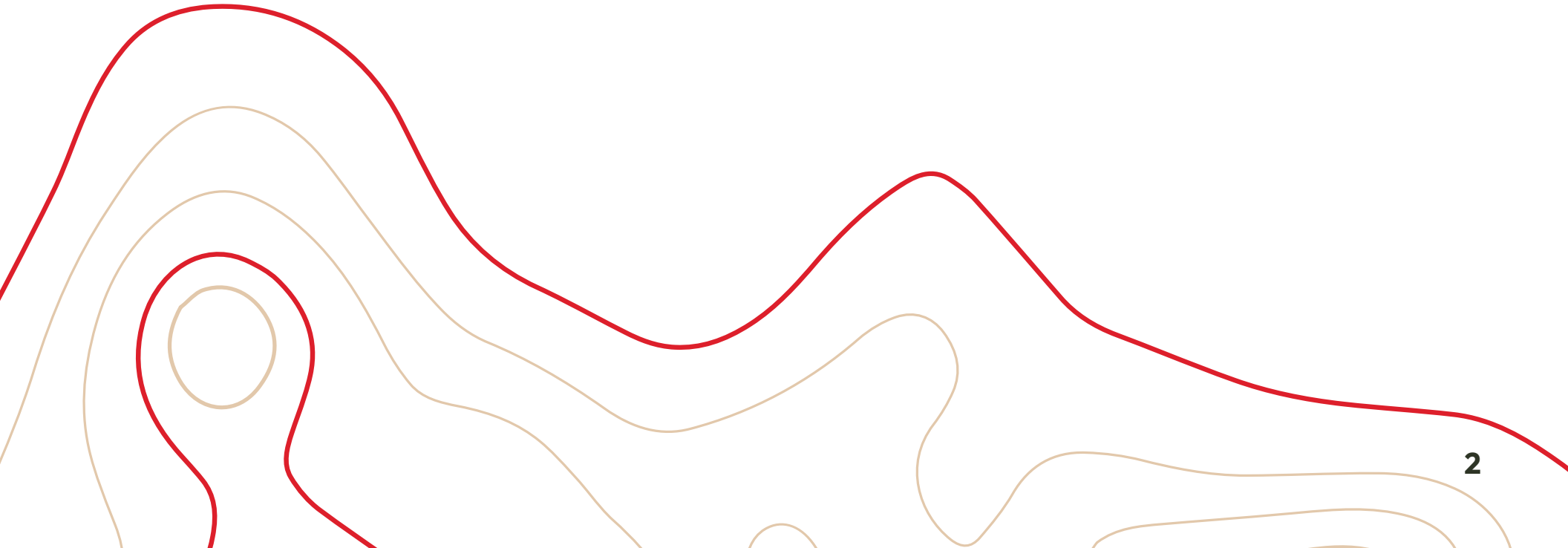


BRAND GUIDELINES

10-2024

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Mission

Scouring the planet for best-in-class products that stand up to the demands of every adventure.

Vision

Relentlessly pursuing the title of world's most trusted source for premium outdoor gear, optics, and firearms.

Voice

EuroOptic talks in the voice of a trusted advisor and seasoned outdoorsman. We're your guide to a lifetime of exploration, helping you discover the premium gear and equipment to conquer every frontier.

We use no-nonsense language to engage with adventurers from every walk of life. But we've got the technical know-how and hands-on experience to get down into the nitty-gritty specs and details.

We speak directly to the untamed wilderness in everyone, connecting our audience to new horizons whether they're setting out on a backyard adventure or a distant expedition.

Tone

We Are	We Are NOT
Adventurous	Timid
Brave	Arrogant
Seasoned	Scholarly
Respectful	Polite
Direct	Rude
Trustworthy	Boring
Experienced	Expert

Messaging Pillars

Untamed Integrity

Honesty and transparency guide every action, without compromise.

Golden Rule Guidance

We treat everyone with the fairness and respect we expect for ourselves.

Rock-Solid Support

We exceed customer expectations with experienced guidance and personal service.

Expedition-Ready Gear

We hand-pick premium outdoor equipment built to withstand even the toughest conditions.

