

**BROWNING<sup>®</sup>**

# **CORPORATE STANDARDS GUIDE**

- **CORPORATE IDENTITY**
- **CORPORATE COLORS AND TRADEMARK USAGE**
- **ARTWORK LIBRARIES**

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### **BROWNING CORPORATE STANDARDS**

The Browning corporate logotype, with minor modifications, has been in continuous use for over a century. Together with other Browning trademarks, such as the Buckmark logo, it has come to identify the corporation as a global enterprise renowned for the development, manufacture and marketing of a broad range of high-performance hunting, shooting and outdoor products.

The value of the Browning corporate trademarks increases with wide and consistent use. This guide provides clear guidelines for the proper use of the Browning over and under signature, side by side signature, the Browning logotype and the Browning Buckmark logo, including guidelines on their use in product packaging. These guidelines are a consensus of well-reasoned business and legal decisions developed over many years. Accordingly, any deviations from these practices require prior approval from the Browning Corporate Identification Standards Board, (801) 876-2711 ext. 3201.

The following trademark standards are intended to help Browning, its licensees, dealers and distributors present Browning in a manner that conveys a simple, clean and consistent message about Browning's products and corporate culture. These standards will make it easier to keep quality, value and tradition in the public eye as Browning continues to move forward in improving, developing and expanding product lines.

### **HISTORY OF THE BUCKMARK LOGO**

The Browning Buckmark is an integral part of the Browning brand. Over the years it has become deeply rooted in Browning culture, being displayed not only on Browning products, but by Browning enthusiasts on trucks, equipment, ATVs, airplanes – just about any place you can think of – as a personal show of brand loyalty. But it wasn't always that way. In the history of Browning, the Buckmark is a fairly recent addition.

The Buckmark logo was designed in the fall of 1977 by then Browning art director Don Bailey and was introduced in Browning literature and advertising in 1978 during the Browning Centennial celebration.

A little background is necessary to put this project and its timing into context. In those years, the Browning annual sales meeting was usually held in the month of July. Harmon Williams, then the president of Browning, felt that this was a relatively slow sales period of the year and, therefore, the best time of the year to bring the field salesmen into the offices. Since the late 1960s, Browning had been trying to break into non-gun markets with fishing, archery, boots, clothing, and knives. The objective was to insulate the company from the increasing threats of firearms legislation. Success with non-gun products was generally lukewarm, with boots and archery initially being the most successful.

The clothing line was very small in 1977, and the pressure was on to expand its acceptance. Invariably, whenever the clothing discussion came up, the salesmen always pointed to the example of the Izod shirt, which was a hallmark in those days. They attributed the Izod success to the appeal of the little alligator insignia embroidered on the pocket or just above the pocket. Browning needed an appealing insignia like this, they argued. By this time the issue had become a constant, almost nagging theme at the sales meetings for several years.

Coincidentally, just prior to the 1977 sales meeting, Browning released its ad agency in Salt Lake City, Utah, and formed an in-house agency called Mountain Green Advertising. Bailey was hired as the in-house agency's first art director in July 1977.

Immediately, after the 1977 sales meeting, Vern Peterson, Browning marketing manager, and second in command under Williams, gave the in-house agency its first project – come up with an insignia to embroider on Browning clothing. The second project received was to produce the 1978 Browning Centennial catalog.

There was no thought at the beginning of the project that it would include a Browning logo redesign, but very soon Bailey realized that the acceptance of the insignia required a strong association to the Browning brand in order to be able to stand alone on the breast of a Browning garment as Browning identification. Bailey felt this was an opportunity to advance the traditional Browning logo to a more contemporary design.



The design Bailey recommended was an abstract mule deer depiction, soon to be known as the Buckmark, the name it still bears today.

