blank around the two brand marks combined in any application.



Typical cases

Application with free margin around the two brand marks combined, as indicated.

Application example with margins



“X” Minimum margin, to be always kept blank around the two brand marks combined.

Application of the Beretta Holding brand

**Color branding application
in negative and positive on a white,
black or blue background.**

Color branding application
in positive on a white background.



Application of the trademark
positive monochrome
on a white background.



Color branding application
negative version
on black background.



Application of the trademark
monochrome in negative
on a blue background
Stoeger AIRGUNS.



Application of the trademark
monochrome in negative
on black background.



Application of the Beretta Holding brand

**Color branding application
in negative and positive
on a white, black or blue background.**

Color branding application
in positive on a white background.



Monochrome branding application
in positive on a white background.



Color branding application
Negative version on black background.



Monochrome branding application
in negative on a blue background Stoeger AIRGUNS.



Monochrome branding application
in negative version on black background.



**Institutional color
in the different chromatic variations.**

BLUE BERETTA HOLDING	PANTONE	FOUR-COLOR PRINTING	RGB	WEB	RAL
	2758 C 2758 U	C. 100 M. 90 Y. 36 K. 28	R. 34 G. 44 B. 86	#22c56	Midnight Blue



Incorrect uses of the Beretta Holding brand mark

Examples and typical cases,
of incorrect combination of the Beretta Holding brand
with the Stoeger AIRGUNS brand.

The examples shown are by way of example.
Any variants not shown are to be considered
equally application misuse.

It is not allowed to combine the brand
“Beretta Holding” in proportions
and alignments other than those
indicated in this manual.



The Brand Book may be
downloaded from the website:

stoegerairguns.com

