



HORUS VISION

TARGETING INNOVATION

BRANDING GUIDELINES

COMPANY CORE

This document serves as a guide for the standards that communicate the Horus Vision brand. This brand is how the company is perceived by customers and industry partners.

Horus Vision and its customers value technology and its utilization for a better shooting or spotting experience.

This Manual Will:

1. Establish systems that aid Horus Vision in gaining brand awareness within specific audiences
2. Establish proper use of logos, colors, taglines, and fonts
3. Set naming conventions for current and future products

COMPANY POSITION



A Tech Company for Shooters

The focus of Horus Vision is to capture new to market shooters and exposing them to the technological benefits of Horus Reticles early on in their shooting journey. After seeing Horus Reticles it is obvious that others simply do not compare.

The Horus product line and those of our licensees, appeals to shooters of all backgrounds and interests.

- Military Marksmen
- Long Range and Precision Shooters
- Competition Shooters
- Hunters

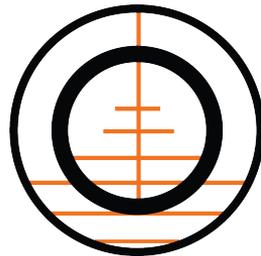
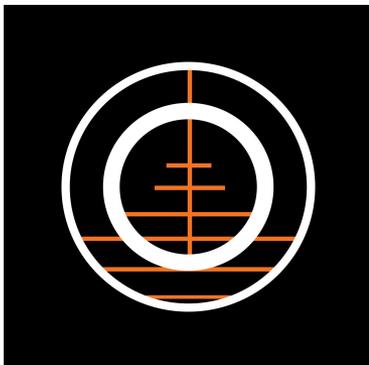
COMPANY LOGO



Use the logo whenever officially referring to Horus Vision.

The Horus named logo including "Targeting Innovation" is the primary logo. On black is the secondary and can be used when necessary.

When needed or due to space constraints the symbol logo can be used.



COMPANY LOGO



PLEASE DO NOT:

- Re-align elements
- Skew/slant elements
- Rotate elements
- Remove/crop elements
- Resize elements
- Change the font
- Add halos or glows
- Add outlines
- Distort elements
- Shade or gradient
- Add drop shadows or 3-D effects
- Place on a busy background so that logo is obscured
- Recolor elements



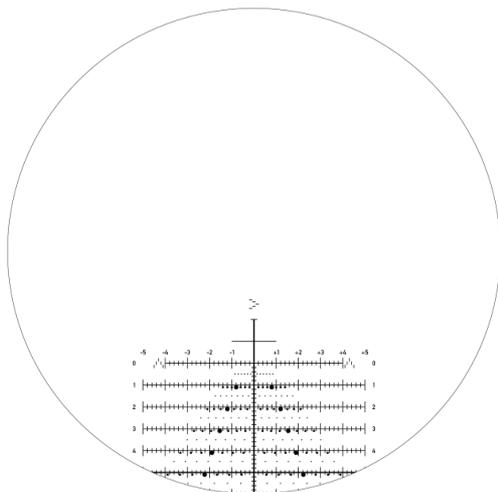
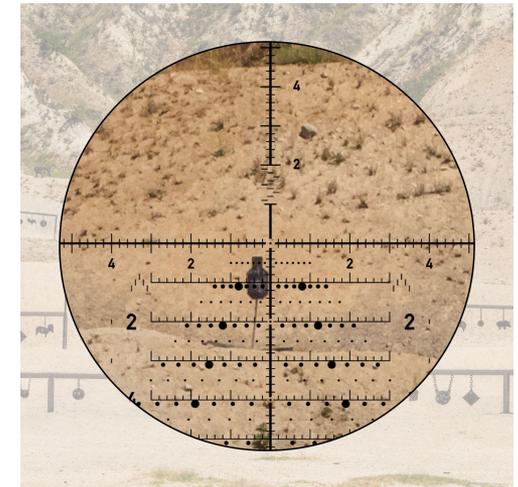
COMPANY LOGO



Horus Reticles can be used for content both digital and print. Reticles should be accompanied by their name when possible.

Reticles can be displayed with no background or with a tasteful background. Reticles can be shown at various zooms for detail.

DO NOT MODIFY RETICLES UNDER ANY CIRCUMSTANCES



TREMOR4™



TREMOR3™

COMPANY FONTS



Horus Vision uses two fonts for print and digital assets.

Sans serves as the core font family for print and digital usage.

Bank Gothic Medium is the primary font for logo text.

BANK GOTHIC MEDIUM

BANK GOTHIC MEDIUM

Open Sans
Open Sans Semi-Bold
Open Sans Bold
Open Sans Extra Bold

Source Sans Pro
Source Sans Semi-Bold
Source Sans Bold
Source Sans Black

COMPANY COLORS



Primary Company Color

Bright orange is associated with the Horus Vision brand.

Core Palette

To offset the bold orange a grayscale palette is used.



#FF7301
0/74/100/0
888u, 887c

#565756
64/55/56/30
888u, 887c

#FFFFFF
0/0/0/0
white

#000000
100
black



COMPANY TAGLINES



Horus Vision taglines help strengthen customer understanding of who we are as a brand and what we offer.

The taglines are designed to be used in conjunction with the Horus Vision logo or one/ all of the Horus Vision Reticles but can be used in their absence.

Targeting Innovation- This tagline can be used to express Horus Vision's commitment to technology and innovative products. This is the primary tagline and is incorporated into the primary logo.

USSOCOM Chosen Reticle- This tagline is best suited to being used with the TREMOR3™ or when referring to the TREMOR3™. This tagline must be accompanied by "*" and "*The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement."

The Official Reticle of PRS- This tagline can be used for all reticles but generally is used with the TREMOR5™. This tagline is current through 2022.

COMPANY TAGLINES (cont.)



Each reticle has a tagline associated.

- TREMOR3™ US SOCOM Chosen Reticle
- TREMOR4™ Advanced Spotting Scope Reticle
- TREMOR5™ Competition Optimized Reticle

- H59™-MOA Advanced Hunting Reticle

COMPANY PRODUCT NAMES



The HoVR™ Family of Products

Pronounced “hover” - Horus Vision Reticle

HoVR™ is trademarked.

Current product offerings:

- HoVR™ 5-20x50 Rifle Scope
- HoVR™ 6.5-40x50mm Spotting Scope
- HoVR™ 1.0 BT Laser Range Finder
- HoVR™ 1.0 Weather Meter



Other Trademarks

TREMOR3™

TREMOR4™

H59™

Horus™

Horus Vision™

COMPANY CONTACT



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