BRAND STANDARDS MANUAL FOR PRINTED MATERIALS

JANUARY 2013

BRAND IDENTITY

THE ARIAT BRAND ELEMENTS ARE SOME OF THE COMPANY'S MOST IMPORTANT AND VALUED ASSETS.

These guidelines are the foundation and building blocks for the Ariat International brand and should be applied to all marketing and communication materials. When used in accordance with the following standards, our brand's graphic elements — the logo, typography and color palette — allow us to speak with consumers in a unified voice across all brand communications with consistancy and conviction.

ARIAT®

STACKED VERSION

THE STACKED ARIAT LOGO HAS BEEN DESIGNED FOR BETTER UTILITY AND STRONGER BRANDING. This configuration of the Ariat shield centered above the Ariat logotype provides a logo with consistent line weights for greater utility and a compact composition that is suitable for the majority of applications.

There is a 2-Dimensional **Linear version** and a 3-Dimensional **Gem version**.

The **Linear version** of the logo is the primary logo. It's bold, more graphic and more durable. This logo can be useful when dealing with more complex designs, over active backgrounds and at small sizes. The Linear version of the logo should be used on all Ariat materials as a sign-off.

The **Gem version** features a rich four-color gradated warm tone across the shield that exudes the authentic, premium nature of the brand. This version of the logo should be used when the logo stands alone, as the hero or in an announce level graphic. For example, on a banner or on a tent or in the closing screen of a video. It works best at larger sizes.

In general, lean towards using the Linear logo in Western and youth markets and the Gem logo in English. This is just a consideration not a dictate. The above rules take precedent.

The Ariat logo must be incorporated on all Ariat and Ariat-related marketing materials.

LINEAR VERSION

LOGO USAGE PRIORITY: 01 02 03

LOGO IN SADDLE BROWN (PMS 7510 C)

GEM VERSION

01 02 *EXAMPLE*

HORIZONTAL VERSION

EQUAL IN PREFERENCE TO THE STACKED LOGO, THE HORIZONTAL CONFIGURATION IS PERFECT WHEN A MORE HORIZONTAL APPLICATION IS CALLED FOR.

The Horizontal logo also has a 2-Dimensional **Linear version** and a 3-Dimensional **Gem version**.

The Ariat logo must be incorporated on all Ariat and Ariat-related marketing materials.

LINEAR VERSION

LOGO USAGE PRIORITY:

01

02

LOGO IN SADDLE BROWN (PMS 7510 C)

03

GEM VERSION

01

02

EXAMPLE

CLEAR SPACE

BECAUSE THE TYPE WITHIN THE ARIAT LOGO IS NOT CONTAINED, IT NEEDS BREATHING ROOM IN ORDER TO FUNCTION WELL. Always give it sufficient space, and avoid placing it on busy backgrounds where it becomes lost.

In the case of both the Stacked and Horizontal version logos use the 1x letter height as a minimum clearance spacing reference.

MINIMUM SIZE

WHEN USING THE LOGO AT SMALL SIZES, NEVER SCALE SMALLER THAN INDICATED BELOW.

.5"
MINIMUM SIZE

.625"
MINIMUM SIZE

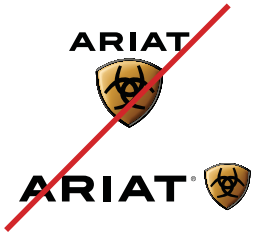
1"
MINIMUM SIZE

1.125"
MINIMUM SIZE

AVOIDING COMMON ERRORS

HERE IS A LIST OF COMMON ERRORS TO AVOID WHEN USING THe ARITA LOGO COLLECTION. Why are we so strict with our logo usage? Consistency - keeping the logo consistent and recognizeable helps us build its equity over time with consumers. Legal protection - if we mess with our logo, we can't exactly protest when others do to.

Do not remove horseshoes from shield.

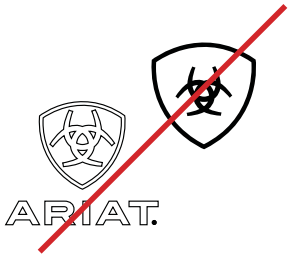


Do not change hierarchy of logo. The shield always preceeds the logotype.

Do not alter the logotype.

Do not stretch the logo.