Trailblazing Drive

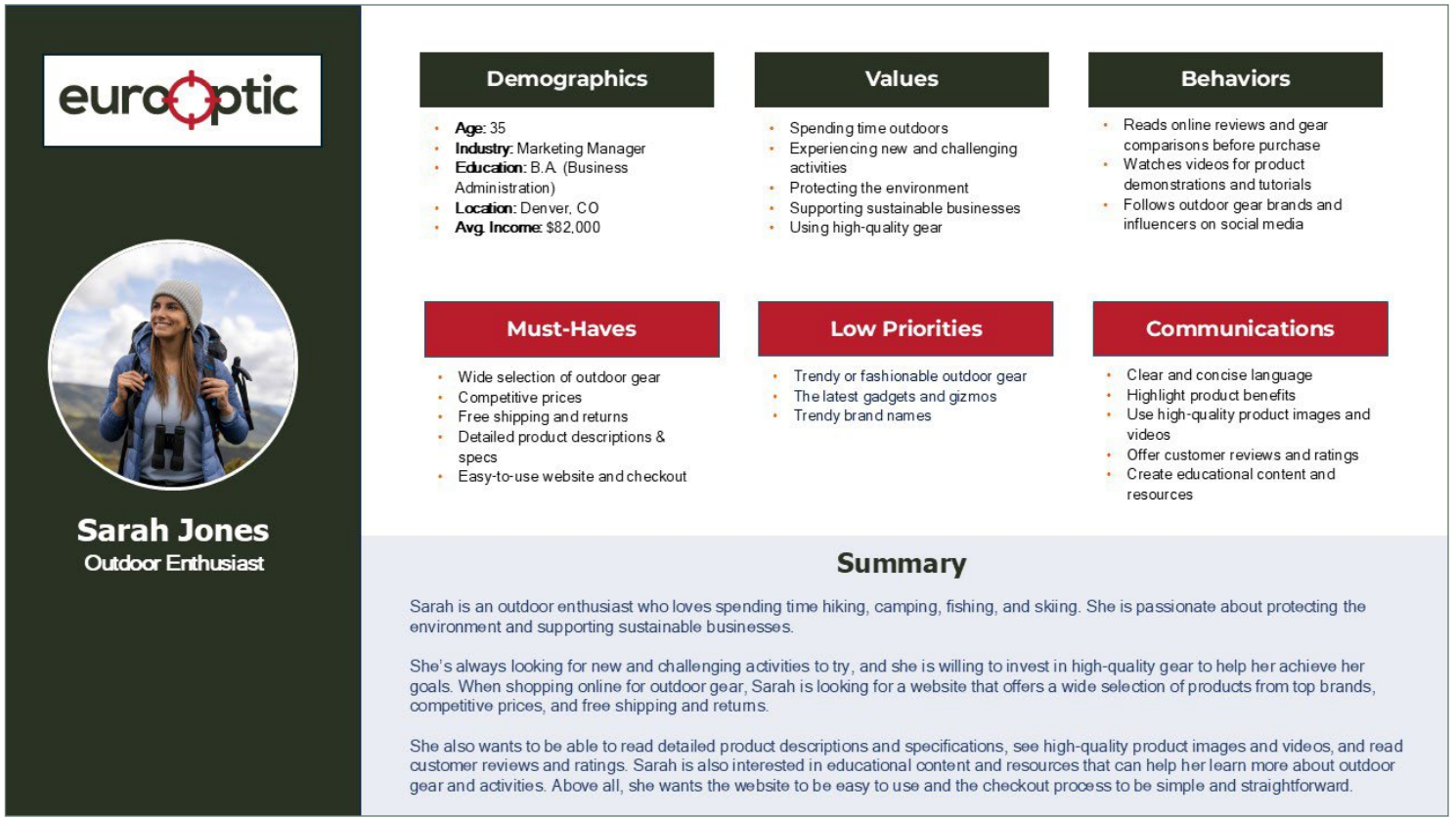
We inspire exploration and connection with nature through our shared passion for the outdoors.

Relentless Reliability

We deliver on every promise and stand behind every product we sell.

Personas Overview

The following persona summaries are fictional representations of our key target audiences. Keeping these targets top-of-mind helps prioritize factors that drive buying decisions and differentiate our company in the market. For the full and comprehensive persona profiles, please contact the marketing department.



Personas Overview



Sarah Jones, Outdoor Enthusiast
Sarah embraces diverse outdoor activities and seeks new challenges fueled by her passion for sustainability. She values high-quality gear, detailed information, and a seamless online shopping experience.



David Anderson, Hunting Lodge Property Manager
David prioritizes premium experience for his guests, investing in gear to enhance their stay and ensure the longevity of his property. He values community engagement and staying competitive.



Michael Carter, Government Procurement Director
Michael carefully selects gear for government personnel, balancing safety, efficiency, and budget. He prioritizes quality, reliability, and value while seeking streamlined procurement processes.

Personas Overview



Alex Ramirez, Military / Law Enforcement
Alex relies on durable, professional gear and values teamwork and expert recommendations. He appreciates a wide selection, professional discounts, clear information, and efficient service.



Emily Davis, Birdwatcher
Emily actively explores natural habitats to observe and learn about birds. She values quality, functionality, and expert advice in her gear while connecting with the birdwatching community.



Beth Wainwright, VIP Collector
Dr. Wainwright, a discerning collector, seeks prestige and quality in her outdoor gear. She values exclusive products, expert curation, personalized service, and detailed information.

Personas Overview



Mike Anderson, High-End Hunter
Mike pursues challenging hunts and invests in top-tier gear and experiences. He values expertise, quality, and community with fellow hunters and draws inspiration from industry leaders.



Charlie Adams, Estate Owner
Charlie enjoys sharing his land and passion for conservation with loved ones. He values quality, personalized service, and expert advice to enhance his outdoor experiences and support sustainability.



Sarah Nguyen, Seasonal Traveler
Sarah meticulously plans sustainable adventures and captures her experiences through photography. She values specialized, eco-friendly gear from brands with ethical manufacturing practices.

Brand Palette

The EuroOptic palette balances rich, bold primary colors with a series of natural earth tones to forge a strong connection between brand, audience, and the great outdoors.

Primary Colors

Green
HEX | #2D3425
RGB | R-45 G-52 B-37
CMYK | C-69 M-56 Y-76 K-63

Red
HEX | #BE1E2D
RGB | R-189 G-32 B-46
CMYK | C-18 M-100 Y-91 K-8

Light Gray
HEX | #EEEEEE
RGB | R-238 G-238 B-238
CMYK | C-5 M-4 Y-4 K-0

Dark Gray
HEX | #333333
RGB | R-51 G-51 B-51
CMYK | C-69 M-56 Y-76 K-63

Secondary Colors



Green #2

HEX | #425247

RGB | R-66 G-82 B-71

CMYK | C-70 M-50 Y-66 K-38



Green #3

HEX | #657C6D

RGB | R-101 G-124 B-109

CMYK | C-62 M-38 Y-57 K-13

Tan #1

HEX | #EBDFCC

RGB | R-234 G-223 B-204

CMYK | C-7 M-10 Y-19 K-0

Tan #2

HEX | #F4ECE1

RGB | R-245 G-237 B-225

CMYK | C-3 M-5 Y-10 K-0



Slate Blue

HEX | #4C6173

RGB | R-76 G-97 B-115

CMYK | C-74 M-55 Y-40 K-17



Rusty Orange

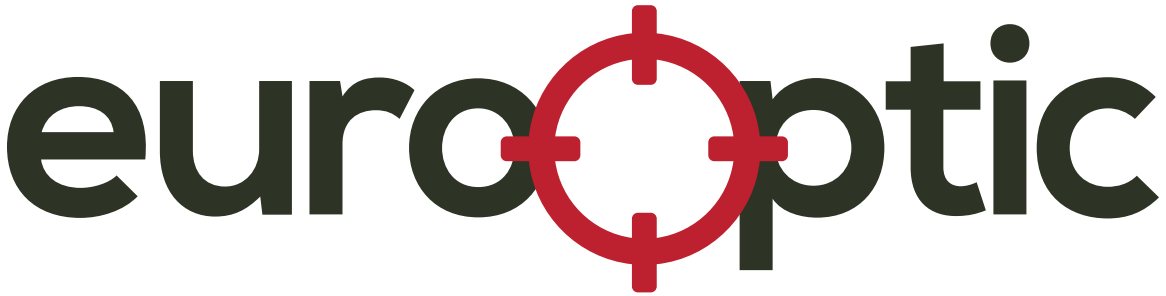
HEX | #974901

RGB | R-151 G-73 B-1

CMYK | C-28 M-76 Y-100 K-24

Our Logo

The EuroOptic brand mark is designed with precision and simplicity in mind. From the clean sans-serif font to the bright red reticle, it delivers a bold yet approachable entry point for every customer interaction.

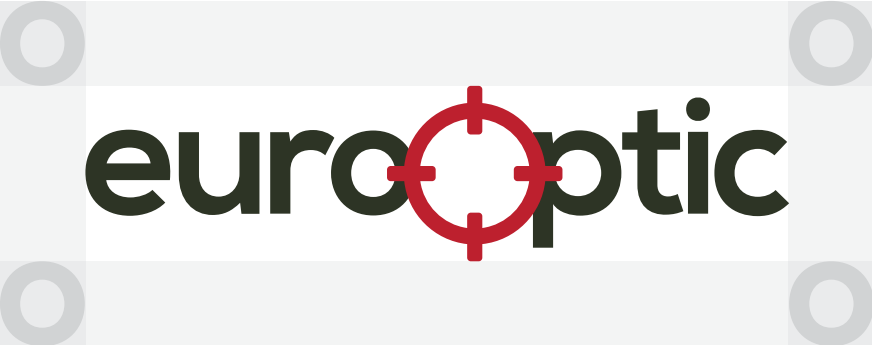


Logo Usage

Here are a few essential guidelines to help ensure the consistent application and treatment of this critical brand identity element.

Clear Minimum Space

To avoid crowding the logo, aim for a minimum clear space equal to the height and width of the “o” in euro.



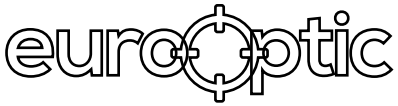
Primary Logo



Square Logo

Things to Avoid

Here are a few examples of logo abuse. This is NOT an all inclusive list.
When in doubt, reach out to the marketing department.



DON'T Outline



DON'T Add Drop Shadows



DON'T Emboss



DON'T Stray From The Pre-Existing
Defined Color Options



DON'T Stretch Or Distort



DON'T Place Logo On
Complex Backgrounds

Typography

We use a strong serif font (Cardo) for eye-catching headlines and balance it with a clear and readable sans-serif font (Outfit) for body copy.

Cardo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789$%&(,.:#!?)

Outfit

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789$%&(,.:#!?)

Description

EOTech's **Vudu 1-10x28mm Riflescope** combines durability and precision into one high-performance optic! It features a one piece, aircraft grade aluminum tube for superior strength and shock resistance. The lenses are constructed from XC High-Density glass with multi-coatings for exceptional light transmission and outstanding edge-to-edge clarity. The Vudu's elevation turret is exposed for making adjustments in the field, and uses a unique push-pull locking mechanism to prevent any accidental changes. When making adjustments, the turrets produce an audible and tactile "click" to assist the shooter in making the proper point-of-impact corrections. Other features of the Vudu 1-10x28mm is the advanced **SR-4 reticle**. The SR-4 is composed of a precise 1-MOA illuminated dot in the middle of an illuminated circle, with horizontal and vertical stadia lines with multiple holdover points. This entire configuration is in the center of EOTech's exclusive Speed Ring. Thanks to the SR-4's first focal plane position, the Speed Ring can be used to rapidly acquire and engage targets at shorter ranges and lower magnifications, essentially allowing the shooter to use the Vudu 1-10x28mm like a red dot sight. When the magnification is dialed up, the Speed Ring disappears from view and the SR-4 reticle is brought into full focus. This significantly improves accuracy at longer ranges, and lets the shooter take full advantage of the reticle's holdover points for bullet drop and wind drift compensation.

Features of the Vudu 1-10x28mm:

- One piece, aircraft grade aluminum tube
- XC High-Density glass lenses
- First focal plane, illuminated reticle
- Exposed elevation turret

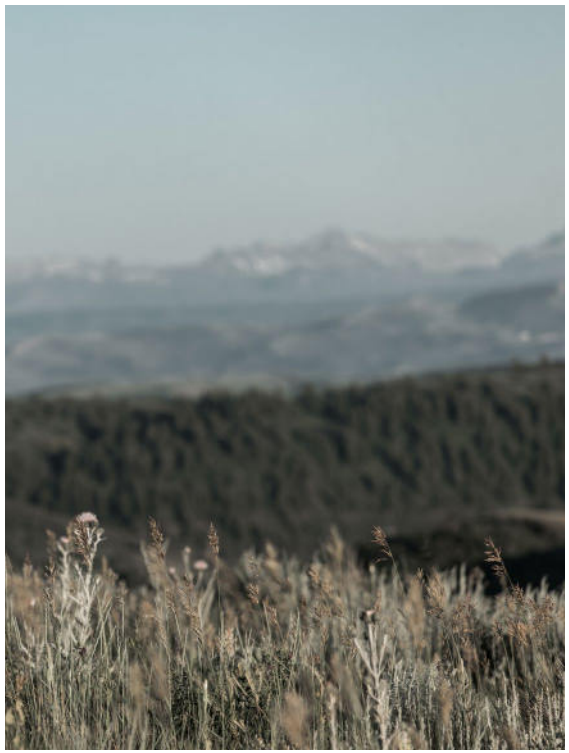
Sample of typography structure.

Photography

We use images that capture the world's wild and untamed landscapes in vivid and compelling scenes. When incorporating people, we highlight adventures-in-progress to frame our premium gear and equipment in action.



Landscapes & Topography



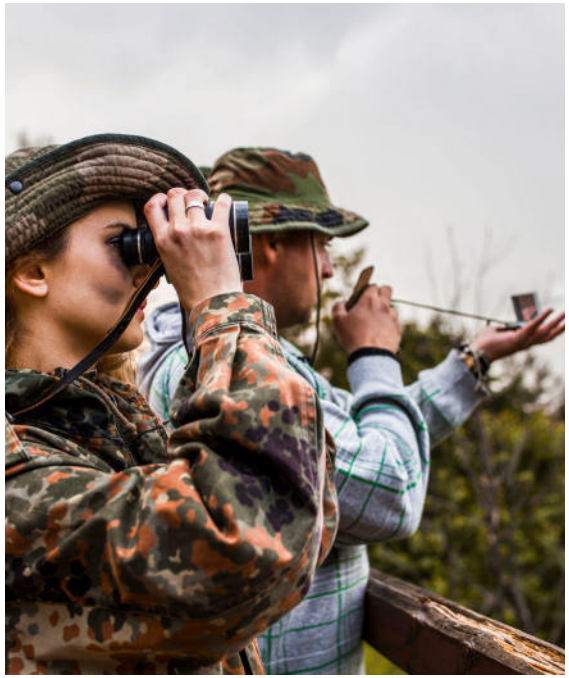




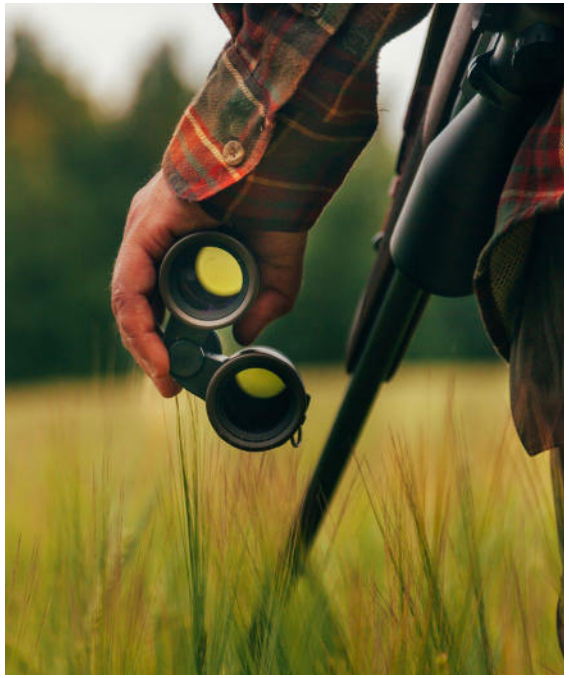
People



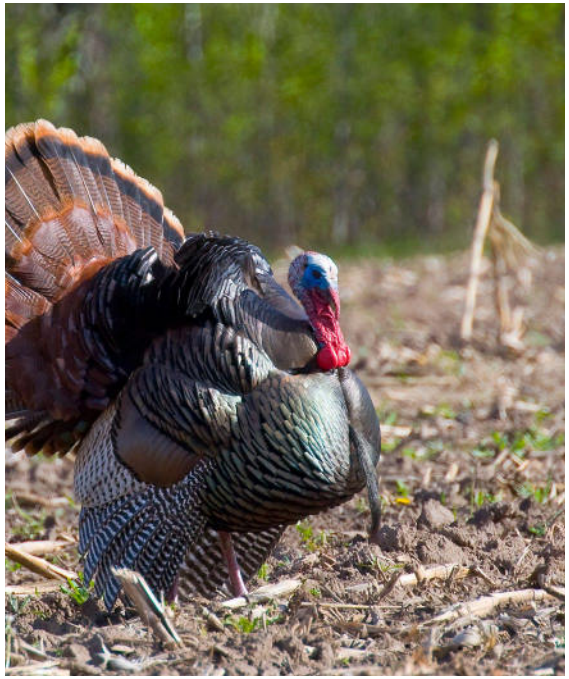




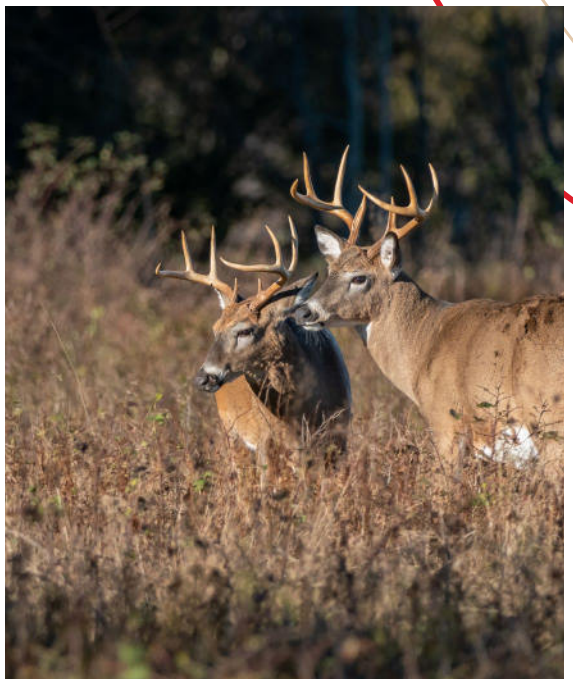




Game Animals







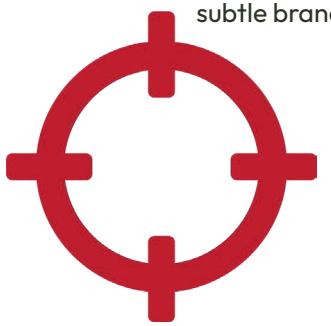


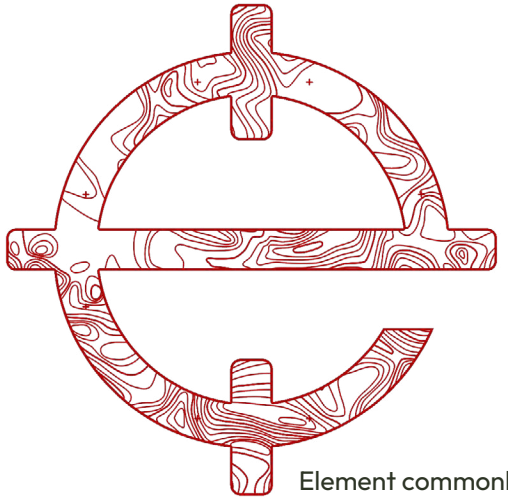


Graphic Elements

From texture overlays and topographic lines to a range of reticles, we leverage several graphic elements to incorporate and highlight our brand in a visual conversation with the many premium gear brands we offer customers.

