

## Company Logo:



The logo expresses a sense of security, safety and peace. The word “Ancora” means hope in Latin, and the word safety helps associate what the company strives for. The red shield is used both as a symbol of security and bravery while providing a place holder for the “A” in “Ancora”. Around the shield is an olive branch which is a symbol of peace and hope.

## Color Palette:

RED		GREY		WHITE		BLACK	
HEX	#ff0808	HEX	#b4b4b4	HEX	#ffffff	HEX	#000000
RGB	255 8 8	RGB	180 180 180	RGB	255 255 255	RGB	0 0 0
HSV	0 97 100	HSV	0 0 71	HSV	0 0 100	HSV	0 0 0
CMYK	0 97 97 0	CMYK	0 0 0 29	CMYK	0 0 0 0	CMYK	0 0 0 1

The three main colors for Ancora Safety are red, white, and black, along with an accent of grey. The color red symbolizes strength, black symbolizes power, white symbolizes purity and light, while grey symbolizes balance and calmness. Our black and red represents the lethal problem of violence happening in society, while our grey and white takes on the meaning of safety, hope, and the purity of our solution to the problem.

## Font:

# Mongolian Baiti

The font, Mongolian Baiti, is used in the logo. This font is simple and unique while still being legible.



**Ancora Safety**  
5805 Rosedale Hwy  
Bakersfield, CA 93308

Ancora Safety is a company that allows our customers to empower themselves and to have a better feeling of security, through our products and services. The company provides safety courses and products such as bulletproof items, and self-defense accessories for those who want to put safety in their own hands. Ancora Safety also offers free classes for people who cannot pay for our class in order to help the community while also supporting the Alliance Against Family Violence and Sexual Assault. The company's mission is to eliminate an individual's fear of being a victim to violence by empowering them through self-protecting means.



Phone: (661)-588-8601



[ancorasafety.com](http://ancorasafety.com)



Fax: (661)-588-8601



[ancorasafety@gmail.com](mailto:ancorasafety@gmail.com)

## Company Business Card:

Front



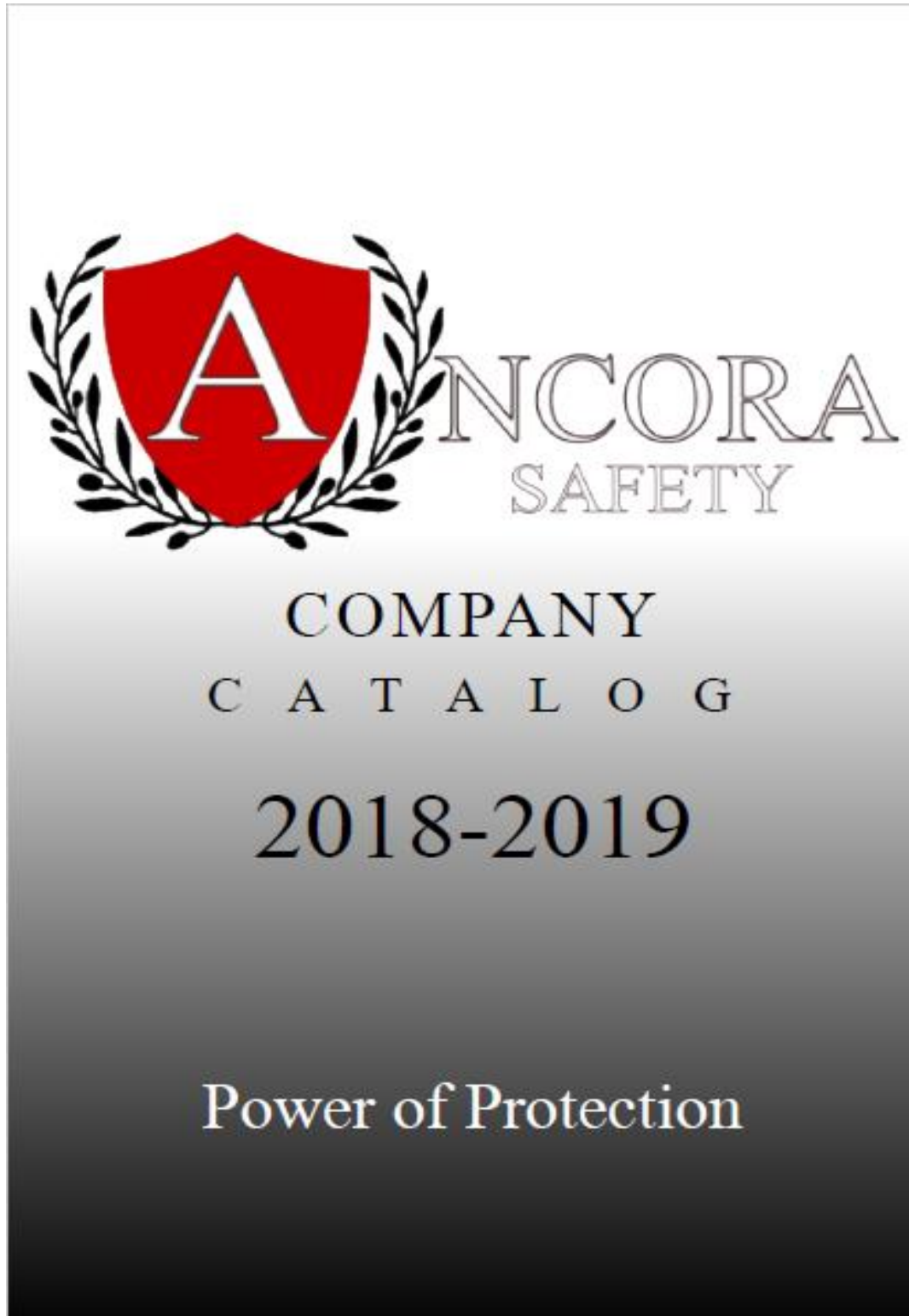
Back



Ancora Safety  
5805 Rosedale Hwy, Bakersfield, CA 93308

PHONE | 661-588-8608  
EMAIL | [matthewtamunda@gmail.com](mailto:matthewtamunda@gmail.com)  
WEB | [ancorasafety.com](http://ancorasafety.com)

Company Catalog Cover:



Company Name Tag:



Company Banner:



## Front Page Company Website:



HOME

SHOP

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## Company Shirts:

