OWN IT? RESPECT IT. SECURE IT. INITIATIVE

SUPPORTER AND CO-BRANDED LOGO USAGE GUIDELINES

A PROGRAM OF THE NATIONAL SHOOTING SPORTS FOUNDATION

LOGO USAGE GUIDELINES

OWN IT? RESPECT IT. SECURE IT. INITIATIVE: PROGRAM COLORS (ALL OPTIONS)

The ORS Initiative logo, uses two colors, shown to the right.

PRINT:
Use the CMYK builds for all print collateral.

DIGITAL:
RGB builds may be used online and in desktop applications.

CMYK	RGB
0 / 33 / 96 / 0	252 / 179 / 34
CMYK	**RGB**
67 / 60 / 58 / 42	70 / 70 / 71

OPTION 1, STANDALONE ORS INITIATIVE LOGO

Consistency is key when applying the ORS Initiative logo.

Our logo must be reproduced from a digital master reference, and is available in the following formats:

- **.eps:** professional use
- **.jpg:** desktop publishing
- **.png**: digital use

Never recreate, alter or distort this logo in any way.

PREFERRED

See **page 3** for minimum size requirements

1-COLOR ALTERNATES

Black

A black version of the logo may be used on a white background when applications require a mark in black, or do not allow full color (e.g., fax sheet, black and white copies)

White

A reverse white logo may be used on any solid background that provides good contrast and legibility, when applications do not allow use of the preferred logo in full color

LOGO USAGE GUIDELINES

OPTION 1, STANDALONE ORS INITIATIVE LOGO: MINIMUM SIZE

Minimum size is the smallest allowable logo size. The logo does not have a maximum reproduction size.

The Initiative logo looks best when it appears no smaller than 1.5" tall.* Use of the logo smaller than 1.5 inches raises legibility concerns.

Always resize the logo proportionally when scaling.

This logo looks best when it appears no smaller than 1.5” tall*

*Minimum size may sometimes be adjusted for select online applications, where vertical space is limited. On print collateral the logo may appear smaller than 1.5" tall if the "Brought to you by the Firearms Industry" text is removed from the badge.

OPTION 1, STANDALONE ORS INITIATIVE LOGO: CLEAR SPACE

Clear space is the minimum "breathing room" around the logo. This space should be free of text, graphics, etc.

The minimum clear space surrounding the ORS Initiative logo is equal to the height of the letter "O" in "OWN."

OPTION 2: CO-BRANDED ORS INITIATIVE LOGO AND SUPPORTER LOGO

The preferred treatment for this option is horizontal, with the Initiative logo on the left, and the supporter logo on the right, separated by a 1.0 pt vertical rule.

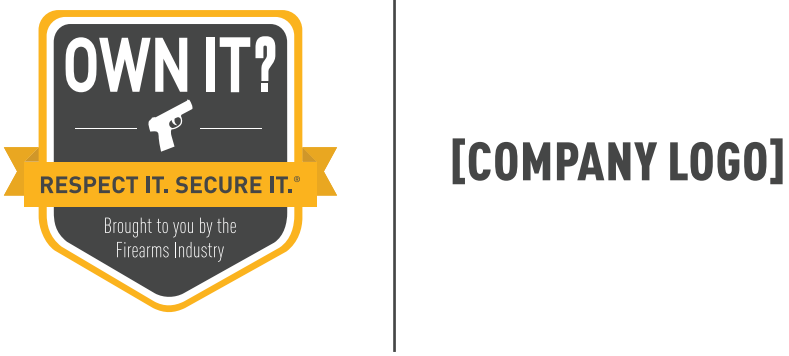
Always observe the clear space and minimum size requirements for both logos when they appear together.

Note the following when designing co-branded supporter lock-ups:

- both logos should be of equal width
- the amount of space between the 1.0 pt vertical rule and each logo is equal to the height of "O" in "OWN"

See **page 3** for minimum size and **page 6** for clear space requirements.