At the time he designed the logo Bailey felt that large mule deer had a mystique that no other big game animal possessed. He recalls that elk were not yet as common throughout the West as they are now. Mule deer were classic to Utah and big mule deer bucks were universally accepted as a symbol of the hunt. When designing the Buckmark, Bailey envisioned “a huge mossback buck walking away from the hunter and then, as they often do, taking one last look over his shoulder.” The perspective of the viewer is from slightly below the deer, which is a subtle effect you can see with careful examination of the logo.

Initially, Williams was not enthused with the Buckmark logo. His objection was that first of all, it was a hunting symbol, and Browning was trying to expand into some non-hunting outdoor sports including fishing and camping. Secondly, the mule deer was not the most popular big game animal; the whitetail deer had that distinction.

However, this was one of the very rare instances where those involved in the project, including Peterson and David Zeigler, Browning advertising manager, were able to convince Williams to change his mind. The argument was that this was an abstract symbol of the outdoors in general (fishermen and campers thrill to seeing deer as much as hunters do), and importantly, the mule deer is a western symbol that reinforces the western origins of the Browning company as opposed to a firearms companies largely located in New England’s “Gun Valley.” This was a hopeful argument to put before to the brutal marketing scrutiny of Williams, and to this day, those involved are surprised it succeeded.

When approval was given, a strategy to utilize the Buckmark both as a stand-alone symbol and as part of the traditional Browning word logo was adopted. The Browning Buckmark first appeared as an element of the Browning logo on the cover of the 1978 Centennial catalog. The Centennial catalog was printed in December 1977 and released at the Shooting Hunting and Outdoor Trade Show (SHOT Show) in January 1978. As a separate element (that is, not incorporated in the word logo), it also appeared in the 1978 catalog as a small “punctuation element” at the end of major text breaks.

Bailey remembers that a short time after the approval of the logo a fellow Browning employee commented on how much he liked the logo and how interesting he found the image of the doe within Buckmark. Bailey responded, “What doe?” Somewhat confused, he didn’t push the issue. He went back to his office and studied the logo for some time before the reverse image of the doe finally appeared to him as well. According to Bailey, “I really like the doe in the Buckmark, and consider it a happy accident.”

Bailey began subtle revisions to the Buckmark soon after the approval. The final version appeared a bit later in 1978.

Between the initial design developed for the presentation to Williams and the completion of 1978 print ads using the Buckmark there were several minor refinements of the Buckmark logo. Bailey was not totally satisfied with the first version used to gain the approval, and at least two more versions were produced in following weeks before the final version was formalized. Bailey pointed out that the first version was “too spindly when reduced to small sizes” so more thickness was added to the final version. For the same reason, Bailey also closed the gap between the ear and the base of the antler. The 1978 catalog and price lists use the second version. Two very early ads -- one for boots and one for clothing -- used the original Buckmark. By the time advertisements ran later in the spring of 1978, the final, third version was used. Contrary to the original assignment, Bailey immediately incorporated the Buckmark logo with the “Browning” word logo as a combined logo with the Buckmark on the left, next to the “B” in Browning.



None of the initial usages carried the registration mark (®). In fact, it was quite a few years before the word logo with Buckmark and the Buckmark alone were formally registered. Both elements eventually were registered but not simultaneously. The reason for this delay was lack of urgency, despite Bailey's insistence that it was critical to register the mark. He was proven right, of course, and ultimately his wish prevailed.

As an application on a product, the Browning Buckmark first appeared on Browning clothing, primarily coats and vests, in the 1979 clothing line. Not all clothing products carried it initially, because of carryover inventories, but ultimately it was phased into all product packaging and instruction elements as well as all Browning printed materials, advertising, sales literature, etc.

Thirty years after its first use, the Buckmark has become synonymous with the Browning brand. It is now a modern icon of quality, innovation, and love of the outdoors. It is displayed with pride by millions of hunters, shooters and outdoorsmen – including men, women, and children. You can own a Buckmark sticker in black, camouflage, stars and stripes and even pink. The popularity of today's "Show Us Your Buckmark" contest is the ultimate confirmation of the worldwide devotion to the Buckmark.