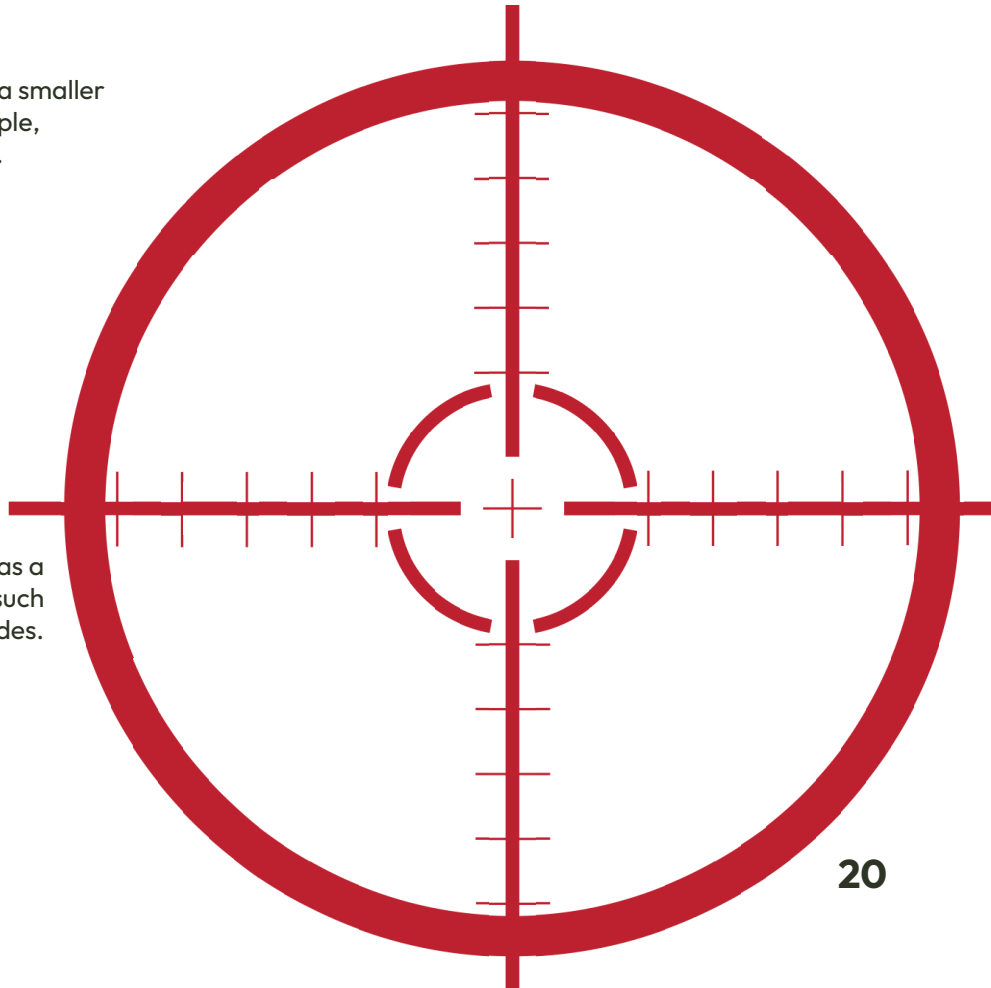
Element commonly used as a smaller icon or bullet. More of a simple, subtle brand reinforcement.



