

VISUAL IDENTITY GUIDELINES



Gunrange.lv
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info@gunrange.lv

Daugavgrīvas 29A, Rīga
56.9500071° N
24.073826° E

LOGO DESIGN

This is the full Gunrange.lv logo. Use this lockup and option wherever possible.

01



GUNRANGE.LV

ALTERNATIVE COLORS



GUNRANGE.LV



GUNRANGE.LV



GUNRANGE.LV

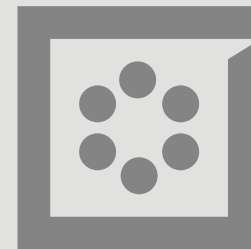
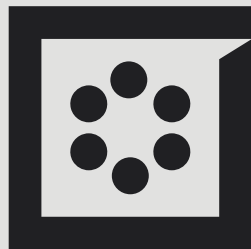
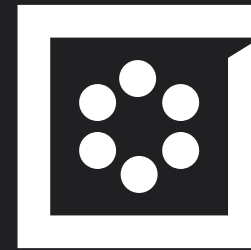
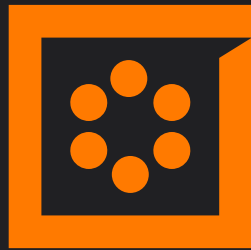


GUNRANGE.LV

ICON

In many cases, icon can be used alone, either as brand asset or a graphic element

02



03

COLORS

In many cases, icon can be used alone,
either as brand asset or a graphic element

03

GUNRANGE ORANGE

#FF7900

CMYK:
0%, 65%, 100%, 0%

RGB:
255, 121, 0

ZERO DARK THIRY

#17171B

CMYK:
75%, 69%, 62%, 78%

RGB:
23, 23, 27

URBAN CAMO GRAY

#E1E1E0

CMYK:
11%, 8%, 9%, 0%

RGB:
225, 225, 224

SECONDARY COLORS

#FFFFFF

CMYK: 0%, 0%, 0%, 0%
RGB: 255, 255, 255

#D6D6D6

CMYK: 15%, 11%, 12%, 0%
RGB: 214, 214, 214

#202023

CMYK: 73%, 68%, 62%, 73%
RGB: 32, 32, 35

#000000

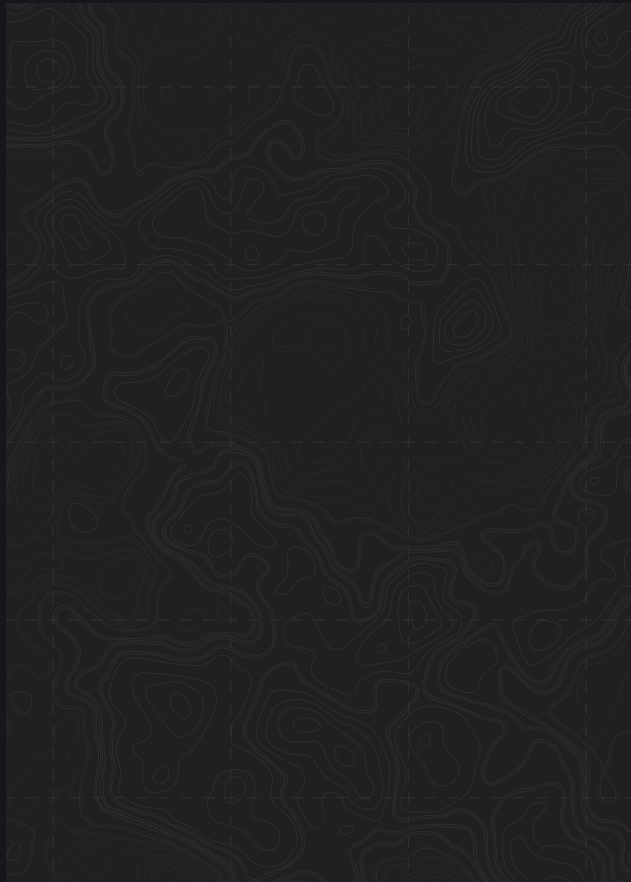
CMYK: 75%, 68%, 67%, 90%
RGB: 0, 0, 0

03

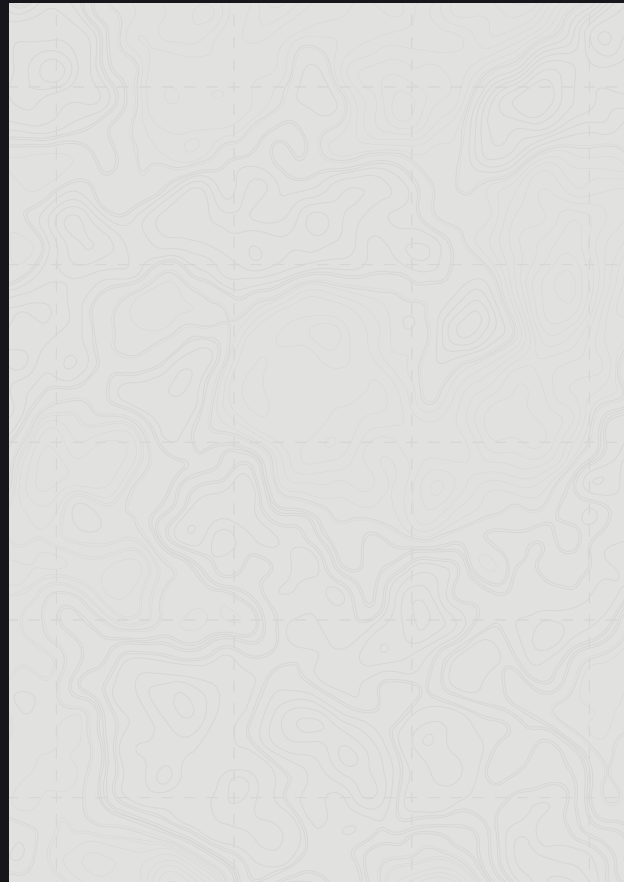
PATTERNS & GRAPHICS

Use stylized topographical patterns to add texture, and oversized brand elements

03



EX 1. DARK PATTERN



EX 2. LIGHT PATTERN



EX 3. OVERSIZED ICON AS BLOCK

IMAGES

All imagery should feel like it belongs in a high-end tactical editorial — not a catalog. The aesthetic is cold, precise, and cinematic.

03



BEBAS NEUE

For Headlines, and big texts.

EXAMPLE HEADLINE

At gunrange we offer 3 differen tgalleries, at siz
15m to 30m, making sure that all types of wear

Montserrat bold/regular

Main brand font for most texts

This is an example paragraph that contains text
about Gunrange.lv. We are are the premiere
shooting range in the Baltic states.

ANTON

Display font (for print / socials)

EXAMPLE CTA!