



Visual Language

Aguila[®]

Mission

Introduce premium products with fine regard for innovation, detail and performance

Vision

Establish our ammunition as the premier leader globally

Main purpose

Adapt the brand identity with a practical and creative approach allowing a direct link with the user reflecting our values and our community

Simple, yet effective.

Effortless, yet bold and vibrant.

Color Palette

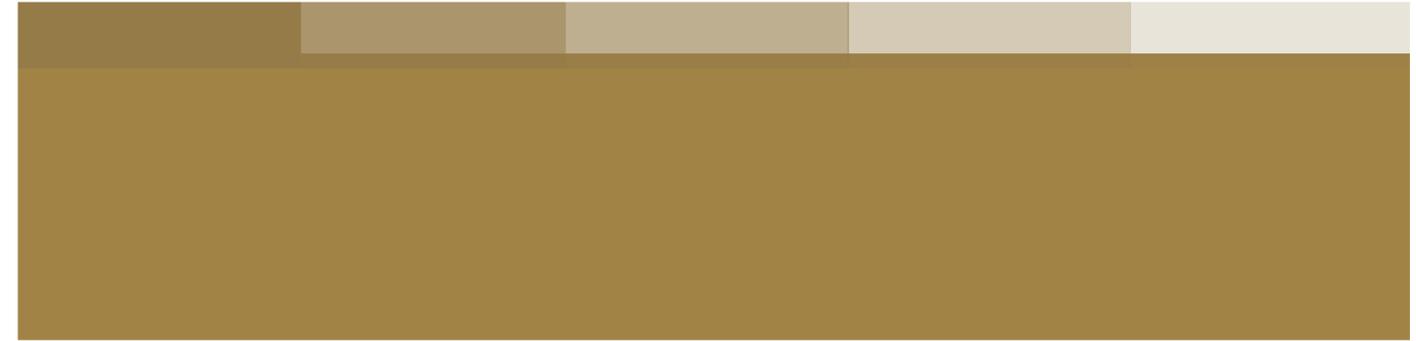
AGUILA AMMUNITION® VISUAL LANGUAGE

Color Palette



Pantone 485 C

CMYK: 0% - 95% - 100% - 0% | RGB: 218-41-28 | HEX: #E1251B



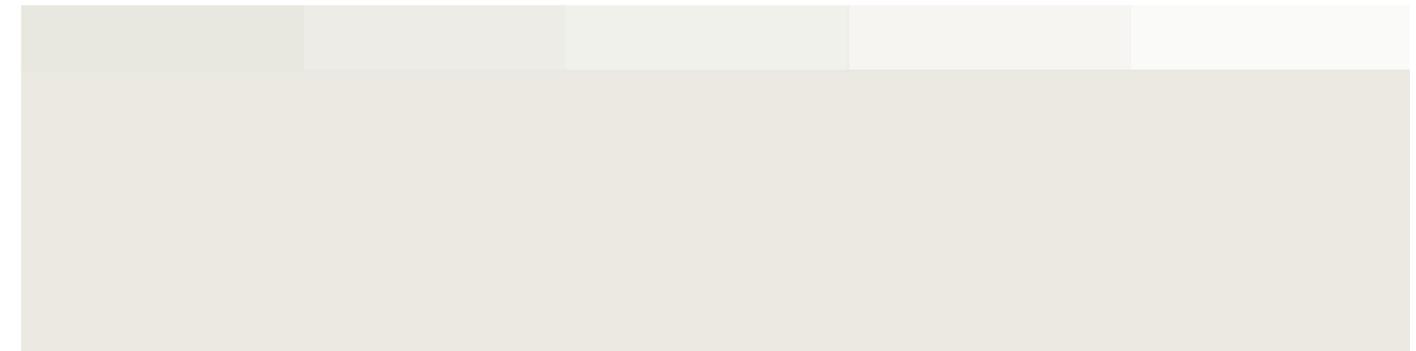
Pantone 871 C (Gold)

CMYK: 32% - 47% - 100% - 11% | RGB: 165-125-44 | HEX: #A18347



Pantone Black C

CMYK: 67% - 64% - 67% - 67% | RGB: 45-42-38 | HEX: #2D2A26



Pantone 7527 C 50% OPACITY

CMYK: 17% - 15% - 18% - 2% | RGB: 206-199-183 | HEX: #CEC7B7

Typography

AGUILA AMMUNITION® VISUAL LANGUAGE

Typography

Used for all body text/copy, titles and Subtitles.
It can be used in variations of: Regular, *Italic* and **Bold**.

