



BRAND GUIDELINES

VISUAL IDENTITY V1

THESE GUIDELINES ARE YOUR "HOW-TO" MANUAL FOR ENSURING THE LCA BRAND STAYS COHESIVE ACROSS ALL PLATFORMS. CONSISTENT USE OF THE SAME LOGO, FONTS, AND COLORS BUILDS A STRONG, RECOGNIZABLE IDENTITY FOR LCA, HELPING IT RESONATE WITH YOUR AUDIENCE.

01. **THE LOGO**



The LCA logo is a modern, professional mark that reflects strength, precision, and reliability. Built with bold, confident lines and a custom sans-serif design, it communicates authority while remaining approachable.

Its symmetrical and balanced structure symbolizes stability—key qualities in archery equipment—while the sharp, clean forms ensure maximum clarity at any size. Engineered for versatility, the LCA logo maintains its impact and recognizability across all platforms and formats, both in print and digital.



Ensure high contrast between the logo and colored backgrounds. Use appropriate color variants and avoid busy backgrounds to maintain clarity.



To ensure clarity and impact, keep a clear space equal to half the full logo height—including both the LCA mark and tagline—around the logo at all times.



MINIMUM SIZE

THE LOGO SHOULD NEVER BE DISPLAYED SMALLER THAN BELOW GUIDE TO ENSURE LEGIBILITY.

ON SCREEN:
LOGO HEIGHT IS 40PX

In print:
Logo height is 0.5 in

Our Logo should never be altered in any way from the original artwork provided. The following examples demonstrate what not to do.

- (A)** Don't distort proportions.
- (B)** Don't stretch
- (C)** Don't rotate
- (D)** Don't add effects
- (E)** Don't crop the logo
- (F)** Do not use any other typeface.
- (G)** Don't use as a mask or container.
- (H)** Don't use a gradient.
- (I)** Don't use any off-brand colors.



The logo should be designed to work effectively in solid black and white when color versions are not suitable or available.



The logo should be designed to work effectively in solid black and white when color versions are not suitable or available.



Our tagline, “Archery Made Easy,” captures the core promise of our brand: to simplify the archery experience for all skill levels. Whether you're a beginner picking up a bow for the first time or a seasoned competitor looking for efficient tools, we are committed to making the journey easier, faster, and more enjoyable.

This tagline reflects our dedication to intuitive design, accessible technology, and practical innovation. It reinforces our mission to remove the complexity from archery, empowering users with products that are straightforward, reliable, and effective – so they can focus on performance, not the process.

Archery Made Easy

Always ensure high contrast between the tagline and any colored background. Use the appropriate text color (e.g., white on red) to maintain maximum legibility and visual impact. Avoid placing the tagline over patterns or busy images.

Archery Made Easy

To ensure clarity and maximum visual impact, maintain a clear space around the tagline equal to the full height (X) on all sides. This prevents visual clutter and preserves brand integrity across all applications.



MINIMUM SIZE

THE TAGLINE SHOULD NEVER BE DISPLAYED SMALLER THAN BELOW GUIDE TO ENSURE LEGIBILITY.

ON SCREEN:
TAGLINE HEIGHT IS 24 PX

IN PRINT:
TAGLINE HEIGHT IS 0.25 inches (6.35 mm)

The tagline should retain clarity and brand integrity when used in solid black. This version is ideal for monochrome applications, limited-color print scenarios, or when color is not feasible.

Archery Made Easy

Use the white tagline variant on dark or black backgrounds to maintain contrast and legibility. This ensures the tagline remains clear and impactful when color versions are unavailable or inappropriate.

Archery Made Easy

02.

COLOR PALETTE



The LCA color system is built around a bold and versatile palette. The main palette features strong core tones like Maroon, Fireball, Black, and White creating a confident and recognizable brand presence. The secondary palette expands this range with earthy greens, warm neutrals, bright yellows, and cool blues, offering flexibility for various design needs while keeping the brand cohesive.

