

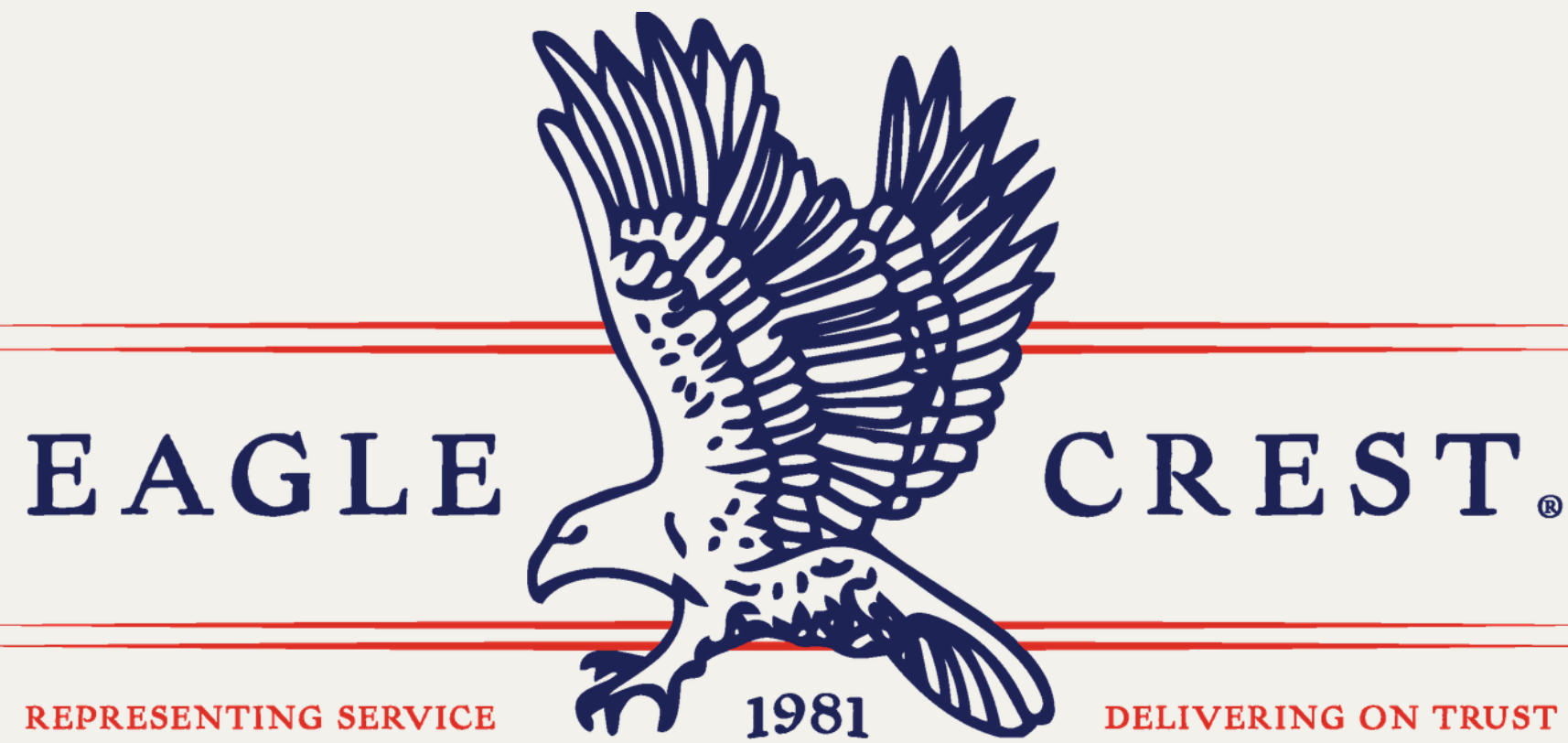


2026 **NEW BRAND** **GUIDELINES**



WE ARE BOLD,
ESTABLISHED LOCAL PROFESSIONALS
WHO ARE PROUDLY
PATRIOTIC & CELEBRATE THE
AMERICAN-MADE MOVEMENT.

