



# Visual Language

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***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.

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# Color Palette

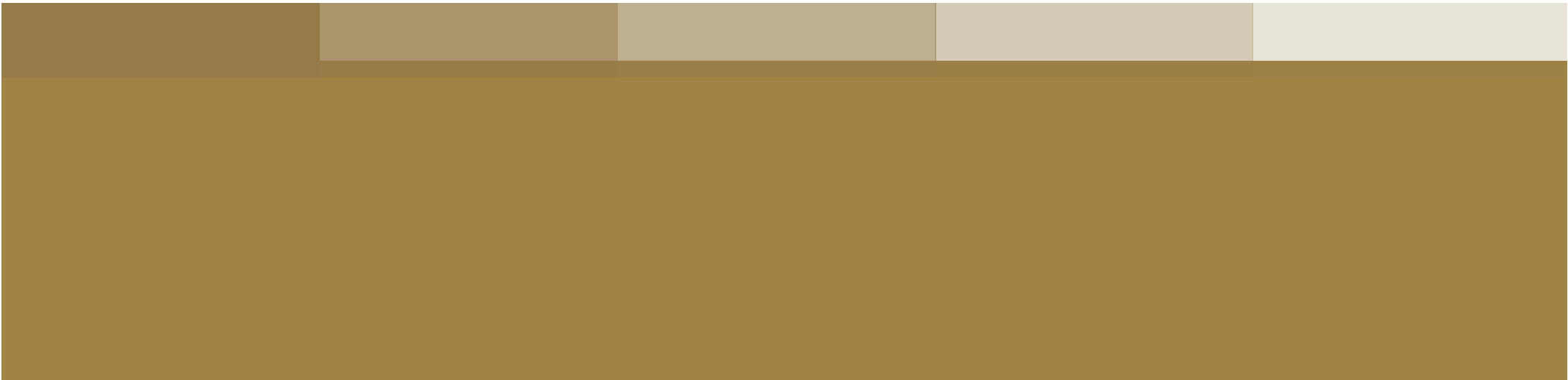
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# Color Palette



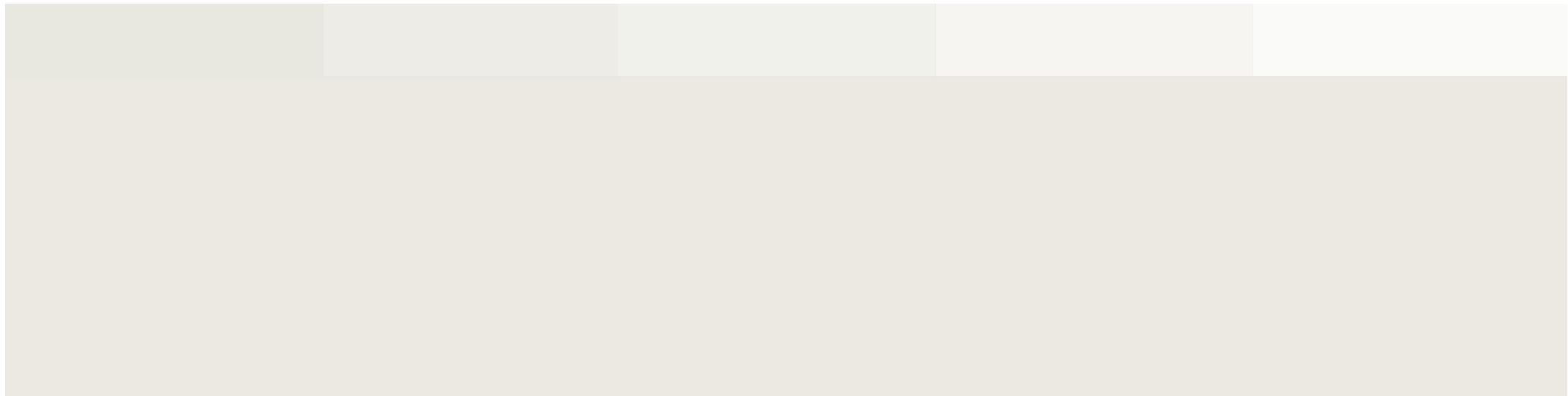
**Pantone 485 C**  
CMYK: 0% - 95% - 100% - 0% | RGB: 218-41-28 | HEX: #E1251B