D—DIN

Aa
Regular

Aa
Regular Italic

Aa
Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

1234567890 1234567890

&@#% ^ } | ~ ! ? < " : }

Used for Slogans, Titles, to highlight texts (*can mix with D-DIN*).
This typeface has accents; the words must be accented even if the characters are in upper case.

HUDSON NY

A HUDSON NY-
REGULAR

A HUDSON NY-
PRESS

AABBCCDDEEFFGGHHIIJJKKLLMMNNOO

PPQQRRSSTTUUVVWWXXYYZZ

1234567890 1234567890

&@#% ^ } | ~ ! ? < " : }

Emblem + Logotype

AGUILA AMMUNITION® VISUAL LANGUAGE

Emblem

Serves as our avatar and useful when visual weight is required



Main Use

OFFICIAL DOCUMENTS / PRESENTATIONS /
BROCHURES / EVENTS / SOCIAL



Main Use

SPECIAL FINISHES / PROMOTIONAL ITEMS/ WATERMARK

Logotype

Aguila®

Main Use

Should sign off anything that we create / The logotype and emblem should always be used independently of each other, but can be paired with a tagline for relevant contexts



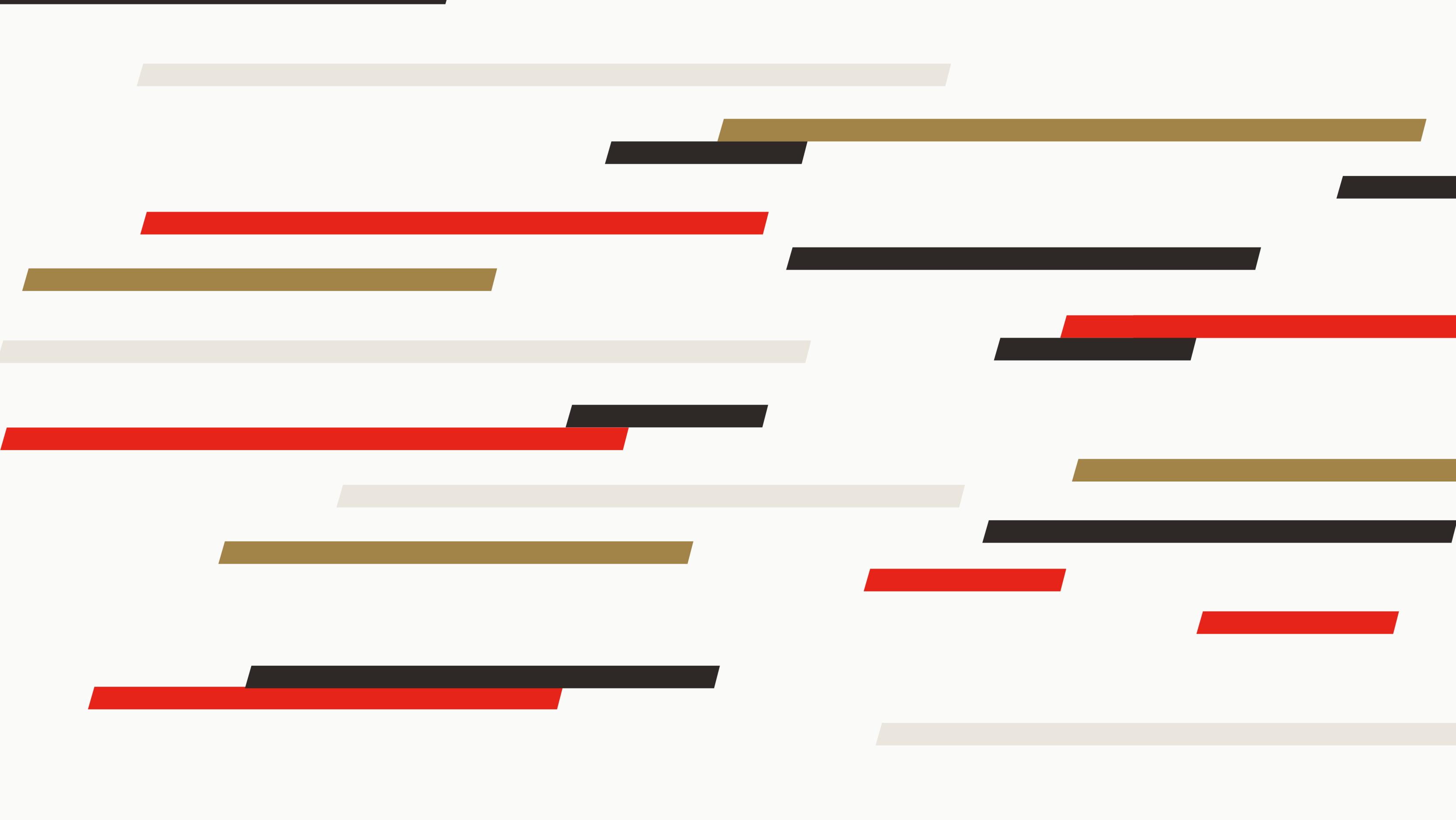
Emblem



Logotype

Pattern

AGUILA AMMUNITION® VISUAL LANGUAGE



On-Brand Images

AGUILA AMMUNITION® VISUAL LANGUAGE

Product images

- Black and white with an element in color effect
- People making use of ammo
- Close up to packaging experience



Close up to details in ammo



Play with defocus



Lifestyle images

Black and white

Capture the experience and feeling of moment
Avoid people looking direct to camera (more indirect look)