We appreciate our country's rich military history and our products are *worn by those who serve and trusted by those who proudly lead, so they must meet the high standards of sacrifice and selfless service.*



Allow for adequate spacing around the logo when placing on packaging or branded materials. *An area of space of at least .25 inches is recommended in standard print scenarios.*

C O L O R S

#1F2359

#DD2F27

#3D477D

#4B4B4B

#F2F1EB

HEADLINES

BEBAS NEUE CYRILLIC
PAALALABAS CONDENSED

SUBHEADINGS

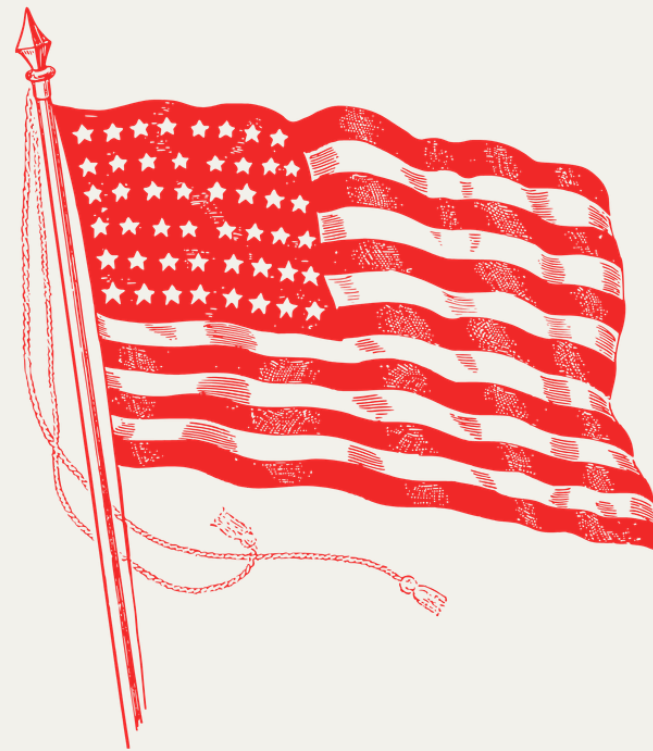
KNOCKOUT SUMO
ZUUME ROUGH BOLD

BODY COPY

EB GARAMOND
Ovo

Comparable fonts can be used for headlines if these specific fonts are not readily available. *Some of these substitutions include: Powell, Counterpress Bold.*

DESIGN ELEMENTS



These design elements and similar vintage-themed or vector illustrations can be used, however, the *designs should be mainly typographic or imagery based*, with illustrations as a brand enhancement.

See examples on the next page.

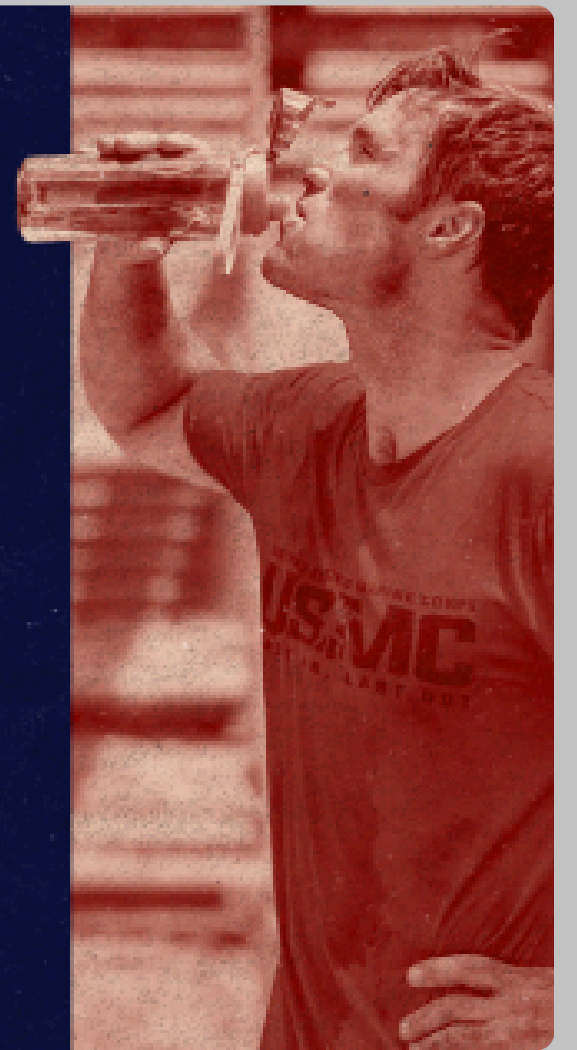
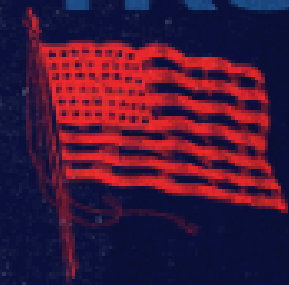
FREEDOM LOOKS GOOD ON EVERYONE.



