



VIHTAVUORI

# BRAND GUIDELINES

2025

# ABOUT OUR GUIDELINES

The branding and visual guidelines provided in this manual apply to all marketing and advertising material generated by Vihtavuori brand and its partners.

These guidelines serve as our guide to stay in line with our values and qualities. It is important to support the right look and feel in order to remain a strong and established brand that our customers will remain loyal to and continue to rely on in the future.

## **Brand Strategy – Don't Unnecessarily Mix Brands**

Marketing and promotional actions should preferably follow a single brand strategy to the extent possible. If you are highlighting several of our brands, make sure to follow the visual guidelines – don't mix logos or brands.

## **Contact us**

Any questions, support or requests related to these instructions can be sent directly to our brand marketing department at [fi.marketing@nammo.com](mailto:fi.marketing@nammo.com).

All logos and other brand imagery can be found in our material bank at <https://vihtavuori.pressmaterialbox.com/plugins/portals/vihtavuori/index.html>



## **Download logos & brand imagery**

<https://vihtavuori.pressmaterialbox.com/plugins/portals/vihtavuori/index.html>



## **Contact marketing department**

[fi.marketing@nammo.com](mailto:fi.marketing@nammo.com)

# VIHTAVUORI LOGO



## Safety area & don'ts



- Do not rotate the logo in any way.
- Only use approved logo colours.
- Do not distort or stretch the logo in any way.
- Do not apply drop shadows or any other filters to the logo
- Do not apply any colour to the logo.
- Do not outline the logo.
- Do not use low-resolution images.

## Negative



## White



## Black



# SLOGAN

When placed on top of a coloured background, the text color should be white. On a white background text should be black.

Do not edit the slogan text or add anything to it. Keep in mind that the slogan also needs to be at the proper distance from the Vihtavuori logo.



**VIHTAVUORI**

The Power of Accuracy

The Power of Accuracy

The Power of Accuracy

The Power of Accuracy

The Power of Accuracy

# COLORS

Primary Blue represents depth, expertise and stability, describing the Vihtavuori brand products. Sky Blue adds some brightness to the dark palette. Petrol Blue and Ice Gray are used to smoothen out the strong colors.

Brass and Arctic White are used as a contrast colors for different blueish shades, and for highlighting elements in order to create a balanced design.

Dark colors reflect strength and authority. The elegant and prestigious Powder Black, also in 85 % tint, makes the other colors stand out and brings a desired contrast to Vihtavuori brand logo in printed materials. The 85 % black also represents the actual color of the finished powder product.



**Primary Blue**

PMS 295 C  
CMYK: 100 / 75 / 45 / 40  
RGB: 0 / 40 / 85



**Petrol Blue**

PMS 647 C  
CMYK: 75 / 30 / 0 / 45  
RGB: 55 / 95 / 130



**Sky Blue**

PMS 298 C  
CMYK: 65 / 10 / 0 / 0  
RGB: 65 / 180 / 230



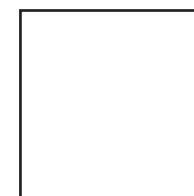
**Ice Gray**

PMS 536 C  
CMYK: 30 / 15 / 0 / 20  
RGB: 150 / 165 / 190



**Brass**

PMS 143 C  
CMYK: 0 / 45 / 90 / 0  
RGB: 228 / 156 / 64



**Arctic White**

CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255



**Powder Black**

CMYK: 0 / 0 / 0 / 100  
RGB: 0 / 0 / 0



**85 % Black**

CMYK: 0 / 0 / 0 / 85  
(or Powder Black with  
85 % tint)  
RGB: 38 / 38 / 38

# TYPOGRAPHY, TITLES & BODY TEXTS

Typography works together with other design elements to make communications more readable, consistent, and visually appealing.

**These predefined typographic styles should always be used whenever possible.** In case of software limitations, use the sans serif typeface Arial or Helvetica.

If you need the fonts, please contact the marketing department.

## MAIN TITLE - KNOCKOUT HTF68

Uppercase | Font size 61 | Lead 36pt

### Subtitle, level 1 - Roboto Black

Sentencecase | Font size 13 | Tracking -10 | Lead Auto

### Subtitle, level 2 - Roboto Bold

Sentencecase | Font size 12 | Tracking -10 | Lead Auto

### Lead texts, quotes, call-to-actions and other attention drawers - Gotham Rounded Medium

Sentencecase | Font size 11 | Lead Auto

### Body text emphasized parts - Roboto Bold

Sentencecase | Font size 11 | Lead Auto

### Body text - Roboto Regular

Sentencecase | Font size 11 | Lead Auto

# EVENT SPONSORSHIPS

Sponsored events are a valuable and important part of how we promote our brand. We hope this is an equally valuable responsibility to you. When promoting our brand or brands, please follow this set of guidelines.

Always notify us of your event beforehand, and of the event's social media accounts and websites, and any hashtags you may be using in combination with your event. Please also feel free to contact us at [fi.marketing@nammo.com](mailto:fi.marketing@nammo.com) beforehand to share marketing action plans or ideas.

## Reloading and shooting safety

Please take proper care of safety if/when your event includes re-loading and/or shooting, i.e. that the people involved wear adequate eye and ear protection. Note that we can't use pictures or videos for promotional purposes if persons portrayed are not wearing proper ear/eye protection.