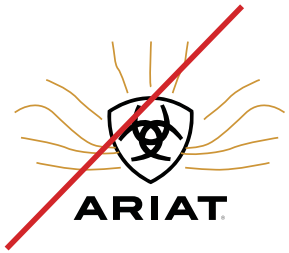
The Ariat logotype and the Shield can be used separately as design elements, but do not reconfigure their relationship or use them near each other.



Do not alter the logo.

Do not adjust the letter spacing.

Do not use Saddle Brown type with Gem logo on white background.



Do not have design elements too close to logo.

Do not disrupt the logo.

The logo must have enough contrast with the background and be clearly visible to ensure maximum impact.

The Equestrian market is dominated by ARIAT and their forward thinking approach to design and technology.

Do not use the Ariat logo within a line of text.

COLOR PALETTE

OUR BRAND COLOR IS EQUESTRIAN IN ORIGIN – SADDLE BROWN.

The rich gradated tones of the Gem logo are reproduced using four color process printing. The Saddle Brown color of the Ariat logotype when printing the Gem logo on black is also a four color process, so any color corrections to the logo should be made universally — treating the shield and the type as a unit. The four color formula for Saddle Brown is C:20.5 M:49 Y:89 K:3.25.

When printing in limited color situations use the linear version of the logo. In those situations Saddle Brown should be reproduced by using Pantone 7510 C.

Office printers are usually unable to print using PMS colors so it is recommended to use the Saddle Brown CMYK breakdown when doing basic printing.

For on-screen, broadcast and mobile purposes the RGB formula of Saddle Brown should be used, R:198 G:136 B:61.

ALWAYS PRINT BOTH THE GEM LOGO AND ACCOMPANING LOGOTYPE IN FOUR COLOR AS ONE UNIT.

WHITE

BLACK

SADDLE BROWN
- **PMS 7510 C**
- CMYK: C:20.5 M:49 Y:89 K:3.25
- RGB: R:198 G:136 B:61

PMS 7510 C

CMYK ONLY

BRAND TYPEFACES

DIN AND ITC CENTURY HAVE BEEN SELECTED AS THE BRAND TYPEFACES TO USE FOR ALL ARIAT COMMUNICATIONS.

DIN is a sans serif typeface designed in 1936, created for the German Standards Committee as the typeface for use in areas of engineering, traffic, administration and business. ITC Century is a serif typeface based on the typeface designed in 1894 for Century Magazine.

Both of these typefaces are modern classics, each considered a perfect balance of utility and expression. Available in multiple weights, these two type famlilies can be used to express the gamut of the Ariat brand. Used in combination with each other, with different treatments of weights, italics, case and spacing, these two type famlilies can address masculine rustic Western as naturally as they can emote feminine technical English.

These two font families are the primary body copy text typefaces, although they can be used for display type as well.

DIN FAMILY

DIN LIGHT & LIGHT ITALIC

ARIAT HAS A VISION
to be the best equestrian company *the world has ever seen.*

DIN REGULAR & ITALIC

ARIAT HAS A VISION
to be the best equestrian company *the world has ever seen.*

DIN BLACK & BLACK ITALIC

ARIAT HAS A VISION
to be the best equestrian company *the world has ever seen.*

ITC CENTURY FAMILY

ITC CENTURY LIGHT & LIGHT ITALIC

ARIAT HAS A VISION
to be the best equestrian company *the world has ever seen.*

ITC CENTURY BOOK & BOOK ITALIC

ARIAT HAS A VISION
to be the best equestrian company *the world has ever seen.*

ITC CENTURY ULTRA & ULTRA ITALIC

ARIAT HAS A VISION
to be the best equestrian company *the world has ever seen.*

DIN FAMILY

AN EXAMPLE OF THE DIN FAMILY AND IT'S WIDE RANGE OF WEIGHTS AND STYLES.

DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890abcdefghijklm
nopqrstuvwxyz

ARIAT WAS FOUNDED ON A PROMISE: to provide the world's top equestrian athletes with the most technically advanced riding boots available. *Since shipping our first pair of boots in 1993, we've been doing just that—and with great success.*

DIN BLACK

ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890abcdefghijklm
nopqrstuvwxyz

ARIAT WAS FOUNDED ON A PROMISE: to provide the world's top equestrian athletes with the most technically advanced riding boots available. ***Since shipping our first pair of boots in 1993, we've been doing just that—and with great success.***