**BROWNING OVER AND UNDER SIGNATURE**

The Browning over and under signature consists of the Browning logotype and Buckmark logo combined as shown (Figure 1). This is the preferred usage and is an evolution from the previous version of the side by side corporate signature. This evolution is designed to give more emphasis and prominence to the two trademarks comprising the signature.

This is the official corporate signature and, as such, it must appear in at least one place on all Browning advertising, support material, packaging and, where practical, on Browning products.

The signature must always include the single registration symbol (®) below and to the right of the “G” as shown.

**BROWNING THE BEST THERE IS® (TBTI) TAGLINE**

The Browning over and under signature may be used with the The Best There Is® tagline as an option as shown at right (Figure 2). Note that there is no “®” on the tagline in this usage. However, this tagline without “®” may be used only with the complete over and under signature including the Buckmark logo. The tagline may not be used with just the Buckmark, logotype, or side by side trademark.

When using this option, use only artwork provided by Browning. New artwork should never be created by adding the tagline to an existing logo without the tagline. This is important to maintain consistency in proportion, font kerning, etc.

The tagline can stand alone in headlines or packaging. If used as a graphic element on Browning packaging, it is necessary to use Browning artwork (Figure 3). If the tagline is used as a headline or in text, it is not necessary to use Browning artwork. In this case the tagline should be written in the same font, etc., as used in the rest of the headline or text, with initial caps. It is not necessary to use bold, italics or quotes in this application. Whether used as a graphic element or written in a headline, it must include the registration symbol (®) after The Best There Is®.

This tagline is not to be used in ads, posters or other materials that include products from other manufacturers. It must be exclusive to Browning products.

FIGURE 1



FIGURE 2



FIGURE 3



**BROWNING SIDE BY SIDE SIGNATURE**

The Browning side by side signature consists of the Browning logotype and Buckmark logo combined as shown (Figure 5). This is not the preferred usage and is a substitute only to be used in situations where the official Browning over and under signature (Figure 1, page 2) is not practical because of its vertical nature, such as on knife blades and arrow shafts. Even if the side by side signature is used, the Browning over and under signature must still appear at least once on all printed materials and packaging accompanying Browning products. The side by side signature must also always include the single registration symbol (®) below and to the right of the “G” as shown.

**REMEMBER:** The over and under signature is Browning’s official corporate identity signature. As such, it will remain the preferred trademark. It must always appear somewhere on all packaging, literature etc., whether or not it is used as the primary identity on that piece.

**BROWNING LOGOTYPE**

The Browning logotype (Figure 6) consists of the word Browning in the traditional logotype form, using a serif font, all capitals, with a large “B” and large “G”. The logotype may be used when the Browning over and under signature is not practical because of size limitations (certain products such as fishing rods for example). However, in such instances, the Browning over and under signature (Figure 1, page 2) must appear on all associated collateral materials (hangtags, owner’s manual, etc.). When used alone, the logotype must always include the registration symbol (®) below and to the right of the “G” as shown.

**BUCKMARK LOGO**

The Buckmark logo is a graphic depiction of a buck deer’s profile facing to the left (Figure 7). A doe’s profile is depicted within the negative space. The Buckmark may never be turned to face right. When used alone, the Buckmark must always include the registration symbol (®). Any placement of the Buckmark with the logotype that departs from the over and under signature (Figure 1, page 2) or side by side signature (Figure 5, above) is prohibited.

On packaging, the usual location for the Buckmark is in the lower right hand corner of the primary or front side of the package. The entire Buckmark, including registration symbol (®), in most cases should appear on the package and not run off the edges. Allow visual space between the Buckmark artwork and package edges; the minimum space will be equal to the width of the widest part of the black line in the Buckmark that depicts the deer’s neck. To help create a strong logo identity, the Buckmark as a graphic element may be included in a similar location on other sides of a box or on the back of a card, if space is available.