**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

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# Typography

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

# D—DIN

Aa Aa Aa  
Regular Regular Italic 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  
&@#\$%^}|~!?!<":}

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# Emblem + Logotype

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# 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

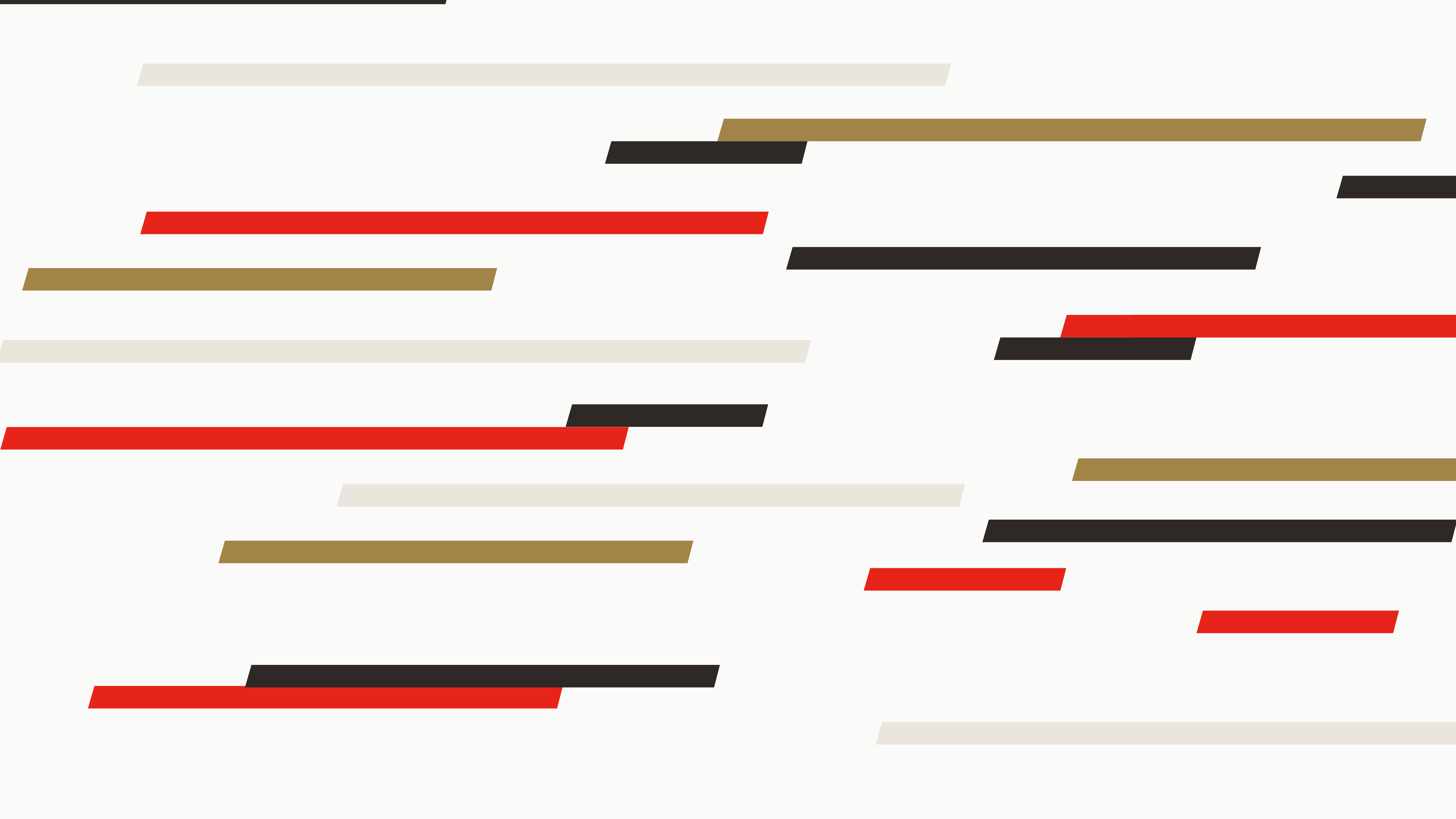




# Pattern

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# On-Brand Images

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# 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