CRIMSON RED
 #C62127
 CMYK: 0, 83, 80, 22
 RGB: 198, 33, 39
 PANTONE 186 C

ROSEWOOD RED #D14D52	LIGHT CORAL #DD7A7D	PALE ROSE #E8A6A9	BLUSH PINK #323237
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BLACK
 #000000
 CMYK: 0, 0, 0, 100
 RGB: 0, 0, 0
 PANTONE BLACK C

CARBON #323237	GREY #6E6E73	CEREBRAL GREY #CCCCCC	GAINSBORO #E6E6E6
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WHITE
 #ffffff
 CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 PANTONE PANTONE WHITE

LIQUID NITROGEN #F4F3F4	JUPITER #E2E2E2	LUNAR ROCK #C5C5C5	STIEGLITZ SILVER #8E8E8E
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DARKEST FOREST
#253512

BAVARIAN
#515d41

GREEN TEA LEAF
#253512

DARKOLIVEGREEN
#253512

GLOBE ARTICHOKE
#616c3f

GREEN BUSH
#818965

ENVIRONMENTAL
#b0b69f

POPLAR WHITE
#dfe2d9

VINTAGE WOOD
#71461d

COWBOY TRAILS
#8d6b4a

HICKORY
#b8a38e

LAHMIAN MEDIUM
#e3dad2

SLUDGE
#d36c01

KANAFEH
#dc8934

TANARIS BEIGE
#e9b680

WARM FUZZIES
#f6e2cc

METALLIC MIST
#cdcdbe

SALTED
#ebebd9

MORNING SNOW
#f5f5ee

COOL DECEMBER
#fbfbf8

ORANGE YELLOW
#feb813

VIBRANT YELLOW
#fed82b

OLD YELLA
#fdee9b

PURE LAUGHTER
#fef7cb

NASTURTIUM
#ff5f2d

ROYAL ORANJE
#ff7a27

ESPRIT PEACH
#ffc39d

LIGHT PEACH ROSE
#ffe7d8

PUMPKIN GREEN
#28694b

PLANTER
#399d00

COOL ALOE
#add69c

WHITE GREEN
#d5e9cc

COBALT STONE
#0068b2

PERVENCHE
#008de9

VAN GOGH BLUE
#a7d9f4

BLUE HIJAB
#d0ecf8

HALITE BLUE
#0b2e4a

BIG OCEAN WAVE
#356b8d

SHALLOW SEA
#9bb5c4

PALE CORNFLOWER
#cddae2

03. **TYPOGRAPHY**



Our brand fonts are carefully curated keeping in mind our brand personality, audience and versatile applications.

Download [Transducer](#)

Download [Chakra Petch](#)

HEADLINES

TRANSDUCER

AA BB CC DD
12345 (&!%)