FIGURE 5



FIGURE 6



FIGURE 7



**CORPORATE COLORS**

True and consistent reproduction of Browning corporate colors must always be achieved. The Pantone® Matching System (PMS) colors and their equivalent CMYK process colors have been included to accommodate all vendors. Always communicate these correct colors to vendors. As shown below, a custom yellow color and black make up the corporate colors. (Please note: the red accent line, buckskin color, PMS 132 gold and four-color, three-dimensional trademarks used previously have all been discontinued.)

**BROWNING YELLOW:****Spot color: PMS 130****CMYK:****C=2 M=30 Y=100 K=0****BROWNING BLACK:****Spot color: Black****CMYK: Superblack****C=60 M=50 Y=50 K=100****BROWNING METALLIC:****Spot Color: PMS 875****CMYK: NONE**

For all promotional items (in-store displays, banners, decals, etc.), exhibits (trade show booth signage, shooting events, etc.) and all product packaging, (gun boxes, hangtags, owner's manuals, etc.) use of the corporate colors is mandatory. Use of the corporate colors is not mandatory for Browning products, advertising materials, invoices etc. For special uses, a metallic ink version (PMS 875) of gold, or equivalent color in gold foil stamp can be used.

When using the Browning over and under signature or side by side signature, the Browning Buckmark and the Browning logotype (which make up the signature) should never be printed in separate colors. The entire signature should be printed in one color. For readability purposes, under no circumstances should a yellow logo be placed on a white background or a white logo be placed on a yellow background. When using any Browning logo, signature or trademark where Browning colors are mandatory, the allowed color combinations between logo and background are shown below.

**COLOR COMBINATIONS: ACCEPTABLE**

Black logo on white background



White logo on black background



Black logo on yellow background



Yellow logo on black background

**COLOR COMBINATIONS: NOT ACCEPTABLE**

For questions regarding the proper use of corporate colors, please contact the Browning Corporate Identification Standards Board at (801) 876-2711, ext. 3201.





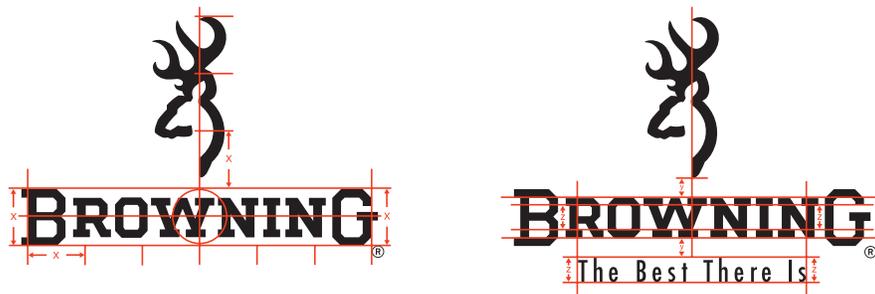
**ARRANGEMENT**

The Browning trademarks must appear only in one of the arrangements shown in this guide. ONLY use the combined Buckmark and logotype as shown in Figure 1 on page 2 for the Browning over and under signature. Only use artwork provided by Browning. Do not attempt to create any new Browning trademark artwork. Do not change letterforms or space between letterforms. Do not use another typeface to create the Browning logotype (big B, big G) or tagline. Avoid using non-preferred logos or signatures except in the special situations described in this guide.

**PROPORTION**

Enlargement and reduction of these trademarks must be precise and proportional using artwork provided by Browning. Do not skew, stretch or condense elements of the corporate trademarks in any way.

**CORRECT TRADEMARK PROPORTIONS**



## APPLICATIONS

All printed materials, packaging, advertising material and stationery, including invoices, etc. must display the official Browning over and under signature (Figure 1, page 2). The separate Browning logotype or side by side signature may be used in place of the Browning signature only if space restrictions make it impractical. The Buckmark logo may be used as a separate design element, but only if the Browning over and under signature appears elsewhere on the application. The Browning over and under signature must always be used at least once per application.

This means that somewhere on the piece (the product itself or its accompanying box, hangtag, or garment tag, etc.) the full Browning over and under signature (Figure 1, page 2) must exist.

