



BRAND STANDARD GUIDELINES

www.USCCA.com



GUIDELINES

The USCCA is proud of the work we do, the services we provide, and for what we represent. Our name and logo are important assets that have gained, and will continued to gain, recognition by millions of Americans. These guidelines are designed to help us present our logo and our image in a consistent way in all products and communication material we produce.

If you have any questions, or for any departure from these standards, please contact one of our Creative Directors, they will be able to assist you with any questions or concerns you may have with the Brand.

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OUR BRAND

The USCCA is an organization of Patriots. As such, it was vital that we communicate our convictions by using a symbol worthy of that title.

THE EAGLE Our decision to use the eagle as a central part of our logo and is not a coincidence. The eagle is not only the symbol of our nation, but it is a majestic creature of strength and long life. Our mission to stand strong and fight for the cause of liberty and freedom which is part of the fabric of our nation's history, and it is a major part of the USCCA. The eagle represents everything we believe in as an organization.

THE SHIELD represents our God-given, natural-born right to defend our families, our homes, and ourselves. Every human life is precious and worth protecting from harm, and we are committed to helping people become prepared to do whatever it takes to safeguard life in the face of any potential threat.

THE BLADE that is overlaying the shield in the lower right side of the logo represents our resolve to fight for what we believe is right, and our willingness to use force to protect our loved ones and ourselves.

THE STAR represents knowledge, as well as our commitment to stand together as one, unified voice.

THE COLORS of our logo are chosen with obvious homage to our great nation and the values that our founding fathers fought for. We are Patriots, and we will continue to honor the values our nation was founded upon.

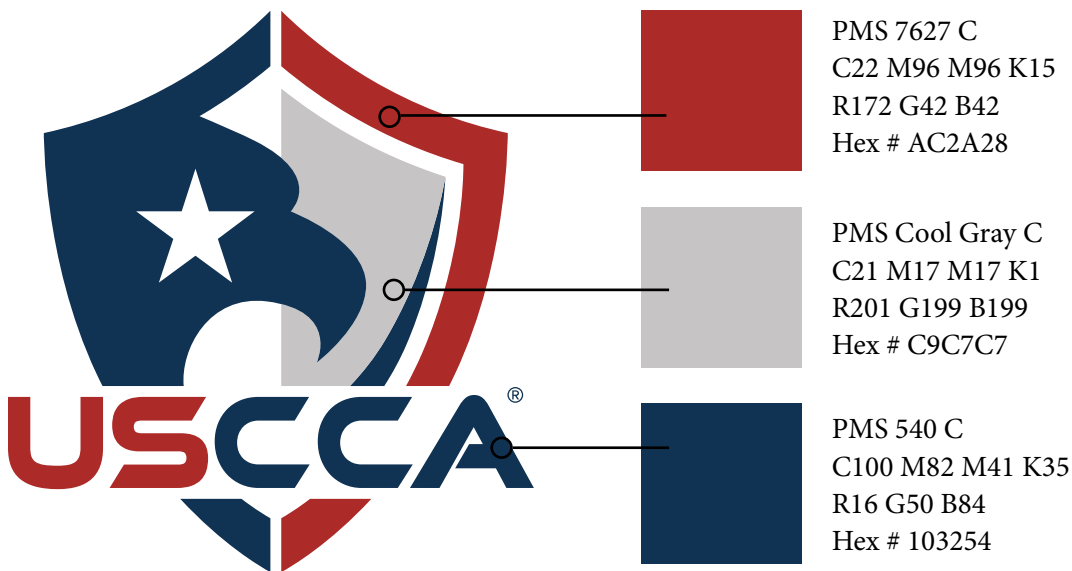
CONSISTENCY IS EVERYTHING

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. That approach is based upon the understanding that every choice and every decision — not advertising or collateral alone — communicates something to someone about our brand and about the USCCA. When messages are delivered within a consistent framework that reinforces the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand recognition and preference. Promotional dollars can be more effective, serving short-term sales goals as well as longer-term objectives for the brand.

USCCA LOGO

The logo consists of the shield, blade, star, eagle and the USCCA logotype. The logo should not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a digital master reference.

The logo must always have good contrast with the background to ensure maximum impact and readability.



ONE-COLOR
Rich Black or
PMS Black 6 C



REVERSED
White

LOGO DO'S & DON'TS

- **DO** contact us if you need alternative file types.
- **DO** keep the appropriate proportions and resolution of the logo and file types.
- **DO** keep the USCCA brand colors.
- **DO** use the correct file type for the appropriate medium (print or web use.)
- **DON'T** add to or remove any elements of the existing USCCA logo. *The USCCA logo should not be reproduced, recreated, or altered in any way.*
- **DON'T** stretch, squish, or distort the logo.
- **DON'T** alter the colors of the USCCA logo.
- **DON'T** reverse a transparent logo.
- **DON'T** omit out the Registered Trademark symbol.