# Visualizations

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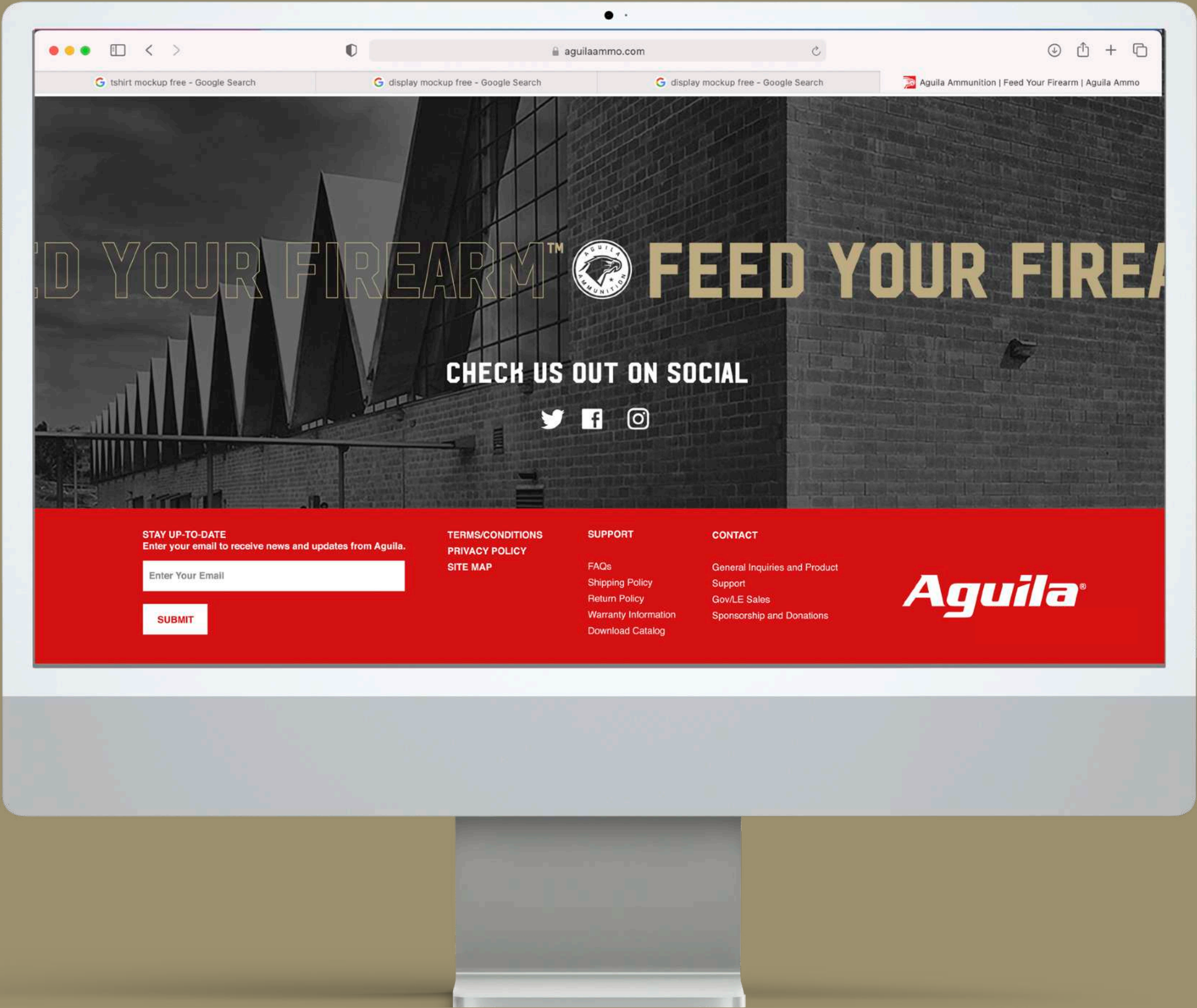