THE QUICK BROWN FOX
JUMPS OVER THE
LAZY DOG

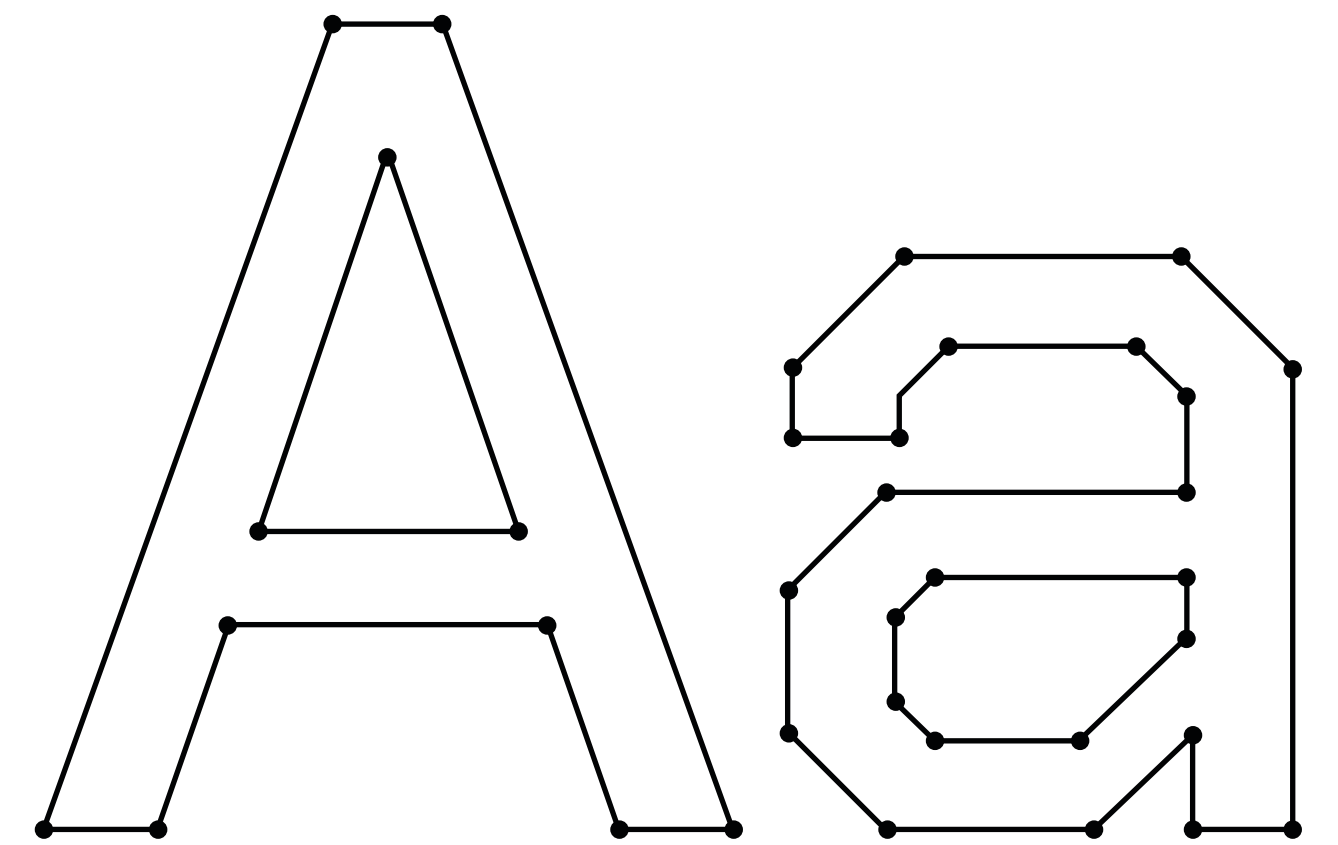


PARAGRAPH

Chakra Petch

Aa bb Cc Dd
12345 (&!%)

The quick brown fox jumps
over the lazy dog



The LCA typography system is designed to deliver clarity, consistency, and a bold, modern aesthetic.

We use Transducer for titles to create strong, attention-grabbing headlines. Chakra Petch Semibold is used for subtitles to maintain structure and style, while Chakra Petch Medium ensures smooth readability for body content.

Captions and disclaimers also use Chakra Petch Medium in a lighter tone, with hyperlinks integrated seamlessly when needed.

Together, these fonts create a unified and professional typographic voice that reinforces LCA's strength and precision.

Titles

**WE USE
TRANSDUCER
FOR TITLES.**

Subtitles

**WE USE CHAKRA PETCH SEMIBOLD
FOR SUBTITLES.**

Body

We use Chakra Petch Medium
for body text.

Captions

We use Chakra Petch Medium for captions and disclaimers.
Sometimes they have [links](#).

04.

PHOTOGRAPHY



Our photography captures real, hands-on moments with a focus on craftsmanship and precision. The style is natural, warm, and detail-oriented—highlighting tools, gear, and action in authentic workshop or range environments.

KEY CHARACTERISTICS:

WARM, EARTHY TONES WITH CONTROLLED LIGHTING

SHALLOW DEPTH OF FIELD FOR SUBJECT FOCUS

HANDS-IN-ACTION, TOOL-USE, AND REAL WORKSPACE ENVIRONMENTS

MINIMAL STAGING – AUTHENTICITY OVER PERFECTION

BRAND-RELEVANT ELEMENTS LIKE BOWS, TOOLS, AND ASSEMBLY PROCESSES ALWAYS IN FRAME

This visual approach reinforces our values of durability, quality, and end-user focus.



Our product photography is clean, minimal, and detail-focused—highlighting craftsmanship and clarity. Products are captured on neutral backgrounds (primarily white or black) to emphasize shape, texture, and precision without distraction.