Play with defocus
People making use of ammo



Visualizations

AGUILA AMMUNITION® VISUAL LANGUAGE

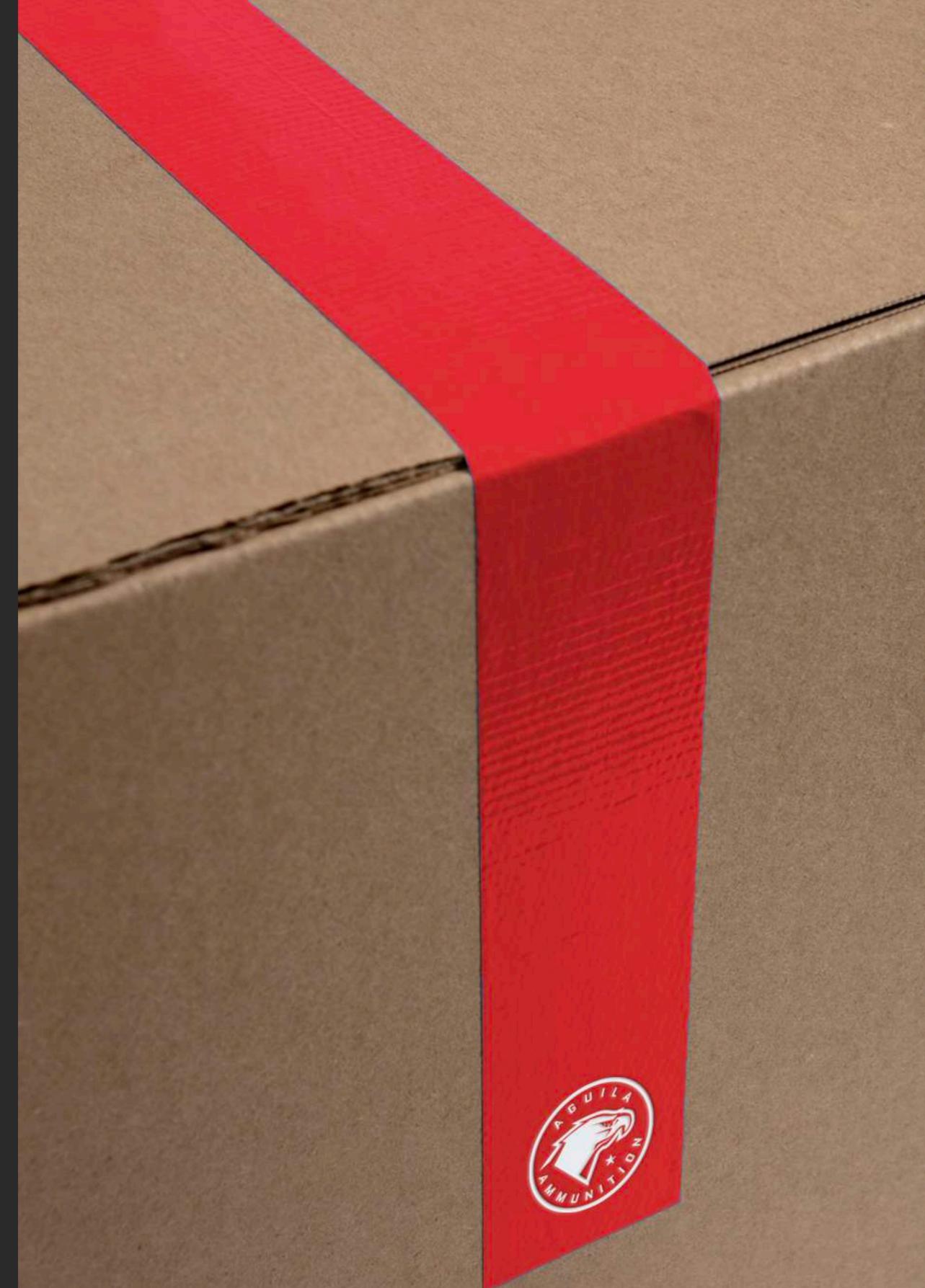


Aguila[®]

Aguila[®]