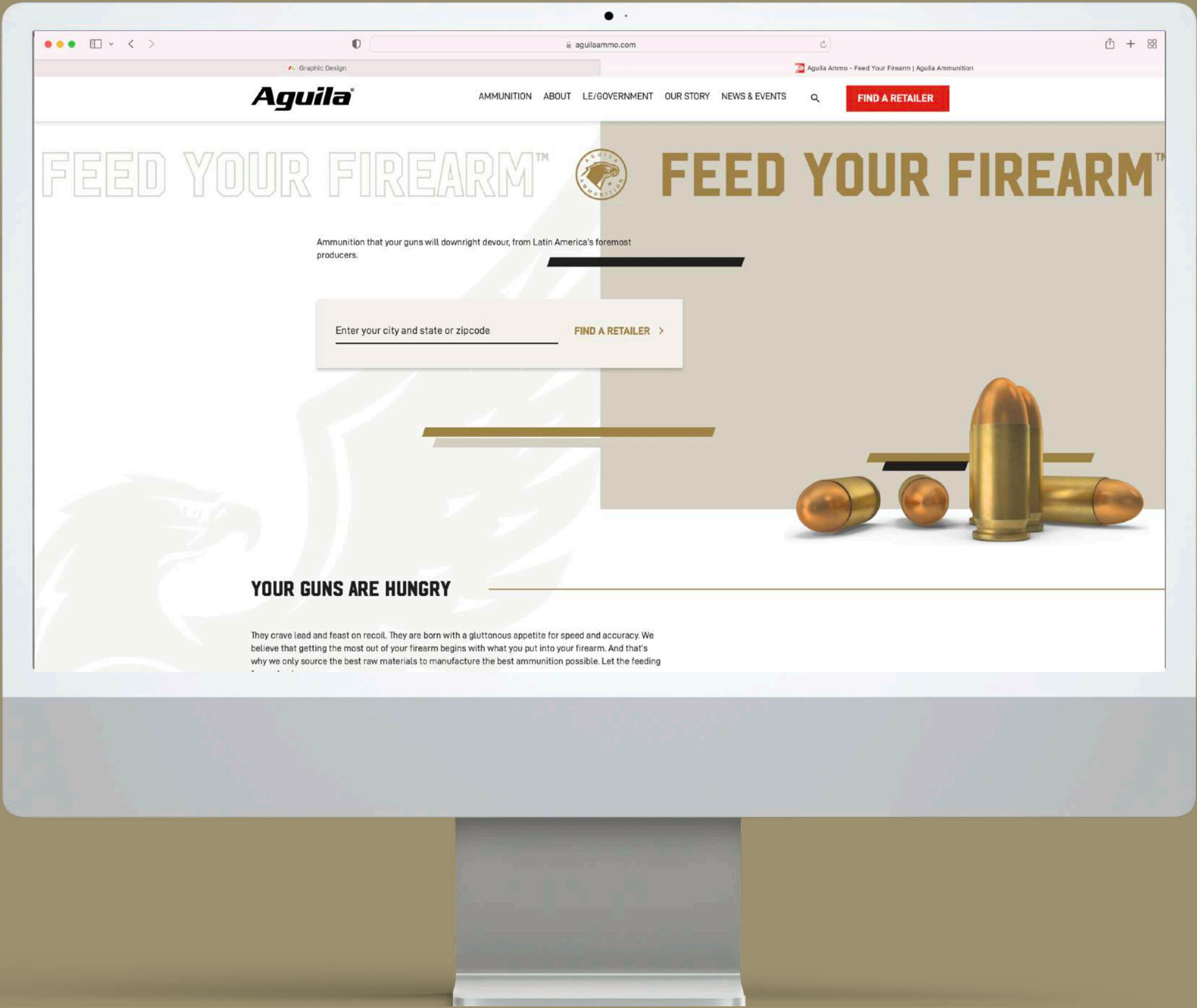














FEED YOUR FIREARM™  FEED YOUR FIREARM™

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