KEY CHARACTERISTICS:

HIGH-CONTRAST, STUDIO LIGHTING FOR CLEAN SHADOWS AND DEFINITION

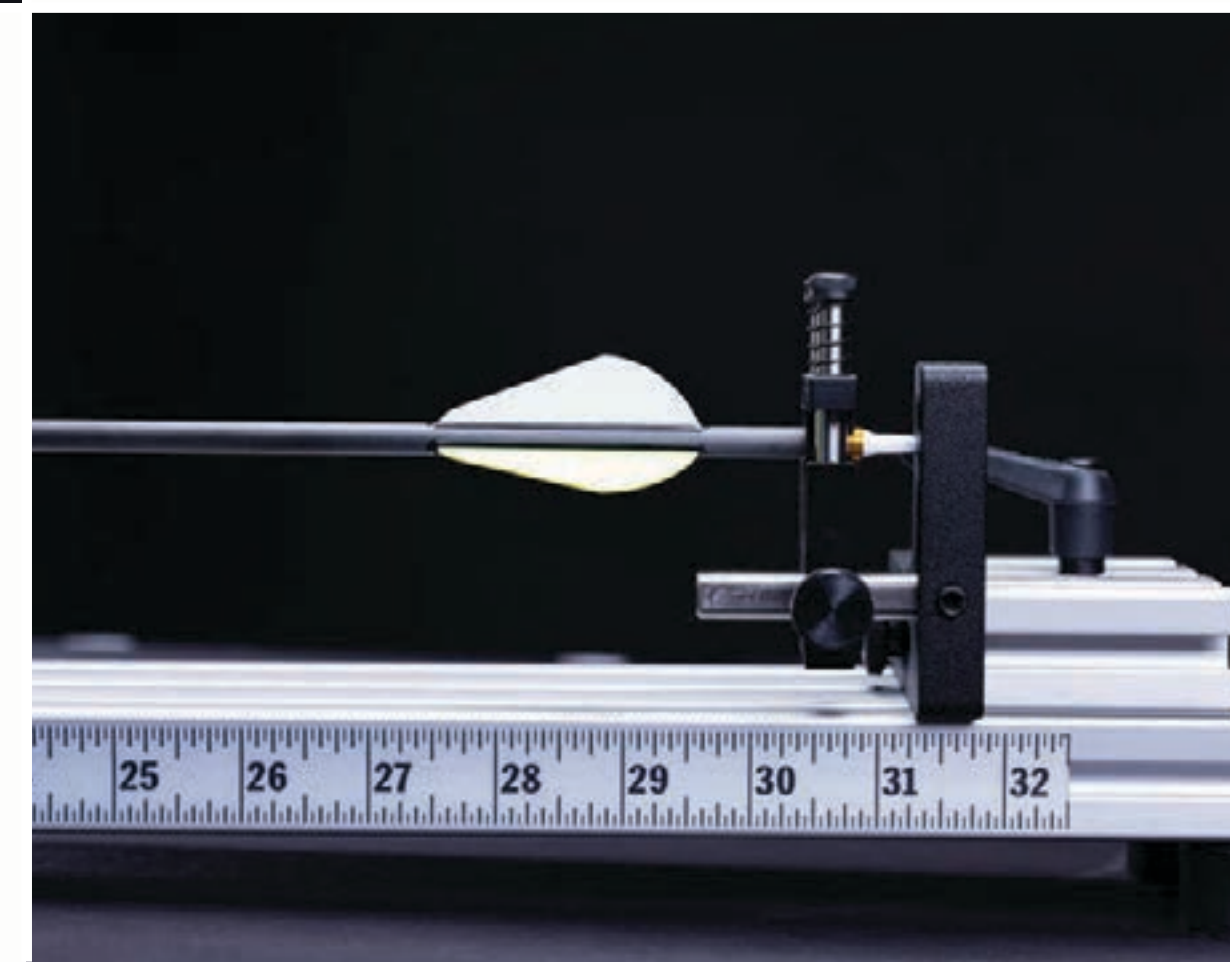