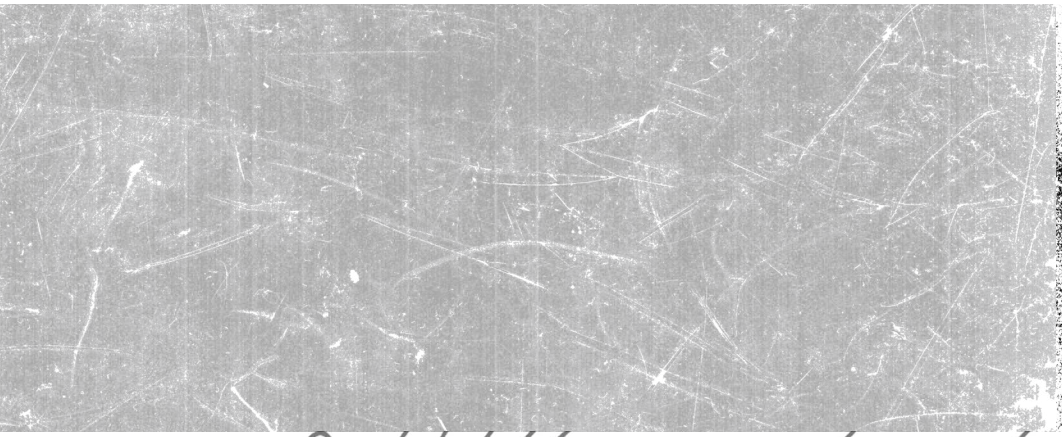


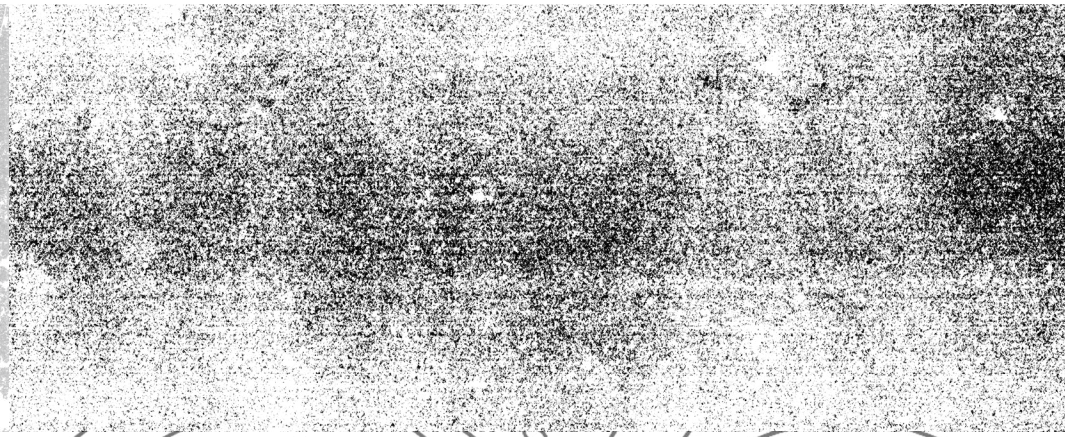
Element commonly used in artwork for advertisments.

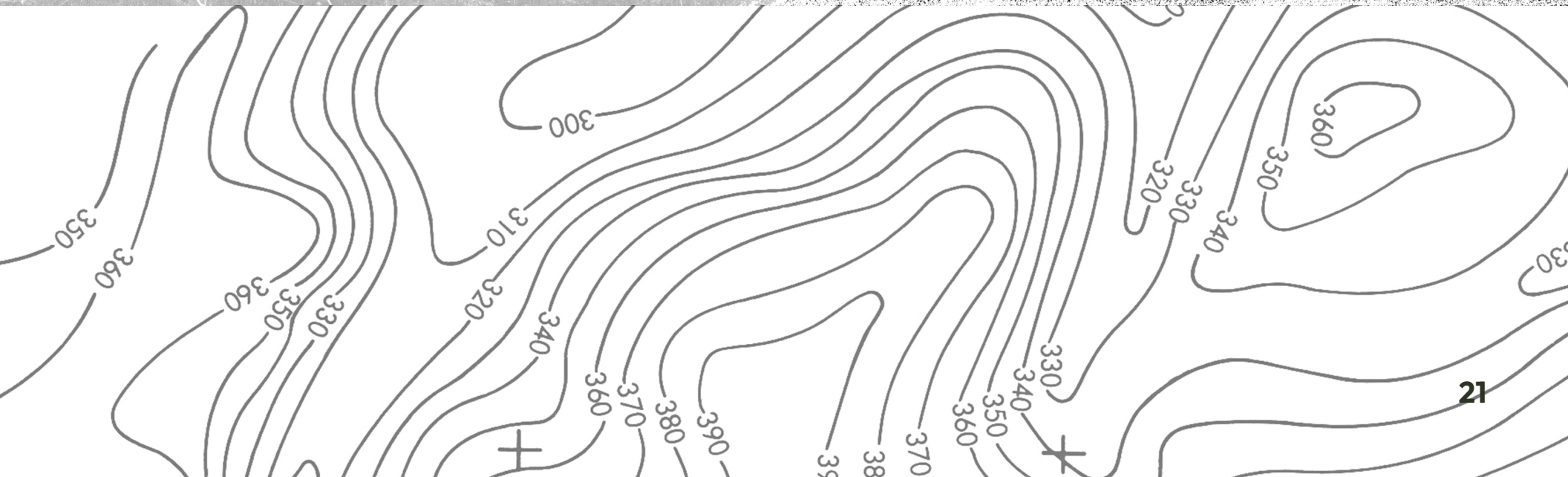
Element commonly used as a larger overlay on images such as in PPT transition slides.



Example Textures And Topographic Lines







FPO

SOCIAL MEDIA

Facebook

Platform Goal:

Content Focus:

Blog Feature

Product Feature

Tales from the Wild

Etc.



