



MAGTECH[®]

BRAND AND IDENTITY GUIDELINES

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A LEGACY BUILT ON FIREPOWER.



Relentless in quality. Unmatched in consistency. Trusted globally. For millions of shooters across more than 100 countries, Magtech is more than just a name. It is a worldwide benchmark for quality and reliability in the ammunition industry.

Behind Magtech stands one of the largest ammunition manufacturers in the world, backed by over 100 years of expertise. With an annual production capacity exceeding 2 billion metallic centerfire cartridges, our vertically integrated operation ensures total control over every stage of production—and total confidence in every shot.

As part of CBC Global Ammunition—the world leader in ammunition for portable weapons and a trusted supplier to NATO, allied militaries and law enforcement agencies worldwide—we don't simply follow industry standards. We define them.

Whether utilized for competitive shooting, hunting, self-defense, tactical operations or law enforcement, Magtech provides a comprehensive range of products tailored to meet the diverse and demanding needs of shooters across the globe.

Precision-built. Battle-tested. Always ready. With more than a century of engineering excellence and complete control over our manufacturing process, Magtech stands among the most respected ammunition brands in the world—delivering reliability, performance and value across every continent.



MAGTECH®

GLOBAL STRENGTH. PROVEN PERFORMANCE.



Engineered for the world. Trusted everywhere. By expanding our global production capabilities and strengthening our international presence, we continue to drive innovation, raise standards and serve our customers wherever they are.

Backed by 100 years of elite engineering and strengthened by military-grade manufacturing expertise, Magtech carries the legacy of CBC Global Ammunition—a global group with operations in Brazil, the United States, Germany, the Czech Republic, Belgium and India.

Together, we are committed to delivering the most reliable ammunition to military, law enforcement and civilian customers around the world—leveraging more than 300 years of combined experience to offer a complete portfolio and continually increasing value.

From raw materials to the final round, Magtech maintains total control of the manufacturing process, ensuring that every cartridge reflects our commitment to quality and precision.

No outsourcing. No shortcuts. No compromises.

From popular handgun rounds like 9mm, .357 Magnum and .38 Special to trusted rifle calibers such as 5.56mm/.223 REM, 300 Blackout, 6.5 Creedmoor up to .50 BMG, Magtech ammunition is trusted by shooters around the world who demand flawless accuracy shot after shot.

Welcome to the next generation of shooting excellence.

Welcome to Magtech.

MAGTECH®



Click here to access all official files.

BRAND IDENTITY SYSTEM

MAGTECH[®]

BRAND IDENTITY SYSTEM.

The following Magtech Brand Identity System acts as the blueprint for how our brand comes to life. It captures the essence of the Magtech brand—its look, voice and energy—and translates that into tangible design and communication rules. By aligning visuals and messaging, it ensures that every touchpoint tells the same story and leaves a lasting impression. The Brand Identity System is designed to provide clear guidelines for consistent use of logos, colors, fonts and messaging—ensuring every communication reflects the Magtech brand's values and personality. This consistency strengthens recognition, trust and cohesion across all platforms.



Primary Logo

The Magtech logo is the cornerstone of the brand's visual identity. It represents the precision, reliability, and performance that define Magtech ammunition. Consistent use of this logo ensures strong recognition and reinforces the integrity of the Magtech brand across all communications.

The primary logo features the bold MAGTECH wordmark rendered in Magtech Blue. Its forward-leaning letterforms convey motion, energy, and confidence—reflecting the brand's heritage of innovation and accuracy.

This logo must always appear in its original form and proportions. It should never be altered, redrawn, distorted, or placed within any container that compromises its legibility or impact.

The Magtech primary logo should be used whenever possible and serves as the default mark across print, digital, packaging, and environmental applications.



PRIMARY - COLOR ON WHITE



WHITE ON COLOR

Only to be used on dark backgrounds and imagery.



BLACK ON WHITE

Only to be used upon approval or by request from the Magtech Marketing team.

Primary Logo Typeface

The Magtech logo is based on the Serpentine Bold Italic typeface, which has been custom modified to create a unique and proprietary wordmark. These refinements include precise adjustments to letterforms and spacing to enhance balance, legibility, and visual impact.

Because the Magtech logotype is a custom-drawn design, it should never be recreated or typed out using the Serpentine font or any other typeface. The official logo artwork must always be used as provided in the approved master files.

The Serpentine Bold Italic typeface is reserved exclusively for the foundation of the logo design and is not to be used in any other brand applications, including headlines, body copy, or product typography.

***SERPENTINE
BOLD ITALIC***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+=***

Primary Logo

Clear Space for Primary Logo

To preserve the integrity and visual impact of the Magtech logo, a minimum amount of clear space must always surround it. This clear space ensures the logo remains legible, recognizable, and free from visual interference.