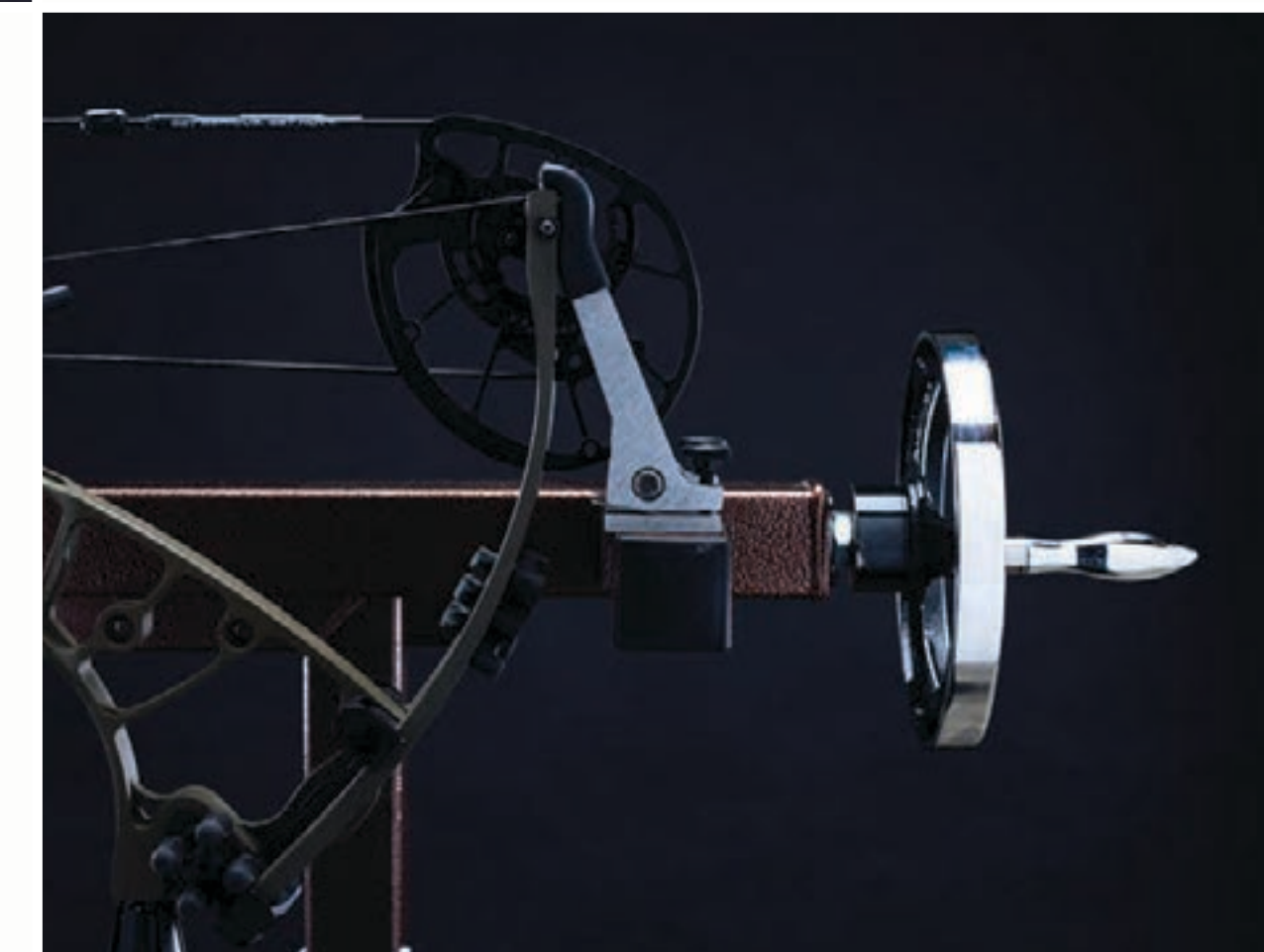
CRISP FOCUS WITH SHARP EDGES AND MINIMAL DEPTH OF FIELD