The Browning logotype and Browning side by side signature will never be used in a body of text or in text headlines as in a sentence or phrase. As a rule, the word “Browning” will be set and printed in the same font and font size as the rest of the text.

The Browning line of clothing.	ACCEPTABLE
The <b>BROWNING</b> line of clothing.	NOT ACCEPTABLE
The BrowninG line of clothing	NOT ACCEPTABLE

## ALTERNATE LOGO AND LOGOTYPE DESIGNS ARE PROHIBITED

For example, arching the Browning logotype, developing a “big B, big G” version of the word Browning that differs in font or style from the official Browning logotype and other non-conforming versions of Browning’s trademarks improperly represent the Browning logotype and other trademarks, and thus dilute their value.

NOT ACCEPTABLE

**Browning**

NOT ACCEPTABLE

**Browning**  
“The Best There Is™”

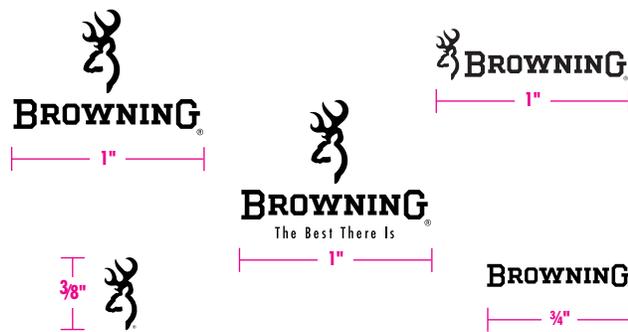
NOT ACCEPTABLE

 **The Best There Is®**



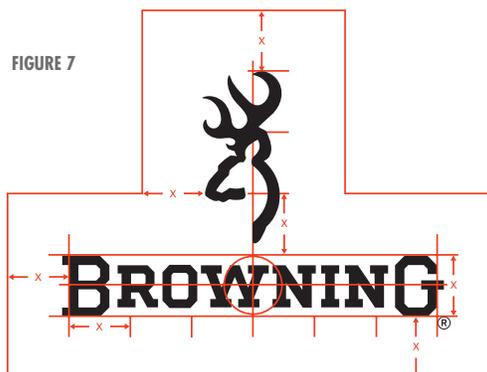
### MAXIMUM AND MINIMUM SIZE

The Browning trademarks have been designed to hold readability over a variety of sizes in positive and negative color applications. There is no maximum reproduction size of the trademarks; however, there are minimum sizes that must be maintained. The minimum length of the Browning side by side signature is 1" (26mm) and no less. The minimum length of the Browning signature with The Best There Is tagline is 1" (26mm) and no less. The minimum length of the Browning logotype is  $\frac{3}{4}$ " (20mm) and no less. The minimum height of the Browning Buckmark logo is  $\frac{3}{8}$ " (10mm) and no less. All trademarks are to be proportionally reduced and enlarged using the artwork provided by Browning.



### VISUAL SPACE

The Browning trademarks must be surrounded by sufficient space, as indicated in Figure 7, to separate them from nearby elements (e.g. other logos) that may cause distraction. In addition, care should be taken not to place other logos in close proximity to Browning trademarks in such a way that they compete with them, even if such usage does not infringe on the visual space indicated. While there is no prescribed distance between such trademarks, document designers should use their discretion when creating documents with multiple logos. This includes the logo form of a product name as well as corporation or company name logos.



### BACKGROUNDS

The Browning trademarks should never be placed on visual backgrounds that hamper their readability. Backgrounds with patterns or textures other than approved Browning packaging textures or corporate colors, should be avoided, as should backgrounds that are too close in color to the Browning trademark and thus decrease contrast. Acceptable background solid colors where the use of Browning corporate colors is mandatory are listed on page 4. For other colors or backgrounds, if unsure of proper usage, please contact the Browning Corporate Identification Standards Board at (801)876-2711 ext. 3201.



