



Licensing Brand Guidelines



# Print Guidelines

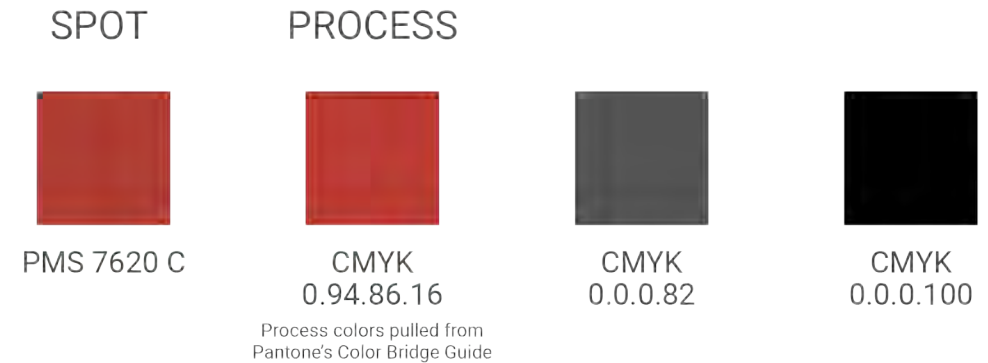
**Brand Essence | Mass Retailer VDL**

# Brand Essence | Mass Retailer VDL

## PRIMARY LOGO



## PALETTE



## KNOCKOUT LOGOS



## PRODUCT NAME FONT

**TUNGSTEN | BOLD**  
**TUNGSTEN | SEMIBOLD**

## CONTENT FONTS

UNIVERS LT STD | 45 LIGHT  
UNIVERS LT STD | 59 ULTRA CONDENSED  
**UNIVERS LT STD | 67 BOLD CONDENSED**

# Legal Mandatories | Packaging

## REQUIREMENTS ON ALL PACKAGING

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### IP Legal Language

©20XX The Coleman Company, Inc.  
Coleman® is a registered trademark of The Coleman Company, Inc., used under license.

### Country of Origin

### Manufacturer Contact Information

### Consumer Service Contact Information

Note: The contents of the Coleman Licensed Product Brand Guidelines are confidential and contain privileged information intended solely for the intended recipient. The contents of this document may not be used by anyone other than the intended recipient, nor may this information be copied, disclosed, or forwarded to others by any means without the written consent of Coleman

# Primary Logo

[Download Logos](#)

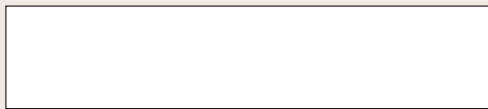


The Coleman® logo color palette on digital is red and white. The masterbrand logo is always contained within a red parallelogram bordered by a white frame. The lantern element must always be shown as internally illuminated. Color can not be substituted or flipped.



**COLEMAN RED**

HEX: #A64241  
RGB: 166, 66, 65  
CMYK: 25, 84, 73, 15



**WHITE**

HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

125px



**Minimum Size**

To maintain legibility, the Coleman® logo on digital should never be scaled smaller than 125 pixels wide.

# Knockout Logos



# Primary Colors



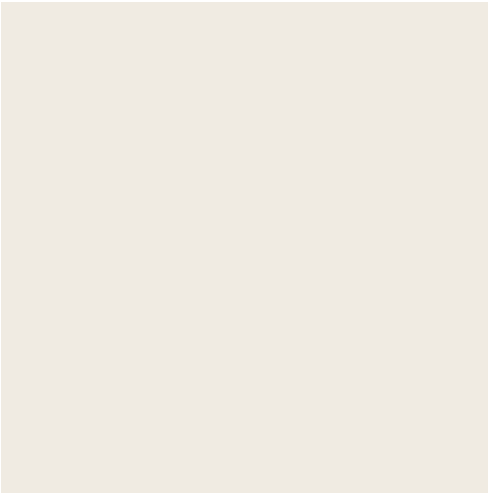
**COLEMAN RED**

**HEX:** #A64241  
**RGB:** 166, 66, 65  
**CMYK:** 25, 84, 73, 15



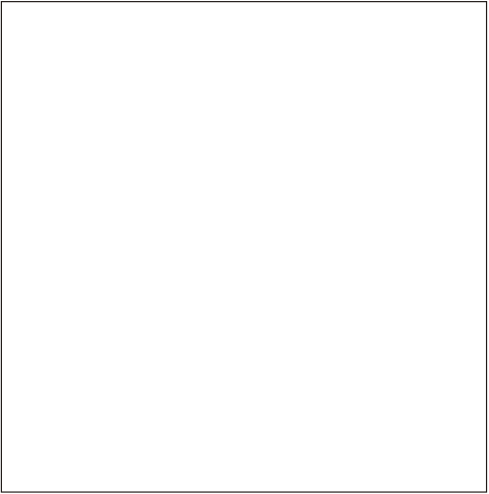
**DARK GREY**

**HEX:** #484745  
**RGB:** 72, 71, 69  
**CMYK:** 65, 69, 60, 52



**CREAM**

**HEX:** #F0EBE2  
**RGB:** 240, 235, 226  
**CMYK:** 5, 5, 10, 0



**WHITE**

**HEX:** #FFFFFF  
**RGB:** 255, 255, 255  
**CMYK:** 0, 0, 0, 0

**H1**

Century Schoolbook BT Roman | 80 pt | Heading

abcdefghijklmnopqrstuvwxyz  
 1234567890

**H2**

Univers 67 Condensed Bold | 72 pt | Heading

abcdefghijklmn  
 opqrstuvwxyz  
 1234567890

**H3**

Century Schoolbook BT Roman | 40 pt | Heading

abcdefghijklmnopqrstuvwxyz  
 1234567890

**H4**

Univers 67 Condensed Bold | 32 pt | Heading

abcdefghijklmnopqrstuvwxyz  
 1234567890

**H5**

Century Schoolbook BT Roman | 24 pt | Heading | All Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

**H6**

Univers 67 Condensed Bold | 21 pt | Heading | All Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

**BODY**

Roboto Regular | 14 pt | Body

## H1 ANATOMY

Century Schoolbook BT Roman | 80 pt | Leading: 88 pt | Tracking: 10 pt

Main  
Headline

## H2 ANATOMY

Univers 67 Condensed Bold | 72 pt | Leading: 80 pt | Tracking: 0 pt

SUB HEADLINE

## H3 ANATOMY

Century Schoolbook BT Roman | 40 pt | Leading: 35 pt | Tracking: 50 pt

Lorem ipsum dolor sit amet,  
consectetur

## H4 ANATOMY

Univers 67 Condensed Bold | 32 pt | Leading: 40 pt | Tracking: 0 pt

**Lorem ipsum dolor sit  
amet, consectetur**

## H5 ANATOMY

Century Schoolbook BT Roman | 24 pt | Leading: 30 pt | Tracking: 10 pt

LOREM IPSUM DOLOR SIT  
AMET, CONSECTETUR

## H6 ANATOMY

Univers 67 Condensed Bold | 21 pt | Leading: 26 pt | Tracking: 0 pt

**LOREM IPSUM DOLOR SIT  
AMET, CONSECTETUR**

## BODY ANATOMY

Roboto Regular | 14 pt | Leading: 20 pt | Tracking: 0 pt

Lorem ipsum dolor sit amet,