WHITE OR DARK SEAMLESS BACKGROUNDS FOR CONSISTENT PRESENTATION

CENTERED OR ANGLED COMPOSITIONS TO BEST SHOWCASE FEATURES

REALISTIC COLOR ACCURACY AND PROFESSIONAL REFLECTIONS WHEN APPLICABLE

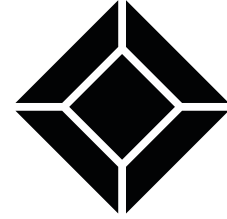
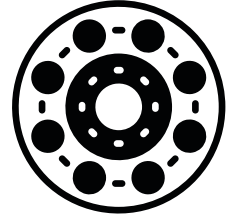

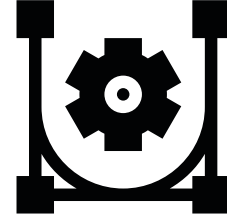
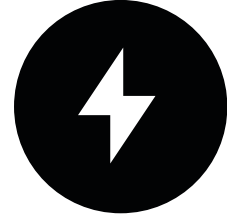

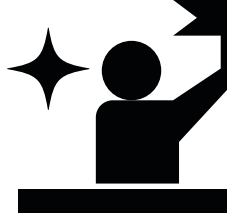
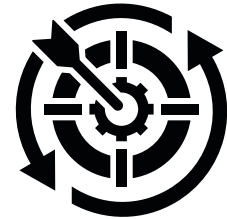
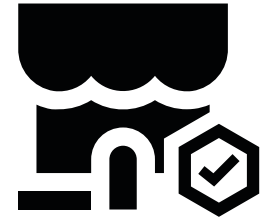

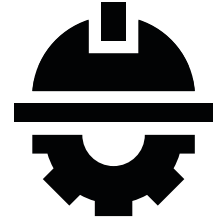

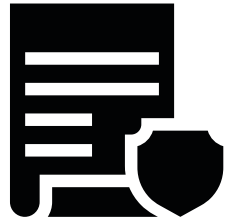
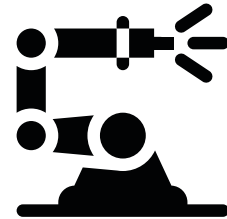
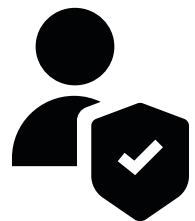
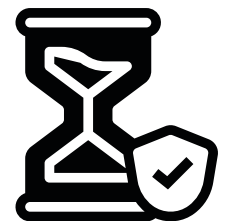


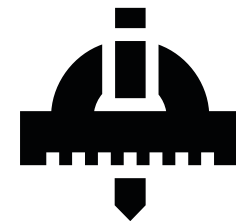
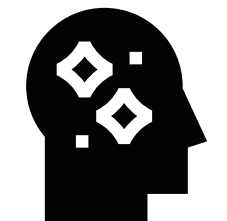
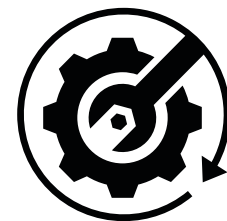

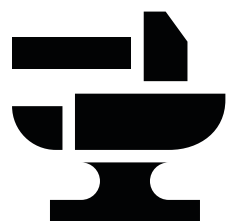
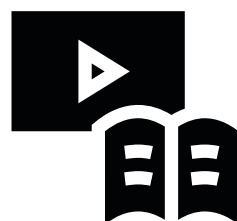

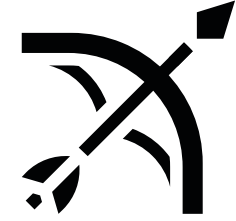

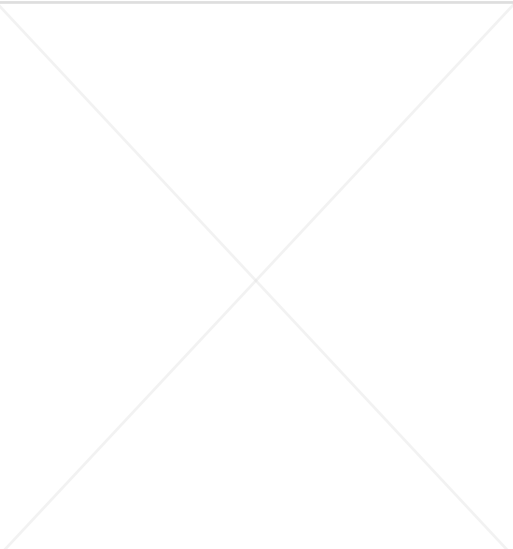
This style reinforces product quality and engineering excellence, while maintaining a professional and consistent visual standard across catalogs, packaging, and e-commerce platforms.