### TRADEMARK INFORMATION FOR BROWNING LICENSEES

All Browning licensees (fishing, archery, footwear, etc.) must identify their license category on all sales literature, packaging, correspondence, promotional materials, exhibits and other printed materials by centering the name of the category immediately below the Browning signature as shown (Figure 8). The product itself may use the Browning over and under signature, side by side signature, logotype or Buckmark logo. Licensees may not use the tagline The Best There Is in their signatures, but may use the tagline as a stand-alone item as described on page 2. Licensees should otherwise follow color, spacing, and usage standards as listed in this guide.

FIGURE 8: EXAMPLES OF BROWNING LICENSEE TRADEMARKS



All published materials used in the sale, advertising and promotion of licensed products must bear the following legend:

**Browning Trademarks Licensed From Browning.**

This not only includes items such as catalogs, advertisements, hang tags, instruction or owner's manuals, but also stationery, business cards, invoices, signage, Web sites, press releases and the like. Any published piece that contains the Browning trademarks must carry this legend. This legend may be in unobtrusive type (minimum size 6 pt.) on the back cover of a catalog or at the bottom of a page.

Licensees must not create their own Browning licensee trademark artwork. They must only use artwork provided by Browning. Licensees can obtain such artwork from the Browning Corporate Identification Standards Board. Additionally, packaging and printed materials using Browning corporate identity must be reviewed and approved by the Browning Corporate Identification Standards Board prior to publication or distribution.



**COMPLETE LISTING OF BROWNING TRADEMARKS AND CURRENT VERSION FILENAME**

When using digital artwork of any Browning logotype, it must carry a filename which begins with the “B\_”, prefix. This designates the most accurate and current version of the logotype. If the file does not carry this prefix it is an old and possibly inaccurate version and should not be used.

The versions shown below are for black and white artwork. Reverse, spot color, and CMYK digital artwork in a variety of file types can be obtained by contacting the Browning Corporate Identification Standards Board.

OVER AND UNDER SIGNATURE  
(B\_BROWNING\_SIG.xxx)



OVER AND UNDER SIGNATURE WITH TBTI TAGLINE  
(B\_BROWNING\_TBTL.xxx)



SIDE BY SIDE SIGNATURE  
(B\_BROWNING\_SBS.xxx)



BROWNING LOGOTYPE  
(B\_LOGOTYPE\_AUTOCENTER.xxx)



BUCKMARK LOGO  
(B\_BUCKMARK.xxx)



TBTL TAGLINE  
(B\_TBTL.xxx)

The Best There Is®

TO OBTAIN LOGO ARTWORK:  
PHONE: (801)876-2711 EXT. 3201  
E-MAIL: [suei@browning.com](mailto:suei@browning.com)  
OR DOWNLOAD FROM [BROWNING.COM](http://BROWNING.COM)



**PROBLEMS, SUGGESTIONS AND EXCEPTIONS**

Any problems that may arise, as well as suggestions for possible inclusion to the Browning Corporate Standards Guide must be referred to the Browning Corporate Identification Standards Board.

Browning  
Advertising Department, Attn: Corporate Standards  
Attn: Sue Sodoma  
One Browning Place  
Morgan, Utah 84050-9326  
(801) 876-2711 ext. 3201  
suei@browning.com

**BROWNING STANDARDS AND RESTRICTIONS**

Browning has carefully developed its company image and company name. Strict adherence to company name, colors and logos as set forth in this guide are required. Restrictions apply to the use of any Browning trademarks. Unauthorized use of the name and marks is prohibited. The Browning name or marks cannot be used for any purpose, other than the normal conduct of Browning business, without the advance written approval of Browning.





**BROWNING**

**BROWNING.COM**

**BROWNING US:** Morgan, Utah 84050-9326

**BROWNING CANADA:** Browning Canada Sports Ltd./Ltée, St-Laurent, Quebec H4S 1W6

**BROWNING INTL:** Parc Industriel des Hauts-Sarts, B-4040 Herstal, Belgium

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