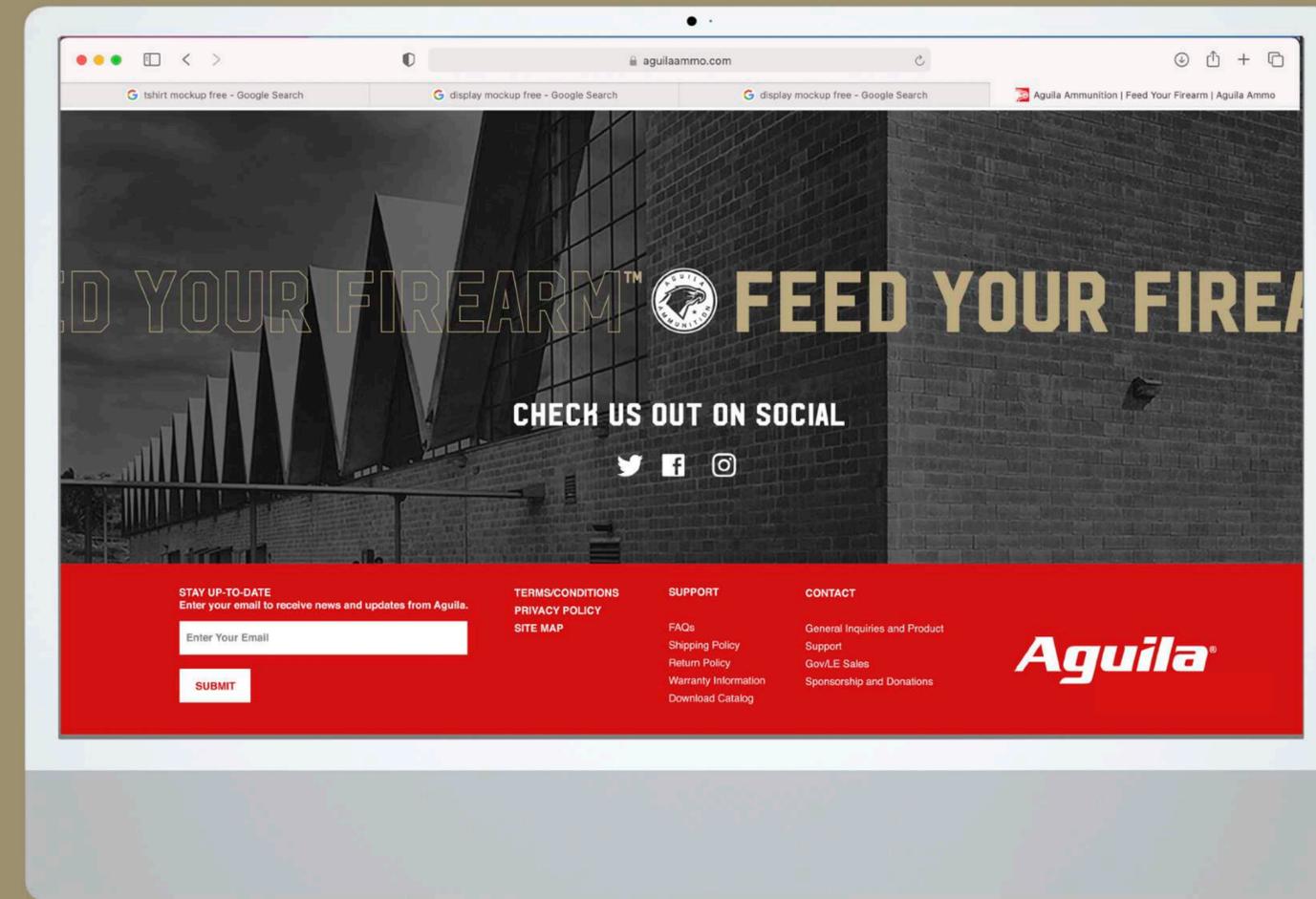
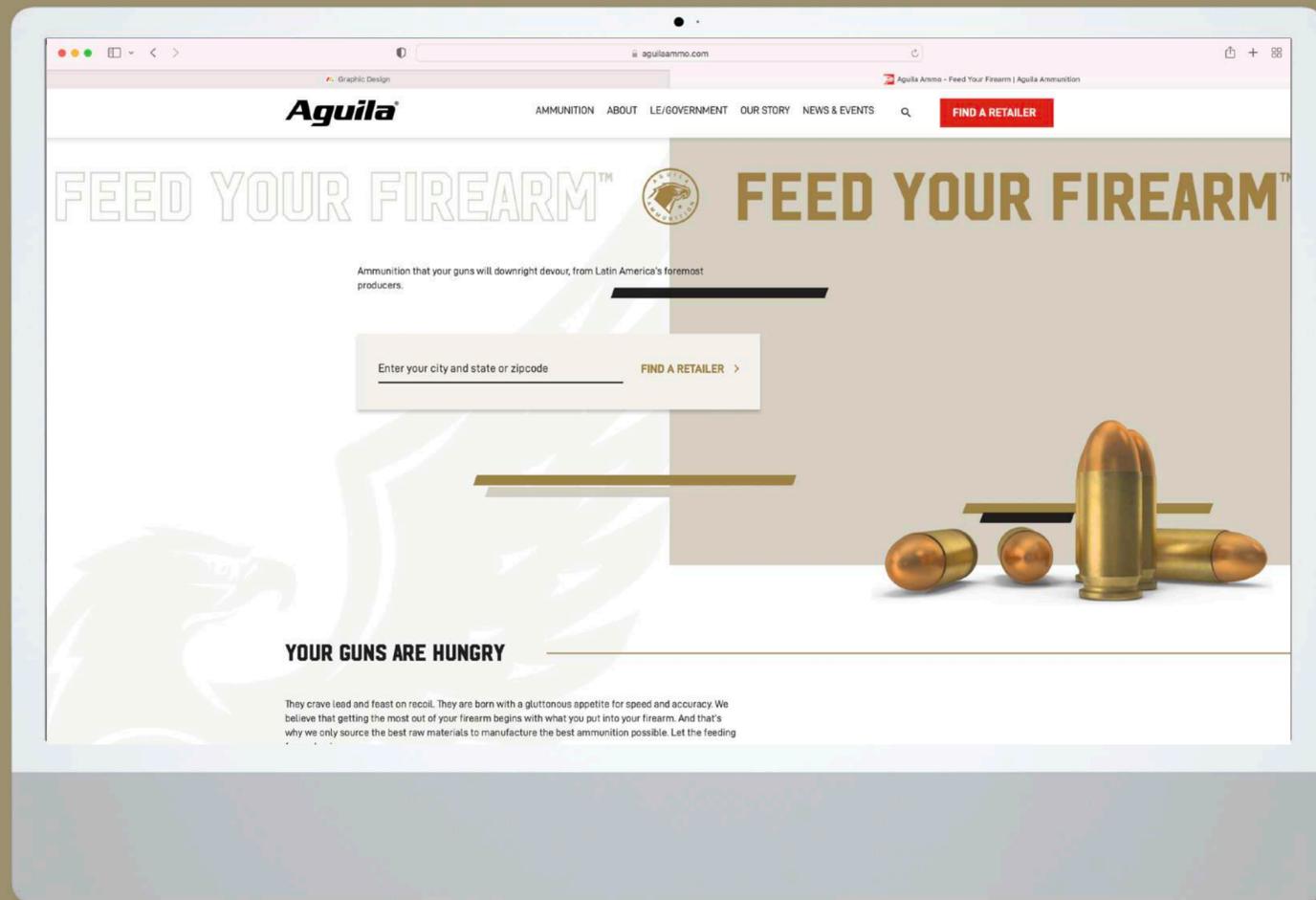














FEED YOUR FIREARM™  FEED YOUR FIREARM™

AGUILA AMMUNITION®TXAT®, ALL RIGHTS RESERVED