05.
ICONS



This page displays the full suite of brand icons in black for use on white or light-colored backgrounds. Each icon represents a key product feature or value and should be used consistently to support brand

<p>DIAMOND SQUARING BAR</p> 	<p>HIGH-QUALITY BEARINGS</p> 	<p>DURABLE BUILD</p> 	<p>PRECISION-MILLED DESIGN</p> 	<p>BUILT FOR PERFORMANCE</p> 	<p>ZERO-COMPROMISE MANUFACTURING</p> 	<p>INDUSTRY-LEADING ACCURACY</p> 
<p>CRAFTED FOR CONSISTENCY</p> 	<p>WORKSHOP-TESTED DURABILITY</p> 	<p>MADE FOR THE OUTDOORSMAN</p> 	<p>ENGINEERED FOR RELIABILITY</p> 	<p>STRONG & DURABLE MATERIALS</p> 	<p>PATENT PROTECTED</p> 	<p>ROBOTIC PRECISION WELDED</p> 
<p>TRUSTED BY PROFESSIONALS</p> 	<p>LONG-LASTING FINISH</p> 	<p>HEAVY-DUTY CONSTRUCTION</p> 	<p>BUILT WITH PURPOSE</p> 	<p>RUGGED BY DESIGN</p> 	<p>DESIGNED WITH END-USE IN MIND</p> 	<p>BUILT TO LAST</p> 
<p>AMERICAN MADE</p> 	<p>HAND-ASSEMBLED CRAFTMANSHIP</p> 	<p>WATCH & LEARN</p> 	<p>SETUP GUIDES</p> 	<p>ARCHERY INNOVATION</p> 	<p>PRODUCT SUPPORT</p> 	

This page shows the same icon set adapted for dark backgrounds, using solid white for maximum contrast and visibility. Maintain clear spacing and use these icons to enhance clarity in digital and print applications.

<p>DIAMOND SQUARING BAR</p> 	<p>HIGH-QUALITY BEARINGS</p> 	<p>DURABLE BUILD</p> 	<p>PRECISION-MILLED DESIGN</p> 	<p>BUILT FOR PERFORMANCE</p> 	<p>ZERO-COMPROMISE MANUFACTURING</p> 	<p>INDUSTRY-LEADING ACCURACY</p> 
<p>CRAFTED FOR CONSISTENCY</p> 	<p>WORKSHOP-TESTED DURABILITY</p> 	<p>MADE FOR THE OUTDOORSMAN</p> 	<p>ENGINEERED FOR RELIABILITY</p> 	<p>STRONG & DURABLE MATERIALS</p> 	<p>PATENT PROTECTED</p> 	<p>ROBOTIC PRECISION WELDED</p> 
<p>TRUSTED BY PROFESSIONALS</p> 	<p>LONG-LASTING FINISH</p> 	<p>HEAVY-DUTY CONSTRUCTION</p> 	<p>BUILT WITH PURPOSE</p> 	<p>RUGGED BY DESIGN</p> 	<p>DESIGNED WITH END-USE IN MIND</p> 	<p>BUILT TO LAST</p> 
<p>AMERICAN MADE</p> 	<p>HAND-ASSEMBLED CRAFTSMANSHIP</p> 	<p>WATCH & LEARN</p> 	<p>SETUP GUIDES</p> 	<p>ARCHERY INNOVATION</p> 	<p>PRODUCT SUPPORT</p> 	

06.