The minimum clear space is defined by the height of the uppercase letter “M” in the Magtech logotype.

This measurement—referred to as one M-space—should be maintained on all sides of the logo.

Consistent application of this rule protects the strength and clarity of the Magtech identity across all materials and media, body copy, or product typography.



Logo Sizing

To maintain the legibility and integrity of the Magtech mark across both print and digital applications, minimum and maximum size requirements must be observed. If the Magtech logo needs to be utilized at a size outside these defined limits, please contact the Magtech Marketing Team for approval and guidance on suitable alternatives.

Minimum size:

The smallest size the logo can appear while remaining legible (often measured by logo width or the height of the brand mark).

Example: Minimum width = 0.75 inches for print; 90 px for digital.

Maximum size

The largest size before the logo begins to distort or overpower other design elements.

Example: No larger than 25% of the page width or screen width for print; 1000 px for digital.

Minimum Size

0.75 in

MAGTECH

PRINT

90 px

MAGTECH

DIGITAL

Maximum Size

No larger than 25% of the page width.

MAGTECH[®]

PRINT

1000 px

MAGTECH[®]

DIGITAL

M-Target Mark

The M-Target Mark features the stylized Magtech “M” positioned within a dynamic crosshair symbol. It represents accuracy, focus, and technical precision. This mark should be used when a strong visual identifier is needed without the full logotype—particularly in contexts emphasizing performance, competition, or precision engineering.

Secondary Mark

In addition to the primary Magtech wordmark, the brand includes a secondary mark: the M-Target Mark. This icon serves as visual extension of the Magtech identity, allowing flexibility and recognition in smaller or more stylized applications.

This secondary mark draws from the precision, energy, and confidence inherent in the Magtech brand. They reinforce Magtech's reputation for accuracy and reliability—whether used independently or as supporting elements within a broader layout.

This mark may be used when the full Magtech logo is impractical due to scale or format limitations, or when a more graphic, emblematic presence is desired (for example: social media avatars, icons, product packaging, promotional gear, or internal branding).



PRIMARY - COLOR ON WHITE



BLACK ON WHITE

Only to be used upon approval or by request from the Magtech Marketing team.



WHITE ON COLOR

For use on dark backgrounds and imagery.

Secondary Mark

Clear Space for Secondary Mark

Maintaining sufficient clear space ensures the secondary mark remains legible and visually dominant. No other elements—text, graphics, or imagery—should intrude upon this protected area.

The protected area may be white or a single, solid background color, but must remain free of any visual clutter.

Consistent respect for clear space safeguards the clarity, precision, and professional presence of the Magtech identity across all applications.



For the M-Target Mark, the minimum clear space is defined by the width of the central “M” in the mark itself. This distance must be maintained on all sides.

Primary Colors

Color is a defining element of the Magtech brand identity. The primary color palette communicates strength, precision, and trust—qualities that reflect Magtech's heritage and performance driven reputation.

The core Magtech Blue (PMS 294) serves as the anchor of the brand, representing dependability and technical excellence. It is supported by a deep Navy (PMS 289) that conveys authority and distinction, and a refined Gray (PMS 422) that adds balance and modern sophistication.

These three tones form the foundation of all visual communications. They should be used consistently across print, digital, packaging, and environmental applications to maintain a unified and recognizable brand presence.

When possible, use the specified Pantone (PMS) values for print applications. For digital use, corresponding CMYK, RGB, and HEX values should be matched precisely to ensure color integrity across every medium.

Pantone 294

C:100 M:86 Y:29 K:23
R:25 G:55 B:104
#002E6D

Pantone 289

C:99 M:84 Y:45 K:51
R:12 G:35 B:63
#0A2240

Pantone 422

C:41 M:31 Y:32 K:0
R:157 G:161 B:162
#9EA1A2

Typography

Typography plays a vital role in expressing the Magtech brand voice. It conveys strength, precision, and clarity—core attributes that define Magtech’s identity. Consistent use of approved typefaces ensures a cohesive visual presence across all communications, from packaging and advertising to web and digital materials.

Primary Typeface – Rigid Square

Rigid Square is Magtech’s headline and display typeface. Its bold, geometric construction and technical precision reflect the brand’s engineered performance and modern strength. Rigid Square should be used for headlines, product names, and key brand statements where strong visual impact is required.

Rigid Square ExtraLight
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square ExtraLight Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square SemiBold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square ExtraBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Rigid Square ExtraBold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Typography

Secondary Typeface – Montserrat

Montserrat serves as the supporting typeface for Magtech communications. Clean, versatile, and highly legible, it complements Rigid Square with a more approachable tone. Montserrat is used for subheads, body copy, captions, and secondary information across print and digital applications.

