TRU-SPEC®

2017 Brand Manual

This document is intended to provide you with the correct branding information to properly refer to and promote the **TRU-SPEC**® brand.

The letters in **TRU-SPEC**® should always be *capital letters*, with a hyphen/dash (-) in between them. The registration trademark (®) should be within the red inside the logo itself, not outside.

When possible (such as in print copy or digital advertisements), **TRU-SPEC**® should be displayed in the "stamp" font. In other forms of social media advertisement, all capital letter plain text is sufficient.

The stamp font used in the trademarked **TRU-SPEC®** logo can be found at this link:

www.atlanco.com/files/stamp.ttf



Incorrect versions of the **TRU-SPEC**® brand name include: *Tru Spec*, *Tru-Spec*, *Truspec*, *TruSpec*, etc.

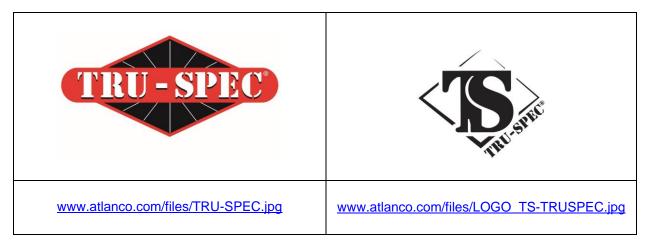
The correct **TRU-SPEC**® brand logo is below. The red in the logo is Pantone 32C.



There should be no additional text inside of this logo. Incorrect, out of date logos featuring "by Atlanco" underneath "TRU-SPEC®" should not be used and needs to be replaced immediately.

There is also a "simplified" TS logo that can be seen embroidered on newer products and digitally online in black, white, or grey, depending on the background color. The "simplified" TS version of the **TRU-SPEC**® logo may only be used with permission.

The two logos below are the only versions of the **TRU-SPEC**® logo that are authorized for use by dealers. Hi-res versions of these logos can be found on our master product image CD or via the links below each image.



All **TRU-SPEC**® products should be preceded by the brand name and accompanied by the appropriate registration symbol or trademark. Some examples include:

TRU-SPEC® 24-7 Series® Tactical Pants
TRU-SPEC® Tactical Response Uniform®
TRU-SPEC® TRU XTREME® Combat Shirt
TRU-SPEC® XFIRE Station Wear Shirt
TRU-SPEC® H2O PROOF Outerwear

24-7 Series® products should not be identified as "24/7 Series". The registered product name features a hyphen (-), not a backslash (/).

Vendors found to be using incorrect branding or outdated logos may encounter issues when attempting to re-order **TRU-SPEC®** products in the future.

Proper promotion of the **TRU-SPEC**® brand helps us achieve greater brand recognition, which in turn helps *you* sell more of our products!

ATLANCO

ATLANCO® is the parent company of the **TRU-SPEC**® brand. There is no reason the company name **ATLANCO**® should ever be used in while promoting **TRU-SPEC**® products. However, when it is necessary to reference **ATLANCO**® it should also be in all capital letters due to the fact that it is an acronym for "Atlanta Army Navy Company".

The **ATLANCO**® logo, or any version of it, should not be visually referenced when promoting **TRU-SPEC**® products.