DIN LIGHT / DIN CONDENSED LIGHT
ABCDE12345vwxyz/ABC123abc

DIN LIGHT ITALIC / DIN CONDENSED LIGHT ITALIC
ABCDE12345vwxyz/ABC123abc

DIN / DIN CONDENSED
ABCDE12345vwxyz/ABC123abc

DIN ITALIC / DIN CONDENSED ITALIC
ABCDE12345vwxyz/ABC123abc

DIN MEDIUM / DIN CONDENSED MEDIUM
ABCDE12345vwxyz/ABC123abc

DIN MEDIUM ITALIC / DIN CONDENSED MEDIUM ITALIC
ABCDE12345vwxyz/ABC123abc

DIN BOLD / DIN CONDENSED BOLD
ABCDE12345vwxyz/ABC123abc

DIN BOLD ITALIC / DIN CONDENSED BOLD ITALIC
ABCDE12345vwxyz/ABC123abc

DIN BLACK / DIN CONDENSED BLACK
ABCDE12345vwxyz/ABC123abc

DIN BLACK ITALIC / DIN CONDENSED BLACK ITALIC
ABCDE12345vwxyz/ABC123abc

ITC CENTURY FAMILY

AN EXAMPLE OF THE ITC CENTURY FAMILY AND IT'S WIDE RANGE OF WEIGHTS AND STYLES.

ITC CENTURY LIGHT

ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890adcdefghijklm
nopqrstuvwxyz

ARIAT WAS FOUNDED ON A PROMISE: to provide the world's top equestrian athletes with the most technically advanced riding boots available. *Since shipping our first pair of boots in 1993, we've been doing just that—and with great success.*

ITC CENTURY ULTRA

ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890adcdefghijklm
nopqrstuvwxyz

ARIAT WAS FOUNDED ON A PROMISE: to provide the world's top equestrian athletes with the most technically advanced riding boots available. *Since shipping our first pair of boots in 1993, we've been doing just that—and with great success.*

ITC CENTURY LIGHT / ITC CENTURY LIGHT CONDENSED

ABCDE12345vwxyz/ABC123abc

ITC CENTURY LIGHT ITALIC / ITC CENTURY LIGHT CONDENSED ITALIC

ABCDE12345vwxyz/ABC123abc

ITC CENTURY BOOK / ITC CENTURY BOOK CONDENSED

ABCDE12345vwxyz/ABC123abc

ITC CENTURY BOOK ITALIC / ITC CENTURY BOOK CONDENSED ITALIC

ABCDE12345vwxyz/ABC123abc

ITC CENTURY BOLD / ITC CENTURY BOLD CONDENSED

ABCDE12345vwxyz/ABC123abc

ITC CENTURY BOLD ITALIC / ITC CENTURY BOLD CONDENSED ITALIC

ABCDE12345vwxyz/ABC123abc

ITC CENTURY ULTRA / ITC CENTURY ULTRA CONDENSED

ABCDE12345vwxyz/ABC123abc

ITC CENTURY ULTRA ITALIC / ITC CENTURY ULTRA CONDENSED ITALIC

ABCDE12345vwxyz/ABC123abc

WESTERN & ENGLISH STYLING WITH BRAND TYPEFACES

DIN AND ITC CENTURY CAN DO MOST OF THE TYPOGRAPHIC HEAVY LIFTING FOR ARIAT WESTERN. Add distress to either typeface for a rustic feel. Employ the Victorian era design tendencies of mixing typefaces, arcing the baseline and adding flourishes for added Western nuance.

The various weights of Din and ITC Century will also handle most of the typographic needs for english. ITC Century, ITC Century Italic and the lighter weights of DIN are all quite elegant and classic. The medium and bold weights of these typefaces are at once traditional and strong. The entire DIN family can also lend a technical feel to product information.

AUTHENTIC
WESTERN

CLASSIC
english

EXAMPLES

WESTERN & ENGLISH HEADLINE TYPEFACES

WHEN AN EVEN STRONGER HIT OF AUTHENTICITY IS CALLED FOR, USE ONE OF THE WESTERN OR ENGLISH DEDICATED TYPEFACES.

For an added Western flare the Giza and Lonestar faces offer a striking compliment to DIN and ITC Century. Giza is a classic Victorian era woodcut typeface with a heavy grace and Lonestar offers an extended slab serif letterform to round out the family.

When a more refined premium English expression is desired, use the typeface Tangier. Tangier is an elegant script that can compliment the weight and the classic structure of the base typefaces.

GIZA

AUTHENTIC WESTERN

LONESTAR

AUTHENTIC WESTERN

TANGIER

Classic English