

KWA®

BRANDING GUIDELINES

//COMPANY LOGO

The logo is always either solid black or solid white, with no outline or transparency, and is always paired with a registered mark.



*The black box is used for demonstration purpose only to represent a black background. White KWA logos should not be used with a black box.

//LAW ENFORCEMENT LOGO

The KWA Law Enforcement Badge is only used in applications that are directed towards Law Enforcement personnel and institutions.



*The black box is used for demonstration purpose only to represent a black background. White KWA logos should not be used with a black box.

//COLORS

The black and white can be used for copy and background elements or shapes added within the design. The red is used mainly as a highlight, such as a border or background color, but can also be used for copy that is important and needs to stand out. The LE blue is also used as a highlight, such a shape or border.



#000000
100/100/100/100
0/0/0
Pantone Black 6 C



#FFFFFF
0/0/0/0
255/255/255
Opaque White

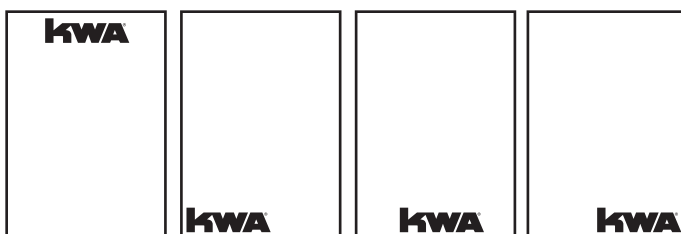


#B80000
19/100/100/11
184/0/0
Pantone 7627 C



#24408E
99/88/11/1
36/64/142
Pantone 7687 C

//LOGO PLACEMENT



//TYPOGRAPHY

There should be no occasion where multiple Main Heading, Sub Heading, or Body Copy fonts are used in one design. All of the main titles and product names should be capitalized. There should be no alterations to kerning, tracking or skew. There should be no use of italics, verticle scale, or horizontal scale. Leading should be one to two points less than the point size of the font. Baseline shift should only be used for product names and cannot sit above the top of the copy.

//HEADINGS

BEBAS NEUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
124567890

EUROSTYLE EXT D BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxy
124567890

//SUB HEADINGS

EUROSTYLE EXT D REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxy
124567890

EUROSTYLE COND REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxy
124567890

HELVETICA NEUE MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxy
124567890

//BODY COPY

HELVETICA NEUE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxy
124567890

OPEN SANS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxy
124567890

ROBOTO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxy
124567890

//KWA BOILER PLATE

The Southern California-based company has been designing and manufacturing high quality airsoft products for 30 years, including 1:1 scale MilSpec products for consumers as well as law enforcement, military, and government agencies around the globe. For more information please visit www.STORE.KWAUSA.com or call 626.581.1777

//OUR LEGACY

KWA's long standing tradition of craftsmanship and innovation is met with a constant commitment to deliver superior performance and ultimate reliability.

The Southern California-based company has been designing and manufacturing high quality airsoft products for 30 years, including 1:1 scale MilSpec products for consumers as well as law enforcement, military, and government agencies around the globe.

We seek to challenge ourselves to exceed every expectation and provide the best user experience possible — from our products, to service and support.

//CRAFTSMANSHIP & QUALITY

Every KWA product is built to create a realistic experience for the user while redefining the airsoft industry. Since our inception, KWA has designed and engineered some of the highest performing and dependable airsoft products on the market.

Beginning with our patented 2GX gearbox design and NS2 gas system years ago, KWA has changed perceptions of what “out of the box performance” means. Every product feature & function has been meticulously engineered to recreate its firearm counterpart without sacrificing performance or reliability. Fire controls and take down procedures are faithfully replicated. No detail is overlooked.

Every product is subject to stress tests in real-world conditions to ensure reliable operation. Product feedback is field tested and improvements are implemented. The ever-changing demands of the market require constant evolution.

At KWA, we do not hide from innovation...we perfect it.

