



# 3PLAINS

OUTDOOR MARKETING + DESIGN

◀ **LOGO USE & BRAND GUIDELINES** ▶

A person in camouflage gear is shown in silhouette, holding a compound bow and binoculars. The scene is set against a bright sunset or sunrise, with the sun low on the horizon, creating a strong backlight effect. The person is wearing a helmet and a backpack. The background shows a field of tall grass and distant hills.

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## **3plains Logo Usage:**

**Full color “Primary Logo” and Full Color “Icon Logo” are the main logos to use.**

**Do not alter the logos in any way. This includes: color, angle, and the art file itself.**

**When there is a need to print in black and white, please use the solid color version of the logos.**



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*PRIMARY LOGO (Full Color)*



*PRIMARY LOGO (Full Color on Light Background)*



*PRIMARY LOGO (Full Color on Dark Background)*



*PRIMARY WORDMARK (Full Color - No Tagline)*



*PRIMARY LOGO (Solid Color on Light Background)*



*PRIMARY LOGO (Solid Color on Dark Background)*



*MINIMUM FREE SPACE IS "Arrow" WIDTH*



*DO NOT STRETCH OR WARP LOGO*



*DO NOT ALTER COLOR OR USE GRADIENTS WITH LOGO*



*ICON LOGO (Full Color)*



*ICON LOGO (Full Color on Light Background)*



*ICON LOGO (Full Color on Dark Background)*



*ICON LOGO (Solid Color on Light Background)*



*ICON LOGO (Solid Color on Dark Background)*



*MINIMUM FREE SPACE IS "Arrow" WIDTH*



*DO NOT STRETCH OR WARP LOGO*



*DO NOT ALTER COLOR OR USE GRADIENTS WITH LOGO*



**Pantone 1525 U**  
**CMYK: C:22 - M:69 - Y:100 - K:9**  
**RGB: R:185 - G:99 - B:36**  
**#b96324**



**Pantone Hexachrom Black U**  
**CMYK: C:67 - M:60 - Y:58 - K:42**  
**RGB: R:70 - G:70 - B:70**  
**#464646**



**Pantone 368 U**  
**CMYK: C:67 - M:3 - Y:100 - K:0**  
**RGB: R:94 - G:180 - B:69**  
**#48a51e**



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The background of the entire image is a light gray topographic map with white contour lines. The logo is centered horizontally.

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***PLEASE CONTACT US IF YOU HAVE ANY QUESTIONS  
ON THE USAGE OF THE 3PLAINS LOGO USAGE GUIDELINE.***

**WWW.3PLAINS.COM**