Together, Rigid Square and Montserrat create a balance between authority and accessibility—reinforcing Magtech’s position as a trusted, forwardlooking leader in ammunition performance.

Montserrat ExtraLight
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Montserrat ExtraLight Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()?-+*

Montserrat Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Montserrat Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()?-+*

Montserrat Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Montserrat Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()?-+*

Montserrat Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Montserrat Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()?-+*

Montserrat SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Montserrat SemiBold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()?-+*

Montserrat Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Montserrat Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()?-+*

Montserrat ExtraBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Montserrat ExtraBold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()?-+*

Montserrat Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+

Montserrat Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()?-+*

Logo Usage on Branded Merchandise

The Magtech logo and secondary marks may be applied across branded apparel and merchandise to represent the company with consistency and pride.

When used on garments, gear, or promotional items, the logo should always adhere to the same standards of clarity, proportion, and color established in this guide.

Only approved logo versions, color variations, and mark placements may be used. The logo should never be distorted, recolored, or combined with other design elements in a way that alters its integrity. When applying the logo to materials or fabrics, ensure sufficient contrast for clear visibility and maintain appropriate clear space around all sides.

When possible, use the Magtech Blue (PMS 294) logo on light backgrounds or the white logo on dark backgrounds for maximum contrast. Specialty applications—such as embroidery, screen printing, or engraving—should match approved artwork files to preserve precise linework and spacing.

All merchandise designs must reflect the strength, precision, and professionalism of the Magtech brand. Whether featured on apparel, accessories, or promotional items, the logo should always project a cohesive, high-quality image consistent with Magtech's global identity.



Improper Logo Usage

The strength of the Magtech identity depends on consistent, disciplined application.

To protect the clarity and integrity of the brand, the logo and secondary marks must never be altered, distorted, or manipulated in any way.

The following examples represent unacceptable uses of the Magtech logo and its related marks.

Why This Matters

Every instance of the Magtech identity communicates the precision and reliability behind the brand.

Consistent use of the approved logos and marks builds familiarity, reinforces trust, and ensures Magtech is recognized instantly—no matter where it appears.



Distort or stretch the logo's proportions — never scale it non-uniformly.



Use gradients, textures, or photographic fills within the logo.



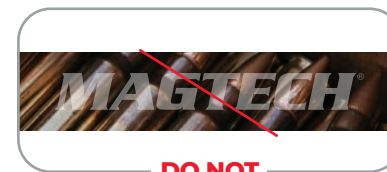
Use the logo as part of a word or sentence in text copy.



Rotate, tilt, or skew the logo in any direction.



Add or remove elements (e.g., bullets, targets, taglines, or other symbols).



Apply transparency, fades, or overlay effects that compromise visibility.



Recreate, redraw, or modify any part of the logo or its letterforms.



Combine the logo with other brand marks, icons, or unrelated graphic elements.



Enclose the logo within boxes, circles, or shapes unless specified for special-use formats.



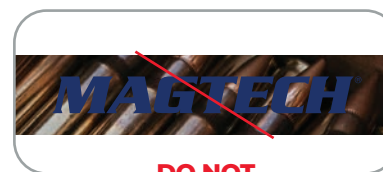
Apply outlines, drop shadows, bevels, or effects that alter its original appearance.



Alter spacing or alignment between letters in the logotype.



Change the logo's color to any tone outside the approved Magtech color palette.



Place the logo on busy, low-contrast, or patterned backgrounds that reduce legibility.

Discontinued Logos

From time to time, the Magtech identity evolves to maintain consistency and reflect the brand's current direction. As part of this evolution, certain logo versions and marks have been officially retired.

All discontinued logos shown here are no longer part of the approved Magtech identity system and must not be used in any form—digital, print, packaging, or environmental. This includes older wordmarks, previous lockups, outdated color treatments, or legacy product identifiers.

To ensure a unified brand presence, only the current approved Magtech logos and marks outlined in this guide may be used. Any existing materials or templates that include retired artwork should be updated with the latest approved assets to maintain brand consistency and integrity.





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MAGTECHAMMUNITION.COM

INTERNATIONAL INQUIRIES

Companhia Brasileira de Cartuchos - CBC
Av. Humberto de Campos, 3220
09426-900 - Ribeirão Pires SP Brazil
+55 11 2139 8202 / +55 11 2139 8342
export@cbc.com.br

U.S.A. INQUIRIES

Magtech Ammunition Inc.
9100 Wyoming Ave North #515
5445 Brooklyn Park, MN USA
+ 1 800 466 7191 / +1 763 235 4000
sales@magtechammunition.com

A member of



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