LASER LOCKED

BRANDING GUIDE

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Specializing in high caliber engraving, Laser Locked is a Midwest-based company that began production in 2017.

The branding guide for Laser Locked should be used as a resource when working on the marketing, advertising, and creative work of the brand.

Please use this page as a resource and a reference for navigating the branding guidelines.

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ABOUT

Founded by retired U.S. Army Master Sergeant (Green Beret) Ken Ashton, Laser Locked transforms ammunition from weapons systems used in combat into unique, usable and decorative items.

Ken and his wife Abby created Laser Locked to be a little different, to connect with people who are looking for unique and memorable gifts that are customizable.

THE ASHTON STORY

Ken Ashton is a retired U.S. Army (Green Beret) Master Sergeant with over 25 years on active duty. He has deployed to and conducted military operations throughout the world including in Central America, Europe, Asia, the Middle East, Africa and the Former Soviet Republics with multiple combat tours throughout the Middle East. Ken and his Special Forces “A” Team spearheaded both the invasions of Afghanistan in October 2001 and Iraq in 2004.

Ken loved the weapons he trained with and used in combat. As he says, “they were an extension of me for most of my adult life.” Today he loves to take ammunition from these same weapon systems and turn them into usable, unique, and decorative items, or Trench Art as it was called back in WWI when soldiers in the trenches used to fashion items of war into trinkets that they could send home to loved ones. It offered an insight, not only to their feelings and emotions about the war, but also their surroundings and the materials they had available to them. It is no different today as friends, family and loved ones enjoy receiving gifts and memorabilia unique to the military.

PRIMARY LOGO

The primary Laser Locked logo should be used on all internal and external communication materials, marketing materials, merchandising, signage, advertising, promotions, and many more instances.

All Laser Locked branding should compliment and remain consistent with the primary Laser Locked logo.

THE PAST REPRESENTED

The Laser Locked logo was a well-thought-out creative identity process for the brand. Each element, from the font choice, to the shape, all the way to the specific design of the eagle was carefully considered.

With Ken's background, it was important to implement military and patriotic undertones within the logo design. The eagle is this visual representation for the Laser Locked brand. The eagle's demeanor also played a role in how it was designed. With its laser-pointed eyes and locked concentration, it is used to portray a powerful symbol for the brand.

Additionally, the logo holds a badge shape and identity in order to mimic the bottom of a Laser Locked bullet, and the links are used to describe the "linked" relationship between a brand and its consumer.

COLOR OPTIONS

The primary Laser Locked logo should be used whenever possible to officially represent the company. The logo can be used on the specified color options shown directly to the right.

Please note that while select color variations are shown, there are more possible variations that are not able to be shown. These colors are primarily those not shown from the Laser Locked color palette. These should be used with discretion.

SECONDARY LOGO

The secondary Laser Locked logo should be used after the primary logo to officially represent the company. Specifically, the secondary logo should be used when the primary logo doesn't fit easily.

All Laser Locked branding should compliment and remain consistent with the primary Laser Locked logo.

BRANDING ILLUSTRATION

The branding illustration for Laser Locked is the section of the primary logo that includes the illustration of the eagle. It should be used as a last resort to officially represent the company.

All Laser Locked branding should compliment and remain consistent with the primary Laser Locked logo.

BRANDING ICON

The branding icon for Laser Locked is the linked icon that is included in the secondary logo. It can either be used in the secondary logo or as a stand alone branding element. It should be used with discretion.

All Laser Locked branding should compliment and remain consistent with the primary Laser Locked logo.

LOGO TREATMENT

The Laser Locked logo must be used correctly to ensure its visual impact. Consistent use of the logo increases trust in the organization and makes it more recognizable.

While this is not intended to be a complete list, the examples on the right illustrate incorrect uses of the Laser Locked logo. Always reproduce the logo from the approved artwork.

