



DELTA
THREE
OSCAR

BRAND GUIDELINES

DELTA
THREE
OSCAR

Focus. During a mission it can be anywhere: the last place it should be is on your protective gear. Your gear should be there quietly doing its job, moving fluidly with you - and protecting you when you need it to.

At Delta Three Oscar™, we make just that. The most advanced protective gear on the planet, tested and trusted in some of the world's harshest environments: from state-of-the-art helmet liners to fit-and-forget knee pads, and the most dextrous protective gloves.

We're also the defense arm of D3O, the world's leading protection company. We've packed every advantage and multi-industry know-how into our gear so the military, security and law enforcement communities can keep their minds on the mission and come back to tell the tale.

Delta Three Oscar™ Protected. We'll get you home.

DELTA
THREE
OSCAR



DELTA
THREE
OSCAR

Main logo:

DELTA
THREE
OSCAR

Horizontal logo:

DELTA THREE OSCAR

Secondary options:

DELTA
THREE
OSCAR

DELTA
THREE
OSCAR

Monochrome options:

DELTA
THREE
OSCAR

DELTA
THREE
OSCAR

Secondary and Monochrome versions of the logo should only be used in exceptional circumstances and are subject to Delta Three Oscar™ approval.



Our typography of choice is Helvetica.
It is a strong, versatile typeface that
reinforces our brand identity.

Helvetica Bold should be used for headings
and subheadings, and Helvetica Roman
should be used for body copy.

Helvetica Aa Aa

Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789@#\$%^&*()-_+=,.!?'‘”
Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789@#\$%^&*()-_+=,.!?'‘”

Helvetica Bold Headings

Helvetica Roman Body Copy





DELTA
THREE
OSCAR

The **Delta Three Oscar™** brand has two main colours - Delta Green and Orange.

Please do not use any variation.



PANTONE® 2329 C

Delta Green

- **C** 48 | **M** 48 | **Y** 71 | **K** 44
- **R** 104 | **G** 89 | **B** 60
- #68593c
- **L** 39 | **a** 3 | **b** 19
- **H** 39 | **S** 41 | **B** 40



PANTONE® 1505 C

D30 Orange

- **C** 0 | **M** 70 | **Y** 100 | **K** 0
- **R** 255 | **G** 107 | **B** 0
- #ff6b00
- **L** 64 | **a** 55 | **b** 73
- **H** 25 | **S** 100 | **B** 100

ON-PRODUCT



The following on-product branding is available off-the-shelf and can be ordered via your account manager. Each product must use a Delta Three Oscar™ swing tag and a fabric label.

Swing Tag:



Dimensions: 60 x 120mm
Code: 14541

NOTE: Fabric labels to be placed on the outside of all products. Dimensions quoted below are for folded labels.

Core Fabric Label:



Dimensions: 20 x 17mm
Code: 14539

Alternative Fabric Label:



Dimensions: 40 x 12mm
Code: 14540

DELTA
THREE
OSCAR



@DELTATHREEOSCAR

DELTATHREEOSCAR.COM