PREFERRED



1-COLOR ALTERNATES

Black

A black version of the co-branded Initiative logo may be used on a white background when applications require a mark in black, or do not allow full color (e.g., fax sheet, black and white copies)

White

A reverse white co-branded Initiative logo may be used on any solid background that provides good contrast and legibility, when applications do not allow use of the preferred logo in full color

OPTION 2: CO-BRANDED ORS INITIATIVE LOGO AND SUPPORTER LOGO

An alternate vertical treatment of the co-branded Inititiave and supporter logo is available for use, when horizontal space is limited.

In this option, the supporter logo is on top, and the Initiative logo is below, separated by a 1.0 pt horizontal rule.

Always observe the clear space and minimum size requirements for both logos when they appear together.

Note the following when designing co-branded supporter lock-ups:

- both logos should be of equal width
- the amount of space between the 1.0 pt horizontal rule and each logo is equal to the height of "O" in "OWN"

See **page 3** for minimum size and **page 6** for clear space requirements.

VERTICAL ALTERNATE

[COMPANY LOGO]

1-COLOR ALTERNATES

Black

[COMPANY LOGO]

A black version of the co-branded Initiative logo may be used on a white background when applications require a mark in black, or do not allow full color (e.g., fax sheet, black and white copies)

White

[COMPANY LOGO]

A reverse white co-branded Initiative logo may be used on any solid background that provides good contrast and legibility, when applications do not allow use of the preferred logo in full color

OPTION 2, CO-BRANDED ORS INITIATIVE LOGO AND SUPPORTER LOGO: CLEAR SPACE

Clear space is the minimum "breathing room" around the logo. This space should be free of text, graphics, etc.

The minimum clear space surrounding the co-branded Initiative and Supporer lock-up is equal to the height of the letter "O" in "OWN."

PREFERRED

height of "O" in "OWN" = also the space between each logo and line

VERTICAL ALTERNATE

height of "O" in "OWN" = also the space between each logo and line

OPTION 3: CO-BRANDED ORS LOGO AND SUPPORTER NAME

An additional co-branded or supporter logo may be used when professional design resources are available.

This logo must be customized using a digital master reference, which is available as a .EPS file (Adobe Illustrator CS6 and newer, for professional use).

See **page 2** for program colors and **page 3** for minimum size.

Detailed artwork specs are outlined on **page 8**.

PREFERRED

COMPANY NAME REMINDS YOU:
STORE YOUR FIREARMS RESPONSIBLY

See **page 3** for minimum size requirements

1-COLOR ALTERNATES

Black

A black version of this logo may be used on a white background when applications require a mark in black, or do not allow full color (e.g., fax sheet, black and white copies)

White

A reverse white logo may be used on any solid background that provides good contrast and legibility, when applications do not allow use of the preferred logo in full color

OPTION 3: CO-BRANDED ORS LOGO AND SUPPORTER NAME

Detailed artwork specs for this logo are illustrated to the right.

Note the following when customizing this treatment:

- all text below the ORS badge is set in DIN Pro Condensed Black, all caps
- the height of text below the ORS badge is equal to the height of "RESPECT IT. SECURE IT."
- the width of the text below the ORS badge may be up to 120% wider than the badge; if your company or organization's name is long, additional text may be stacked vertically
- the amount of space between the bottom of the ORS badge and the top of the variable type is equal to the 1/2 the height of "O" in "OWN"
- clear space surrounding the treatment is equal to the height of "O" in "OWN"
- when resizing the logo in Adobe Illustrator, make sure "scale strokes and effects" is selected in the "preferences" menu

International copyright law forbids NSSF and Project ChildSafe from sharing font externally.

If you are a supporter or a vendor who needs access to the DIN Pro font family, licenses may be purchased here: https://www.myfonts.com/fonts/fontfont/ff-din/

PROPORTIONS AND SPACING

OPTION 3, CO-BRANDED ORS LOGO AND SUPPORTER NAME: CLEAR SPACE

Clear space is the minimum "breathing room" around the logo. This space should be free of text, graphics, etc.

The minimum clear space surrounding this lock-up is equal to the height of the letter "O" in "OWN."

height of "x" = 1/2 height of "O" in "OWN"
widht of 2 "x" = height of "O" in "OWN"

CONTACT

Questions or request for exception should be submitted to **Bill Brassard** at **bbrassard@nssf.org** for review and final approval.

For more information please visit www.NSSF.org/ORS.