Preferred Specs:

Feed: 1200 x 628 or 1200 x 1200

Stories: 1080 x 1920

Video: (Facebook prefers native video content) less than one minute for feed and 20 seconds for stories (max is 240 minutes)

FPO

SOCIAL MEDIA

Instagram

Platform Goal:

Content Focus:

Blog Feature

Product Feature

Tales from the Wild

Etc.



Preferred Specs:

Feed: 1200 x 1200

Stories: 1080 x 1920

Video: Try not to exceed 60 seconds, otherwise 2-5 minutes

Stories: 15 seconds

Reels: 15-60 seconds (max is 60 minutes)

FPO

SOCIAL MEDIA

LinkedIn

Platform Goal:

Content Focus:

Blog Feature

Product Feature

Tales from the Wild

Etc.



Preferred Specs:

Feed: 1200 x 628

Video: Length 30 seconds (max 10 minutes, ad max length 30 minutes)

FPO

Print Collateral





PowerPoint Presentation





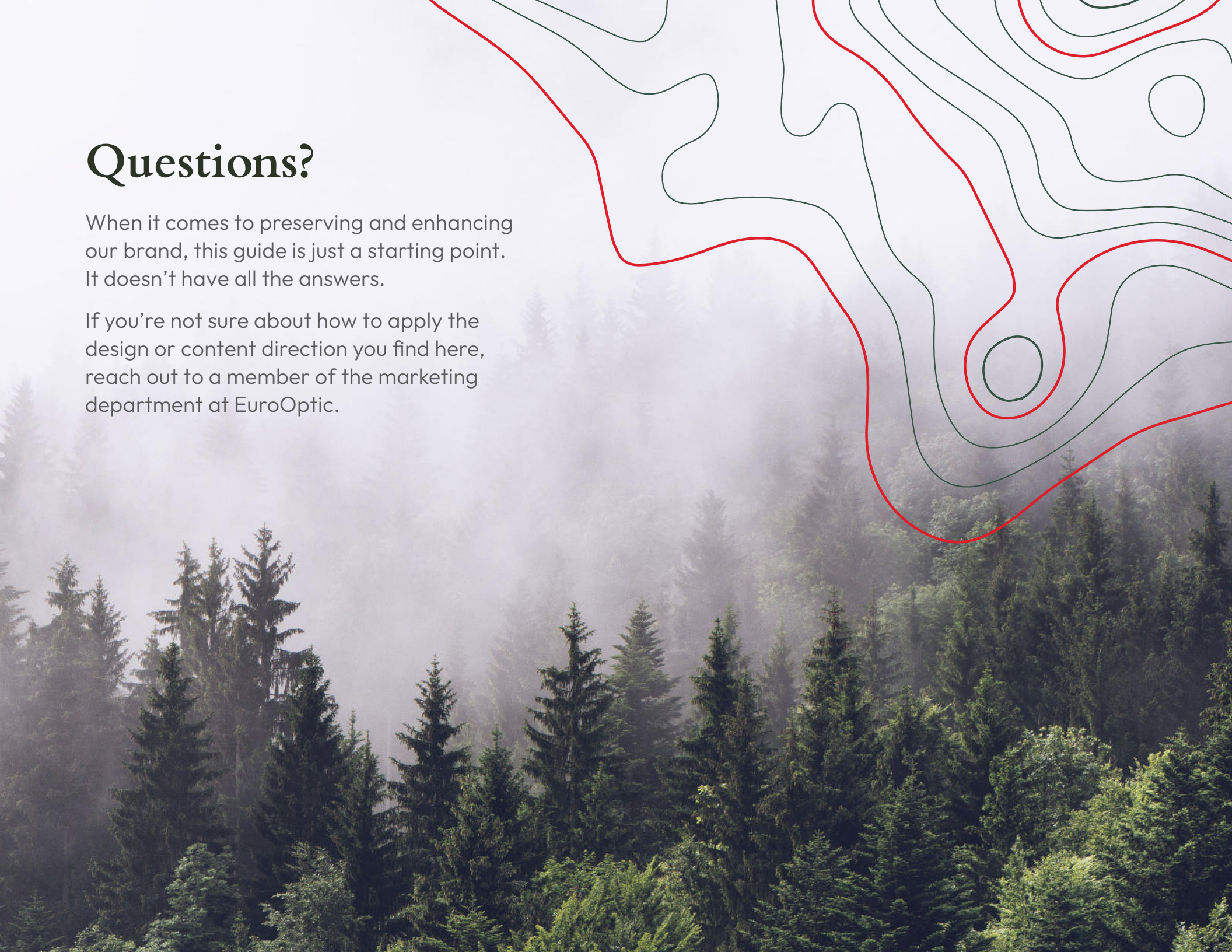




Questions?

When it comes to preserving and enhancing our brand, this guide is just a starting point. It doesn't have all the answers.

If you're not sure about how to apply the design or content direction you find here, reach out to a member of the marketing department at EuroOptic.




eurooptic
Badlands
LEUPOLD