STREAMLIGHT®

CORPORATE IDENTITY GUIDE

TABLE OF CONTENTS //

Based in Eagleville, PA, Streamlight, Inc. has half a century of experience making tough, durable, long-lasting flashlights designed to serve the specialized needs of professionals and consumers alike.

Since 1973, we have designed, manufactured and marketed high-performance flashlights, and today we offer a broad array of lights, lanterns, weapon light/ laser sighting devices, and scene lighting solutions for professional law enforcement, military, firefighting, industrial, automotive, and outdoor applications.

PRIMARY LOGO //

FULL COLOR LOGO

Horizontal

Vertical

ONE COLOR LOGO

Horizontal

Vertical

ICON ONLY

Use the icon alone at small sizes or where full primary logo does not fit. Must have registration mark visible.

May be used with registration mark within the icon for use in die-cut applications such as stickers where otherwise would inhibit production.

WORDMARK ONLY

Use the wordmark alone at small sizes or where full primary logo does not fit.

STREAMLIGHT FLASHLIGHTS LOGO

Use for branding when further clarification of brand is necessary.

"HEROES TRUST STREAMLIGHT" LOGO

Suggested use within Domestic divisions only.

To maintain the integrity of the Streamlight logo and guarantee it creates the desired impact, clear space is required to allow visual relief around the logo. This is equal to 1X or the height of the Streamlight Logotype. This is a minimum space and should not be encroached upon.

OLD LOGO:

Do you have our current logo? Contact Streamlight today to obtain current assets.

CURRENT LOGO:

CORPORATE COLORS //

Warm Red is the primary brand color for Streamlight.
This is used with a light gray or with black as the secondary colors.

Pantone 2347 C

Hex: #ff3300

CMYK: 0 88 100 0

RGB: 255 51 0

Pantone 877 C

Hex: #8a8d8f

CMYK: 0 0 0 35

RGB: 138 141 143

Pantone Black

HEX: #000000

CMYK: 0 0 0 100

RGB: 0 0 0

Typefaces also play an important role in the consistent appearance of Streamlight materials. Industry is used in this guide as well as other materials.

This is the primary typeface for Streamlight use. Industry can be used in all caps for headlines or short bursts of text, or in sentence-case for body copy.

INDUSTRY
FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! ? $ & @ " "

THIN
LIGHT
BOOK
MEDIUM
DEMI
BOLD
BLACK
ULTRA

Arial Narrow is used to display data-heavy text.
Primary use in catalogs and small-text descriptions.

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! ? $ & @ " "

STREAMLIGHT BANNERS

A banner is one of the staple elements in any merchandising program.

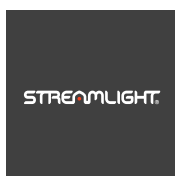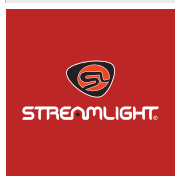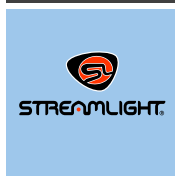8' x 3' Banner - Black Version
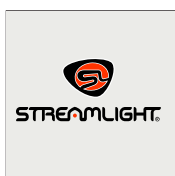

8' x 3' Banner - White Version

5' x 3' Banner - White Version

BRANDED APPAREL

Order your branded apparel on our company gear site.

Logo on various colored garment applications:

VISIT **STREAMLIGHTGEAR.COM**
FOR BRANDED APPAREL & ACCESSORIES

STREAMLIGHT®

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