## Social media profiles and tagging

Whenever referring to our brand as your sponsor in any way on social media (Facebook, Instagram, Youtube), please tag the official brand profile:



Facebook



[facebook.com/vihtavuoripowders/](https://facebook.com/vihtavuoripowders/)



Instagram



[instagram.com/vihtavuori\\_powders/](https://instagram.com/vihtavuori_powders/)



Youtube



[youtube.com/@vihtavuoripowders](https://youtube.com/@vihtavuoripowders)

## Event reporting

Please send us a report / recap of the event to us, either by using our online report form <https://wkf.ms/3WUODN9> or by email to [fi.marketing@nammo.com](mailto:fi.marketing@nammo.com). Check out the instructions at the end for any reports sent by email.

## Reporting instructions

When reporting from an event, please include:

- The name and organizer of the event
- The time and place (location / range) of the event
- The main discipline(s) of the event and competition details such as number of matches, shooting distances, scoring system, etc.
- General overview: Number of attendees, overall results, weather conditions, etc. Any quote we may use.

Remember copyright of promotional pictures and videos! Please also be considerate who you include in your photos/videos and ask for permission for possible publication on commercial platforms.

# EVENT SPONSORSHIPS

For sponsored events where the Vihtavuori® brand is main sponsor, use a thin divider line (black or white, depending on the context), which gives a clear space for both logos to stand out.

For other logo versions or combinations, please contact the brand marketing dpt at [fi.nammo@marketing.com](mailto:fi.nammo@marketing.com).



VIHTAVUORI

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**EVENT LOGO**



VIHTAVUORI

**EVENT LOGO**

# MULTIPLE NAMMO LOGOS

The following guidelines show how to combine Lapua®, Berger®, Vihtavuori® and SK® brand visuals together in one context. The correct spacing and way to display the logos can be seen in the examples below. Please make sure that each of the logos are of equal size.

✓

✓

✓

✓

✓

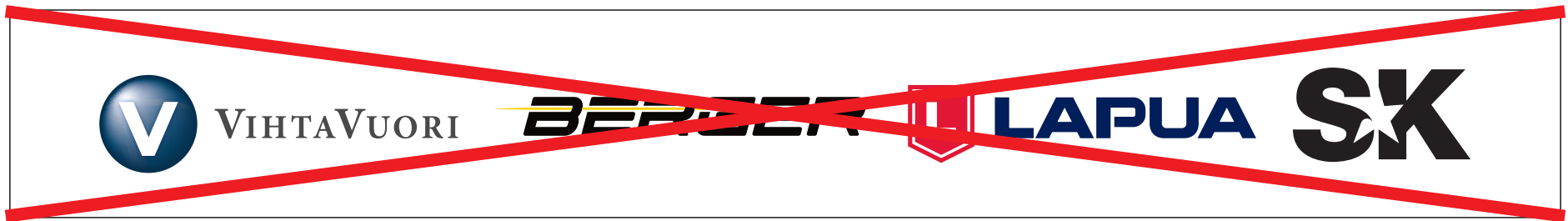
Image dimensions:

- A) Equal spacing with each Nammo Group logo
- B) Same height text (Lapua & Berger logos)
- C) Equal height logos (Vihtavuori & SK logos)
- D) Bottom edge of the logo is on the same level (Lapua, Vihtavuori & SK)

# MULTIPLE NAMMO LOGOS

## DO NOT DO THIS

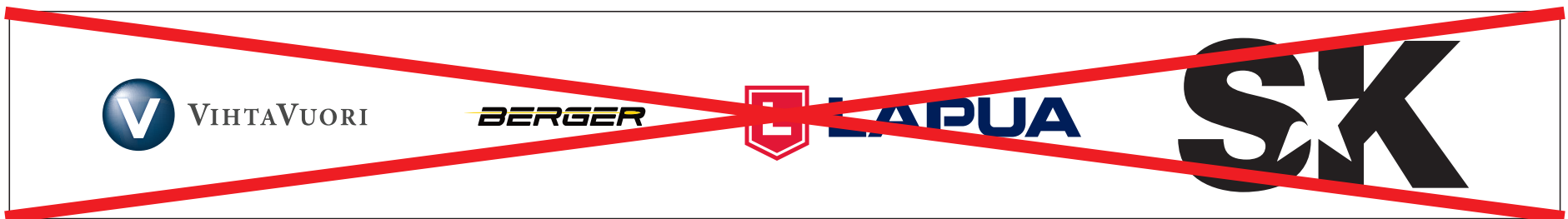
Don't place the logos too close to each other. Make sure that there's no overlapping.



Don't tilt the logos. Make sure that the logos are aligned properly in a straight row.



Don't place the logos in different sizes. Keep the scaling consistent.



# MULTIPLE NAMMO LOGOS

The previous steps are valid also when the logos are aligned vertically.



# MULTIPLE NAMMO LOGOS

The NAMMO corporate brand is not to be used in direct combination with the commercial logos Vihtavuori, Lapua, SK and Berger. If needed, add the Nammo corporation logo as a smaller “tag” next to the commercial brand logos. The latest graphic guidelines regarding the use of Nammo logo and visuals can be found on the Nammo Brand Manual.



**DO NOT ADD  
NAMMO LOGO NEXT  
TO THE COMMER-  
CIAL AMMUNITION  
BRAND LOGOS.**