APPLICATION

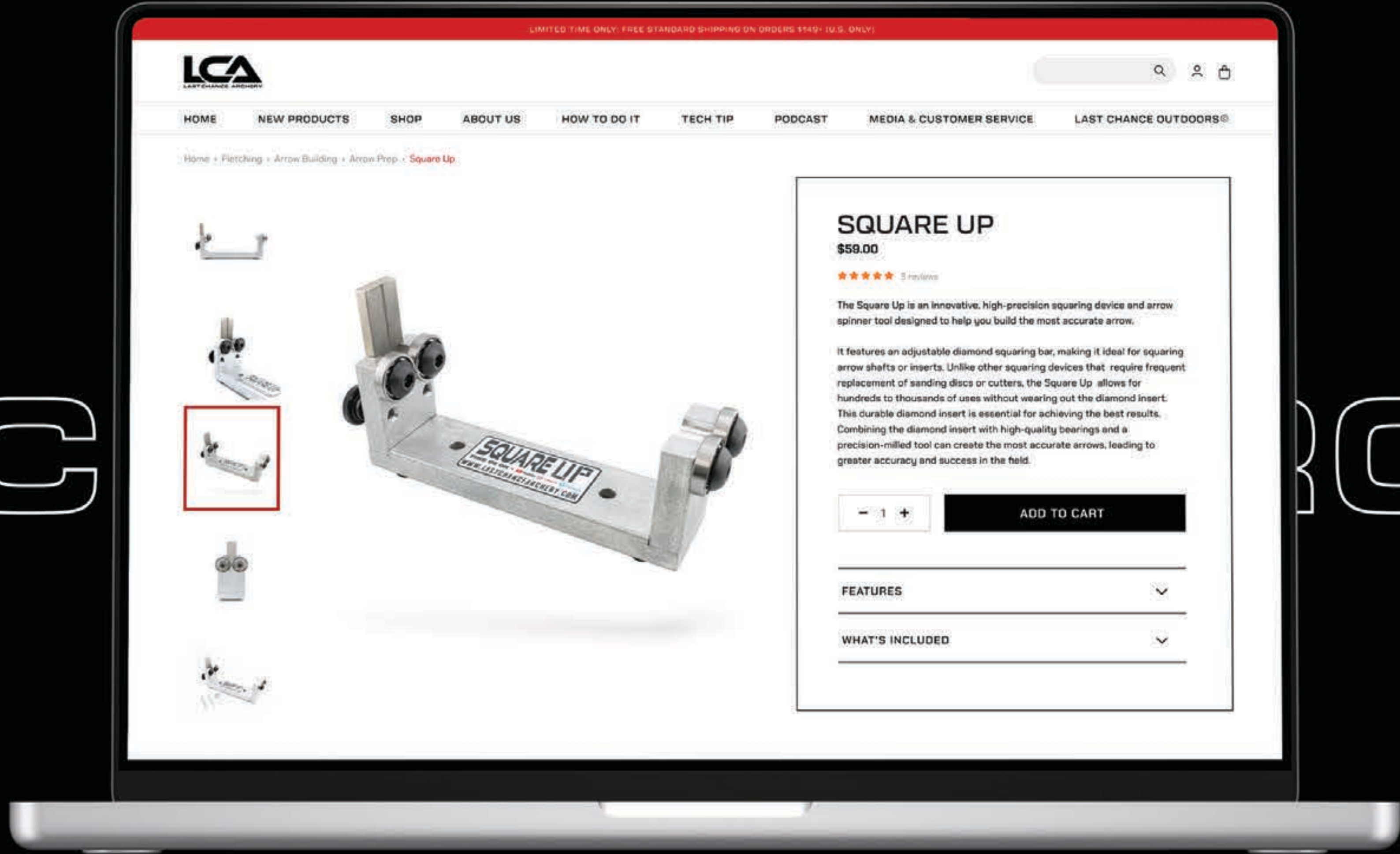






ASTC

RCHER







07.

SUB-BRANDS





Last Chance Outdoors is a sub-brand to our main line, Last Chance Archery. This sub-brand is where we highlight our products that can be used by more than just archers but by you guys who are all about the outdoors, and maybe you even hunt or recreational shoot with a rifle, shotgun, or muzzleloader.

THANK YOU

Think of this as your go-to manual for maintaining a consistent and impactful LCA brand. These guidelines have been thoughtfully crafted to ensure the LCA identity remains cohesive across every platform and touchpoint.

Anyone involved in creating brand materials should become familiar with these standards to ensure clarity and consistency.

A strong brand is built through repetition—by consistently using the same logo, colors, and typography. This approach helps shape a recognizable and lasting identity that resonates with your audience.