**FREEDOM
LOOKS
GOOD ON
EVERYONE.**

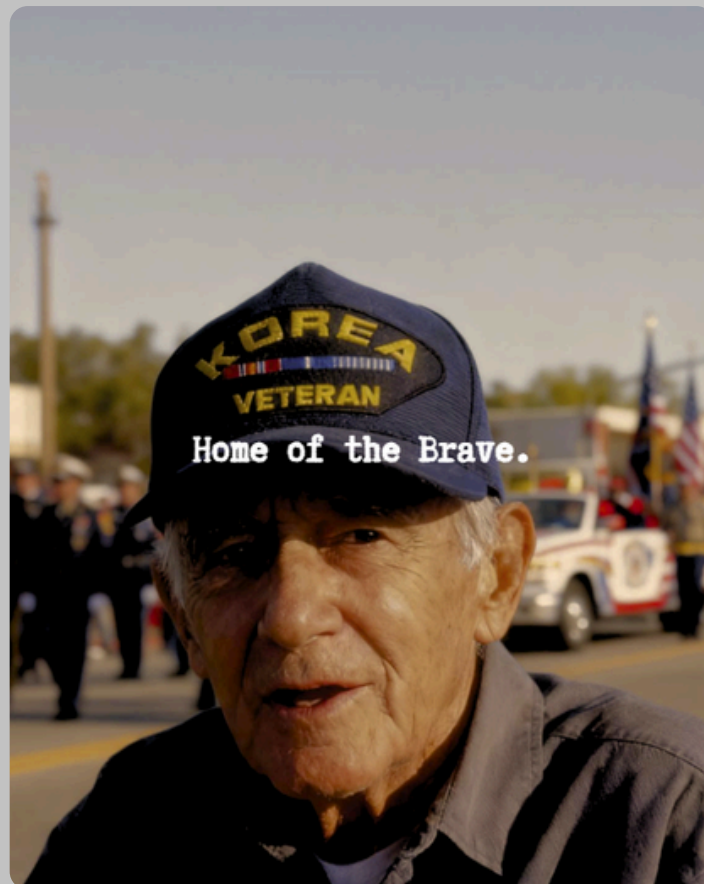


**TRUSTED BY THOSE
WHO PROUDLY LEAD™**



Sharing a challenge coin with a group is a time-honored tradition rooted in the nation's military *representing teamwork, unity, and proof of exclusive membership.*

EAGLE CREST · HISTORY SERIES



INTEGRITY



COMMEMORATE THEIR SERVICE

Tell their story.



WORDS WE LIVE BY

HONOR

We honor those who serve and paved the way by providing the highest quality, American-made products available.

The APPAREL DESIGNS



Ghost mannequin imagery should be reserved for email newsletters and catalogs so as not to draw retail-specific attention to the business.

Products shown on social media should be worn or shown 'in use' wherever possible.





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