INTRODUCTION:

The National Association of Sporting Goods Wholesalers (NASGW) represents Shooting Sports Wholesalers, Manufacturers, and their trade partners, ensuring products get to retailers in the most efficient and cost-effective way possible. The 2-step wholesale distribution system is the foundation that provides the means and the ways for products to get to retailers, customers, and put to use in the great outdoors.

The NASGW brand speaks to the heritage, strength and longevity of the organization, incorporating some elements of Americana, America’s past time and political advertising. Please use this document to ensure the correct usage of the brand, as strict compliance ensures that no matter where the logo is used, it showcases and represents NASGW and the people who are proud members.
The three main elements of the NASGW logo form the standard version, used in the majority of applications, both print and digital. The bold red text represents the strength of NASGW. The banner and tagline provide a strong base to the mark.

The NASGW and the banner, without the top est. 1954 text and keylines will be used when the size of “established 1954” falls below 6 pt. or in applications like embroidery where graphic detail has limitations.

NASGW by itself can be used in rare instances without the banner and tagline where the overall size gets too small to legible read the tagline, such as a favicon web browser identification graphic.
The combination of all three graphic elements of the logo, along with the spelled out acronym text and tagline banner, form the entire identity. This form will be used on applications where it would be the first introduction of NASGW - to tie the identity acronym with the full version.

Similar to the version above, all elements together work to showcase the entire identity. This version will be used when the format of the application is horizontal, such as a web banner or horizontal display banner.

Examples for correct simple use of the NASGW identity. These shown are representations of the entire logo usage.

Maximum 30% opacity to be used when logo overlayed over a dark photo.
Please use strict adherence to logo standards. Shown are some examples of misused NASGW identity applications.

**Do not:**
- Stretch the identity either horizontally or vertically.
- Add colors outside the black, red and white color scheme.
- Move the banner or spelled out acronym above the Established 1954 line.
- Tilt the logo.
- Use multiple color schemes.
- Reverse out the color version on any color other than 100% black.
- Use dark photos for backgrounds or use photos with greater than 30% opacity for background texture.
In addition to the NASGW logo, the NASGW EXPO logo falls under the same usage guidelines. Please use strict adherence to logo standards.

Correct Use Examples:

Do not:
Stretch the identity either horizontally or vertically.

Add colors or create one-color versions other than grey.

Rearrange any of the design elements.

Tilt the logo.

Use multiple color schemes.

Reverse out the color version on any color other than 100% black.

Use dark photos for backgrounds or colors that are not black or in the same logo color scheme.
WHOLESALE TRUST is the strong base that supports all that the brand and the heritage of NASGW stand on.

Other variations can be used as support taglines to support WHOLESALE TRUST.

Some examples include:

WHOLESALE VALUE.
WHOLESALE COMMITMENT.
WHOLESALE PARTNER.
WHOLESALE EXPERIENCE.
WHOLESALE DELIVERY.
WHOLESALE LOGISTICS.
WHOLESALE INNOVATION.

Other combinations may be developed, but must be submitted and approved by NASGW before print or digital use.
COLORS:

BLACK

PMS 7622C

NASGW GRADIENT
- 0% - CMYK - 20.97.90.11
- 100% - CMYK - 32.92.86.43

WHITE

TEXTURE APPLICATIONS:

These textures can be used as a background texture, either color or black and white. If the logo is used on any, the background must be no more than 30% transparent.

Other textures may be used, as long as they fall in line with the overall aesthetic feel of NASGW and the textures shown as examples.