INCORRECT USES

01. DO NOT ALTER THE PROPORTIONS OR REPOSITION ANY OF THE LOGO ELEMENTS.
02. ALWAYS USE THE COMPLETE LOGO.
03. DO NOT SKEW OR DISTORT THE LOGO OR ANY OF THE LOGO ELEMENTS.
04. DO NOT CHANGE THE COLORS OF THE LOGO ELEMENTS.
05. DO NOT CHANGE THE COLOR COMBINATIONS OF THE LOGO EVEN IF THE COLORS CHANGED ARE BRAND COLORS.
06. DO NOT PLACE THE LOGO ON A BACKGROUND WITH INSUFFICIENT CONTRAST.
07. DO NOT ADD ANY EXTRA TEXT OR ELEMENTS TO THE LOGO.
08. DO NOT APPLY ANY EFFECT TO THE LOGO (EMBOSS, DROP SHADOW, ETC.).
09. DO NOT CROP THE LOGO.
10. DO NOT ADD AN OUTLINE TO THE LOGO OR TO ITS TEXT.

01.

02.

03.

04.

05.

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CLEAR SPACE

The legibility and distinction of the Laser Locked logo is very important. To ensure the logotype is highly visible, always separate it from its surroundings.

The area of isolation, or minimum required clear space, surrounding all logotypes should have an adequate amount of space as shown in the diagrams below. Do not allow any other graphic elements to penetrate this area of isolation.

PRIMARY LOGO

The clear space designated around the primary Laser Locked logo is illustrated on the next page. The amount of clear space needed to ensure that the Laser Locked logo effectively communicates, as well as holds its ground among competing elements, is the height of the branding icon on every side of the logo's perimeter.

SECONDARY LOGO

PRIMARY COLORS

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color in the appropriate manner is one of the easiest ways to make sure our materials and communications reflect a cohesive Laser Locked brand image.

The primary Laser Locked color palette is shown to the right. When using color builds, always use the color values listed. They were adjusted for the best reproduction in print and on screen.

RGB: 77 72 69
HEX: #4D4845
CMYK: 62 59 60 41

RGB: 232 177 33
HEX: #E7B021
CMYK: 9 31 100 0

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RGB: 35 51 41
HEX: #223328
CMYK: 76 55 72 63

RGB: 238 238 238
HEX: #EEEEEE
CMYK: 62 59 60 41

RGB: 141 138 136
HEX: #8D8A88
CMYK: 47 40 41 4

TYPOGRAPHY

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and above all, creates a voice. This is why typography is such an essential component of Laser Locked's visual identity.

Oswald is a modern font with clean, straightforward lines and characteristics that provide a touch of warmth. Its overall style is simple yet strong, making it the perfect main font for Laser Locked.

Open Sans is a modern humanist font with characteristics that provide a friendly, welcoming appearance. It is a highly legible font, which makes it a great choice for body content.

FONT GUIDELINES

We have specific typefaces and typography guidelines that must be implemented to insure that the Laser Locked branding materials remain constant across all platforms, both internally and externally. These guidelines are laid out within this document.

HEADINGS

OSWALD | REGULAR

SUBHEADINGS

OSWALD | LIGHT

PARAGRAPH TEXT

OPEN SANS | Regular **Bold** ***Bold Italic***

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

ADDITIONAL INFORMATION

Unauthorized use of Laser Locked brand elements is prohibited.

We do not allow third parties to use Laser Locked brand elements unless they have received prior written permission from us and the proposed use strictly complies with Laser Locked's branding guidelines.

To request additional information, permission to use Laser Locked brand elements, or request a copy of the official Laser Locked branding guide, please contact us via the information located on the next page.

THANK YOU

Thank you for utilizing these brand guidelines as directed by Laser Locked. It is because of these guidelines that we are able to continue to work and share our products throughout the country.

Please contact us via the information provided below if you have any additional questions or concerns regarding our brand or any aspects of our branding elements or guidelines.

CONTACT INFORMATION

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Monday - Friday 8:00 am to 5:00 pm